



Greater Austin Hispanic
Chamber of Commerce
Expanding Business Culture



BIZ PLAN
a la mode!

GAHCC Hispanic Austin Leadership (HAL)

Financial Stability Team 2016-2017

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Executive Summary

What is the American Dream? Through research we uncovered the number of Hispanic-owned U.S businesses is expected to grow to more than 4.23 million in 2016 (27.5% increase since 2012) Texas continues to be one of the top three fastest growing states for Hispanic entrepreneurs (CA, FL, and TX) Immigrants are twice as likely to start their own businesses as someone born in the U.S. Immigrants are twice as likely to start their own business as someone born in the U.S. Specifically Women Business Entrepreneurs in the country. We set out on a task to learn more about this phenomenon.

What motivates Latino entrepreneurs to venture out and pursue their dream of becoming business owners? What challenges they encounter? But most importantly what support could we as leaders within the Austin Community provide them? We quickly discovered Latino Business Entrepreneurs are facing challenges with funding for equity, growth and expansion. The biggest issue they face is a well established business plan to continue their Endeavour and make their dream a reality. Our team shares a passion to continue to support our community. We collaborated and brought experience, financial literacy and resources to continue to help our business owners by creating a series of workshops that will help entrepreneurs establish their business plan. By giving back to our community and providing the opportunity to gain knowledge and access to an easy, convenient and step by step process on how to complete an effective, strong business plan.

Meet the Team



Casilda (Casi) Clarich
Con Mi MADRE Development Director



Vicki De La Luz
Wells Fargo Branch Manager



Ruben Esparza
AT & T Sales Application Manager



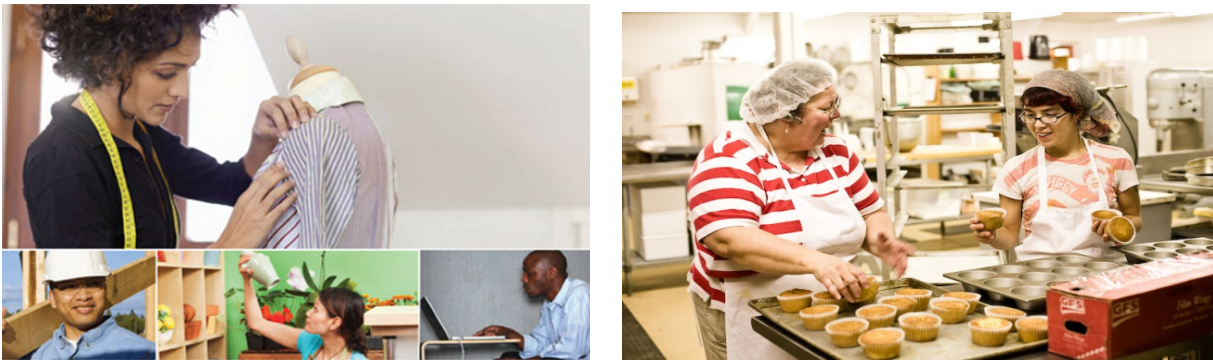
Clarissa Johnson
Wells Fargo Branch Manager



Identifying the Need

The Latino entrepreneurial community is rapidly growing as the fastest growing entrepreneurial segment in the U.S!

- The number of Hispanic-owned U.S businesses was projected to grow to more than 4.23 million in 2016 (27.5% increase since 2012)
- Texas continues to be one of the top three fastest growing states for Hispanic entrepreneurs (CA, FL, and TX)
- Immigrants are twice as likely to start their own businesses as someone born in the U.S.



However, with this growth, the number one obstacle for starting a business is obtaining funding, start-up money, capital- all meaning the same thing: the need for acquiring MONEY.

Research shows that 70 percent of Latino entrepreneurs cited that their most common source of capital is personal savings, with credit cards, personal bank loans and "friend's loans" being the following most used options. As business entrepreneurs look for funding opportunities, they encounter a huge challenge when banks do not want to lend them money due to not having a well written and executed business plan.

The need for helping our community write a business plan was evident, and a strategy to build bi-lingual business plan workshops was born.

Addressing the Need

With our strategy in place to build and implement bi-lingual 2-hour FREE workshops to the Latino community, we partnered with non-profit organizations EGBI, with micro lender People Fund, and with the financial institution Wells Fargo to reach out to our Small Business Entrepreneurs.

Our target area was the Austin Standard Metropolitan Statistical Area (SMSA), enabling us to reach the surrounding areas of South, Central, and East Austin. The workshop outlined the main components of a thorough business plan prior to submitting a loan application. The following components of a business plan were outlined and discussed:

- Executive Summary
- Product (s) or Service (s)



- Operations
- Marketing
- Competition
- Financial Forecast

In addition to the review of the main components of the business plan, we walked through the website portal provided by Wells Fargo Business Center, and collaborated with partners in the community who attended each workshop to assist with answering questions. The workshops were interactive and the participants engaged with a Q&A.

In order to ensure success metrics, an evaluation was provided at each workshop. As we worked out project details, we considered it important to be able to measure our success by providing pre and post surveys to gauge the level of knowledge before and after our workshop, Survey results are provided as well.

