

# Creando Ando 2.0: Building entrepreneurial confidence in Latines in Region Nine counties

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**Prepared by:**



Hispanic Advocacy and Community Empowerment through Research

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# About Hispanic Advocacy and Community Empowerment through Research (HACER)

HACER's mission is to provide the Minnesota Latino community the ability to create and control information about itself in order to affect critical institutional decision-making and public policy. General support for HACER has been provided by Minnesota-based philanthropic organizations and the Minnesota Council of Nonprofits.

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# Creando Ando: Desarrollo de habilidades empresariales en latines en los condados de la Región Nueve

## Resumen Ejecutivo



Hispanic Advocacy and Community Empowerment through Research

### Contexto

Creando Ando 2.0 es un proyecto de seguimiento que se construyó a partir del proyecto original de Creando Ando que se enfocó en Rochester, Minnesota. El propósito de Creando Ando 2.0 fue empoderar a los latines interesados en iniciar su propio negocio ofreciendo un taller empresarial de nivel introductorio en español. Hispanic Advocacy and Community Empowerment through Research (HACER) utilizó la región de 9 condados (R9) de la Comisión de Desarrollo de la Región Nueve como el área de enfoque de reclutamiento y recibió el apoyo de la Región Nueve durante todo el proyecto con esfuerzos de divulgación y presentadores.

### Descripción general de talleres

Los participantes aprendieron sobre varios temas, incluyendo:



### Resultados de la evaluación

**15** Participantes de los condados de la Region Nueve con una idea empresarial o con interés en empezar un negocio.



Las participantes en general no reportaron cambio en sus habilidades interpersonales



Las participantes en general reportaron un aumento en su desarrollo profesional o que no hubo cambio en su desarrollo despues de los talleres

### Conclusión

Existe interés y una necesidad de recursos enfocados en negocios y emprendimiento en los condados de la Región Nueve, específicamente en español para aquellos que se identifican como latines. Aunque hubo una gran asistencia y cierta participación de los participantes, la construcción de relaciones personales realizada en persona no se pudo replicar perfectamente por Zoom, por lo que podría ser beneficioso realizar este trabajo principalmente en persona en el futuro para facilitar una mayor interacción con y entre participantes.

# Creando Ando: Building entrepreneurial confidence in Latines in Region Nine counties

## Executive Summary



Hispanic Advocacy and Community Empowerment through Research

### Background

Creando Ando 2.0 is a follow up project that was built off the original Creando Ando project that took place in Rochester, Minnesota. The purpose of Creando Ando 2.0 was to empower Latine members interested in starting their own business by offering an introductory level entrepreneurial workshop in Spanish. Hispanic Advocacy and Community Empowerment through Research (HACER) used Region Nine Development Commission's 9-county region (R9) as the focus area of recruitment and was supported by Region Nine throughout the project with outreach efforts and presenters.

### Workshop overview

Participants learned about a variety of topics, including:



### Evaluation Findings

**15** Participants from Region Nine counties with a business idea or interest in starting a business



Participants generally reported no overall change in their interpersonal skills



Participants generally reported an increase or no overall change in their professional skills from beginning to end of the workshops

### Conclusion

There is interest and a need for business and entrepreneurship focused resources in the Region Nine counties, specifically in Spanish for those that identify as Latine. Though there was high attendance and some participation from participants, the personal relationship building done in person could not be perfectly replicated in the Zooms setting, so there could be benefit in conducting this work primarily in person in the future to facilitate more engagement with and between participants.

# Background and Methods

## Background

Creando Ando 2.0 is a reiteration of Hispanic Advocacy and Community Empowerment through Research's (HACER) project Creando Ando that took place in Rochester, Minnesota. The purpose of Creando Ando 2.0 was to empower Latine members interested in starting their own business by offering an introductory level entrepreneurial workshop in Spanish. HACER used Region Nine Development Commission's 9-county region (R9) as the focus area of recruitment and was supported by Region Nine throughout the project with outreach efforts and presenters.

