

# 2023 PBC Report

## by zenbusiness

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#### **Connect With Us**

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## Executive Forward

At ZenBusiness, we believe that every individual, regardless of background, should have the opportunity to pursue their entrepreneurial dreams. As a company, our mission is to empower people from all walks of life by providing an easy-to-use, all-in-one platform with the guidance and support necessary to start, run, and grow their own successful business.

Our commitment to this mission drives us to not only provide expert tools and services but also to give back to the communities we serve. In the past year, we have focused our efforts on expanding the reach of our social impact initiatives, ensuring that more aspiring entrepreneurs—especially those in underserved communities—have access to the resources and support they need to thrive.

Through our customer grant programs, nonprofit partnerships, and educational initiatives, we are breaking down barriers to entry and providing meaningful opportunities for small business owners to achieve long-term success. We understand that empowering entrepreneurs means strengthening the communities they operate in, and we are proud to be a part of their journey.

As we continue to grow, ZenBusiness remains steadfast in our dedication to making a positive impact, not just through the services we offer, but also through our ongoing efforts to support economic mobility, diversity, and inclusion in entrepreneurship.

Thank you for joining us in this journey of empowerment. Together, we can ensure that anyone with the drive and passion for business can build the future they've always dreamed of.

Sincerely,

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**Shanaz Hemmati**  
Chief Operating Officer



# Who We Are

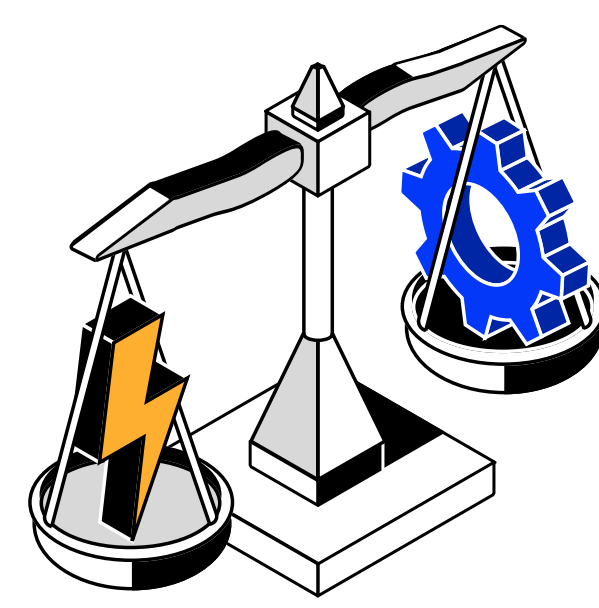
## Our Mission

ZenBusiness is a company that provides an easy, all-in-one platform with trusted guidance for small business owners. Our mission is to empower people from all walks of life to achieve their dreams. That's why we consolidated the tools, services, and expert support needed to start, run, and grow a successful business. We are a leading formations company that helps customers protect their liability, manage finances, and establish their online presence with one intuitive dashboard.



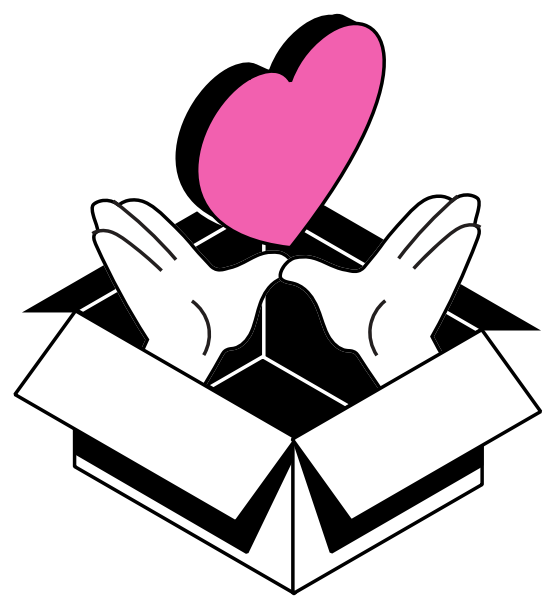
### Giving it our all

We're a passionate company that puts our best efforts into all that we do. We can plan, execute, and deliver like pros.



