

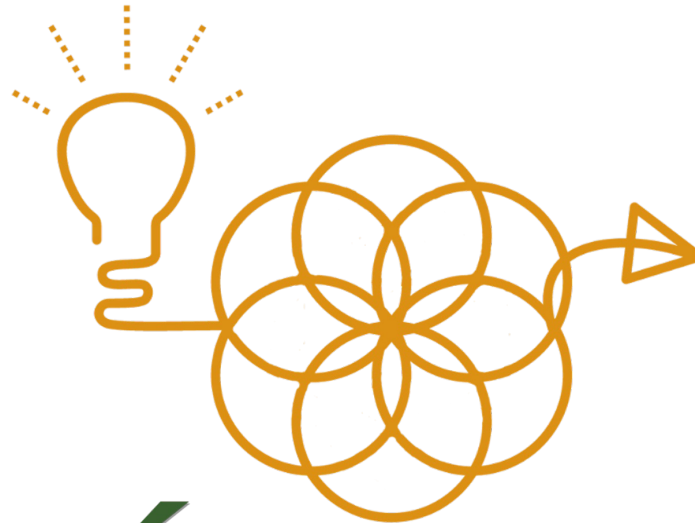
INNOVATING FOR A BRIGHTER FUTURE

The UPRM Business and Economic Development Center Presents



Speaker

Dr. Moraima De Hoyos-Ruperto
Director



Área-E
INCUBATION & ACCELERATION

Award of Excellence – Innovation Winner
2023 UEDA Summit



Speaker

Marién Méndez Acevedo, Esq.
Co-Director

EDA University Center

Business and Economic Development Center

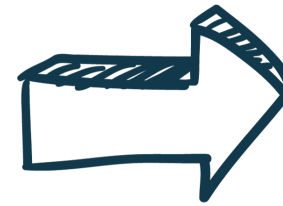
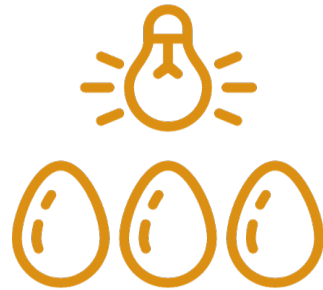
Mission:

Foster a multidisciplinary entrepreneurial ecosystem to drive innovation, entrepreneurship, and economic development.

Área-E is nested within the EDA University Center which has been active for **37 years**.



What is Área-E?



Established in 2021 funded by CDBG-DR program

Objective

Deliver cooperative extension services and foster economic development in Puerto Rico by empowering small businesses to overcome their challenges.



Our Team

What We Offer



Educational
Program



Personalized
Mentorship



Specialized
Technical
Assistance



Networking
Opportunities

Building a Network for Success



E-Ship Network Mentors:

- We are currently connected with **154 experienced mentors** through the E-Ship Network.

Networking Opportunities:

- We provide businesses with a wealth of **networking opportunities**.

Collaboration with Banco Popular of PR:

- **Capital Semilla** offer funds and our partnership with them is a game-changing incentive to accelerate growth.

