

New Kabbage Data Shows 85 Percent of Small Business Owners Believe They Achieved the American Dream

84 percent of small business owners hope their children pursue entrepreneurship; in celebration, Kabbage gives away “Future Small Business Owner” baby onesies

ATLANTA – July 25, 2018 – [Kabbage, Inc.](#), a global financial services, technology and data platform serving small businesses, released data today showing 85 percent of small business owners believe being your own boss and owning a business is achieving the American Dream. A nearly identical 84 percent of more than 1,000 U.S. small business owners hope their children one day become small business owners.

When asked why they wish their children become business owners, the top responses included:

- Turning their passion into a career (38 percent)
- Being their own boss allows them to control their schedule (24 percent)
- Starting and building a company is rewarding (22 percent)

To recognize the dream that parents have for their children, Kabbage is giving away “Future Small Business Owner” baby onesies to any parent in the United States. See the onesie and order it at www.futuresmallbusinessowner.com.^{*} Kabbage encourages individuals ordering a onesie to share images on social media along with a post on why they hope their children pursue entrepreneurship. Kabbage will feature selected posts that tag @kabbageinc and use the hashtag #futuresmallbizowner.

“As an entrepreneur, I’m grateful for the unique opportunity we have to turn passions into businesses,” said Kabbage President Kathryn Petralia. “Kabbage is committed to removing financial friction from small business owners’ daily lives, allowing them to focus on their dreams and build incredible businesses. The onesies are our small way to highlight a goal that we hope all parents have for our youngest generation.”

About Kabbage

Kabbage, Inc., headquartered in Atlanta, has pioneered a financial services data and technology platform to provide access to automated funding to small businesses in minutes. Kabbage leverages data generated through business activity such as accounting data, online sales, shipping and dozens of other sources to understand performance and deliver fast, flexible funding in real time. With the largest international network of global-bank partnerships for an online lending platform, Kabbage powers small business lending for large banks, including ING and Santander, across Spain, the U.K., Italy, France and more. Kabbage is funded and backed by leading investors, including SoftBank Group Corp., BlueRun Ventures, Mohr Davidow Ventures and others. All *Kabbage* U.S.-based loans are issued by Celtic Bank, a Utah-Chartered Industrial Bank, Member FDIC. For more information, please visit www.kabbage.com.

^{*}Terms and conditions apply.

Media Contact:

media@kabbage.com