Project Team: Valiant Visionaries

Samantha Parfait, Indies Guercin and Emily Murdock

ELEVATING FINANCIAL CAPABILITY FOR ALL
Supporting Small Businesses Post COVID-19

BY: THE VALIANT VISIONARIES
SAMANTHA PARFAIT, INDIES GUERCIN, & EMILY MURDOCK
OUR TOPIC

The American Economy in a Post-COVID Era: Challenges, Successes, & The Road to Recovery
BOLD STATEMENT

Supporting Small Business Sustainability and Development is Essential to Boost the American Economy Post COVID-19.
DESIGN & RESEARCH METHODOLOGY

- Research
- Learn
- Connect
BACKGROUND

The Economy
- CONSUMER SPENDING
- CONSUMER SPENDING
- CONSUMER SPENDING

Small Businesses
- What is a Small Business?
WHY SHOULD YOU CARE?

・Picture this...
99% of businesses are small businesses

REASON #1: REGULATE & INCREASE MONETARY FLOW
Reason #2: Job Creation

• 30 million small businesses
• 50% of the working force
Solution & Implementation Plan

• Social Media Campaigns
DESIRED OUTCOME

- Public Awareness
- Increase in Shopping Small
- Boosted Economic Growth
SPECIAL THANKS TO...

Our Mentors:
- Debbie Kleinberg
- Jodie Borenstein
- Sandra Wright

Our Experts:
- Kim Fogle
- Sima Patel

Bright Minds, Fresh Ideas
Internship Associates:
- Barry Altland
- Bill Mills
- Bill Daniel
- Kris-Ann Higgins
- Emily’s Parents
- Joelyz Wolcott
- The Panel
- & all the FPP partners
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