Program Delivery



LOCATIONS: EAST CENTRAL AUSTIN, SOUTH AUSTIN
DATES: SAT. April 1st, April 8th
TIMES: 10:00 a.m.- noon
WEB:
www.BIZPLANALAMODE.COM
SPONSOR: Hispanic Austin Leadership (HAL) Class Financial Stability Team
ORGANIZATION: GREATER AUSTIN HISPANIC CHAMBER OF COMMERCE

FREE
BUSINESS PLANNING WORKSHOPS HOW TO WRITE YOUR BUSINESS PLAN

- EXECUTIVE SUMMARY
- MARKETING STRATEGY
- FINANCIAL FORECAST
- OPERATIONAL OVERVIEW
- COMPETITOR'S ANALYSIS

LOCATION AND DATES	ADDRESS	TIME
East Central Austin – EGBI Offices (Economic Growth Business Incubator)- Saturday, April 1st	1144 Airport Blvd., Suite 260, Austin, Texas 78702	10:00 a. m - Noon
South Austin – Pleasant Hill Branch Library- Saturday, April 8th	211 E. William Cannon Drive, Austin, Texas 78702	10:00 a. m - Noon

HISPANIC OWNED BUSINESSES	HISPANIC OWNED BUSINESSES
<p>FINDINGS</p> <ul style="list-style-type: none"> ▪ The number of Hispanic-owned U.S businesses is expected to grow to more than 4.23 million in 2016 ▪ Texas continues to be one of the top three fastest growing states for Hispanic entrepreneurs (CA, FL, and TX) ▪ Immigrants are twice as likely to start their own businesses as someone born in the U.S 	<p>CHALLENGES</p> <ul style="list-style-type: none"> ▪ Funding, start up capital, seed money, etc. is the # 1 challenge entrepreneurs face when starting a business ▪ A business plan is the # 1 tool bankers and lenders ask for when requesting a bank loan ▪ A business plan is a written document that describes in detail how a business is going to achieve its goals.

* Adapted from the Social Impact Investment Guide by the Social Innovation Forum, a program of Root Cause



Program Timeline

HAL Financial Sustainability Team 2016-2017

Sept Project Team Assignments

Oct-Nov Project Brainstorm Session

Dec-Jan Assignment- Helping Fastest Growing Entrepreneurial Segment

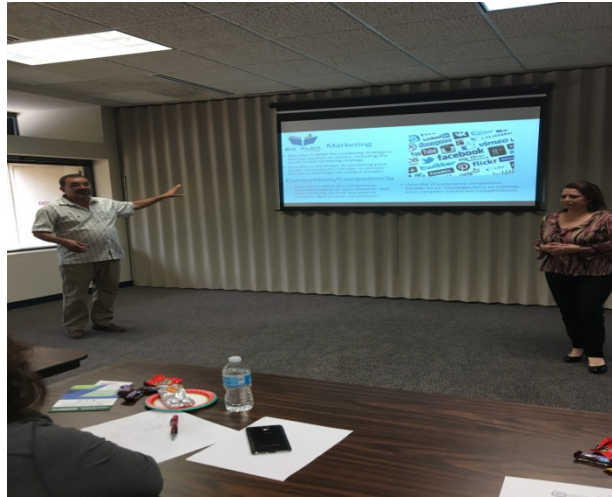
Jan-Feb Workshop Content - Develop tutorial workshop for building a business plan

Mar Register website domain name- bizplanalmode.com

Mar-April Hold Workshops- March 25, April 1, April 8th

May HAL Community Impact Projects and Graduation

Program Impact



- Held three workshops over the course of 3 weeks
- Serviced over 15 clients
- Clients left with a sheet of resources in order to help to write a business plan
- For sustainability clients were given free access to a website that not only formats your business plan, has the capability to save it, can translate to Spanish and can print the business plan as well
- 15 clients completed pre and post survey to evaluate the content of the workshops
- 1 client in particular will soon have the ability to purchase more machinery to expand his business after completing his business plan and partnering with PeopleFund

Feedback and Results



Survey/Encuesta

Legend/La Leyenda:

- 1-No level of confidence/Ningun nivel de conocimiento
- 2-Low level of confidence/Bajo nivel de conocimiento
- 3-Moderate level of confidence/Moderado nivel de conocimiento
- 4-High level of confidence/Alto nivel de conocimiento

1. Evaluate your knowledge of knowing how to write a business plan/Evaluar su conocimiento para escribir su propio plan de negocio.

1 2 3 4

2. Evaluate your knowledge of being able to explain your business plan/Evaluar su conocimiento para explicar su propio plan de negocio.

1 2 3 4

3. Evaluate your knowledge regarding the elements of a business plan for ex. finances and maketing/ Evaluar su conocimiento sobre los elementos de su propio plan de negocio por ejemplo, financiamiento y la mercadotecnia.

1 2 3 4

4. Evaluate your knowledge of the resources available to write a business plan/ Evaluar su conocimiento sobre sus recursos para escribir su propio plan de negocio.

