

PROGRESS REPORT









Annual Performance Progress Report

Grantee: University of Puerto Rico – Mayaguez Campus

Project Title: A US Caribbean Regional Proposal for Innovation & Business Development

within Puerto Rico & U.S. Virgin Island **Project Number:** ED21PHI3030013

Period covered by the report: 04/01/2022 - 08/31/2022

Reporting period end date: August 31, 2022 (Annual Summarize) **Report Prepared by:** Dr. Moraima De Hoyos - Ruperto (PI)

Narrative

The Business & Economic Development Center (BEDC), a University Center (UC) at the University of Puerto Rico, Mayagüez campus (UPRM), as part of the Caribbean Regional UC completed all the tasks in our scope of work: job creation (24), job retention (64), and its investment (\$777,822) and the UVI-CELL at University of Virgin Island (UVI) with job retention (25) and its investment (\$26,875). The Caribbean Regional UC proposes to provide specific activities through the BEDC at UPRM, and UVI-CELL, which includes, providing technical assistance, conducting applied research and dissemination as part of the economic development activities. Three mayor categories of innovation activities proposed are: 1) technical assistance to innovators and existing businesses;2) applied research through allied centers and courses, and 3) dissemination of all activities that impact economic development in the region. Regarding the direct service to client the BEDC during this period received 65 new service solicitations. We provided more than 131 hours of one-on-one assistance. A group of 16 intern students, with 5 graduate students among them, offered technical assistance in their different areas of specialization to businesses, under the supervision of our mentor's professors and business specialists. The BEDC continue as the hub of the UPRM E-Ship Network. As ecosystem builder we support all the efforts to expand the entrepreneurial ecosystem in the region. Our more closed partners are the NSF I-Corps Site UPRM, Echar Pa'Lante of Banco Popular, RISE Program of the Bravo Family Foundation (an acelerator), Perspectivas Globales (an incubator), Parallel 18, and Colmena 66 of the Puerto Rico Science, Technology and Research Trust (PRTRUST). Additionally, we are working with several NGO and private organizations to advance the economic development in the region. Moreover, to advance our goals we started an Incubator and Accelerator (Area-E) program with funds of CDBG-DR for Hurricane Irma and Maria. A group of 34 businesses started in January 2022 as part of our 1st cohort a formal educational program and mentoring process of Area-E, as a complementary program of the UPRM-UC. Also, we are working with the P.R. Department of Economic Development and Commerce through it program "PR INNOVA" providing Business Plan capacitation, mentoring and technical assistant to 100 entrepreneurs. Finally, we received a private donation of Banco Popular to provide \$100,000 of seed funds to the clients of our different programs. The "Capital Semilla" seed fund program launched in May.

Beyond these completed tasks and assignments, the BEDC would like to highlight the following:

- A group of students led by the Industrial Engineering Dr. Lourdes Medina constitute our **BEDC Improvement Team**. The group developed a series of workshops and activities to promote a culture of continuing improvement between all the staff including professors, undergraduate and graduate students. During this period **5 trainings** were provided and **3 Kaizen Events** were done. Trainings includes the use of Basecamp as a Project Management tool, effective communication written and speaking, 5'S for Google Drive and the reorganization of it.
- A new EDA project was granted under the title: *Non-Profit Organizations Strengthening Initiative for Economic Development*. The total project cost is estimated to be \$735,873. Thought an assessment process, a total of **20 nonprofits organizations** will be selected to receive mentoring and technical assistance for a period of one year. To that end, ten graduated internship students from UPR Mayagüez will be trained by the project's Professors, so they can provide the technical assistance to each organization. The performance period for this project is 2 years.



- Additionally, the BEDC personnel participated in more than 8 professional development training on subjects related to
 the center's services including governmental incentives, permisology, exportation opportunities, cybersecurity and
 intellectual property. Dr. De Hoyos, participated as a panelist on the PRASBE Faculty Lecture titled: The New Profile
 of Entrepreneurial Students and our graduate students participated of the UPRM Research Symposium and provide
 several workshops.
- We continue updating our webpage, adding resources to our potential clients and current entrepreneurs.
- The magazine developed by a group of students called the <u>UPRM E-ship Network La Revista</u>, is currently in its eleventh volume. Under the statement of "Do it for you" as a motivational message for the students and potential entrepreneurs the Editor and creator of "La Revista" said goodbye to his readers.
- The BEDC continues engaging with the proposal of **COVID-19**. At this time, **69 organizations from PR and VI received assistance** from the project staff. Ten (10) of these entities submitted proposals to EDA for a total of \$51.4 million on potential private investment, and the potential of job creation of 1,504 new jobs as reported by grantees on their proposals.
- We provided more than 30 hours of training throughout different events to more of 483 participants.

