

Empowering Entrepreneurs, Strengthening Communities

2024 PBC Report

CHAMPIONING *the* **DREAMS** *of* ENTREPRENEURS

Table of Contents

Opening

- 3 Executive Forward
- 4 Mission & Cultural Values

Social Impact Efforts Within

- 5 CommunityZen & GivePulse
- 6 Roaming Rovie

External Social Impact Efforts

- 7 Grant Program
- 8 Nonprofit Partnerships
 - 8 MAVS Business Assit
 - 8 Synergies Work
 - 9 Inmates to Entrepreneures
 - 10 digitalundivided
 - 11 Austin Women's Magazine
 - 12 Boy's & Girls Club Austin
 - 13 Kiva
 - 13 Lemonade Day
 - 13 Latinitas
- 15 Uplift Our Communitites
 - 15 GAACC
 - 15 Red Cross
 - 16 Austin Pet's Alive



Executive Forward

At ZenBusiness, our mission remains steadfast: to empower entrepreneurs from all walks of life by providing seamless access to tools, resources, and guidance needed to start and grow their businesses. In 2024, we deepened our commitment to economic mobility, equity, and inclusion through expanded grant opportunities, innovative nonprofit partnerships, and new social impact programs.

This year, we not only increased the financial support available to small business owners but also focused on capacity building, mentorship, and technology access—ensuring that our impact extends beyond monetary aid.

Through these efforts, ZenBusiness is proud to stand shoulder-to-shoulder with diverse entrepreneurs, mission-driven organizations, and our dedicated employees, who continuously give back to their communities.

Thank you for being part of this journey.

Sincerely,

Shanaz Hemmati
Chief Operating Officer



Mission & Cultural Values

Our Mission

ZenBusiness is a company that provides an easy, all-in-one platform with trusted guidance for small business owners. Our mission is to empower people from all walks of life to achieve their dreams. That's why we consolidated the tools, services, and expert support needed to start, run, and grow a successful business. We are a leading formations company that helps customers protect their liability, manage finances, and establish their online presence with one intuitive dashboard.

Connect Authentically

We create meaningful relationships, foster trust, and ensure every individual feels valued and respected.

Commit Fully

We turn ambition into results, tackle challenges head-on, get things done, and stay dedicated to driving success.

Chase Excellence

Excellence isn't a goal, it's our standard. We embrace new technology, adopt best practices, and continuously learn.

Champion Entrepreneurs

Small businesses are the lifeblood of the economy and heart of communities. We are their trusted partner to help them achieve their dreams



Social Impact Efforts Within ZenBusiness

CommunityZen Update

In 2024, we continued our CommunityZen program with a volunteer management platform for our team called **GivePulse!**

GivePulse gives direct control to our team to find both in-person and remote opportunities that align with their preferred causes.

