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**WOMEN OF COLOR CONNECTING ‘SUCCESS CIRCLES’ MODEL HELPS WOMEN OF COLOR FOUNDERS TO BUILD BIGGER BOTTOM LINES**

*The Institute For Entrepreneurial Leadership Created The Women of Color Connecting Initiative To Help Women of Color To Grow, Scale and Build Wealth through Business Entrepreneurship*

**NEWARK, NJ, July 8, 2022** — According to the [latest census data](#), there are over 3.12 million Black-owned enterprises in the United States. Out of that number, an estimated 46% are women-owned businesses. While Women-of-Color entrepreneurs are among the fastest-growing group of entrepreneurs and are starting more businesses than any other demographic, according to [Project Diane](#), challenges and obstacles continue to hinder their paths. Bias, difficulty accessing networks of influence, and most of all, the absence of capital and funding opportunities due to exclusionary lending practices are some of the hardships that Black female founders continue to experience.

“Despite starting businesses at a rate three times the average, Women of Color get less capital, have lower revenue and experience less financial success - by a wide margin - than anyone else. It’s time to change that,” stated Jill Johnson, co-founder of the [Institute For Entrepreneurial Leadership](#) (IFEL) and the visionary behind [Women Of Color Connecting](#) (WOCCON). She continued, “Access to capital is a legacy challenge with roots deep in our American history. While there have been innovative capital solutions in recent years, capital constraint remains a defining problem for the majority of Women of Color entrepreneurs. WOCCON is about more than just individual success; It is about addressing the wealth gap. If more Women of Color build successful businesses, then more opportunities for financial participation and inclusion will be available.”

For Kimal ‘Kim’ Roxie, founder of [LAMIK Beauty](#), being part of [Women Of Color Connecting](#) validates one of the most important foundations of her brand, community. “Honesty and transparency are what helped me to connect and build a supportive community with my longtime and new customers and to understand what they really wanted and needed.

WOCCON is just that for me, a community where I can connect honestly and safely with other women and continue to build my brand in an authentic way. Sharing with women founders whose journeys are unique but similar to mine is powerful,” Roxie stated. She noted that WOCCON provided assistance with legal and financial issues.

[LAMIK Beauty](#), launched nationally in 2020 with personal savings and money from friends and family, is a clean vegan makeup line made with 88% natural and organic ingredients for multicultural women and is the first Black-owned vegan and clean makeup line to be sold in ULTA stores. The name ‘LAMIK’ is actually an acronym for the brand’s tagline, ‘Love And MakeUp In Kindness’ but also represents Roxie’s first name - Kimal - spelled backwards. An aesthetician by profession whose makeup shop in Houston, Texas became a place for faith, hope, celebration and a safe space for multicultural women for 14 years, Roxie’s signature product, the Revelation Brow Duo & Brow Gel, sold out in one day on sthe Ulta 21 Days of Beauty Series. Her products have also appeared on Hollywood’s Red Carpet, gracing the face of Her Royal Highness, Megan Markel, Duchess of Sussex.

WOCCON seeks to level the playing field and connects inclusion-conscious allies, champions, and investors with high-potential Women of Color entrepreneurs. Leveraging the power of social capital and relationships, WOCCON employs an innovative approach called ‘Success Circles,’ placing the entrepreneurs front and center with a group of expert members who render high-impact, high-touch capacity-building assistance and help the entrepreneurs to remove obstacles that are creating barriers to success. Working side-by-side with the entrepreneur, the ‘Success Circle’ moves beyond basic discussion of what needs to be done to the actual implementation and action needed to help the entrepreneur get on a trajectory toward success, hence the name ‘Success Circles.’

For more information on WOCCON or to apply for Success Circles, visit [www.woccon.org](http://www.woccon.org).

### **ABOUT THE INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP**

The [Institute for Entrepreneurial Leadership](#) (IFEL) is an independent, not-for-profit organization that leverages the power of relationship capital to create pathways to success for Black and Latinx entrepreneurs and small business owners. Founded in 2002, IFEL’s mission is to eradicate the systemic barriers that prevent people from historically excluded populations from being able to access the knowledge, networks, and capital required for entrepreneurial success and wealth creation. Learn more at [www.weareifel.org](http://www.weareifel.org).

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