The **EDA University Center at the University of the Virgin Islands** was established in 2001 in the Center for Excellence in Leadership (**UVI CELL**). For over 20 years, UVI CELL has met the workforce and professional development training needs critical to the economic prosperity of the Virgin Islands and surrounding Caribbean islands. We focus on providing quality training opportunities and resources designed to contribute to organizational and individual achievement. We partner with the *Small Business Development Center*, which is also hosted by UVI, the *UVI School of Business Entrepreneurship Program, SCORE Business Mentoring and GCSEN Caribe (Global Center for Social Entrepreneurship Network*). A cohort of **25 entrepreneurs** and small businesses were recruited and are engaged in a formal education and mentoring process.

As part of the US Caribbean Regional Proposal for Innovation & Business Development the University of Virgin Island-CELL reported:

- Successfully recruited **32 small businesses** throughout the USVI with the intentions of providing entrepreneurship, workforce development, OSHA workplace safety and health workshops, mentorship and coaching services to begin in March 2022.
- Issued **two press releases** announcing the launch of the program and information on program participation.
- Developed tools and resources for the year-long program.
- Established a **Memorandum of Agreement** with SCORE Broward County.
- Established a process with the UVI Safety in Paradise OSHA Consultation Program to offer **workplace evaluations** and technical assistance to improve safety and health.
- Utilized technology resources to implement an online curriculum, register participants and conduct **networking events**.
- Established a networked **shared drive** for all program materials.
- Met with UPR to learn about program best practices, resources and tools.

All activities conducted to date by the BEDC at UPRM and UVI-Cell have benefited our distressed and underserved community. All participating businesses are low income and minority-owned who have been traditionally underserved.



Activity Summary

Activity	Task	Renefits/Outcome/Impact	Annual Report
Technical Assistance and Innovator Existing Businesses	Assistance includes workshops, seminars, one-on-one and group meetings, as well as other activities to support entrepreneurs with professionals and help them expand their networks.	BEDC-UPRM • 34 startups and 61 potential entreprenstage) received support services, include funding requests, programs applications, • Five (5) students participated in a 2 business competition. • Startups and potential entrepreneurs (in are the major groups who request our provided services to 23 innovator teams the UPRM NSF I-Corp Site. • The startups received investments of \$3 (in-kind), for a total of \$594,422. The employees, created (15) new jobs. • 3 existing businesses received support development of a compensation plan, in accelerator programs applications, as Assisted companies received investment \$46,025 (in-kind), for a total of \$83,025 retained 5 employees, created (7) new. Here the logos and links with more information on exactly what each one need University Center provided all participant information on exactly what each one need They were included in monthly webinars informal networking online session with coaches. • 25 businesses received contact from EDA 14 times in an emails, text messages and information, reminders and general supprogram and other support services. • GCSEN (the Global Center for Social Enterpreneurs)	ding subjects of marketing, as well technical assistance. Toyota Mobility Challenge in the developing idea stage) services. Between them we is 22 of them participated on the services. Between them we is 22 of them participated on the services, including the marketing, funding requests, well technical assistance. In the services including the marketing, funding requests, well technical assistance. In the services in the service

engaged to provide training to all participants, including 3 incarcerated

individuals at the VI Bureau of Corrections.



Activity	Task	Benefits/Outcome/Impact During this Period
Applied research through allied centers and courses	Identifying a specific challenge or problem to be addressed by the entrepreneur; determine courses, centers, programs that may assist the client and are available in the entrepreneurial network; facilitate the process to connect the entrepreneur with a resource.	Three (4) research were worked on and published: 1. "Applying Lean Methodologies to Administrative Services" - Presented in the IISE Annual Conference & Expo 2022. 2. "Screw Ideas: How to fix the flaws of ideation-focused I&E" presented in the annual conference VentureWell Open 2022, march 14, 2022 3. "Working Paper: Impact and Effects of the Pharmaceutical Entrepreneurial Ecosystem on Small Engineering, Validation, and Automatization Services (EVAS) in Puerto Rico" - presented in Lisboa, Portugal, BALAS 2022 Annual Conference, June, 2022. More than thirty (30) students and three professors from the different courses assist our clients with the creation of different documents such as: Business Plan, Marketing Plan and other Industrial Analysis. In the course of Business plan (ADMI 6008) they worked with three (3) of our start-up: Zomiotech, De Leon Energy Systems, Nocturnal Vision. In the Integrated marketing plan (MERC 4030) course they worked with four (4) of our existing businesses: Estella, BBCC, Sport Fitness Center, Farmacia Ling, Taller Jurídico. In the general marketing plan course (MERC 6055) they worked with three (3) of our existing businesses: Rumbus, Rel time PC, Ofc Ex Alumnos. In the course of Industry project (GEMA 4120) they worked with four (4) of our existing businesses: Pet Plastic, HIMA San Pablo, BIOLAB Company. The BEDC's personnel provided support to students in their research and analytical processes. Therefore, we estimate a contribution of \$100,375 in kind through their services provided to our clients. These companies retained 44 employees, created 2 new jobs.



