

## Who Will Lead Your Market in 10 Years? Probably an Entrepreneur You Haven't Met Yet.

A generational shift is underway — and with it, a new wave of business owners, community leaders, and wealth builders is rising. As the **\$70 trillion wealth transfer** unfolds, banks that want to lead the next era of financial services need to think bigger than transactional relationships.

**You need to start building trust with the next generation of small business owners — today.**

But here's the challenge: Many aspiring entrepreneurs, particularly in underserved communities, lack access to the tools and knowledge required to start and grow a business. They're motivated but under-resourced— and that's where forward-thinking financial institutions can step in, provide support, and earn lifelong loyalty in return.

## Education Is the Doorway to Loyalty

A recent [EVERFI blog](#) highlights how offering early-stage financial education is one of the most powerful — and underleveraged — ways to build long-term, profitable relationships with emerging business customers.

**EVERFI's Starting a Business Pathway** is a digital-first education tool that gives new entrepreneurs the essentials to launch and grow. It covers everything from **business planning** and **credit and financing** to **customer acquisition** and **small business banking services**.

**Here's why it matters:**

Small businesses make up **99.9% of all U.S. businesses** and employ nearly **half the workforce**. Supporting them isn't optional — **it's a strategic growth imperative**.

[See how it works →](#)

## Why Now? Opportunity Doesn't Wait.

- **Gen Z wants guidance, not just products.** They value purpose, transparency — and reward institutions that deliver real value.

- **Entrepreneurs are early influencers.** Support them early to unlock business accounts, lending, and lifelong financial relationships.
- **Education builds equity and engagement.** Free programs, especially in LMI communities, show a commitment to inclusion and long-term impact.
- **You can measure the ROI.** Tools like EVERFI's track reach, learning outcomes, and alignment with growth and CSR goals.

This is about more than compliance. It's about creating **future-ready strategies** that drive **brand equity, community trust, and customer lifetime value.**

## **Download the White Paper: 5 Ways Banks Can Lead the Wealth Transfer Era**

Learn how to turn financial education into a **strategic growth engine** for your bank — and a powerful support system for the next generation of entrepreneurs.

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