

HUB PROGRAM

EMPOWERING THE INNOVATORS OF TODAY AND TOMORROW

Motivated by our mission to power the success of small and medium-size businesses, TriNet has developed a program to assist historically underrepresented businesses (HUBs), including those led by persons of color, women, the differently abled, veterans and the LGBTQ+, as well as those organizations with a stated mission of funding, coaching, educating or working with these businesses.

Our HUB Program helps create opportunities and connections for our HUB ecosystems through four key pillars:

- Education
- Shared experiences
- Access to capital
- Government programs awareness

EDUCATING AND LEARNING FROM HISTORICALLY UNDERREPRESENTED BUSINESSES

Our Education pillar focuses on supporting our HUB community to learn through engaging content including webinars that provides content on navigating wage inflation, hiring and retaining employees, and access to capital. This pillar also includes a series of articles and blogposts on impactful topics and relevant statistics, highlighting ways businesses can work and partner to overcome these challenges.

trinet™

HUB

“Addressing challenges faced by historically underrepresented business isn’t a novel endeavor, it’s a sustained commitment.

In my research, it’s evident that the challenges have persisted over the years. It’s imperative that champions of change continue to support and raise awareness. I am thankful that TriNet cares enough to devote time and attention to help lift these businesses and entrepreneurs.”

Chris Seebrath

Enterprise Account Executive, CRM
HUB Education Pillar Lead



12 million +

businesses were owned by women in the U.S. in 2019.¹

\$1.9 million

businesses in the U.S. are veteran-owned, employing nearly 5.5 million Americans.²

<50%

of U.S. small businesses are successful accessing capital through banks.³

1. U.S. SBA Office of Advocacy, [Women Ownership Statistics, 2024](#).

2. Veteran Ownership Statistics, U.S. SBA Office of Advocacy, 2023.

3. 27th Administrator of the U.S. Small Business Administration, Isabel Casillas Guzman, speaking at a 2024 TriNet event.

SPOTLIGHTING GOVERNMENT OPPORTUNITIES

Our Government Opportunities pillar provides information related to grants, programs, incentives and our R&D Calculator. Because HUBs have historically faced barriers in accessing capital and funding, we've captured several of the most relevant federal and state grants, so they can easily access and navigate opportunities that resonate with their organizational goals. Our content is updated quarterly to reflect changes at the federal and state level and also includes information for registering as a minority owned businesses.

BIRDS OF A FEATHER FIRESIDE CHATS

Our Birds of a Feather series is a pathway for TriNet customers and third-party small businesses to connect, build and highlight their organizations. These hour-long sessions focus on underrepresented founders, leaders and aspiring entrepreneurs within the HUB community and provide an opportunity to discuss the challenges they've faced and the actions they've taken to overcome them.

TRENDS & INSIGHTS FOR HUBS

- [Navigating Government Loans, Grants and More](#)
- [Awareness, Advocacy and Action in Womens Health—Three Steps Towards Equity](#)
- [Celebrating the Superpowers of Black Entrepreneurs During Disability Pride Month](#)
- [National Black Businesses: Celebrating the Value of Black-Owned Businesses](#)
- [Women in the Workplace](#)
- [Entrepreneurship and Intergenerational Wealth](#)
- [Raising Funds and Retaining Talent in an Uncertain Economy](#)
- [Equality, Equity and Access for the Differently Abled](#)

For more educational resources, visit our page [Educating HUB Ecosystems](#).



Learn more at [TriNet.com](https://www.trinet.com) or call 888.874.6388.

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“Embracing all of the great immigrant entrepreneurs and the changing face of entrepreneurship that is women and people of color is something that will help us compete globally.”

Isabel Casillas Guzman
27th Administrator of the
U.S. Small Business Administration

