

## ✓ Economic Prosperity

# Entrepreneurship

Our Negocio Próspero (Prosperous Business) program is an introductory business course providing aspiring business owners and entrepreneurs useful tools and skills to launch, or improve the management and profitability of their businesses.

The 10-week Spanish-language class series offers basic administrative knowledge for starting a

new business, or growing an existing enterprise. The classes, taught by experts in their field, focus on topics such as financial education, accounting, marketing, taxes, licensing, permits, insurance, contracts, and legal information. To further assist aspiring entrepreneurs, we organize specialized, one-time workshops focusing on starting cleaning, commercial

painting, and culinary businesses, and marketing best practices.

Our business course continued virtually during the pandemic, and reached Latinx entrepreneurs across the state. Additionally, we connected current and past participants to pandemic financial and technical assistance.

72

aspiring entrepreneurs participated in our 10-week small business course

10

participants expanded their business

2

participants started new businesses

114

entrepreneurs received one-on-one business coaching

4

specialized small business workshops assisted aspiring entrepreneurs

## Homeownership

Puertas Abiertas (Open Doors) assists Latinx families in achieving the dream of homeownership by offering financial education, counseling, and access to financing.

9

families refinanced homes

1

new homeowner

## Bernardo

Bernardo Ramirez moved to the U.S. over 15 years ago from Mexico City. He accomplished his dream of being a homeowner back in 2006 with Conexión Américas' program Puertas Abiertas. In 2021, our Puertas Abiertas program helped Mr. Ramirez again with refinancing. His oldest son, Brandon, is a student at Belmont University and has been part of the Conexión Américas Escalera college access programs and our young professionals ambassadors, Conexión Next.