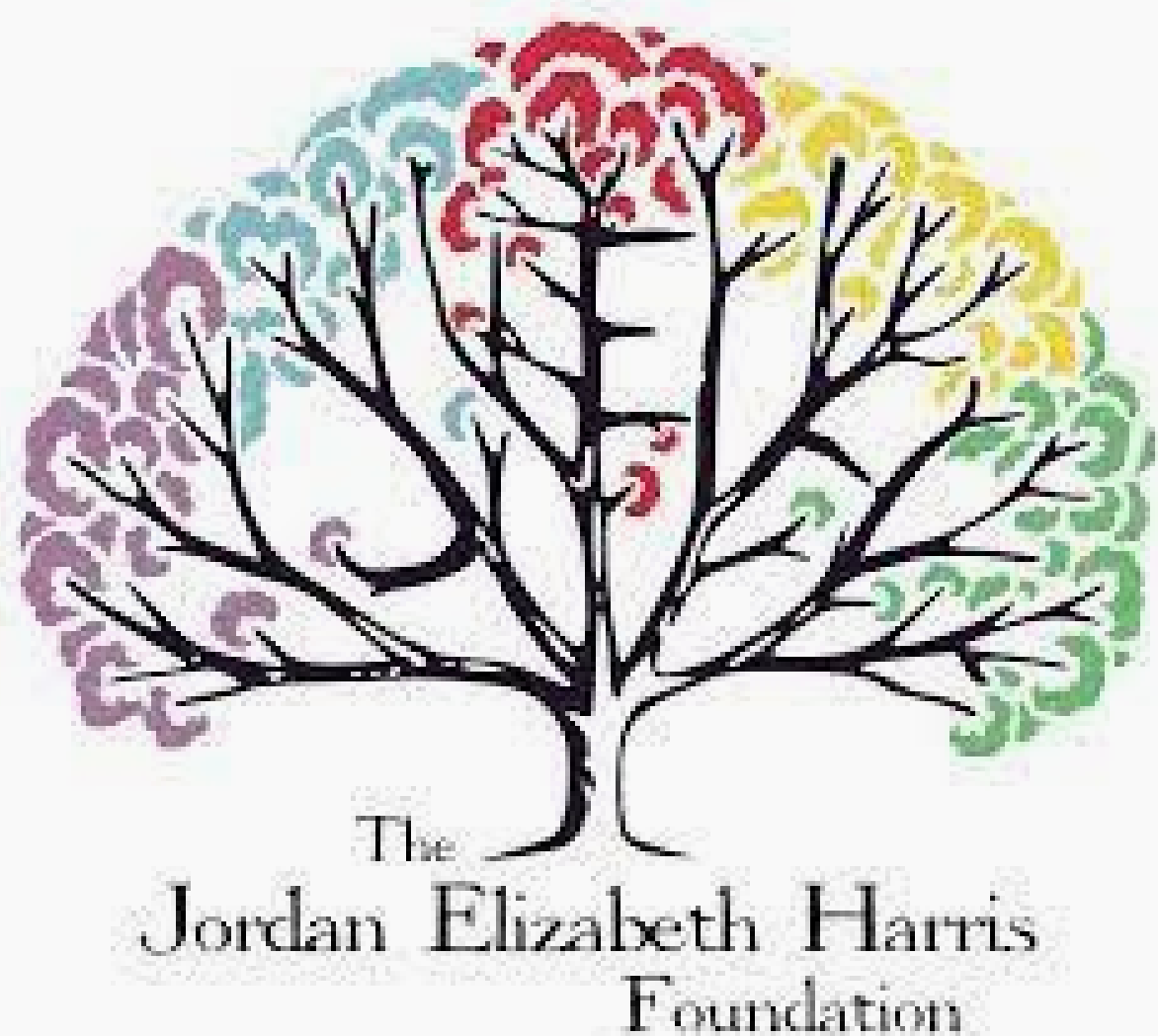
We also continued to promote monthly volunteer events for our team in different areas including Texas and virtually. We sent volunteers to the Austin Diaper Bank, Central Texas Food Bank and more. To date our employees have volunteered over 500+ hours at 40+ nonprofit organizations within their communities!



Social Impact Efforts Within ZenBusiness

Roaming Rovie

Each month, a selection committee of employees reviews the nominations submitted by team members and selects 2 nonprofits to receive a \$1,000 contribution. In 2024, ZenBusiness awarded \$1,000 to 18 nonprofits across the United States totaling \$18,000 to support community work across the country where our team members are located.



Public Benefit Efforts Outside of ZenBusiness

Grant Program

This year, ZenBusiness continued its “\$5K Care for Your Calling” grant program for newly formed businesses. \$5,000 grants were awarded monthly, and selections were made based on the applicant’s statement of need. In 2024, we awarded \$270,000 total and increased our number of supported customers to 54 from 48 the previous year. Our financial support has provided these entrepreneurs with the opportunity to accelerate their business success!



Julia Kim - Sanu Postpartum Retreat



The ZenBusiness grant will help us reach more mothers-to-be who are searching for ways to care for themselves and their families after childbirth. I plan to use this grant to help build impactful content that is targeted towards our target customer.



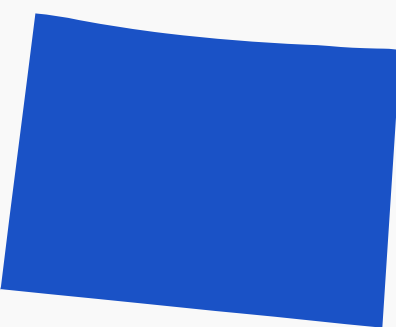
Sinclair Caesar III - Singularity Consulting



The ZenBusiness grant money will help make a huge impact on our San Antonio community because we'll be able to train workplaces and communities on Mental Health First Aid and Suicide Prevention. I plan to use the grant to complete the instructor trainings needed for this venture and to market these programs.



