The background of the image shows a landscape with several white wind turbines of varying sizes. The turbines are set against a backdrop of rolling hills or mountains under a clear, light blue sky. The overall scene is bright and clean, suggesting a focus on renewable energy.

2025 STATE OF
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-ship**

ROADSHOW

PRESENTED BY



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Why Do We Do This?

STATE OF
**Entre-
preneur
-ship**
REPORT

IECE IMPACT TO-DATE



1999-PRESENT
CUMULATIVE
IMPACT

TOTAL BUSINESSES ASSISTED

199,231



**WOMEN'S
BUSINESS
CENTERS**



ECONOMIC IMPACT
LOANS/CONTRACTS/EXPORTS

\$846MM

**INTERNATIONAL
BUSINESS
DEVELOPMENT**



ENTREPRENEURIAL RESOURCE CENTERS

INLAND SOUTHERN CALIFORNIA



INLAND EMPIRE
Center for Entrepreneurship
CAL STATE SAN BERNARDINO

THANK YOU FOR VISITING THE ERC



Brenée
Hendrix

PROGRAM MANAGER

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ENTREPRENEURIAL RESOURCE CENTERS

INLAND SOUTHERN CALIFORNIA



INLAND EMPIRE
Center for Entrepreneurship
CAL STATE SAN BERNARDINO



ORANGE COUNTY INLAND EMPIRE NETWORK



COACHELLA VALLEY
WOMEN'S BUSINESS CENTER
INLAND EMPIRE CENTER FOR ENTREPRENEURSHIP



IE
WOMEN'S
BUSINESS
CENTER
INLAND EMPIRE CENTER
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CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

School of Entrepreneurship





WHAT WE OFFER



BUSINESS DEVELOPMENT SUPPORT



TECHNICAL TRAINING



ACCESS TO RESOURCES



NETWORKING & COMMUNITY EVENTS



PARTNERSHIP OPPORTUNITIES

FINISH LINE FINANCE

Partnered With:






ERC MARKETPLACE PROGRAMS





BECOME AN ERC COMMUNITY PARTNER!



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**Thanks to
Our SOER Faculty
& Research Team**

Dr. Mike Stull

Dr. Anna Long

Dr. Peiyi Jia

Dr. Ezekiel Bonillas

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WILSON CREEK

WINERY & VINEYARDS





ENTREPRENEURIAL RESOURCE CENTER

TEMECULA

POWERED BY

City of Temecula
Riverside County Office of Economic Development
Inland Empire Center for Entrepreneurship at CSUSB





**small businesses account
for 97% of the business
establishments**

Employer Establishments

	TOTAL		LESS THAN 20	
Riverside	45,583	4.5%	39,145	86%
San Bernardino	42,011	4.1%	35,687	85%
Inland Empire	87,594	8.6%	74,832	85%
California	1,023,181		766,279	75%
United States	8,298,562		7,119,920	86%

Non-Employer Establishments

	TOTAL	
Riverside	197,388	5.6%
San Bernardino	176,705	5.0%
Inland Empire	374,093	10.7%
California	3,502,950	
United States	29,811,495	

All Establishments

	TOTAL		LESS THAN 20	
Riverside	242,971	5.4%	236,533	97%
San Bernardino	218,716	4.8%	212,392	97%
Inland Empire	461,687	10.2%	448,925	97%
California	4,526,131		766,279	17%
United States	38,110,057		36,931,415	97%

Key Trends in the Region

*Where is entrepreneurship heading
and how do we compare to current
state and national trends?*

