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Join Tyler Perry and Soledad O'Brien for a Black History Month Conversation on “Creation, Credit & Change” in the Black Community

Intuit QuickBooks and Mailchimp to Host Virtual Event to Honour Black Business Owners and Entrepreneurs

TORONTO--(BUSINESS WIRE)-- In celebration of Black History Month, [Intuit Inc.](#) (Nasdaq: INTU), the global financial technology platform that makes Intuit [TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), will host a fireside chat at Intuit's new Atlanta office, home of Mailchimp, to spotlight Black business owners and entrepreneurs who are driving change through creativity and innovation, and explore the challenges they face on the road to success.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240201596986/en/>



WHAT: In a fireside chat hosted by Intuit QuickBooks and Mailchimp, leaders in providing technology solutions for small businesses, Soledad O'Brien will moderate a conversation with Tyler Perry around “**Creation, Credit & Change**” in the Black community. The discussion will explore Perry’s remarkable journey from entrepreneur to

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multi-hyphenate and film studio founder, uncovering how Perry’s creative vision, perseverance, and deep understanding of his audience led to unprecedented success.

While Black creatives and entrepreneurs such as Perry have long been trailblazers in their respective industries, too often they are undervalued for their work. In fact, according to [new data from the Intuit QuickBooks Black History Month Survey](#), which explores the struggles and successes of Black business owners, nearly 8 in 10 (79%) Canadian Black-owned small

businesses reported undercharging for their products and services — compared to 63% of their non-Black peers. Additionally, only 1 in 2 (55%) Canadian survey respondents felt that Black creatives and innovators have been significantly acknowledged for their cultural contributions.

Attendees of the fireside chat will hear first-hand from Perry about how he overcame these and other challenges, and gain valuable insights on how small business owners and entrepreneurs can cultivate prosperity and protect their work in an ever-changing business landscape.

WHO: The live fireside chat will feature:

- Speaker: **Tyler Perry**, actor, producer, director, author, entrepreneur, and philanthropist
- Moderator: **Soledad O'Brien**, award-winning journalist
- Small businesses: Catherine Addai - [Kaela Kay](#), Jilea and Jamie Hemmings - [Nourish & Bloom Market](#), Alex Cole Acosta - [Soul Food Cypher](#), Nicole Davis - [Butler-Davis Tax & Accounting](#), and Robby Simon - [Play.Room](#)

WHEN: Tuesday, February 13, 2024 at 10 a.m. PT / 1 p.m. ET

WHERE: The fireside chat will broadcast live from Intuit's new Atlanta office, home of Mailchimp. Attendees can register to watch this free, virtual event [here](#).

WHY: Black small business owners and entrepreneurs often face racial disparities and increased socioeconomic factors that hinder progress and create a more challenging path to success compared to their non-Black peers. New data from the QuickBooks-commissioned survey revealed that more than 8 in 10 (84%) Black small business owners report they're the first in their immediate or extended family to own a business — compared to 75% of their non-Black peers. Additionally, nearly 7 in 10 (69%) Black-owned small businesses say they're the only or one of the few businesses in their city or town offering their product/services.

QuickBooks and Mailchimp are committed to supporting and powering prosperity for the Black community. This fireside chat is one of many ways that QuickBooks and Mailchimp are working to amplify, uplift, and connect with small business owners and entrepreneurs in the Black community to help overcome these barriers and achieve success.

About Intuit

[Intuit](#) is the global financial technology platform that powers prosperity for the people and communities we serve. With 100 million customers worldwide using [TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible. Please visit us at [Intuit.ca](#) and find us on [social](#) for the latest information about Intuit and our products and services.

Intuit QuickBooks Black History Month 2024 Survey Methodology

Intuit QuickBooks commissioned an online survey completed in January 2024 of 1,500 Black small business owners and 1,500 non-Black small business owners (adults aged 18+)

throughout Canada. Nine in 10 (91%) Black business owners surveyed had 1-100 employees and 9% had no employees. Overall, 47% of Black respondents were male while 53% were female. One in 10 (10%) Black respondents were Gen Z, 75% were Millennial, 9% were Gen X, and 5% were Baby Boomers. Percentages have been rounded to the nearest decimal place so values shown in data report charts and graphics may not add up to 100%. Responses were collected using Pollfish audience pools and partner networks with double opt-ins, random device engagement sampling, and post-stratification based on census data to ensure accurate targeting and results. Respondents received remuneration.

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