Maria Mojica-Rangel - Harmony Psychiatry & Wellness LLC



The ZenBusiness grant money will enable me to take my business to the next level and turn it into my full-time job. With this funding, I will be able to invest in marketing my business, upgrading my healthcare communication platform and electronic health record, and hiring a virtual assistant. This will help me to scale my business and provide better services to my clients.

In alignment with our mission of making entrepreneurship accessible, Zenbusiness takes pride in that these business owners represented 25 states and included those who identified as woman owned, minority owned, veteran owned, disability owned and LGBT+ owned enterprises.



Public Benefit Efforts Outside of ZenBusiness

Nonprofit Partnerships

MAVS Business Assist

Mavs Business Assist (MBA) entered its second year in partnership with ZenBusiness and the Dallas Mavericks organization that empowers 100 diverse entrepreneurs with access to knowledge, tools, and support they need to succeed and grow their business.

Entrepreneurs received access to ZenBusiness's suite of tools, training and an opportunity to pitch for funding to accelerate their enterprises. Ross Burdhorf, CEO at ZenBusiness, had the honor of being a judge where \$30,000 was distributed!



Synergies Work

SYNERGIES WORK

ZenBusiness Inc. continued its impactful partnership with Synergies Work, the only accelerator/incubator in the U.S. dedicated to helping entrepreneurs with disabilities build sustainable businesses. Since its founding, Synergies Work has supported the launch of over 70 startups and has worked with 300+ entrepreneurs with disabilities to foster inclusive innovation.

In 2024, ZenBusiness proudly sponsored another Igniting Ideas cohort, providing 17 business owners with the tools, mentorship, and resources needed to turn their ideas into successful ventures. Through hands-on learning and expert guidance, these entrepreneurs strengthened their business foundations and took meaningful steps toward growth.

We also continued our sponsorship of the EDDIE Awards, the first U.S. awards recognizing entrepreneurs with disabilities. This year, Pokiza represented ZenBusiness at the event, celebrating the achievements of trailblazing entrepreneurs and reinforcing our commitment to fostering a more inclusive business landscape.



Public Benefit Efforts Outside of ZenBusiness

Synergies Work



William Lewis Chapman

I poured my heart and soul into learning. I walked away from the program with far more knowledge than I expected to receive.

"I applied for the Igniting Ideas program hoping to get guidance on moving forward with my dream of running a travel agency. The curriculum is helping me move toward founding my own business. The added benefit: being part of a community where I feel I belong."



Jessica Watney

As a result of what I learned in the program, I am trying things I might have previously decided I was not capable of, or not ready to try.

"My biggest breakthrough: I have almost entirely digitized the sewing pattern I have been working on. This breakthrough is important to me, because it is a tangible display of months of hard work and overcoming difficulties."



Neena Massey

My biggest breakthrough: I see that it's time to bring my writing out to the world.

"As a result of what I learned in the program, I am writing more. Writing is becoming more of a daily routine for me. I'm most proud that I've tried new things. I've made excellent progress toward my goals, I have balanced my projects well lately."



Shira Rosenbaum

As a result of what I've learned in the program, I have a better understanding of how to run my business and approach people.

"My biggest breakthrough: understanding my customers better. I'm gaining more customers, better understanding selling techniques and bringing more sales to my company."

Inmates to Entrepreneurs



ZenBusiness Inc. continued our partnership with Inmates to Entrepreneurs, a nonprofit helping those who have been judicially involved, start their own business and overcome systemic discrimination.

ZenBusiness sponsored Inmates to Entrepreneurs's National Course in April during Second Chances Month. Sameer Gulati, Chief Product Officer, delivered the graduation keynote speech. This National Course ran for 8 weeks and participants logged in from across the US representing 28 states and DC in addition to three correctional facilities, for a total of 61 program graduates.