4

STARTUP EARLY
SURVIVAL RATE

3

STARTUP EARLY
JOB CREATION

2

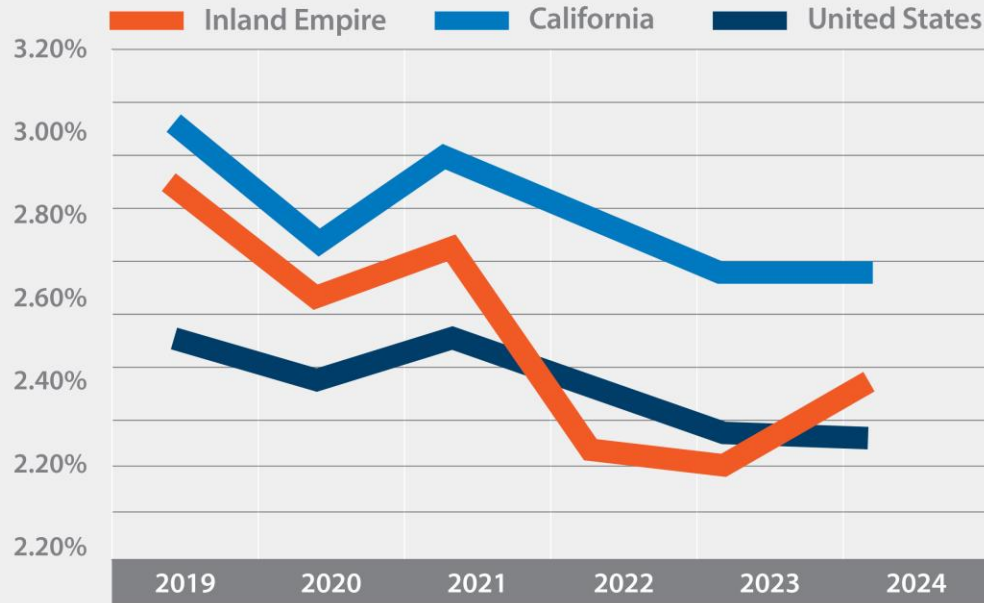
OPPORTUNITY SHARE
OF NEW ENTREPRENEURS

1

RATE OF NEW
ENTREPRENEURS

RATE OF NEW ENTREPRENEURS

1

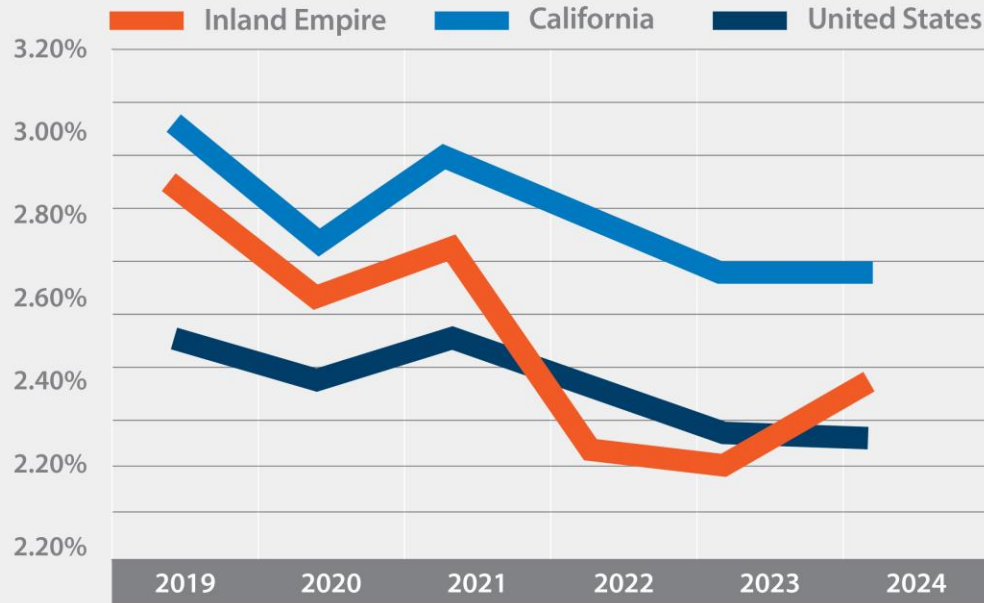


PLAY-BY-PLAY:

- 2020 – dropped – remember that time? COVID 😞
- 2021 back up to typical level – lagging CA but outpacing U.S.
- 2019 to 2021 in total – downward trend – everyone dropped – we dropped more!
- 2022 – CA and U.S. recover, we keep dropping and bottom out
- 2023 forward we are recovering while CA and U.S. stay flat

