

# maesa

## The *#MaesaMagicIncubator*

In honor of our *25th anniversary*, we want to pay it forward. The *#MaesaMagicIncubator* was created in direct response to the ever-present entrepreneurial access gap and aims to empower and amplify early-stage, underrepresented voices in the beauty and wellness sectors. The beauty and wellness industry has created an abundance of incubator programs for specific under-served populations over the past decade, but time and time again, early-stage entrepreneurs are ineligible due to a lack of revenue or inability to be shelf-ready. The *#MaesaMagicIncubator* program is open to all under-served communities in pre-launch or early launch phase: an unprecedented opportunity from a company with a proven track record of defying boundaries and transforming unmet consumer needs into desirable, scalable brands.



If women and men participated equally as entrepreneurs, global GDP could rise by approximately 3% to 6%, **boosting the global economy by \$2.5 trillion to \$5**



Executive teams with **gender diversity** financially **outperform** those without by 25%



Executive teams with **ethnic diversity** financially **outperform** those without by 36%

### AND YET



Almost half of **female founders (48%)** cite a lack of available mentors or advisers as holding them back.



Women, Black, and Latino entrepreneurs each receive less than **3% of venture capital funding**.



**75% of LGBTQ founders** say they withheld their identity from investors in some form.



**8 out of 10 BIPOC businesses** fail within their first 18 months due to the lack of resources and funds.



**50% of small businesses** fail after five years; One of the major reasons for businesses failing is due to their inability to secure finances as well as running out of money.



**Minority-owned firms** were all more likely to receive none of the financing they sought in 2021.

the beauty of possibilities