Region Nine is a diverse region in Minnesota the Latino community composing 6.4% of the total population according to Census information as of July 1<sup>st</sup>, 2021<sup>1</sup>. Within this region the Hispanic/Latine population is "expected to grow by approximately 12 thousand Hispanic or Latin(x) residents between 2018 – 2053."<sup>2</sup> The Minnesota Department of Employment and Economic Development (DEED) projects a 2.2% decrease in workforce participation from 2020 to 2030 due to the Baby Boom generation leaving the workforce, and signaling a need for younger populations to fill the roles occupied by the Baby Boom population. In 2019, the Hispanic/Latine population had the second highest labor force participation rate in R9 (74.4%), falling behind those that reported having Two or more race (79.4%).<sup>3</sup> Therefore, as the region continues to change demographically, there may be an opportunity for Latines to fill future job vacancies.

In addition, it is important to note "entrepreneurial immigrants play an increasingly important role in the economy through job creation, innovation, and GDP growth [and] in Minnesota, there were over 18,000 immigrant entrepreneurs as of 2018."<sup>4</sup> Furthermore, "entrepreneurship is another bright spot for Mexican-born immigrants [and] their entrepreneurship rate is almost two percentage points higher than the rest of the foreign-born population in Minnesota." <sup>4</sup> Therefore, there is a need to nurture and offer resources in Spanish to those who have an entrepreneurial mindset, hence the creation of the Creando Ando workshops.

It was originally proposed that HACER would not work with Blue Earth to keep Creando Ando 2.0 focused more on rural counties (populations of less than 20K), however, after further discussion it was concluded that it would be best to include this county in a limited capacity. This was decided based on the possibility that those from Blue Earth would want to start a business in a surrounding county because there are not as many established Latine businesses in the surrounding eight counties, and those in Blue Earth are centralized to all of the eight counties.

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<sup>1</sup> U.S. Census Bureau: QuickFacts, July 1 2021, (V2021). <https://www.census.gov/quickfacts/fact/table/US/PST045221>

<sup>2</sup> Long-Term Population Projections for Minnesota. 2020. [https://mn.gov/admin/assets/Long-Term-Population-Projections-for-Minnesota-dec2020\\_tcm36-457300.pdf](https://mn.gov/admin/assets/Long-Term-Population-Projections-for-Minnesota-dec2020_tcm36-457300.pdf)

<sup>3</sup> Economic Development Region 9: South Central, 2021 Regional Profile. 2021.

[https://mn.gov/deed/assets/2021\\_EDR9RP\\_MS\\_tcm1045-133261.pdf](https://mn.gov/deed/assets/2021_EDR9RP_MS_tcm1045-133261.pdf)

<sup>4</sup> The Economic Contributions of Immigrants in Minnesota. March 2021.

<https://www.mnchamber.com/sites/default/files/The%20Economic%20Contributions%20of%20Immigrants%20in%20Minnesota%203.23.21.pdf>

Eligibility criteria was based on where the applicants lived, fluency in Spanish, and either a preexisting business idea or the desire to someday open a business. The eligible participants engaged in four workshops: identifying entrepreneurship barriers within R9's region, developing their business idea, the mechanics of a business plan, and learning about technology programs.

## Methods

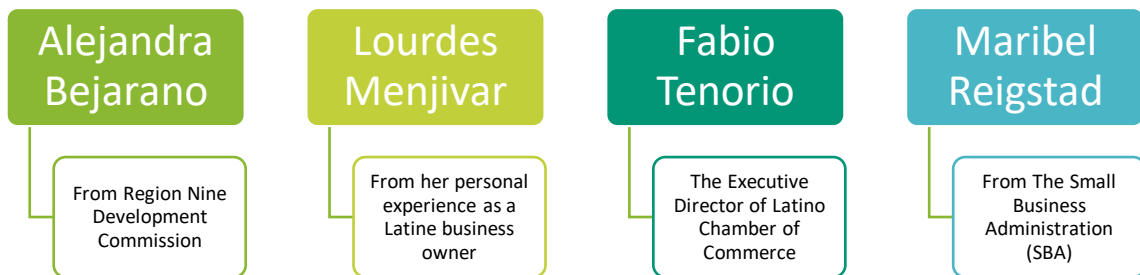
Creando Ando 2.0 was based off its predecessor, the original Creando Ando project that took place in Rochester, Minnesota. Creando Ando 2.0 was further developed to focus specifically on the most introductory knowledge that a budding entrepreneur would need and making it available in Spanish.

