

What Could You Do with a 0% Loan and Access to a Global Community of Support?

Because not every worthy business wants or qualifies for a conventional bank loan, PNC is partnering with the global nonprofit SheEO to provide 0% loans to women and nonbinary entrepreneurs.

▶ **APPLICATIONS ACCEPTED**
SEPTEMBER 13 – NOVEMBER 1, 2021

LEARN MORE AND APPLY AT [PNC.COM/WOMEN](https://pnc.com/women)

PNC is excited to help our customers connect with SheEO's radically generous worldwide community that's on a mission to change how businesses owned by women and nonbinary people are funded and supported.

SheEO offers more than interest- and expense-free financing. As part of the SheEO community of Ventures, you'll also gain exposure for your business and the ability to tap into a supportive network of advisors, connections and customers.

Is SheEO Financing Right for You?

If your answer is **yes** to these questions, you can apply to become a SheEO Venture.

- ▶ Is your business up and running?
- ▶ Do you identify as a woman or nonbinary, own a majority interest (51+%) in the business and actively run it?
- ▶ Does your business meet SheEO's revenue threshold, generating between \$50,000 and \$2 million annually?
- ▶ Is your business tackling one or more of the 17 United Nations' Sustainable Development Goals that comprise the World's To-Do List? See the list on page 2.



The relationship with SheEO is part of PNC's Project 257SM: Accelerating Women's Financial Equality initiative to help close the economic gender gap identified by the World Economic Forum's 2020 Global Gender Gap Report, which found that at the current rate of progress, it will take women 257 more years to economically catch up to men.¹

- ▶ **"I've participated in a lot of incubators and accelerators, and SheEO is a whole new way of being supported as an entrepreneur. It's an amazing organization."**

TERRI-NICHELLE BRADLEY,
BROWN TOY BOX, ATLANTA

Here's how the SheEO community works:

- Activators contribute \$1,100 annually or \$92 per month to a perpetual loan fund that supports Ventures owned by women and nonbinary individuals working on the [World's To-Do List](#).
- Entrepreneurs apply to become a Venture through a simple process — no pitch decks or jargon.
- Activators vote to narrow the field of entrepreneurs to a smaller group of semifinalists.
- Selected semifinalists submit a 1-minute video and their financials.
- Activators vote to select and fund the Ventures with much-needed capital at 0% interest.
- Ventures also receive 1 year of coaching and more.

WHAT'S ON THE WORLD'S TO-DO LIST?

The World's To-Do List is 17 interconnected United Nations' Sustainable Development Goals.²

- No Poverty
- Zero Hunger
- Good Health and Well-Being
- Quality Education
- Gender Equality
- Clean Water and Sanitation
- Affordable and Clean Energy
- Decent Work and Economic Growth
- Industry, Innovation and Infrastructure
- Reducing Inequality
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Life Below Water
- Life On Land
- Peace, Justice and Strong Institutions
- Partnerships for the Goals

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¹ http://www3.weforum.org/docs/WEF_GGGR_2020.pdf

² <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

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