

## Background & Overview

### Description

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**KNOWN's mission is to help close the ethnic wealth gap by providing resources and opportunities to underrepresented rising entrepreneurs, resulting in a more equitable and prosperous society.**



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KNOWN was founded in 2019, by real estate entrepreneur Juan Salas-Romer.

Juan grew up in Venezuela witnessing first-hand the impacts extreme wealth gaps have on the economy, and the civil liberties of a nation. After conducting business in the U.S. for 20 years, Juan recognized some of the same early signs that led his country to collapse. He was inspired to work on a program that facilitates resources to those who have the talent and venture to excel but may not have the resources to grow, and scale their businesses.

KNOWN is a New Haven-based Coworking Entrepreneurial Community, and an Entrepreneur Growth Lab called, KNOWNpreneurs. The coworking space is a 6000 sqft inspirational space designed by New Haven architect Gray Organschi, it is located in downtown New Haven's historic Palladium Building. The KNOWNpreneurs Growth Lab delivers practical, hands-on business, and financial best practices. The program helps companies that have at least two years in operation grow and scale. Participants enjoy being part of the KNOWNpreneur community, getting their peers' support, and developing peer-mentor relationships with role models that come from their same communities. KNOWN is an environment of camaraderie and continuous learning. Our mentors work with participants on accountability and progress tracking, yielding measurable results in a short amount of time. Many graduates describe their time during the KNOWNPRENEURS program as their most productive time in their lives.

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**Author**

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