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 <u>Everfi blog</u> 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.

Download Now