Public Benefit Efforts Outside of ZenBusiness

digitalundivided

ZenBusiness introduced a new partnership with digitalundivided, a nonprofit organization dedicated to advancing economic growth for Black and Latina women entrepreneurs. Through research-driven programs, mentorship, and access to capital, they empower women founders to launch, scale, and sustain successful businesses.



In 2024, ZenBusiness was the sponsor for the START program focused on providing early stage founders with resources and information to build a strong business. Deonne Poovey, Director of Customer Success, welcomed the new cohort of 12 founders and walked them through what ZenBusiness does as a company, tips to get started with goal setting, and key information they will need to get started like name, purpose and entity.

Corporate Documents

Benefits of our Business Document Templates Library

Purchase - \$99

Comprehensive Access

Access an expanding collection of the business forms and templates you need to manage your business.

Customize to Your Needs

Edit print and download your business document templates and forms to fit your business needs.

Get Unlimited Use

Use your business document and access templates as many times as you need them.

What are Business Documents and Why Do I Need Them?

Small business owners need access to reliable business documents to help them manage their company. The document template library covers areas like liability waivers, employment documents, compensation agreements, intellectual property, confidentiality, and more.

We will continue adding and expanding our business document library to offer customers the documents and forms they need to confidently manage and run their business.

Examples of Business Document Templates in Our Library

Contractor & Service Related	Business & Employment
<ul style="list-style-type: none">Individual liability waiverCompany liability waiver	<ul style="list-style-type: none">Employment offer letterEmployment terminationEmployment agreementEmployee compensation agreement

Business & Intellectual Property

- Non-compete agreement
- Confidentiality agreement
- Employment offer letter
- Employment termination
- Employment agreement
- Employee compensation agreement
- Loan agreement
- Purchase order agreement
- Termination of agreement and release
- Breach of contract notice
- Partnership dissolution agreement
- Amendment to agreement
- Letter of intent (transaction)
- Purchase agreement
- Business purchase agreement

deonne

Victoria Padron

Page 10

Public Benefit Efforts Outside of ZenBusiness

Austin Woman Magazine

Austin Woman Magazine is the leading publication dedicated to celebrating and amplifying the voices of women in Austin. Through inspiring stories, business insights, and community engagement, the magazine champions local women entrepreneurs, leaders, and changemakers across industries.

ZenBusiness was proud to sponsor a breakout session at Austin Woman Magazine's Up Level Her Conference, an event dedicated to empowering women in business and leadership. Austin Woman Magazine has long been a champion of women entrepreneurs, amplifying their voices and providing resources to help them thrive.



As part of our commitment to supporting small business owners, Maegan Langley, Customer Success Manager, represented ZenBusiness in leading the panel discussion, "So You Want to Be an Entrepreneur." The session featured insights from ZenBusiness, the City of Austin Small Business Department, and Texas Woman's University, offering guidance on launching and scaling a business.

We were also thrilled to have one of our own ZenBusiness customers, Nadaley of NPI Consulting House, join Maegan for an inspiring conversation! Events like these reaffirm our dedication to uplifting women entrepreneurs and ensuring they have the tools they need to succeed.



Public Benefit Efforts Outside of ZenBusiness

Boys & Girls Club Austin

The Boys & Girls Clubs of the Austin Area (BGCAA) is a vital nonprofit organization dedicated to empowering youth—especially those who need it most—to reach their full potential as productive, caring, responsible citizens. Through safe spaces, caring mentors, and life-enriching programs, BGCAA serves thousands of kids and teens across Central Texas each year.

ZenBusiness is proud to support BGCAA's entrepreneurship and career development programming, which inspires young minds to dream big, think creatively, and explore future business ventures. Our partnership has included volunteer events, financial support, and mentorship opportunities that reflect our shared commitment to economic empowerment and education.

In 2024, we were honored to welcome Paul Turner, Director of Strategic Partnerships at BGCAA, for a fireside chat with Courtney Dickey our Chief Legal Officer at our IMPACT event—a company-wide team-building experience designed to connect employees with the mission-driven work and people we support. Paul shared firsthand stories about the impact of the Clubs' programs and reminded us why investing in the next generation of leaders matters.