HACER partnered with Region Nine to do outreach in Region Nine's nine county area, where participants were being recruited from. These workshops were geared toward the Hispanic/Latine community as workshops for those who may already have a small business, have a business idea, and or have the want to open their own business one day. Those interested in participating filled out an application that had four sections: contact information, demographic information, professional information, interpersonal information. Participants were chosen on the basis of their county of residency and if they either had a business idea and or if they had interest in starting their own business.

Lastly, once participants were enrolled in the workshops, they were all sent a voluntary preworkshop survey that was used to gain more knowledge on what their business idea was, if they didn't have a business idea why they were enrolling in the workshops, interpersonal skills, professional skills, and their perceptions on starting a business in R9's nine county region.

## Workshop Highlights

During these workshops, participants were given presentations by—



In addition, during these workshops' participants learned about—



At the end of the four workshops, participants had the opportunity to use what they had learned and gain the experience of sharing their business idea with others. Participants participated in a competition where they presented their business idea to the group over Zoom. Of the 15 participants, seven participants presented a wide range of business ideas, with the other participants in attendance, and at the end the participants in attendance voted on the best pitch.

In addition, at the beginning of and throughout the workshops HACER advertised to participants that there was an optional opportunity to receive seven hours of one-on-one business coaching to develop their business plan and ask any other questions they may have. Lastly, HACER recognized that participants would have to take two hours out of their schedules each week to attend the workshops, so participants were offered an incentive of \$25 for each workshop attended to compensate for childcare and or work hours interrupted, in order to encourage participation.

### Resources for Entrepreneurs

The first workshop was used to introduce the structure of Creando Ando 2.0 to the participants, facilitate connections amongst them, offer resources, and to motivate them. For any budding entrepreneurs the resources that are available to you are of utmost importance when getting your bearings. An ice breaker was done at the beginning of each workshop to participants feel more comfortable with presenters and each other. In the first workshop HACER partnered with Alejandra Bejarano from Region Nine to offer local resources, within Region Nine's 9 county region, that would aid those wanting to start their own business along with organizations that offered their resources in Spanish as well. At the end of the workshop a community leader, Lourdes Menjivar came and spoke to the women about her personal experience starting a business as a Latina woman which gave the participants an opportunity to ask her questions about their doubts which in turn reinvigorated the participants.

### Business Plan and Elevator Pitch

The second workshop highlighted the network participants would have available to them as business owners, give participants the tools to further develop their business ideas, and to get them comfortable with presenting their idea to other people. Executive Director of Latino Chamber of Commerce, Fabio Tenorio, presented on the intercultural network of Latine business owners in Minnesota and how the members of this network have supported each other. After, Dr. Daisy Valentin, who is a part of the Latino Chamber of Commerce network and runs her own consulting business, presented on the fundamentals of a business plan which was followed by a presentation on elevator pitches and the utility of elevator pitches.

### Google Applications

The third workshop HACER presented focused on introducing Google applications and how participants could use Gmail, Docs, Sheets, and Slides to help them run their own business.

