

# Small Business OPPORTUNITIES<sup>®</sup>

MONEY.MAKING IDEAS FOR ENTREPRENEURS

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## Money-makers! 25 Dream Biz Startups

Cool entrepreneurs who turned passion into profit.



There's never been a better time to start a small business. Entrepreneurs can benefit from a wide array of tools and resources to give their fledgling companies a slick and successful look right from the start. Homebased entrepreneurs can launch from a garage, as did Amazon, Apple and Dell but can easily give their startup enterprise the allure of a large company. It's easy to give any small business a savvy look.

The Internet presents a global buying audience and can catapult your small venture into the international marketplace.

Despite the ups and downs of our roller-coaster economy, small business has continued to persevere and prosper. Small business generates more than 65% of net new jobs. This has been the case since 1995. Fifty-two percent of small businesses are homebased, and tens of thousands of small businesses are started each month.

Women make up a large part of the small business success story demographic. More women are starting their own businesses in order to live the lives they want, says Victoria Colligan, co-founder of Ladies Who Launch. Ladies who Launch provides a social network for entrepreneurial women. Women polled by Ladies Who Launch cite freedom, flexibility and control as the top reasons for starting their own business. The second most important factors are creativity, fulfillment and passion. Money comes in third place.

According to the National Association of Women Business Owners (NAWBO.org):

- Women, employing nearly 7.8 million people, and generating \$1.3 trillion in sales, own 8.6 million firms.

- Over the past six years, since the depth of the U.S. recession, the only businesses that have provided a net increase in employment are large, publicly traded corporations and privately held majority women-owned firms.
- Women-owned firms (50% or more) account for 30% of all privately held firms and contribute 14% of employment and 11% of revenues. Women are entrepreneurial.
- Businesses owned by women of color total 2.7 million firms in the U.S. This figure is growing every year.
- These firms employ 1.1 million people and generate \$226 billion in revenues annually.
- One in five firms with revenue of \$1 million or more is woman-owned and likely to continue booming.
- 4.2% of all women-owned firms have revenues of \$1 million or more. You can live the dream.

One common denominator in any small business startup is clear: if you love what you do, you will love succeeding at your work. This “passion into profit” formula will propel your business to the top.

We rounded up 25 cool business ventures run by company principals who are doing what they love. We hope these entrepreneurs will inspire you to live your dream of starting your own business!



#### **FATHER & SON: BURGER 21**

Adam Booken & Bruce Booken have a father/son partnership as franchisees of Burger 21. Burger 21 is an award winning, better burger franchise featuring 21 chef-inspired burger creations, crafted signature shakes, fresh salads and more. Burger 21 is now seeking single- and multi-unit operators with restaurant and/or business experience to join its unique fast casual dining concept. Adam and Bruce are both attorneys and Adam (son) left his job of being an attorney to operate and run the restaurant full time.

Adam and Bruce recently opened the first Burger 21 restaurant on the East Coast of Florida. Visit [burger21.com](http://burger21.com) to learn more.