Together, ZenBusiness and BGCAA are helping spark the entrepreneurial spirit in Austin's youth—and lighting the path toward brighter futures.



Public Benefit Efforts Outside of ZenBusiness

Kiva

ZenBusiness Inc. supports women all over the world by providing micro-funds via Kiva. Kiva helps to connect people through lending to alleviate poverty by leveraging the worldwide network of micro-finance institutions. ZenBusiness invited a committee of employees to select profiles indicated entrepreneurship and positive impact within their communities.

Lemonade Day

ZenBusiness is proud to continue our partnership with Lemonade Day, a national nonprofit that empowers youth through experiential entrepreneurship education. Lemonade Day teaches kids how to start, own, and operate their very own business—a lemonade stand—helping them build confidence, develop financial literacy, and cultivate an entrepreneurial mindset from an early age.



This partnership reflects ZenBusiness's ongoing commitment to creating equitable access to entrepreneurship and ensuring that every future founder, no matter how young, has the tools to dream big and build boldly.

Latinitas

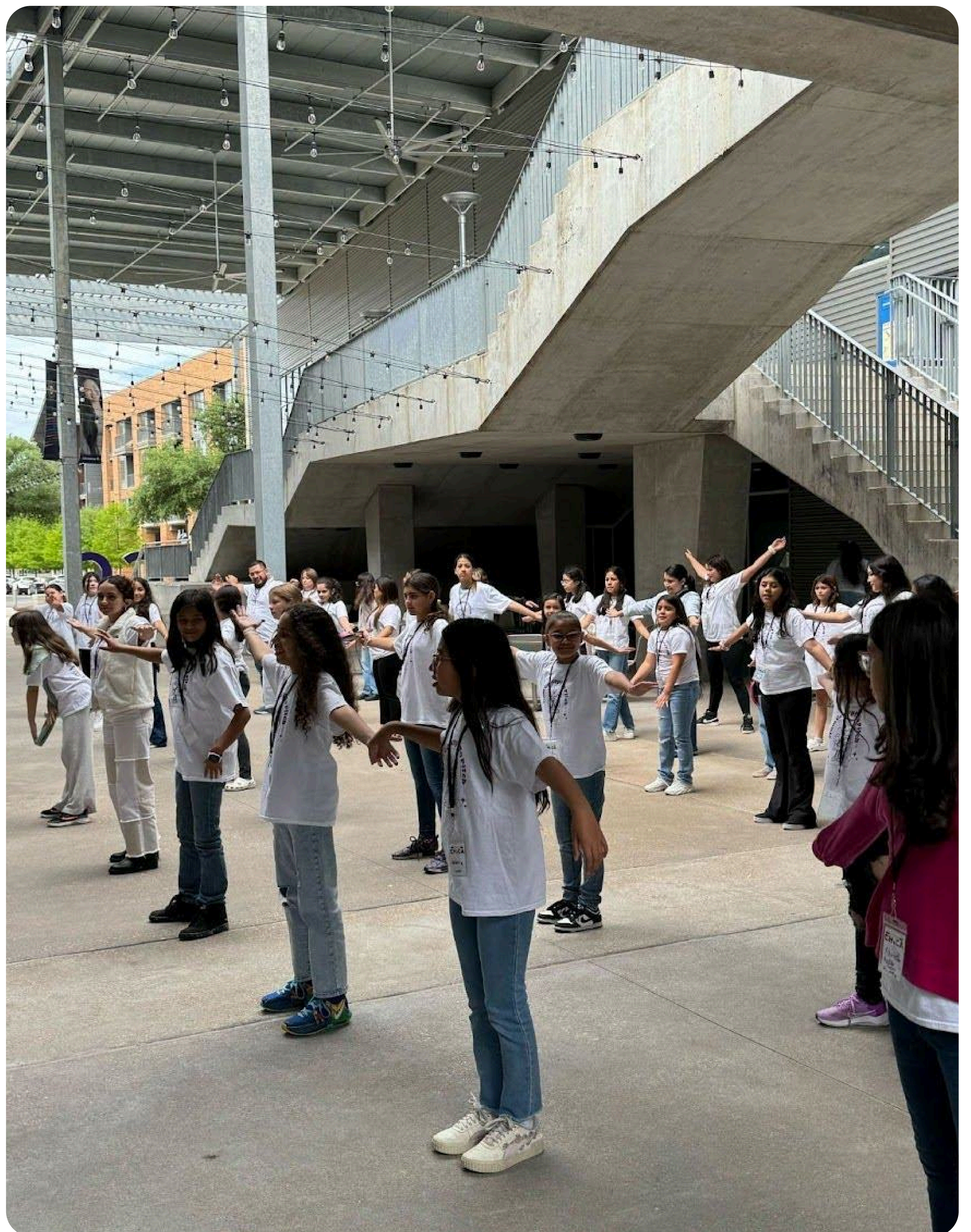
For nearly two decades, Latinitas has been empowering girls through a dynamic, STEM-based curriculum delivered via after-school clubs, summer camps, certification programs, and hands-on learning in coding, journalism, and digital media. Their mission is to create opportunities for youth—particularly from underrepresented communities—to discover their voice and develop the skills needed to thrive in the digital world.