### Presentation of Business Idea

The final workshop was the culmination of the preceding three workshops and participants were given the opportunity to use what they had learned to pitch their business idea in a competition. In total, seven participants decided to share their business ideas which are the following—Venezuelan restaurant, bilingual auto-body garage, Mexican food truck, 24-hour childcare service for families that work nights, consulting services for the Latine community, Salvadorian restaurant that offers other Latine cultural



foods too, and a multi-faceted clothing store that offers clothing alterations. Two ideas tied for first-- Venezuelan restaurant and the auto-body shop. To close the workshops, Maribel Regstad from the Small Business Administration presented on the organization and what it does for small business owners which wrapped the end of Creando Ando 2.0.

### One on One Business Training

An optional 7-hours of one-on-one business coaching was offered to all participants on multiple occasions before, during, and after the workshops. There was some interest from participants, but due to family needs and busy schedules ultimately there was only one who was interested in it to learn more on the process of registering a business.

### Limitations

This report must be interpreted in light of its limitations. During the outreach segment of this project, it should be taken into considerations the limitations of the geographic region where participants were recruited from and the implications of COVID-19. We worked with Region Nine on our outreach efforts, but due to the rural nature of the counties the recruitment was taking place in, it did hinder the efforts in outreach to the populations we were trying to reach. In addition, with the COVID-19 pandemic, it limited the ability to do outreach in person to an already geographically rural community.

In addition, the fourth workshop, the participant business idea presentation, was scheduled to be in-person in Mankato to give participants the experience of speaking in front of a crowd, however, due to a winter storm, we had to cancel the fourth workshop. The workshop was rescheduled, but due to participant availability we opted to do the fourth workshop online, so that we could have as many participants as possible in attendance and to keep the momentum of the workshops going.

# Workshop Overview

## About the Participants

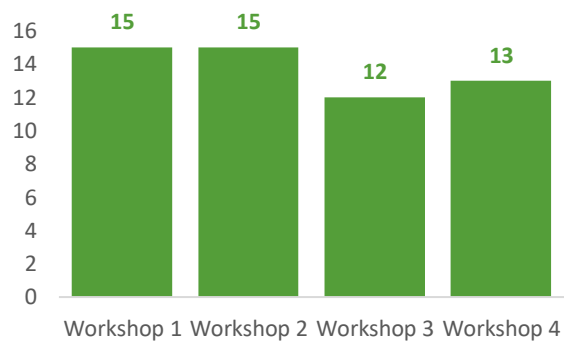
### Application Process

The goal was to recruit participants that lived within Region Nine’s nine county area: Sibley, Nicollet, Brown, Watonwan, Martin, Faribault, Waseca, Le Sueur, and Blue Earth. HACER partnered with Region Nine for outreach to these nine counties. However, Blue Earth was given a limit to the number of applicants allowed to participate to give more attention to the other eight counties with smaller concentrations of populations, in this case, specifically to entrepreneurial resources. In total, we received 46 applications from Minnesota, and some from North Dakota, Wisconsin, and Illinois. Of the 46 applicants, 20 were eligible based on their county of residence.

### Participant Demographics

Of the 20 eligible applicants, 15 participated in the workshops. These 15 participants all identified as Hispanic/Latine women and came from a variety of diverse backgrounds. Their countries of origin ranged from Honduras, Venezuela, Mexico, El Salvador, and the United States, along with varying levels of education that ranged from some high school to college degrees.

Workshop Attendance (N=15)



### Business Ideas

At the beginning of the workshops 87% of participants came in with different business ideas and the 13% who did not have a specific idea wanted to participate in the workshops, so that they could learn how to start their own business one day.

Participants had various interests in the type of business they wanted to start, including:

- ✓ Restaurants
- ✓ Translation Services
- ✓ Financial Services
- ✓ Construction and Landscape
- ✓ Grocery Stores
- ✓ Clothing Stores
- ✓ Childcare

# Evaluation Findings

## Pre and Post Workshop Survey

### Pre-Workshop Survey

All 15 of the participants filled out the preworkshop survey. Of the 15 participants, 87% (n=13) had a business idea and of the remaining 13% (n=2) who did not have one explained that they would either like to start a business in the future or that they'd like to learn the processes of owning a business. Of the 15 participants, only 13% (n=2) had attended a workshop on small businesses and only 13% (n=2) of participants, in general, knew the resources available to them to support them in starting their own business.