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Activity		
Applied research through allied centers and courses	Identifying a specific challenge or problem to be addressed by the entrepreneur; determine courses, centers, programs that may assist the client and are available in the entrepreneurial network; facilitate the process to connect the entrepreneur with a resource.	BEDC-UPRM Professor Glennys Rivera and Dr. David Santiago were resources on the professional development program called CRECEN of the College of Business Administration, teaching two (2) courses and impacting 65 potential entrepreneurs. Twenty three (23) innovation interns, at undergraduate (14) and graduate level (9), provide service to clients and work in the development of entrepreneurship ecosystem activities, as part of the different BEDC programs. Students worked on the idea generation process, business consulting, marketing, information systems, accounting, and other business areas such as business agriculture, web developing, industrial engineering, while strengthening the ecosystem. Ten (10) professors, thirty-one (23) students graduates and sub graduates and administrative staff compose the BEDC team to supervise and manage all the programs (UC, Area-E and Covid19). 63 entrepreneurs and potential entrepreneurs are registered in the I&E Virtual Education Program. The I&E VMP provide an asynchronous educational program through modules of entrepreneurial education for those who are starting to interesting on the entrepreneurial subjects.



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Applied research through allied centers and courses	Identifying a specific challenge or problem to be addressed by the entrepreneur; determine courses, centers, programs that may assist the client and are available in the entrepreneurial network; facilitate the process to connect the entrepreneur with a resource.	 SCORE Virgin Islands Director, Steve Clayton, served as a resource for participants and assisted them with individual support for challenges they have encountered with their business. He also started researching possible CDFI funds that our local businesses can get to help them grow. Liza Margolis (Program Leader) consulted with several of the participants in regards to marketing, accounting, sales and general business logics. She provided resources to various local and off island companies that will assist with growing their business. Dr. Suzanne Darrow-Magras (Program Director) started conversations with the SBDC, the UVI School of Business Entrepreneurship Program and the UVI Provost regarding undergraduate and graduate opportunities for potential entrepreneurs. 25 entrepreneurs and potential entrepreneurs were registered with SCORE a free service that offers mentoring, webinars and several programs for new and established entrepreneurs. As a registered member, they receive constant updates on programs and webinars. 25 entrepreneurs and potential entrepreneurs were registered with GCSEN (the Global Center for Social Entrepreneurship Network). GCSEN is a 501(c) 3 non-profit organization that teaches a 'pracademic' entrepreneurship curriculum with experiential learning through formulating your own social venture built on a solid foundation of social entrepreneurship fundamentals. August 18, 2022- participants logged on for an initial meeting and training with GCSEN. The principals of the company led this session and coached the participants on various SE tactics. They answered questions and assisted with solving various issues facing start up and existing entrepreneurs. The participants who attended gave valuable feedback on the significance of the session.