Public Benefit Efforts Outside of ZenBusiness

Latinitas

One of Latinitas' signature events is StartUpChica, a bilingual annual conference on entrepreneurship and advocacy for students aged 9–14. In 2024, Zenbusiness employees volunteered time and talent to support the planning and execution of Latinitas' StartUp Chica conference—empowering young innovators through hands-on business-building workshops and mentorship



ZenBusiness was proud to support Latinitas by donating laptops to help increase access to technology for students enrolled in their programs.

Public Benefit Efforts Outside of ZenBusiness

Uplift Our Communities

GAACC

ZenBusiness is proud to continue its membership with the Greater Austin Asian Chamber of Commerce (GAACC), an organization dedicated to advancing the economic growth of Asian American businesses and entrepreneurs in Central Texas. Our ongoing partnership reflects a shared commitment to fostering inclusive economic opportunities, supporting small business owners, and celebrating the contributions of the Asian American and Pacific Islander community.

Through this membership, ZenBusiness remains engaged with GAACC's year-round programming and community initiatives that uplift local businesses and build a stronger, more connected entrepreneurial ecosystem.



Red Cross

In 2024, ZenBusiness proudly continued its support of the American Red Cross's "Where It's Needed Most" fund, which provides critical aid in response to natural disasters and humanitarian crises around the world. This ongoing commitment reflects our belief that true success includes making a positive impact—locally, nationally, and globally.

We recognize that today's challenges—from wildfires and floods to displacement and global emergencies—affect not only the communities we serve but also our own employees and their families. That's why we're committed to extending compassion and support where it's needed most.