### Risk & rigor

We learn and improve, always. We strive to be stronger and smarter by making data-driven decisions.



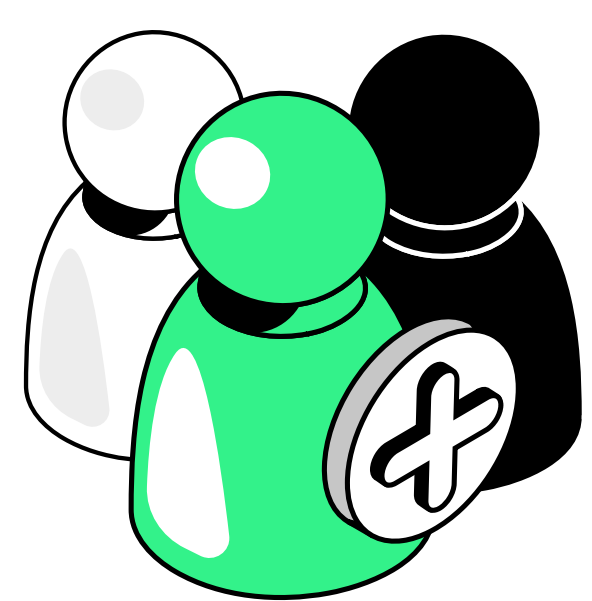
### Opening ourselves to everybody

First, we use our ears. We invite fresh and diverse perspectives. We seek wisdom from the unheard. We honor difference, because we believe in the value of every single person.



### Working for others

We share a long-term vision to leave the world a better, richer place. We stand up for our customers, colleagues, and communities – especially when it is difficult. We act with integrity and radical transparency.



### Togetherness

We're one team, a supportive culture that shares our struggles and our wins. We are relentlessly jerkless. We champion each other with honesty and kindness. We love fun, the kind that grows from a safe and supportive culture.

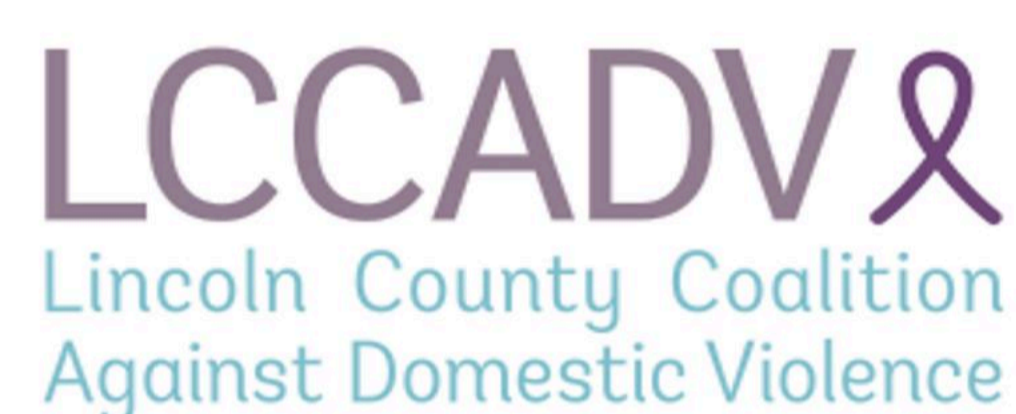


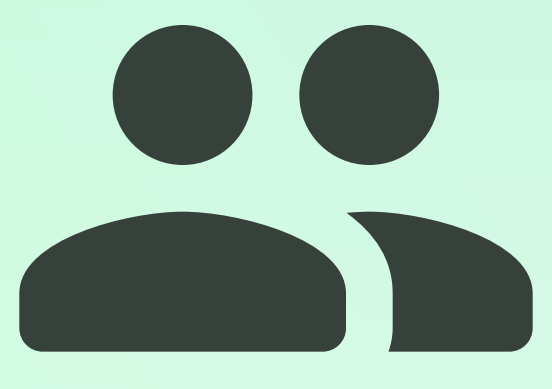
### Hustling like a boss

We move like small businesses do: we are fast, nimble, resourceful, and careful. We prioritize growth and skill improvement so we can achieve mastery.

