

IMPACT REPORT
2020-2021

TRANSFORM EMPOWER PROSPER



"SUCCESS DOESN'T COME
WITHOUT EDUCATION AND
HARD WORK."
— SANDY MARTINEZ





HISPANIC ENTREPRENEUR INITIATIVE

IMPACT REPORT

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Dear Entrepreneurs

The American Dream. Has any nation on Earth ever shared a more powerful, appealing and self-defining ideal with the rest of the world? One appealing to thousands of immigrants wanting to adopt this beautiful and bountiful Land of Opportunity.

These courageous individuals leave everything they know and love, seeking a better future for them and their families in America: some are experienced professionals in several areas, finding a way to solve a problem and fill a need for a new and unfamiliar market. Some of them, covering low-wage positions like housekeepers, taxi drivers, house cleaning, nannies, store clerks, restaurant waiters, farm helpers, landscapers and food truck operators; oftentimes, you find an immigrant, silently doing hard work for long hours, to support their families.

All facing an uneven playfield, all facing the language and cultural barrier.

In spite of obstacles, many hispanic immigrants are willing to risk it all so they can become entrepreneurs and small business owners; many of them have grit, resilience, work ethics and the capability to make a business out of filling a need, just as the heart and soul of this country has been built.

But, how to win a game without knowing the rules?

How to beat the odds without understanding how things are done in this country?

What type of support could help transform an immigrant into an engine of prosperity in their local communities?

An intensive business acculturation, in their native language.

HEI's commitment to foster economic prosperity in South Florida through business acculturation training in Spanish, is unwavering and resolute. Two years and several hundreds of entrepreneurs later, we can attest to one fact: By leveling the playfield for small business owners and entrepreneurs in underrepresented communities, we change the trajectory for minority families, strengthen their local communities and make a deep, long-lasting positive impact on several levels.

It takes time, energy, and resources to empower Hispanic entrepreneurs, but it is your financial support which can make all the difference.



Armando Garcia
President &
Chairman



Mary Sol Gonzalez
Chief Executive
Officer

HEI in Action

The People We Serve



98% Women 2% Men



91% Hispanic 6% Brazilian 3% Other

Demographic

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Dominican Republic
- Ecuador
- El Salvador
- Mexico



- Peru
- Spain
- Uruguay
- USA
- Venezuela
- Jamaica
- Nicaragua
- St Lucia
-

INDUSTRIES

Accounting
Consulting
Cultural Arts
Education
Entertainment
Financial / Banking
Import/Export
Procurement
Target Format Printing

Maintenance
Manufacturing
Marketing/Digital Marketing
Photography
Restaurant/Food
Technology/ A.I.
Event Planning
Non Profit
Sports

HEI in Action

PROGRAMS



Business Accelerator Program



Business Immersion Program



International Economic Development
Round Table



International Master Class



Women Micro Entrepreneur:
Empresaria Adelante

RESULTS

Two years of operations

1,000+ entrepreneurs trained annually

Programs in person, virtual and prerecorded

98% women entrepreneurs

60+ training sessions

17 Business Forums and Special Events

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Iris Urbina Growth Story

I have a dream! I am no Martin Luther King but I do have one. We all have a dream, an idea, a project...My name is Iris Urbina and I have lived 70 wonderful years so far. Born in Caracas, Venezuela to a Colombian, entrepreneur, immigrant mother. Nowadays and with a grateful heart, I have become a citizen of this wonderful Land of Opportunities to develop and discover.

An Early Childhood Teacher, and a Bachelor in Social Communication in my motherland, I first came to the US less than ten years ago, speaking High School English. I started working as a babysitter, cooking vegetarian food, organizing closets and garages, among other things. In 2016, I developed my business idea (The Tea House) and drafted my first business plan, but then I put it on the shelf for a while.

I started joining HEI Virtual Classrooms in 2021, then participating in in person training. Thanks to Mary Sol and Yulimar for empowering me to exchange experiences and perspectives with other South Florida small business owners and entrepreneurs. These sessions rekindled my spark to bring up to life "The Tea House". Thanks to HEI and these enriching sessions, I started using a new mindset and perspective on what is the meaning of creating a valid business model in the USA. Through HEI's sessions I have recognized and confirmed principles, values and positive beliefs hidden in me and useful for my business, or any business I decide to create. In my case, the long due Tea House.

As a participant in HEI's programs, I have enlarged my vantage point and understood better my purpose to serve God, People, my Community, in my adopted country. Thanks to HEI for helping me understand the importance and differences among my motherland's culture and my new country's culture. I have been able to recognize unuseful mindsets and beliefs deeply rooted in my culture, detrimental to me as an entrepreneur in the US. I will continue to build upon a solid foundation provided by Mary Sol Gonzalez and Yulimar Trumbo, closing my business cultural gap and opening new paths of prosperity in Florida.

Iris Urbina



We Are The People We Serve

**We foster economic prosperity through
business acculturation, In Spanish**

Hispanic Entrepreneur Initiative (HEI) is a non-profit organization that was established two years ago to optimize the learning cycle of Hispanic Entrepreneur that are looking to create sustainable/successful business in the United States, Hispanic entrepreneur initiative closes the cultural gap allowing Entrepreneurs to enter in a Ecosystem where they learn the necessary skills to succeed.

The Present We Are Building

We create an ecosystem including corporate, diplomatic, financial, non-profit and local government entities, to support the creation and operation of sustainable Hispanic Businesses in South Florida, through business acculturation Training and Consulting

The Future We See

A vibrant and thriving new generation of Hispanic Entrepreneurs, able to understand and conduct sustainable business in the USA, creating high positive impact on global markets while benefiting local community development.