In this issue, we provide:

- New Research: *Military Consumers & Marketplace Trust: An Analysis of Marketplace Challenges Facing the Military Community*
- BBB4Good Initiative Collecting Data on Social Impact Businesses in the United States and Canada
- Fighting Financial Fraud Training with FINRA Foundation Fills Up in Record-time
- *2018 BBB Scam Tracker Risk Report Highlights*: Consumers More Susceptible to Online Scams
- BBB Pacific Southwest, GoDaddy Announce Plans for New Business Incubator
- And more!

Visit Our Website

Program Updates

**MILITARY & VETERANS INITIATIVE**

BBB Institute and the Association of Military Banks of America released a report about the marketplace challenges most affecting military consumers. *Military Consumers & Marketplace Trust* analyzes over 28,000 business complaints and nearly 5,000 scams reported by military consumers to BBB in 2018.

**BBB4GOOD**

BBB Institute is conducting a pilot project that aims to develop a national database of social impact businesses. The BBB4Good Online Directory will enable U.S. and Canadian consumers to find social impact businesses in their communities and make informed purchasing decisions that will do the most good.

Read the Report  
Learn More
The data from the *BBB Scam Tracker Risk Report* is used year-round to steer our fraud prevention outreach efforts. We continually stress to consumers, especially younger consumers, that the risk of falling victim to scams initiated online is increasing.

BBBs from across the US will attend an in-person training in August thanks to support from FINRA Investor Education Foundation. The training reached capacity in record time (two weeks), reflecting BBB's enthusiasm to bring new outreach materials into their communities.

**From Our Blog**

**Cryptocurrency Trading Platforms: Do Your Homework**

In the new world of cryptocurrencies and blockchain technology, a number of service providers have emerged to assist users in managing and trading their cryptocurrencies. An important development is the emergence of online platforms that let users buy, sell, exchange, and in some cases, store cryptocurrencies.

[Read more](#).

Read more posts from the BBB Institute blog.

**News from the Field**

The BBB Serving the Pacific Southwest and GoDaddy Inc. announced plans in June to launch a business incubator for main street entrepreneurs in Phoenix. The partnership was announced during the grand opening of ignite, a vibrant 5,000 sq. ft. coworking and collaboration space in central Phoenix where the new incubator will be based.
September

**New Research Report:** This fall, BBB Institute will partner with FINRA Foundation and the Stanford Center on Longevity to release new research that more closely examines the factors that contribute to individuals becoming victims of fraud. The goal of the study is to determine effective educational outreach that can help individuals avoid being defrauded by scams.

We work with local BBBs across North America to deliver programs that build a trusted marketplace by:

- **Empowering consumers** to take control of their purchasing decisions and avoid falling prey to scams.
- **Helping businesses** be better by delivering excellent service with integrity, and becoming integral stakeholders in their communities.
- **Publishing research** that provides critical insights for the public, and informs how we develop and deliver our programs.