RATE OF NEW ENTREPRENEURS

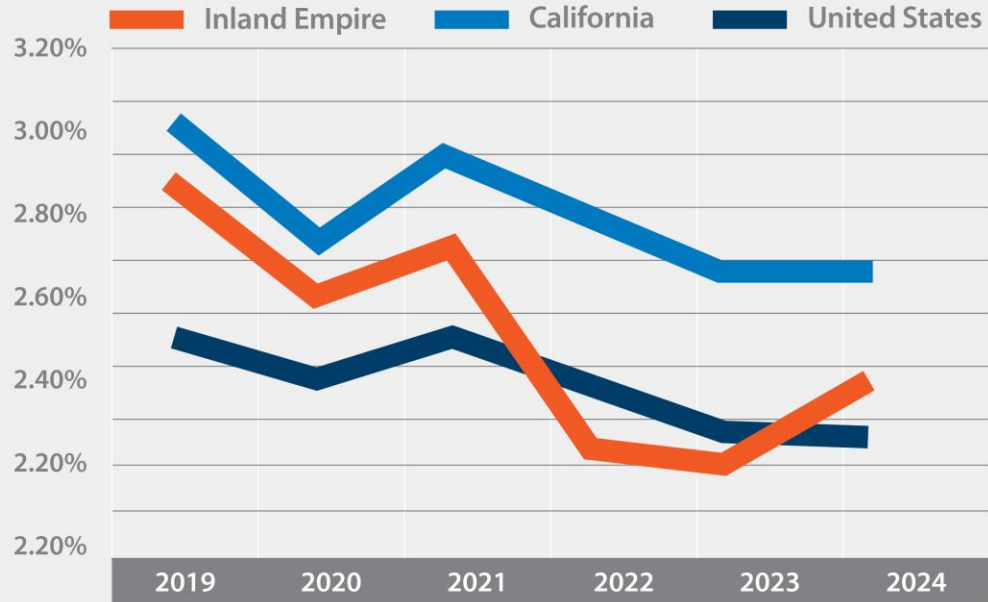
1



THE WHY:

- Post –COVID – inflation, job and wage growth of recovery period
- Uncertainty, coupled with the above means – why risk starting a business when you have a stable job and there is a great unknown ahead?
- Growth picked up again as uncertainty eased despite inflation; consumer spending leads the way into late 2023 and continuing in 2024

RATE OF NEW ENTREPRENEURS

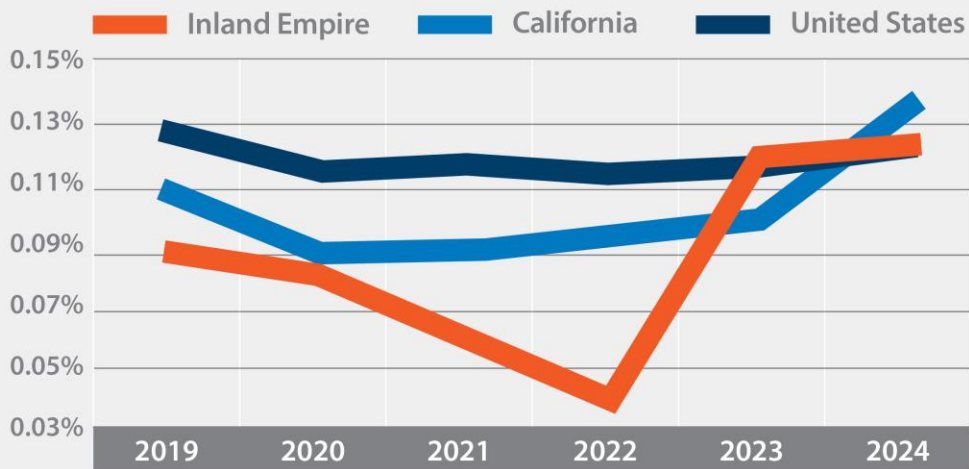


IMPLICATIONS:

- Startup flow is critical for sustained growth
- Business ownership drives wealth creation
- Gender gap persists
- Hispanic and white owners drive firm formation
- Minority firms trail in revenue and scale

OPPORTUNITY SHARE OF NEW ENTREPRENEURS

2

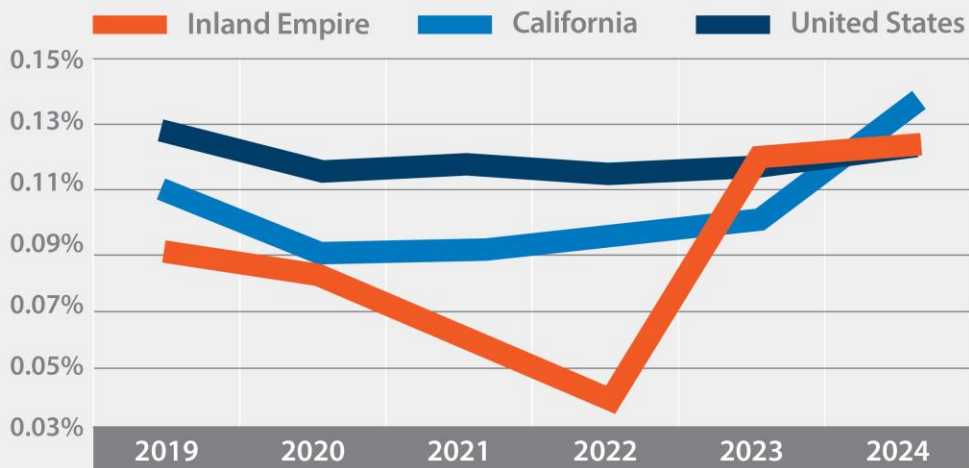


PLAY-BY-PLAY:

- 2019 to 2022 – we lag CA and U.S. – while they stay flat and grow slightly, we see sharp decline
- 2023 – significant recovery that outpaces U.S. again

OPPORTUNITY SHARE OF NEW ENTREPRENEURS

2

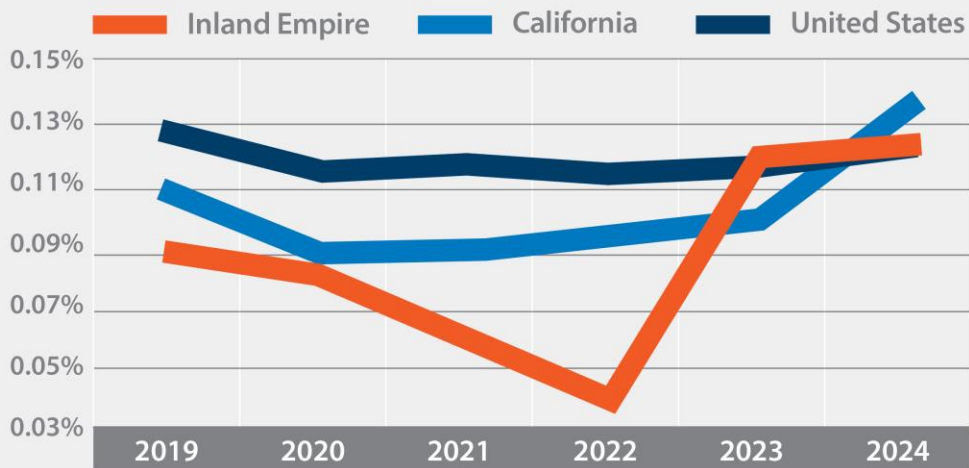


THE WHY:

- Again, in times of economic uncertainty where job stability is vital, people generally don't leave current positions to step into the unknown of business ownership
- Increase in 2023 timed with decreasing uncertainty as the U.S. economy shows signs of resilience and growth despite inflation as with consumer spending leading the way
- Increased focus and effort to support and facilitate innovation and tech-focused startups starting to achieve momentum

OPPORTUNITY SHARE OF NEW ENTREPRENEURS

2

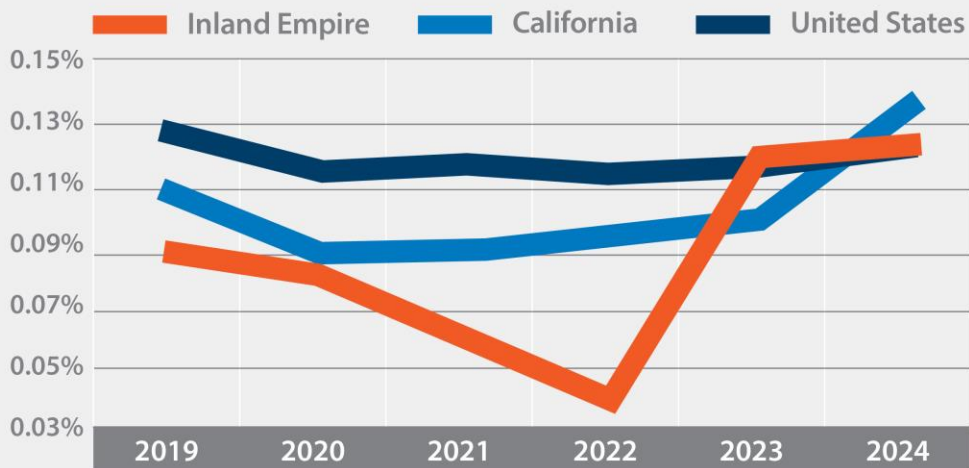


IMPLICATIONS:

- Entrepreneur mix lacks scalable firms
- Funding – fewer investors, fewer funding and rounds of funding – equity capital desert
- Debt capital – region's businesses are accessing on part with their numbers (12% of SBA share in 2024)
- Growth limited by talent and education gaps
- Ecosystem support still needs strengthening