1 2 3 4

5. Evaluate your knowledge of the opportunities a business plan could provide/Evaluar su conocimiento sobre las oportunidades que puede proporcionar un propio plan de negocio.

1 2 3 4



Participant Results:

-100% of the clients we serviced indicated they gained a full understanding of what a business plan serves

-100% of the clients we serviced indicated they understand what resources are available to them to help write a business plan

-100% of the clients we serviced indicated they understand what opportunities could potentially be presented to them with the ability to write a business plan

Participant Comments:

"I didn't know how much a business plan could outline if I'm ready to start my business or not."

"I didn't realize there were people out here who do these types of classes for free!"

"I feel excited to put all my ideas to paper and have a tool to help organize all of my thoughts."

"It's really great that you guys are offering these courses and helping the community, especially in Spanish so we can help gain a better understanding."

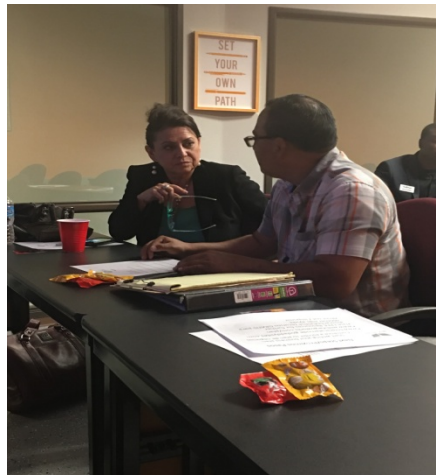
"I learned a lot from this course and am extremely grateful I took the time out to come learn about a business plan."

"I really appreciate you guys getting together and giving us all of your knowledge and ideas to ensure we run a successful business!"

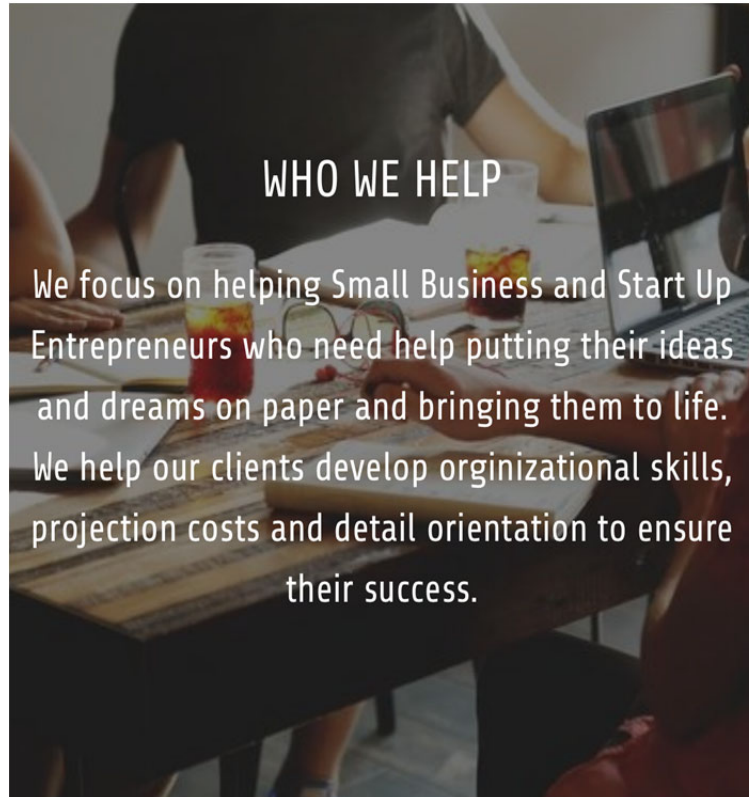
Workshops



We hosted a series of three workshops on 03/31, 04/1 and 04/8 that comprised of educating our clients how to write an effective business plan. We had them take a pre and post survey to ensure they were able to capture and understand the content provided. We had the opportunity to service over 15 clients and helped them understand all the elements involved to ensure you are prepared to run a successful business and what resources the business plan could provide.



Website



We created a website stating our mission and purpose and advertising our workshop. We sent out information regarding our website through public libraries in South and East Austin.

www.bizplanalamode.godaddysites.com



Project Budget

<u>Contributors and Expenses</u>	<u>Description</u>	<u>Type</u>	<u>Amount</u>
Barbra Boeta with EGBI	Allowed us to out room to host a workshop	In Kind Donation	250.00
G.A.H.C.C.	Domain Name	In Kind Donation	42.00
G.A.H.C.C.	Logo Design	In Kind Donation	30.00
G.A.H.C.C.	Visa Gift Cards	In Kind Donation	150.00
Wells Fargo Bank	Breakfast for workshops	In Kind Donation	120.00
Wells Fargo Bank	Supplies	In Kind Donation	20.00

Acknowledgements:



Special Acknowledgements

Chris Cordova, United Way
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Jemerell Rogers, PeopleFund

James Rutledge, Wells Fargo

Fely Garcia, Univision

Del Valle High School

