

Genhi Givings Bailey, Troy Foster, and George Colindres Quoted in Law360—Perkins Coie Program To Support Black, Latino Entrepreneurs

Genhi Givings Bailey, Troy Foster, and George Colindres were quoted in "[Perkins Coie Program To Support Black, Latino Entrepreneurs](#)," an article in *Law360*,* regarding one of the firm's program initiatives to help Black and Latino entrepreneurs build their businesses.

"I think the people that can most benefit from this program are entrepreneurs who maybe come from a working-class environment and don't have mentors who are professionals, generally, or professionals in this field. Folks who have gone to maybe smaller colleges and haven't had the exposure to the startup world," George, an Emerging Companies and Venture Capital partner working on the PC Edge program, told *Law360 Pulse*.

"We believe that by opening up doors, creating opportunities, creating more of a network among similarly situated entrepreneurs and founders, we have an opportunity to increase the number of successful founders and entrepreneurs in this space," the firm's chief diversity and inclusion officer, Genhi, told *Law360 Pulse*.

In a statement, Troy, the firmwide co-chair of Perkins Coie's Emerging Companies and Venture Capital practice, touched on the longstanding inequities he hopes PC Edge will address.

"The data show that Black and Latinx entrepreneurs have historically lacked equal access to capital, and it widely acknowledged that these entrepreneurs have faced more challenges to both launch and build their businesses," he said. "We designed the PC Edge program to help address these historical inequities and support business innovations in the ecosystem."

[Read the full article here at Law360.](#)*

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