OPPORTUNITY SHARE OF NEW ENTREPRENEURS

2

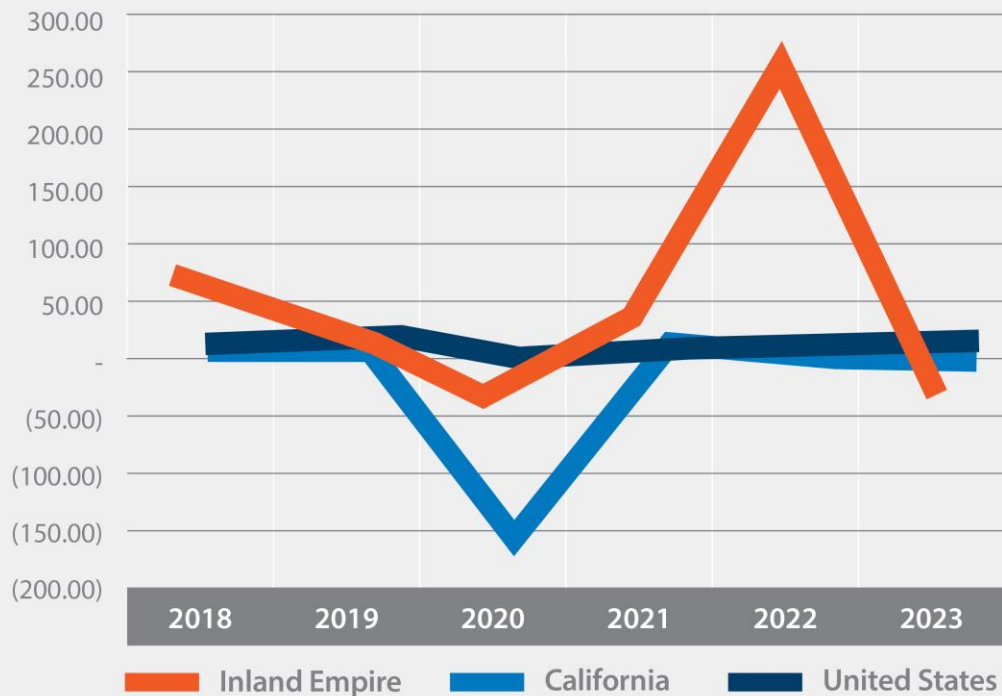


IMPLICATIONS:

- Innovative, scalable businesses need capital, talent, research, network of like-minded peers, high quality of life
- Positive trends, but challenges remain
- Starts with entrepreneurial mindset and cultural currency – by offering mindset shifting to a broader audience our education system can become a catalyst – not just for innovation but for generational wealth building.

STARTUP EARLY JOB CREATION

3

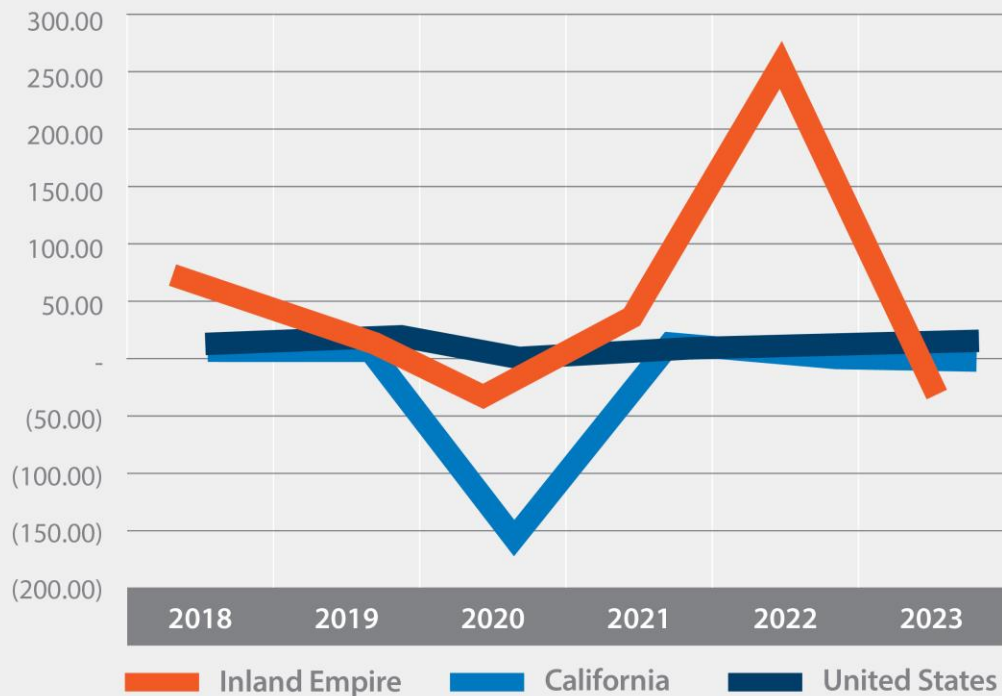


PLAY-BY-PLAY:

- Rollercoaster ride!
- 2018 to 2020 saw a decline from levels that outpaced CA and U.S.
- 2020 we bottom out and rise through 2022
- 2022 – precipitous drop back to being on par with CA and U.S.