Activity	Task	Benefits/Outcome/Impact		
	BEDC-UPRM	 With the collaboration of Idea Platform, Bravo Family Foundation, Global Perspectives, more than 12 Entrepreneurial Agenda events or I&E seminar series were held to continue building the UPRM E- Ship Network ecosystem. 		
Dissemination	Outreach efforts to make the	 One hundred one (101) collaborators are active as "Entrepreneurship Faculty Fellows" or as part of the "Doers Mentors Network." These experts are available to assist innovative teams and ecosystem events, and their areas of expertise range from business, engineering, agriculture, arts, and sciences. Among the activities carried out were: 		
of all activities that impact economic development in the region	BEDC programs publicly known and share the diverse opportunities available in the entrepreneurial ecosystem.	 Prepare your Carry on in November 2021 Panel: "La moda del emprendimiento" in November 2021 Panel: "Del Oeste pal' Mundo" in November 2021 The permisology workshop: How to apply for a unique permit? in November 2021. In March 2022 as part of the women's month, several activities were focused on female strength such as: the "Coloquio empresarial femenino" and the conference "Toma el control de tu vida". 		
		The BEDC was present in radio interviews and different business fairs, offering services and publicizing the subject of entrepreneurship, motivating hundreds of future entrepreneurs. In May, the BEDC held its well-known I&E Week, positively impacting entrepreneurs and future entrepreneurs with educational talks such as "Taller: Procesos de comercio exterior e incentivos", "Taller: El Riesgo invisible de emprender y finanzas personales" and ended with the exhibition of business to the general public through the Business Expo. The BEDC was present in radio interviews and different business entrepreneurs and publicity in the subject of entrepreneurs. In May, the BEDC held its well-known I&E Week, positively impacting entrepreneurs and future entrepreneurs with educational talks such as "Taller: Procesos de comercio exterior e incentivos", "Taller: El Riesgo invisible de emprender y finanzas personales" and ended with the exhibition of business to the general public through the Business Expo. USE OUR HASHTAG USE OUR HASHTAG USE OUR HASHTAG USE OUR HASHTAG		



Activity Task Benefits/Outcome/Impact **UVI-CELL** • For its part, the Virgin Islands developed several workshops, webinars discussions, which participants will group in define/explore/evaluate/analyze issues **Participants** will criticize/evaluate/act out different scenarios. • April: Digital Marketing 101 Tuesday (4/5/2022), DISCover Effective Selling Wednesday (4/6/2022) • May: Build & Improve Your Social Media Presence: Facebook, Outreach efforts Instagram, YouTube, etc... Tuesday (5/3/2022), How a Small Business to make the Owner can dominate their Market Position? Wednesday (5/4/2022) Dissemination BEDC programs of all publicly known • June: QuickBooks Desktop Training Tuesday (6/7/2022), QuickBooks activities that and share the Online Training Wednesday (6/8/2022) impact diverse economic • July: . LinkedIn Fitness Workshop Tuesday (7/12/2022), Hottest Trends opportunities development in Marketing Wednesday (7/13/2022) available in the entrepreneurial in the region • August: What Every Small Business Owner Should Know About ecosystem. Retirement? Tuesday (8/2/2022), Procrastination Negation - Get Moving! Wednesday (8/3/2022) AMERICATS THURSDAY AUGUST 11 5:30 - 7:30 PM **BUSINESS AFTER HOURS** ŚBŅ Hors d'oeuvres Raffle Prizes USVI SAFETY & HEALTH VIRTUAL SYMPOSIUM JABOR OSHA



Timeline

The Business & Economic Development Center (BEDC), a University Center (UC) at the University of Puerto Rico, Mayagüez campus (UPRM) for 36 years, and the Center for Excellence in Leadership (UVI CELL) compose the Caribbean Regional University Center (CRUC). During the 2021-2022 period, the CRUC has completed and exceeded all programmatic and program components goals and activities. We created 24 jobs, have retained 89 jobs, and investments \$629,000 in cash, and \$175,697 in-kind for a total of \$804,697 on investment.

BEDC UPRM	September 1, 2021 to March 31, 2022	April 1, 2021 to August 31, 2022	Total 2021-2022 Sept to March	UVI CELL	Total Sept 2021 to March 2022
Jobs Created Goal: 15	12	12	24	Jobs Created Goal: 5	0
Jobs Retained Goal: 40	15	49	64	Jobs Retained Goal: 50	25
Investment: Goal: 500K-1M	\$534,547	\$243,275	\$777,822	Investment: Goal: 250-500k	\$26,875

Milestone

Anticipated Impact by Program Milestones - UPRM

Program Milestones	UPRM Benchmark Metrics per Year PI: Pre- incubation Businesses	UPRM Benchmark Metrics per Year GB: Growing Businesses	UPRM Metrics September 2021 through August 31,2022 PI: Pre- incubation	UPRM Metrics September 2021 through August 31, 2022 GB: Growing Business		
1.Technical Assistance (TA)						
1.1 Educational Program (S&A)- I&E VMP	10	5	31	32		
1.2 One - on-One TA	50	5	82	17		
1.3 Mentorship program	13	3	14	7		
2. Applied Research Efforts	* *					
2.1 Challenge Identification And plan Development	15	5	4	0		
2.2 Resource Identification- Matching Process	15	5	8	9		
2.3 Successful Completion of AR Program	7	3	7	3		
3. Dissemination Efforts						
3.1 Outreach Activities	4	4	6	6		
3.2 Engagement Businesses and Potential Entrepreneurs (Solicitation of TA)	75	10	73	16		
3.3 Successful Completion of PI or GB Program	25	5	20	7		