As for Region Nine's 9-county region of the 12 participants who responded to this question, 75% (n=9) did not believe that there were sufficient resources for the Hispanic/Latine population in these nine counties, and similarly, of the 14 participants who responded to this question, 100% (n=14) were not sure what organizations were within these counties that could support them while starting their own business. However, of the 14 participants who responded to this question, 100% (n=14) considered the county where they lived to be a good place to start a business for reasons such as: there is a large Hispanic/Latine community and there is a lack of diversity with business that offer Hispanic/Latine specific items such as food, like restaurants and/or stores. When it came to challenges of starting a business, the majority of participants cited not knowing how to start the process along without the necessary funds.

### Post-Workshop Survey

Twelve of the 15 participants filled out the postworkshop survey. Of the 12 participants, 75% (n=9) had further developed their business idea, and one participant stated, **"[I have] a clearer vision of what I want and now with greater knowledge about the different institutions that can help me develop it."** After the workshops 100% (n=12) of the respondents said that they knew of resources that would support them to start their own business.

As for what they had learned about Region Nine's 9-county region of the 12 respondents, 75% (n=9) believe that there are sufficient resources for the Hispanic/Latine community in the these nine counties, and similarly, 100% (n=12) said that from the workshop that they now know the resources available to them to start their own business. In the post survey, of the 12 respondents, 92% (n=11) said that their county was a good place to start a business, echoing the same sentiments that their counties were diverse and multicultural communities with a large Hispanic/Latine community. On the contrary, when it came to restating challenges that participants felt there are to starting a business, lack of information and funds was still relevant, but more respondents expressed the fear of failing in the post workshop survey as compared to the pre-survey.

*"Thank you for your support and the information given to the people who take these workshops, they are very helpful..."*

*"I am very grateful for all that I learned and for your dedicated time."*

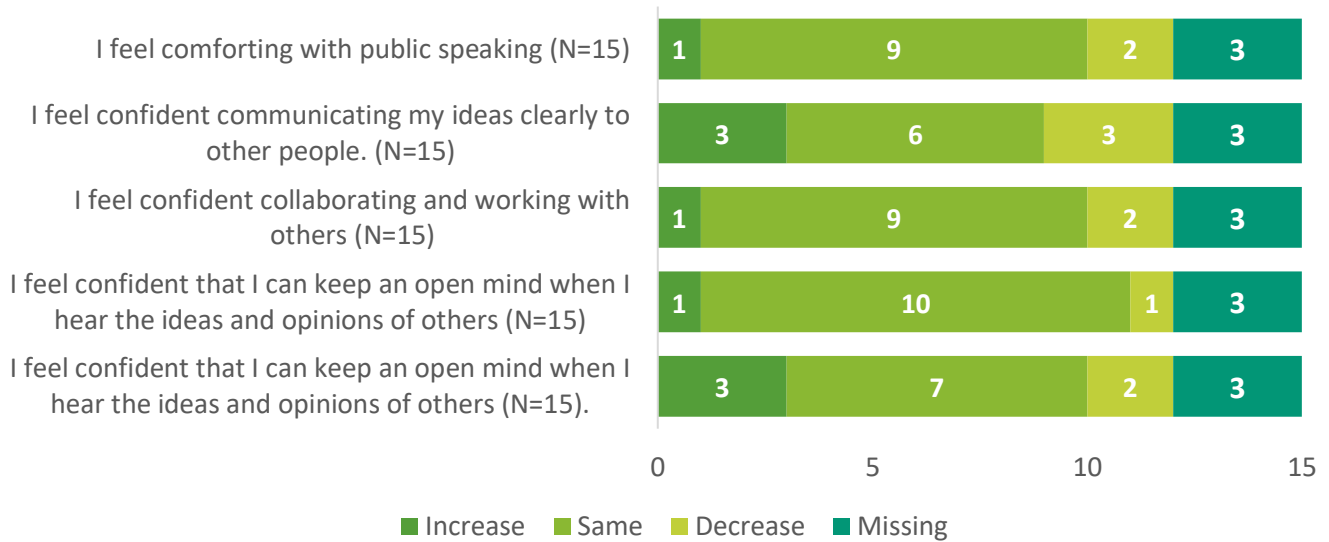
### Comparison of Pre- and Post-Workshop Survey