# Roaming Rovie

In 2022, we launched Roaming Rovie, a program that lets full-time employees nominate a nonprofit they care about to receive a donation from ZenBusiness. Each month, a selection committee of employees reviews the applications and selects 2 nonprofits to receive the contribution. In 2023, we increased the award to \$1,000 each, and ZenBusiness awarded \$24,000 to 24 nonprofits across the United States.





# Public Benefit Efforts Outside of ZenBusiness

## Grant Program

This year, ZenBusiness continued its “\$5K Care for Your Calling” grant program for newly formed businesses. \$5,000 grants were awarded monthly, and selections were made based on the applicant’s statement of need. In 2023, we awarded \$240,000 total and increased our number of supported customers to 48 from 40 the previous year. Our financial support has provided these entrepreneurs with the opportunity to accelerate their business success!



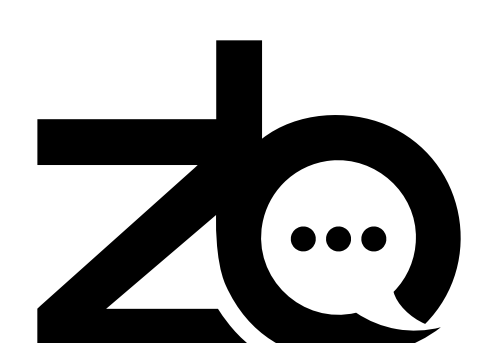
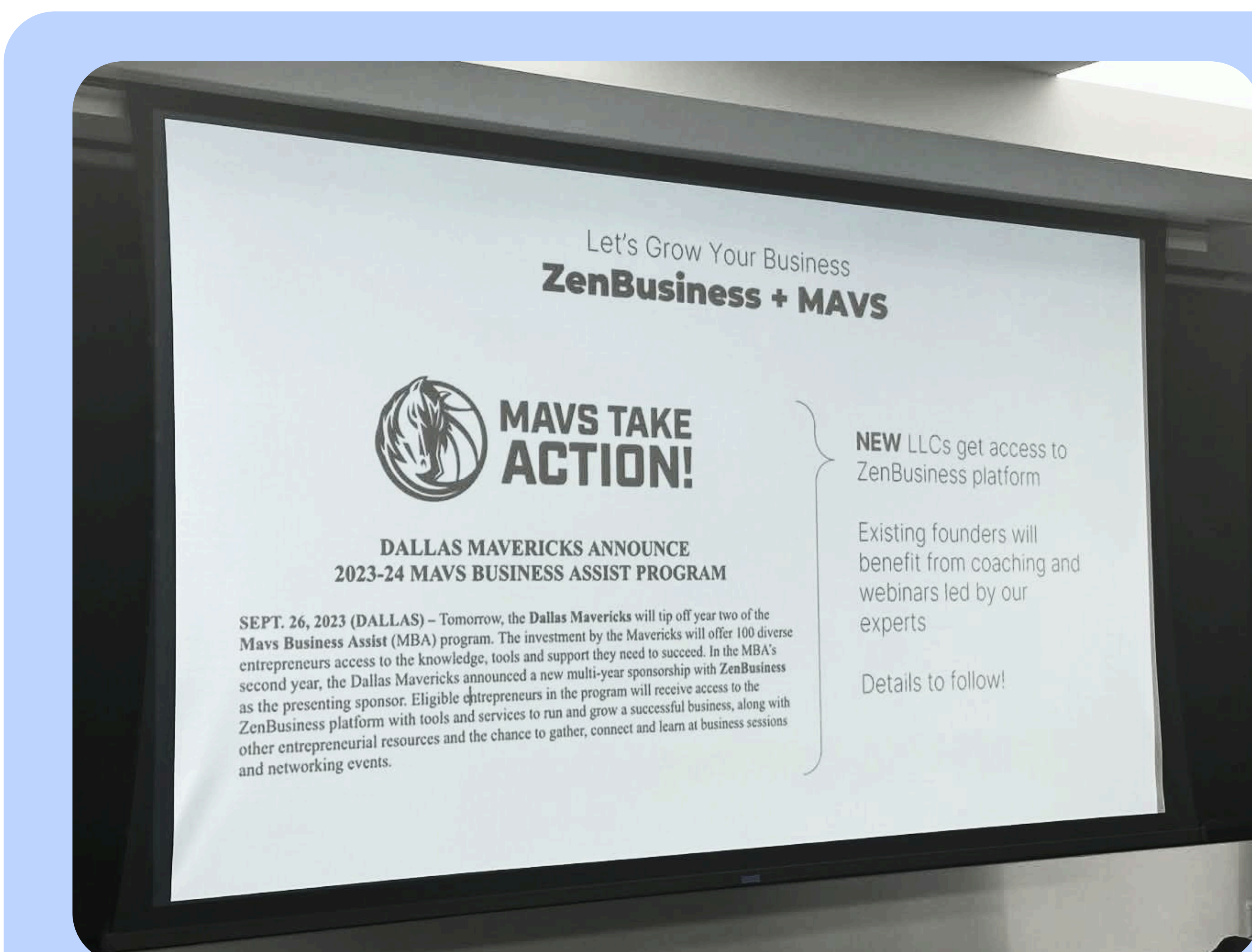
## Nonprofit Partnerships