STARTUP EARLY JOB CREATION

3

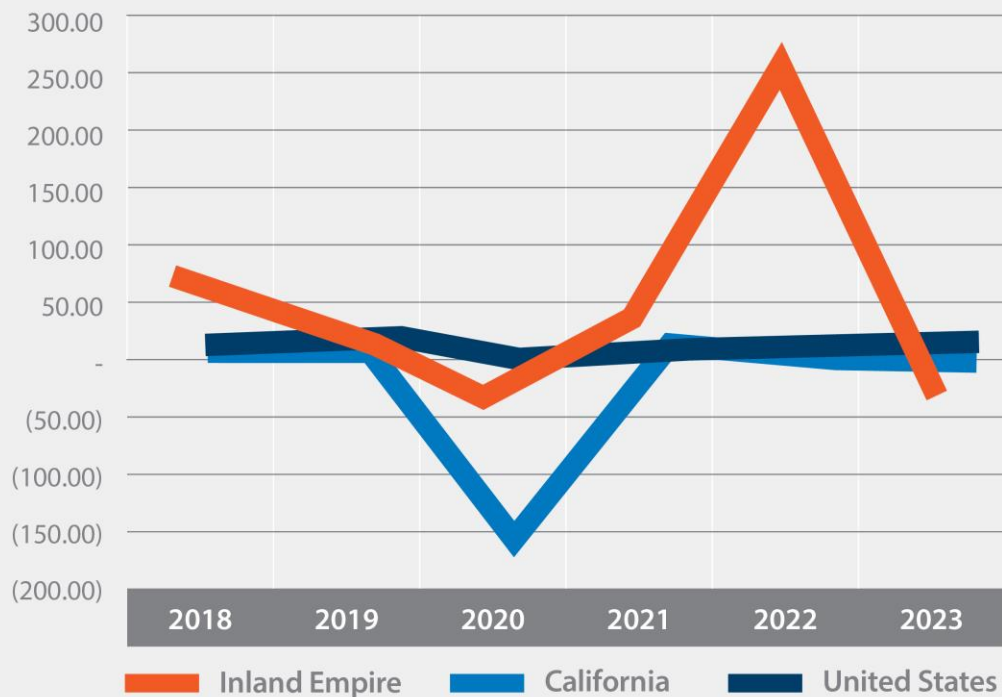


THE WHY:

- Pandemic was a terrible time to start a business for most people – high levels of uncertainty; few jobs created from a smaller pool of startups
- Startups rising again, but availability of workforce talent, coupled with rising cost of labor and inflation is a deterrent – cannot or will not hire depending on the scenario – as one entrepreneur noted, they could grow 30-40% but cannot find and or retain talent.

STARTUP EARLY JOB CREATION

3



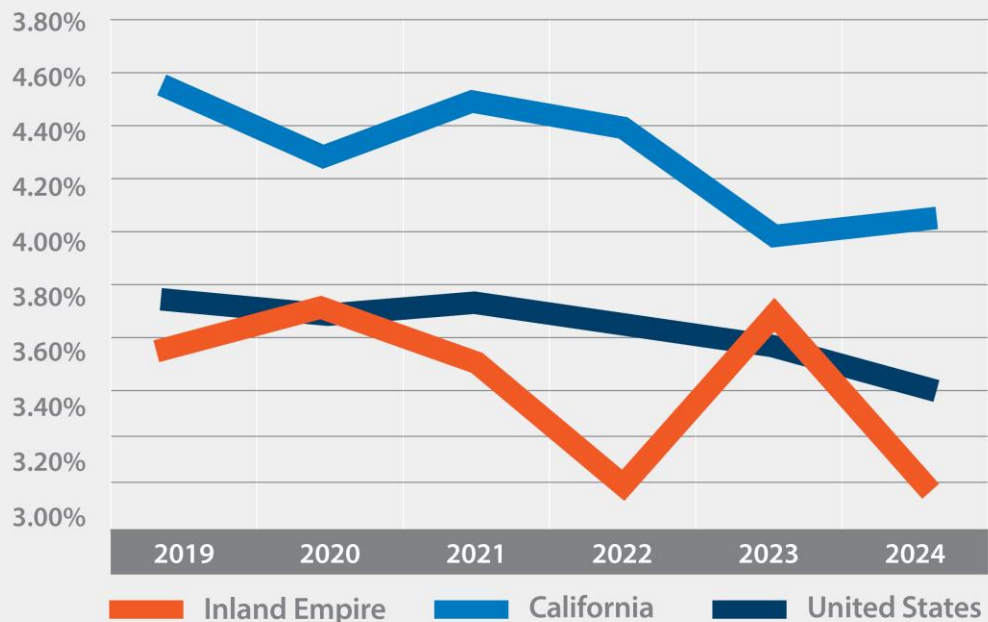
IMPLICATIONS:

- Talent gap limits business scalability
- Low degree attainment weakens the workforce quality – educational attainment is critical to human capital development.
- Success in entrepreneurship is built on a foundation of skilled talent and robust university-industry ties.
- Human capital shortfall hinders innovation
- Higher education is not fully leveraged for growth
- Job growth lacks alignment with innovation-driven economy

STARTUP EARLY SURVIVAL RATE

4

Death Rate:



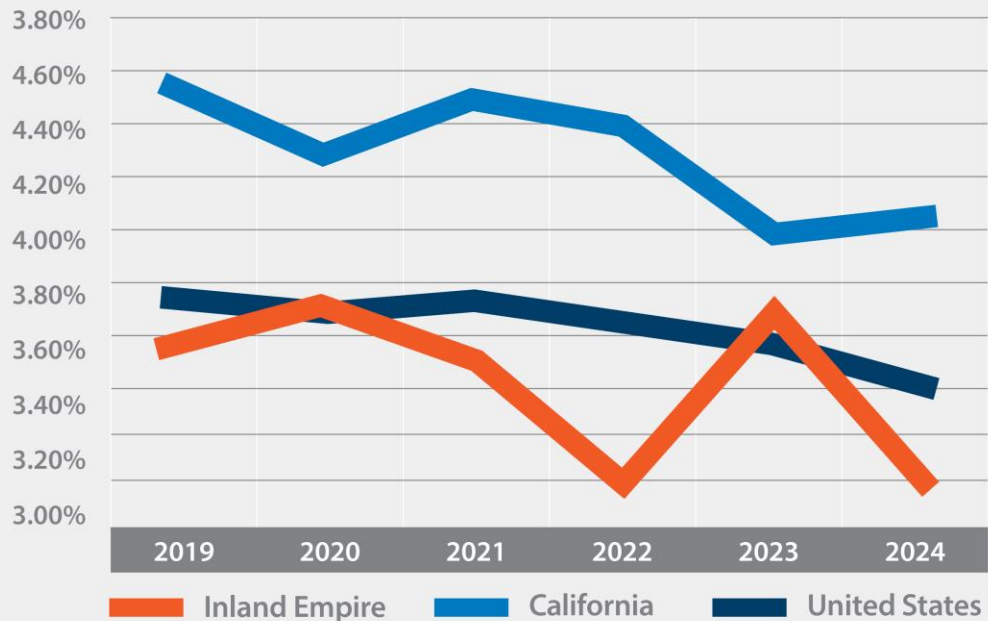
PLAY-BY-PLAY:

- 2019 to 2022 we generally outpace CA and U.S.
- 2023 we have big spike in firm death and then back to our “normal” in 2024

STARTUP EARLY SURVIVAL RATE

4

Death Rate:



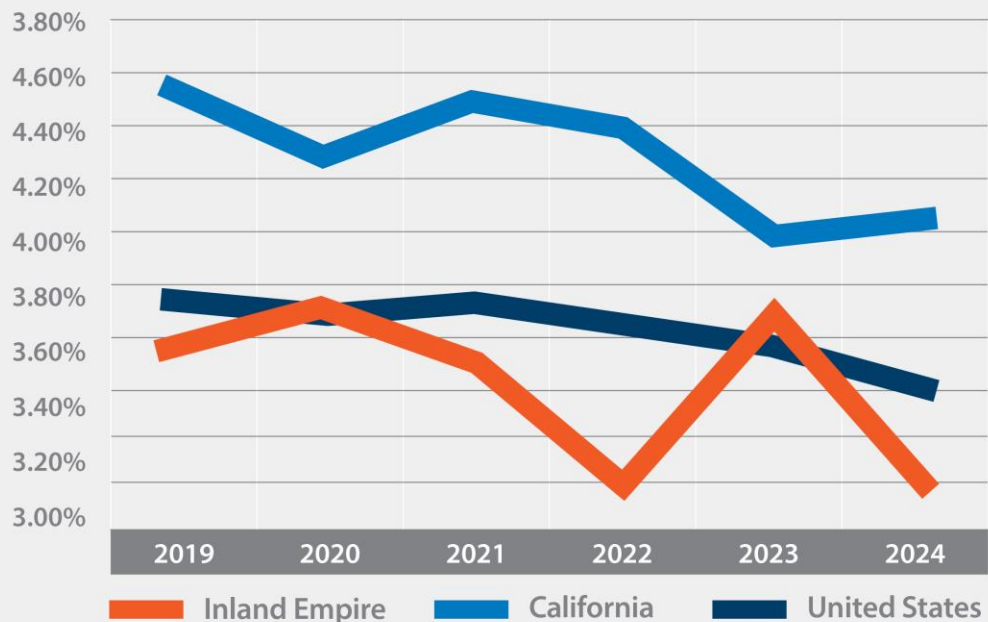
THE WHY:

- Economic volatility! Death rates rose temporarily during COVID as expected, but dropped as the economy came back to some sense of “normal.”
- Increase in 2023 likely due to rising costs (inflation)
- Decrease in 2024 likely due to decreasing economic uncertainty as the U.S. economy began showing signs of resilience and growth despite inflation. Consumer spending leads the way in late 2023 continuing into 2024.

STARTUP EARLY SURVIVAL RATE

4

Death Rate:



IMPLICATIONS:

- Small firms show high operational flexibility
- Owner resilience strengthens business survival
- Necessity drives long-term entrepreneurial commitment
- Self-employment seen as key economic pathway

4

STARTUP EARLY
SURVIVAL RATE

A

3

STARTUP EARLY
JOB CREATION

C

2

OPPORTUNITY SHARE
OF NEW ENTREPRENEURS

D+

1

RATE OF NEW
ENTREPRENEURS

D



Current Issues Facing Entrepreneurs

*Do our local entrepreneurs face
similar challenges to their peers
across the country?*

GROWTH

Revenues for small businesses are declining, and they are cautiously optimistic about future growth (flat, little growth projected).

CHALLENGES

Getting customers, growing sales, controlling costs/operating expenses.

JOB CREATION

Growth in employment – is flat, and the outlook is now less promising; add on to that finding and hiring talent is still an issue.

FUNDING

Like our local entrepreneurs, at the national level businesses are being primarily funded by personal funds and cash reserves, with some alternative funding like SBA.



Going Forward...

STATE OF
**Entre-
preneur
-ship**
REPORT



“The best way to predict the future is to create it”

- ❑ **Cultivating entrepreneurial mindset and cultural currency**
- ❑ **Keep the supply high – both “main street” and innovation-based ventures**
- ❑ **Amplify opportunity driven entrepreneurship efforts**

- ❑ **Equity in growth/help those that can grow, grow!**
- ❑ **Solve the equity capital challenge**
- ❑ **Student proficiency and educational attainment**
- ❑ **Evolve our brand as a region**



TOP 10 THINGS YOU CAN DO!

1. Get Informed

Read the *State of Entrepreneurship Report* and talk with local business leaders to understand the landscape.

2. Celebrate Local Business

Attend grand openings or visit local businesses to show support and learn about their challenges.

3. Support Entrepreneurial Programs

Engage with organizations that offer services to startups and small businesses.

4. Promote Entrepreneur-Friendly Policies

Encourage discussions on how your community can better support entrepreneurial activity.

5. Attend Key Events

Join events like the *Spirit of the Entrepreneur Awards* or the *State of Entrepreneurship Road Show*.



6. Shop Local

Read Buy from local vendors and homegrown businesses to keep money in the community.

7. Visit Entrepreneurial Hubs

Spend time at local resource centers, incubators, or coworking spaces to connect with founders.

8. Support Innovation Showcases

Attend fast pitch competitions or innovation events to encourage early-stage ventures.

9. Celebrate Success Stories

Promote local entrepreneurs to inspire others and elevate the region's brand.

10. Collaborate Regionally

Connect with peers across the Inland Empire to share ideas and best practices.

**TOP
10
THINGS
YOU
CAN DO!**

2025 STATE OF
**Entre-
preneur
-ship**

ROADSHOW