Having a post and pre survey allowed us to visually see what participants had learned, still need improvement on, and share their thoughts of the workshops.

In relation to the 15 participants that filled out the pre survey as compared to the 12 participants that answered the post survey, it can be observed that the majority of participants didn't report an increase in their interpersonal skills.

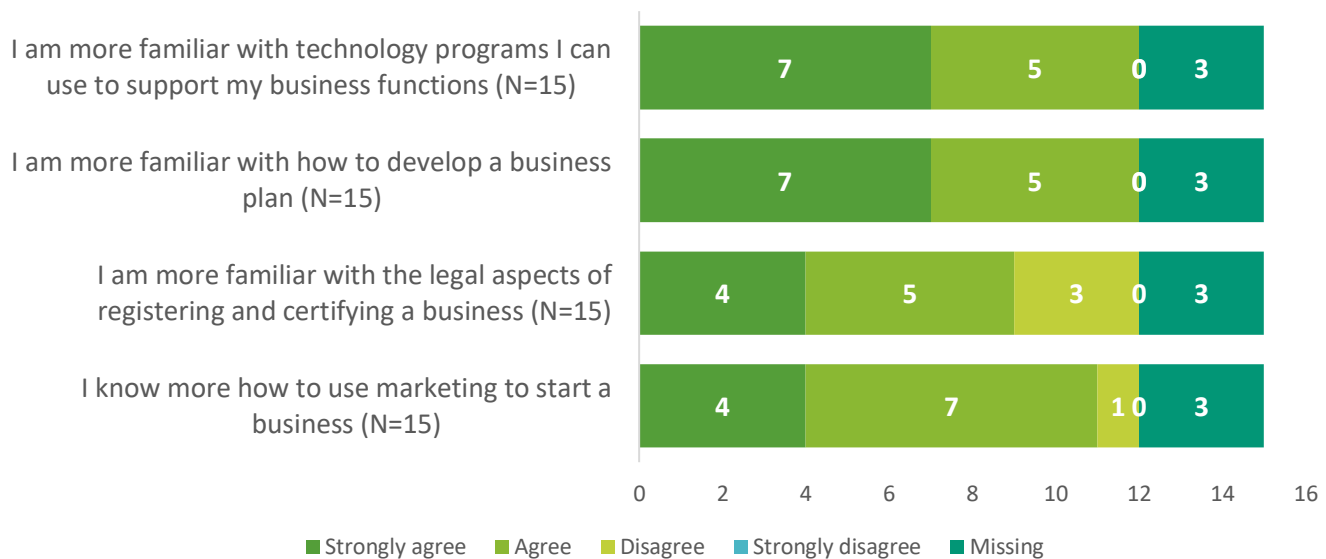
In the post survey, we asked participants if they'd like to add anything related to their experience with the Creando Ando 2.0 workshops and the majority of participants echoed the same sentiment that they were very grateful for the workshops and the information they learned.

**Change in agreement about confidence in interpersonal skills from pre to post (N=15)**



When it came to the professional skills learned during the workshops, the majority of participants either responded with “strongly agree” or “agree”. The two professional topics that were noted with “strongly agree” are both familiarity with technology programs that can be used to support a business and knowing how to develop a business plan.