As part of ZenBusiness’s impact strategy, the focus is two-fold: uplifting entrepreneurs and uplifting communities. We partnered with several nonprofit organizations throughout the year to achieve this goal. While some partnerships continued over the year, we also identified these new partners:

### ^ Uplifting Entrepreneurs

#### MAVS Business Assist

Mavs Business Assist (MBA) is a new multiyear sponsorship in partnership with the Dallas Mavericks organization that empowers 100 diverse entrepreneurs with access to knowledge, tools, and support they need to succeed and grow their business. Entrepreneurs received access to ZenBusiness’s suite of tools, and a complementary training from Jazmin Bustos, Customer Care Senior Supervisor.



## Synergies Work

ZenBusiness Inc. continued its partnership with Synergies Work, the only accelerator/incubator in the U.S. that helps entrepreneurs with disabilities create sustainable businesses. Since its founding, Synergies Work has helped launch over 70 startups owned by people with disabilities and has worked with 300+ entrepreneurs with disabilities.

In 2023, ZenBusiness's sponsorship supported a dynamic 5-week program, Igniting Ideas, which helps aspiring entrepreneurs transform their ideas into successful business ventures. Through hands-on learning and expert guidance, the 17 participants learned essential skills and knowledge needed to build a solid foundation for their business.

Synergies Work introduced the inaugural EDDIE Awards – the first U.S. awards that spotlight entrepreneurs with disabilities on April 27th, 2023! ZenBusiness was a Silver Sponsor of the event. Mel Berendzen, our Corporate Citizenship Director, and Matt Hausman, Senior Director, were able to meet their mentees in person! Mel was also a guest presenter.

**(In order from left to right )**  
Nikki Powis, Director of National Disability Institute;  
Donna Ettenson, VP America's SBDC;  
Aarti Sahgal, CEO/Founder, Synergies Work;  
Karen Shannon, Conference Management SBDC;  
Mel Berendzen, Corporate Citizenship  
Director, ZenBusiness



**(In order from left to right )**  
Matt Hausman, Sr. Director, ZenBusiness;  
Kymberlee Baker, Kimmie's Heart Cards Founder;  
Mel Berendzen, Corporate Citizenship Director, ZenBusiness;  
Jasmine Duffey

## Inmates to Entrepreneurs

ZenBusiness Inc. continued our partnership with Inmates to Entrepreneurs, a nonprofit helping those who have been judicially involved, start their own business and overcome systemic discrimination.