Milestone

Anticipated Impact by Program Milestones -UVI

Program Milestones	UVI Benchmark Metrics per Year PI: Pre - incubation Businesses	UVI Benchmark Metrics per Year GB: Growing Businesses	UVI Metrics September 2021 through August 31,2022 PI: Pre- incubation	UVI Metrics September 2021 through August 31, 2022 GB: Growing Business		
1.Technical Assistance (TA)						
1.1 Educational Program (S&A)- I&E VMP	5	2	12	12		
1.2 One - on-One TA	10	3	10	15		
1.3 Mentorship program	5	2	10	15		
2. Applied Research Efforts						
2.1 Challenge Identification And plan Development	5	2	1	1		
2.2 Resource Identification- Matching Process	3	2	1	1		
2.3 Successful Completion of AR Program	2	2	0	0		
3. Dissemination Efforts						
3.1 Outreach Activities	2	2	1	1		
3.2 Engagement Businesses and Potential Entrepreneurs (Solicitation of TA)	10	5	6	2		
3.3 Successful Completion of PI or GB Program	5	2	0	0		



Client and Ecosystem Building Success Stories (please see press release for details)



Powerful Woman Boutique

Powerful Women, which began as a class project, grew out of the idea of one-size-fits-all boutiques, so that all women could find trendy, designer clothes without size getting in the way. Her creator carried out market, supplier and sales studies and worked hard hand in hand with the BEDC to obtain her registration and permits, currently her business is already selling



DC By: Cornier

Two young entrepreneurs saw a business opportunity in the development of decoration for events, they started their project developing small decorations for close and well-known people, little by little they grew their portfolio of services to the point that they now make decorations around the entire island , hand in hand with the BEDC they legalized their business and are weeks away from opening their own physical location.



Cabra Tostá

The establishment, owned by Gabriel Curet, Enrique Caldas and Adrián Otero, is a cafeteria concept located on Calle Basora #6 in the town, which also specializes in preparing healthy food, breakfasts and lunches every day. It also has a meeting room for those who need to study. In recent months, its business has expanded with the creation and sale of ground coffee under the Cabra Tosta brand.



Cultured Naturals

Ramone Reid, owner of Cultured Naturals Body Care in St. Croix had an initial consultation session with Liza Margolis the EDA UC program lead. Ms. Margolis spoke to her for about various ideas on how to expand her reach within her target market. Ms. Reid updated Ms. Margolis and that she had started implementing some of the strategies and they have been working very well for her. She was also very excited to start the Social Entrepreneurship course as she is committed to serving and giving back to her community.



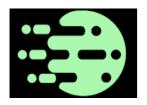
The BEDC continue as a hub of the *UPRM E-ship Network* serving as a role models to the other campuses and organizations in the process of strengthening and developing their I&E Ecosystem. During this period we support several allied programs such as the CFP of the "Research Grants Program", SBIR Committee and "Phase I" of the PRSTRUST, I-Corp Guayacán, P18, and Venturewell Funds, among others. We still collaborate with projects related to CDBG-DR grants, such as CRECEN and Finca Explora (PRTEC). We continue leveraging our impact on Puerto Rico's west side, through collaboration with programs such as UPR Utuado, Creative Startups, Mercado Colegial, ACS Org, PRASBE, among others. In the case of UVI-CELL they work closely with the SBDC VI, GCSEN and SCORE to complement the UC program.



























Challenges and Mitigation

During this period, UVI-CELL experienced an unexpected change in the EDA UC staffing which caused us to hire a new individual, Liza Margolis, to take over as project lead. As a result, we also needed to reset expectations with program participants and refine some of the program approaches. At this point, all participants are reengaged in the UVI-CELL EDA UC.



Press Engagements / Opportunities:

Examples of media coverage of the BEDC's accomplishments, its clients and partnership initiatives.



Figure 1: https://www.ddec.pr.gov/tuto-llc-se-reconoce-como-la-mejor-idea-de-negocio-de-puerto-rico-innova-durante-celebracion-del-demo-day



Figure 3: https://fb.watch/gnX8-pwTLj/



Figure 2: https://www.facebook.com/CNDERUM/photos/a.53921 5606109315/5738057279558429/

Lanzan programa de incentivo empresarial



hhttps://periodicoelsolpr.com/2022/07/05/lanzan-programa-de-incentivo-empresarial/