Impact on Businesses



240

BUSINESS PARTICIPANTS



130

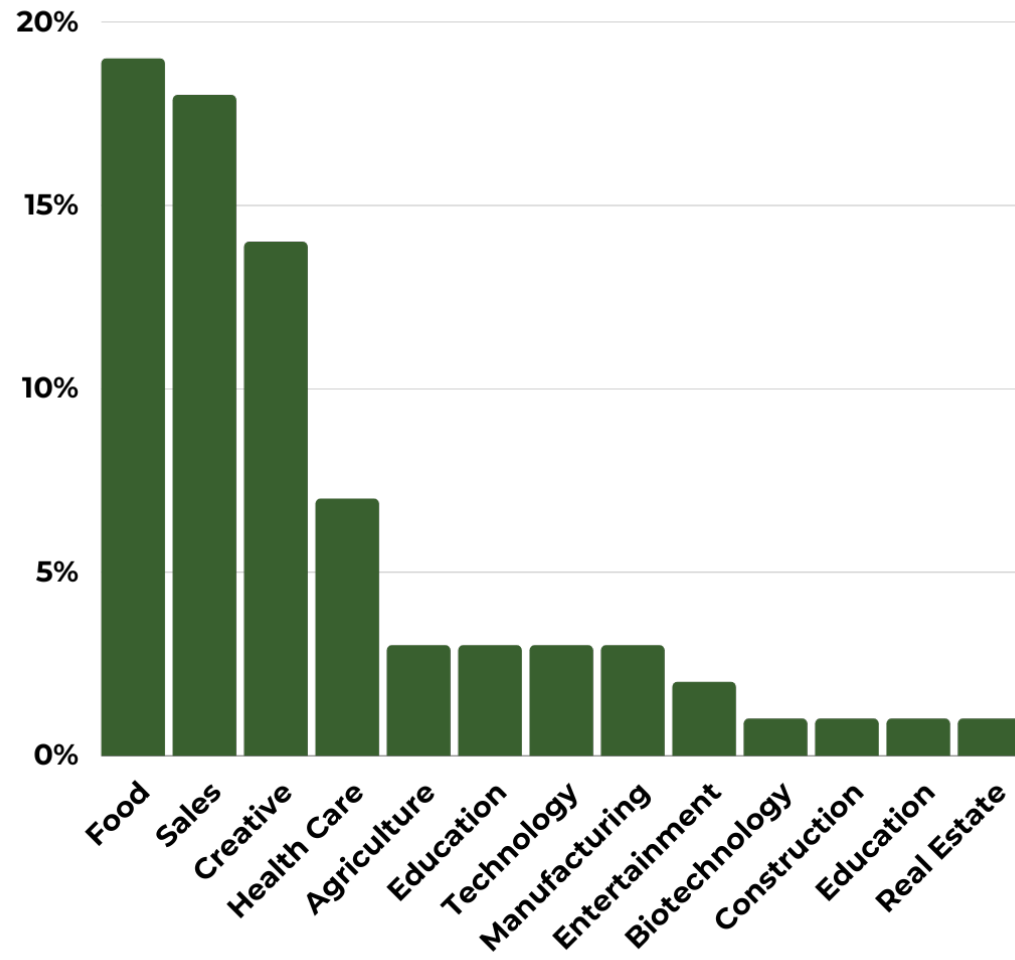
MENTORING HOURS



103

TRAINING HOURS

Our Businesses Profile



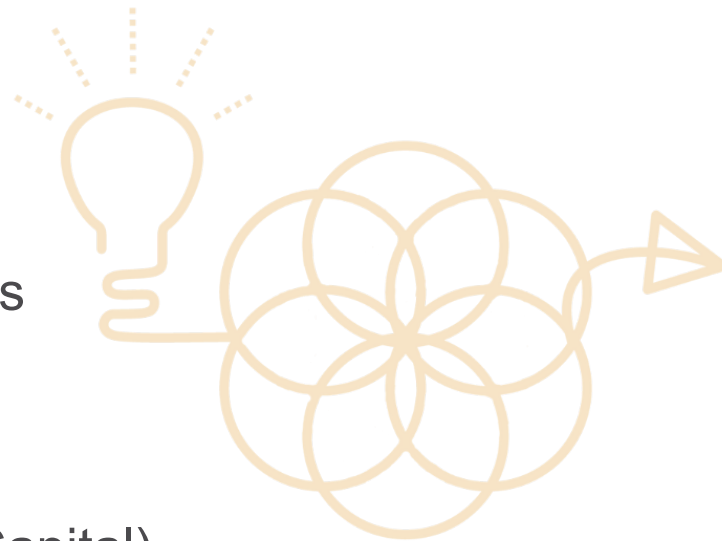
54 % ARE WOMEN OWNED

79 % ARE LOW TO MODERATE INCOME

Triple Impact Through Student Engagement

Business Benefit:

- Tailored Program
- Access to University Resources
- Interactive Collaboration
- Valuable Resources (Human Capital)
- Collaborated Expert Researchers



Student Experience:

- Paid Opportunity
- Real World Experience
- Professor Mentorship
- Growth & Networking

University Benefit:

- Enrich University Entrepreneurial Network
- Provide Innovative point of view

Impact on Students



10

MAJORS



31

STUDENTS EMPLOYED



201,946

STUDENT WAGES

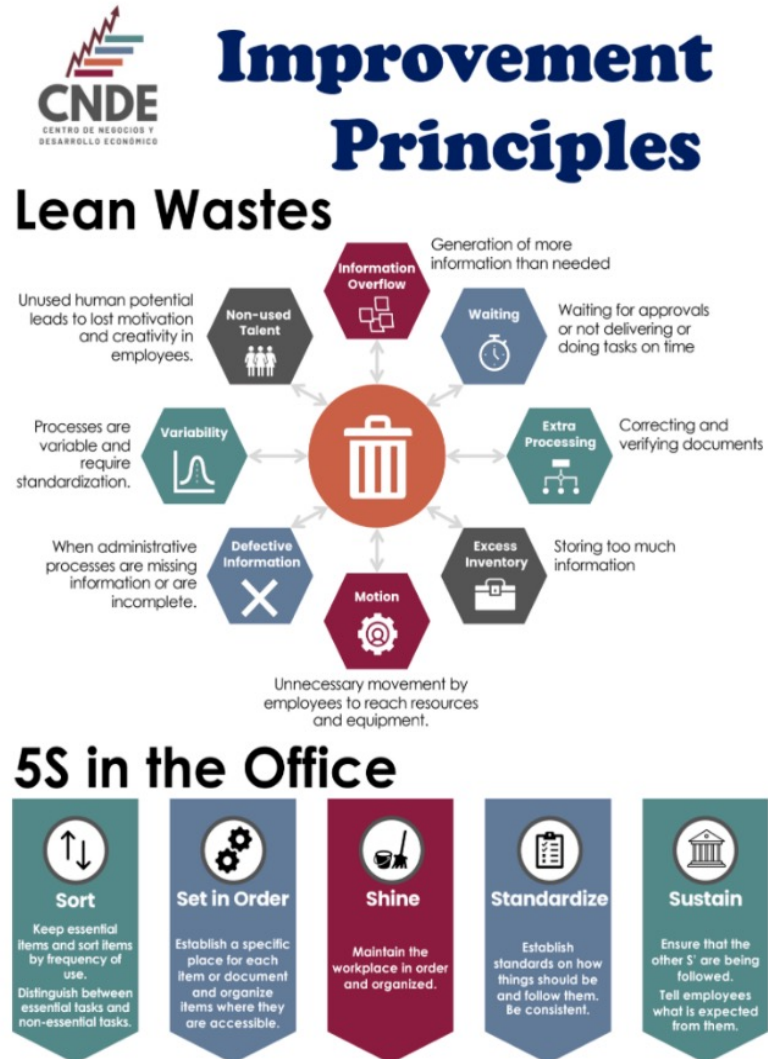
Lessons Learned

1

Continuous
Improvement

3

Client
Engagement



2

Dynamic Work
Environment

4

Flexibility &
Adaptation



Program Replicability & Innovation

Replicability:

- Implement SOPs
- Educational Videos & Materials
- Outreach, Branding, & Marketing
- Tailor the program

Innovation:

- Unique dual impact on both businesses and students
- Curricula aligned to address needs for business:
 - Survival
 - Growth
 - Economic Development
- Entrepreneurial ecosystem



For more information



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