ZenBusiness sponsored Inmates to Entrepreneurs's National Course in April during Second Chances Month. Ross Buhrdorf, our CEO, delivered the June graduation's keynote speech. This National Course ran for 8 weeks and participants logged in from across the US representing 28 states and DC in addition to three correctional facilities, for a total of 61 program graduates



## DivInc

ZenBusiness is one of three companies that sponsored DivInc's AuthenTECH Women's Summit in September 2023. 2022's Women in Tech Post Program reported included 9 companies as a part of the cohort, 64 interactive workshops, and 348 hours of expert guidance. Collectively, the cohort raised over \$847k in non-dilutive funding and \$2.3M in equity funding raised.

Megan Tucker, Program Manager, presented a workshop at AuthenTECH called "Launching Your Business" that took participants through the steps necessary to plan and common pitfalls to avoid.



## Small Business Digital Alliance

In March 2023, the Small Business Digital Alliance hit its one-year anniversary! ZenBusiness Inc, is 1 of 12 National Members of the SBDA, providing a comprehensive suite of free digital resources, virtual trainings, and expanded opportunities to help small businesses grow their online presence, reach new customers, and strengthen business operations.

we have continued to provide educational opportunities to the business community across the country.



## Kiva

ZenBusiness Inc. supported women all over the world by providing micro-funds via Kiva. Kiva helps to connect people through lending to alleviate poverty by leveraging the worldwide network of micro-finance institutions. ZenBusiness invited a committee of employees to select 10 women whose profiles indicated entrepreneurship and positive impact within their communities.



Martha Liseth



Ruth Xiomara



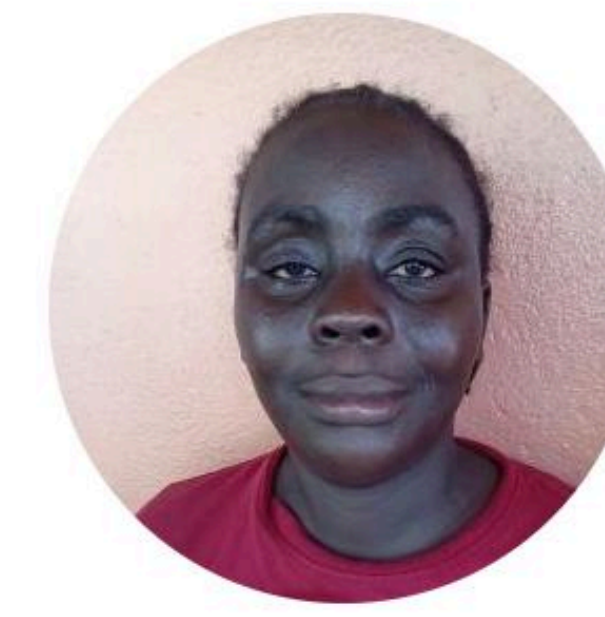
María Estela



Irene Margoth



Yenifer



Pee

## Next Gen

We cannot understate the importance of instilling an entrepreneurial mindset and skills to the next generation of business leaders. ZenBusiness is proud to partner with several organizations providing opportunities for youth to become entrepreneurs in their own right.

## Lemonade Day

In 2023, ZenBusiness continued its commitment to a two-year grant to support the My Lemonade Day app, which gives young entrepreneurs access to resources to start their first success



## Latinitas

For almost 20 years, Latinitas has helped tens of thousands of girls find their voices through a STEM-based curriculum taught in after-school clubs, one-day conferences, summer camps, and certification programs in coding and journalism. Latinitas also hosts an annual bilingual conference on entrepreneurship and advocacy for girls and nonbinary students aged 9-14 called EcoChica. This year the conference will focus on sustainability, innovation, and social enterprise.