Public Benefit Efforts Outside of ZenBusiness

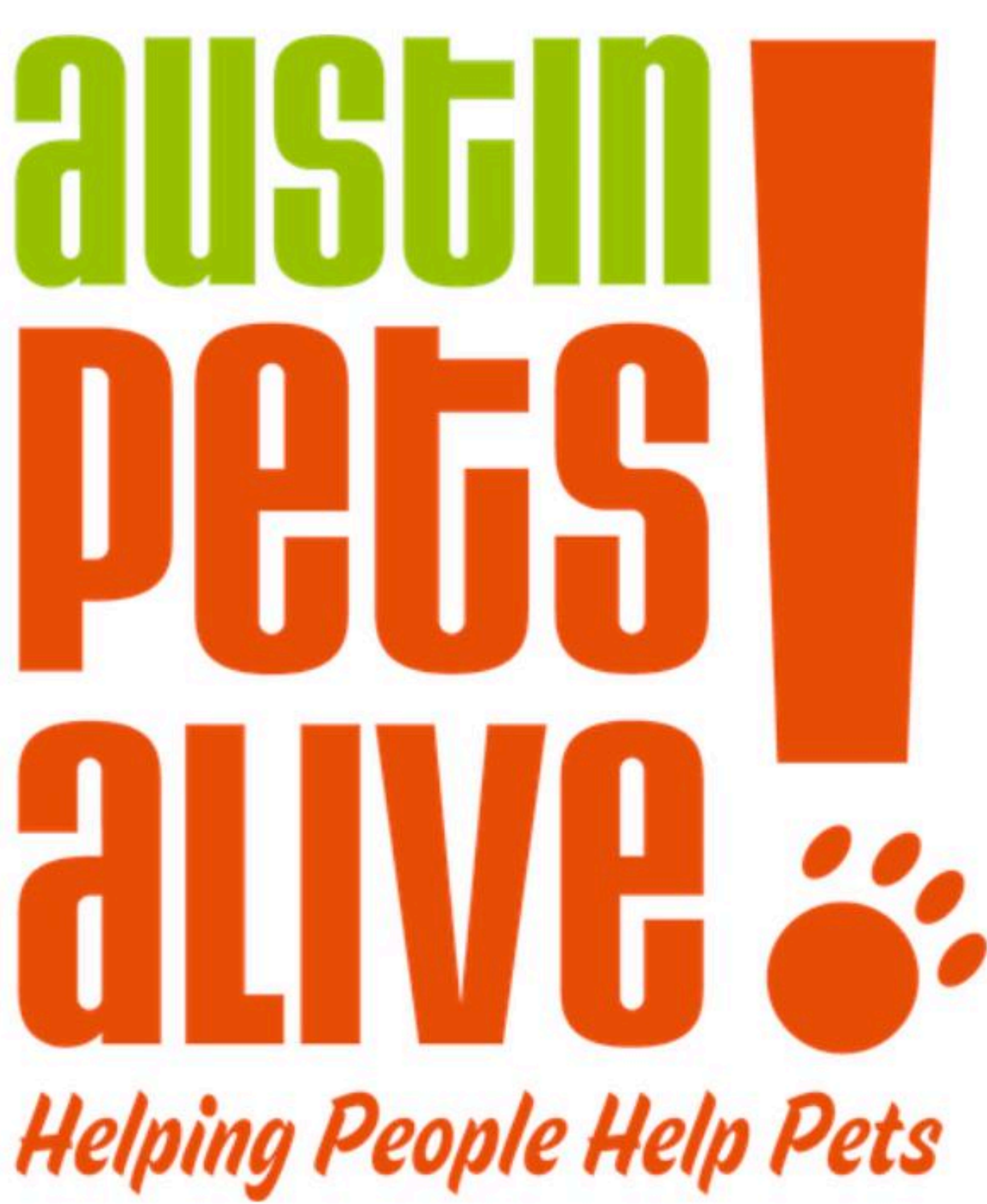
Austin Pets Alive!

In 2024, ZenBusiness continued our ongoing support of Austin Pets Alive! by sponsoring dog kennel #177 and a cat condo, honoring our team’s roots as proud pet lovers. This sponsorship helps APA carry out its mission to eliminate the euthanasia of companion animals through innovative programs, rescue efforts, and education.

This year, our sponsored spaces provided care and shelter for some unforgettable furry friends.

🐾 Turbo Wings, a one-eyed sweetheart diagnosed with Feline Leukemia Virus (FeLV), found comfort and safety in our sponsored cat condo. Despite his diagnosis, Turbo is living his life to the fullest while awaiting a loving forever home.

🐶 Nubs, a playful pup with a chicken allergy and a big heart, called kennel #177 home as he patiently waits for the right adopter. He's a social butterfly in doggy playgroups and continues to charm every volunteer he meets.



KENNEL 177

SPONSORED BY:

CURRENT TENANT

🐾 **7 YEARS OLD**

🐾 **MALE**

🐾 **57.4 LBS**

🐾 **599 DAYS AT APA!**

*In Memory of
Ebony Scott*

*This kennel will save the
lives
of up to 13 dogs!*

CAT KENNEL

SPONSORED BY:

CURRENT TENANT

🐾 **5 YEARS OLD**

🐾 **MALE**

🐾 **9.9 LBS**

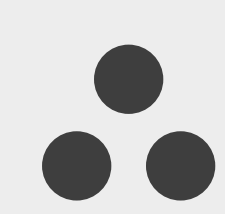
🐾 **8 DAYS AT APA!**

*In Memory of
Ebony Scott*

*This kennel will save the
lives
of up to 27 cats!*

We’re proud to help make second chances possible for pets like Turbo and Nubs—and to support the incredible lifesaving work of Austin Pets Alive! year after year.





Connect With Us

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