



## Background



Small businesses are the backbone of communities.

**99% of Texas businesses are small businesses**

- US Chamber Foundation

Small businesses have limited financial resources.

There are also few information resources targeted specifically at small businesses.

Because of their connections to their community, small businesses can act as force multipliers before, during, and after disasters.

To do that, they need to know what to do throughout the disaster cycle.

Our research aims to provide small businesses with that information to improve their resilience and the resilience of everyone in their communities.

**\$1 spent preparing saves \$6 recovering**

- National Institute of Building Sciences

## The Problem

BETWEEN 2018 - 2022

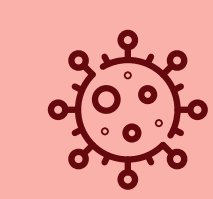
**23**

FEMA declared disasters in Texas Counties

**37**

Disasters declared by the State of Texas

### FEMA Disasters in Texas



**Pandemic**

1 event

**3M+** Small Businesses Impacted

**7.5M+** Small Business Employees Impacted



**Hurricane**

2 events

**3M+** Small Businesses Impacted

**7.5M+** Small Business Employees Impacted



**Severe Weather/Flood**

3 events

**450k+** Small Businesses Impacted

**1M+** Small Business Employees Impacted



**Winter Storm**

1 event

**3M+** Small Businesses Impacted

**7.5M+** Small Business Employees Impacted



**Tropical Storm**

1 event

**600k+** Small Businesses Impacted

**1.5M+** Small Business Employees Impacted



**Wildfire**

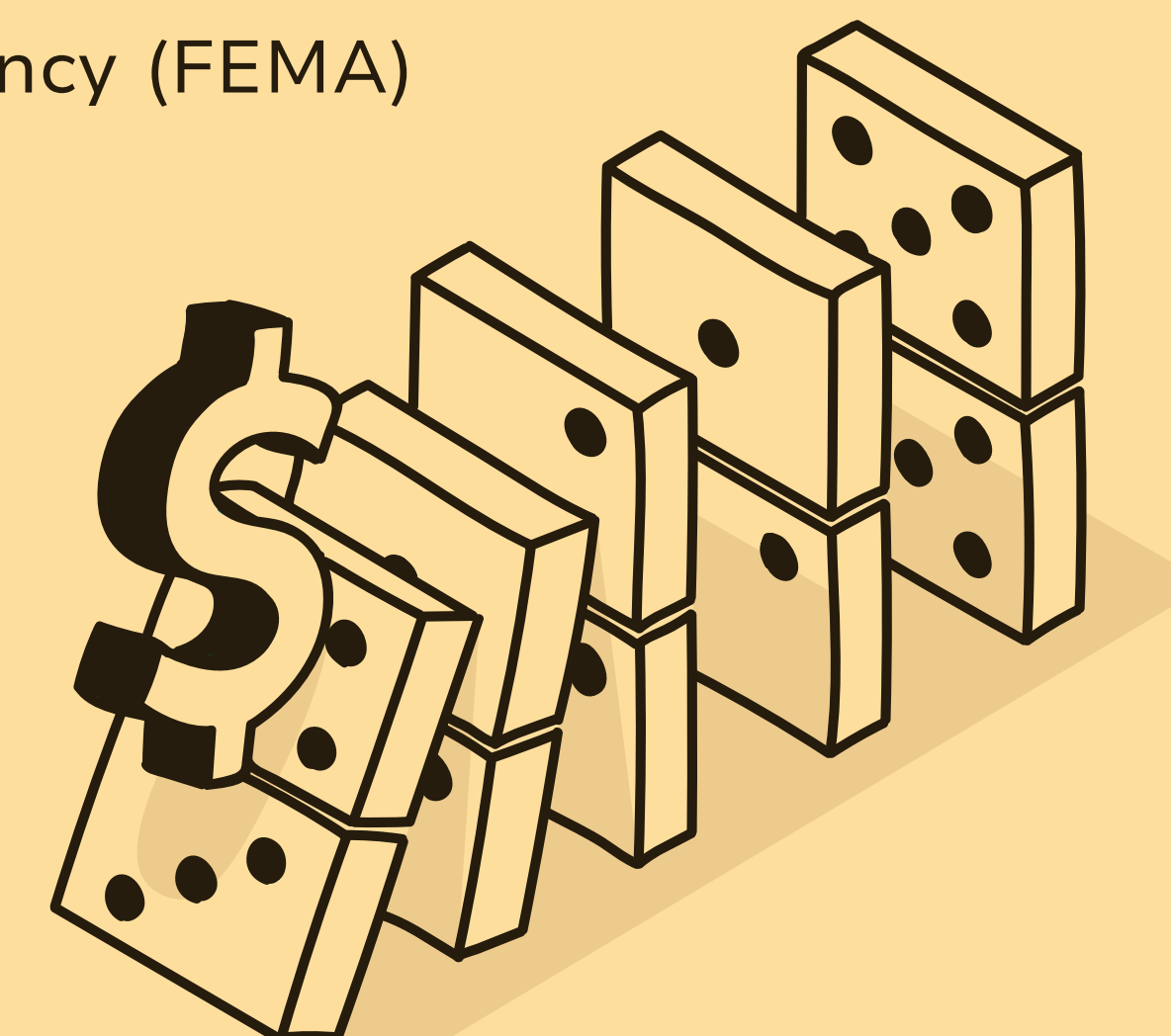
15 events

**60k+** Small Businesses Impacted

**150k+** Small Business Employees Impacted

**40% of small businesses close after a major disaster**

- Federal Emergency Management Agency (FEMA)



## Our Solutions

### Before



**GET READY**

Follow the Readiness Roadmap to make sure your business is ready to respond and recover when disaster strikes.



**GET INVOLVED**

Get involved in your community to create a network of partners and set your business up to help others.

### During

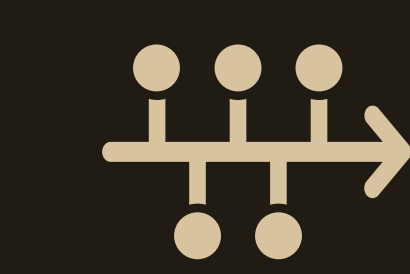


**BE INFORMED**

Follow situational updates, weather alerts, and utility and transportation information from authoritative sources.

**10,000+** links create customized, free-to-use, localized information for every user

### After



**RECOVER**

Use the Recovery Timeline to take the right steps at the right time to ensure your business's success.



**GIVE BACK**

Find local, regional, state, and national organizations you can support or help.