In addition, ZenBusiness donation laptops to Latinitas to provide to students to support access to technology.

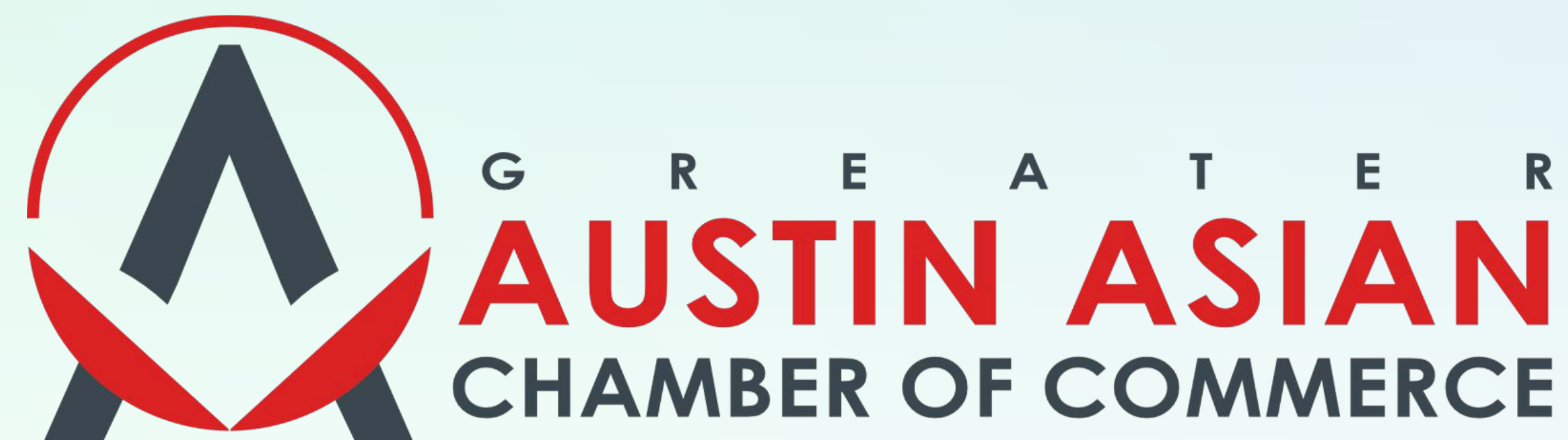




## Uplift Our Communities

### GAACC - Great Austin Asian Chamber of Commerce

We were honored to be recognized as a sponsor of the Great Austin Asian Chamber of Commerce's prestigious annual Ovation Gala, which aligns perfectly with our shared vision. Mark Duval, the CEO of GAACC, describes this year's theme, "Bright Lights," as a celebration of Asian personalities, contributions, and culture. The Ovation Gala isn't just an evening of festivities; it's an opportunity to support the vital, year-round work of the Asian Chamber.



### Red Cross

At ZenBusiness, we believe that success isn't just about business growth or financial gain. It's about making a positive impact in the world, both locally and globally. That's why we're proud to share that we are a donor to the American Red Cross's "Where It's Needed Most" fund, which supports disaster relief efforts worldwide.

We recognize that there are many challenges facing our world today, from natural disasters to humanitarian crises. We also know that these challenges affect not just the global community, but also our employees and the communities where we live and work. That's why it's important to us to extend our support to those in need, both near and far.

By making this donation, we hope to help alleviate some of the suffering and hardships so many are experiencing. We also want to send a message to our employees and the broader ZenBusiness community that we care deeply about them, the challenges they may face, and the communities we all call home.



### Austin Pets Alive

The tradition continues honoring our team's roots as pets lovers by sponsoring dog kennel #177 and a cat condo. Austin Pets Alive's mission is to promote and provide the resources, education, and programs needed to eliminate the killing of companion animals.





## Connect With Us

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