### Change in how participants felt with professional skills learned from pre to post (N=15)



## Conclusion

From these workshops and the pre and post survey analysis it is evident that, for those seeking information on basic entrepreneurial skills and entrepreneurial resources in Spanish there is still a need for information. In addition, offering educational entrepreneurial resources and resources that help potential business owners get started and that do not ask for documentation status are factors to consider as well. Furthermore, there is a need for increased access to funding for budding entrepreneurs, which includes education on how to find funding and clarifying the process of getting funding. Organizations that offer this type of support should consider making the information more readily accessible in Spanish and building more trust within these communities to encourage the Latine community to seek out these resources. In addition, a factor that should be considered when reaching the Latine community of Region Nine’s nine-county area is that some resources are only offered to those that live in a given county, and therefore are not available to those who live outside that county. Therefore, there is a need for more inclusive programs for those who reside in more geographically-rural counties that are not able to access all relevant resources.

HACER believes that conducting the workshops in person would have presented an opportunity for connection and relationship building that unfortunately is not possible to replicate over Zoom. While most participants were engaged in the workshops, asked questions and were present, some participants did not fully participate and kept their camera off and did not answer discussion questions when prompted. When doing community work over Zoom, there is the additional challenge that there are competing interests at home that can prevent a participant from having 100% of their focus on the workshop content, including family responsibilities, preparing meals, and other distractions. would not necessarily be there if conducting the workshops in person where it may be easier for a participant to be fully present. If conducted again in the future, it is possible that having the workshops in person would result in a greater proportion of participants reporting an increase in the change of interpersonal skills. For the future, HACER recommends that if the programming has to be done virtually because of COVID-

19 or other reasons, there would be value in having more staff online during the workshops to assist and support participants could be a way to address this to increase the possibility that participants meaningfully engage in the conversation.

Through these workshops, HACER offered introductory entrepreneurial information in Spanish to a community in our population that has not always had this resource readily available to them, especially in Greater Minnesota— the importance of this resource should be emphasized since immigrants, with an entrepreneurial mindset, play an important role in Minnesota’s economy. The interest and conversation during these workshops have shown that there is a need for more bilingual entrepreneurial education in Greater Minnesota and there is a population eager to learn—especially from Latina women entrepreneurs. Creando Ando 2.0 was open to any adult and by chance it happened to be all women who participated. Having a diverse group of women, with likeminded pursuits, created a safe and inclusive environment that nurtured the development of their ideas and confidence. Research has shown an increased pursuit of educational opportunities in Latina women as compared to Latino men which might explain the participation of only Latina women in these workshops<sup>5</sup>. The Latine community living in rural parts of the state consists of individuals with an entrepreneurial spirit, and organizations working in this space should continue to evaluate how they can support this community to increase access to opportunities and ultimately benefit the Minnesota economy.

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<sup>5</sup> The Differential Attainment Rate among Latina Students: A Comparative Analysis of Recent Trends in Educational Achievements across Gender between 2005 and 2020. 2021. <https://www.mdpi.com/2071-1050/13/23/13399/pdf>

# Appendices

## Encuesta Inicial

### *Información General*

1. Nombre y Apellido:
2. ¿Qué es su idea de negocio o el negocio pequeño que ya tiene?
3. Si no tiene un plan de negocio o su propio negocio, por favor explique por qué le gustaría participar en los talleres para emprendedores:
4. ¿Tiene experiencia o ha trabajado en un negocio similar al negocio que le gustaría iniciar?
  - Si
  - No
5. ¿En el pasado, ha asistido un curso o seminario para negocios pequeños?
  - Si
  - No
6. ¿Siente que tiene el apoyo de sus amigos o familiares para iniciar su propio negocio?
  - Si
  - No
7. ¿Conoce los recursos que tiene para iniciar su propio negocio?
  - Si
  - No

### *Información de Habilidades Interpersonales*

Por favor indique que tan de acuerdo esta con las siguientes afirmaciones.

8. Me siento seguro de hablar en público.
  - Muy en desacuerdo
  - Desacuerdo
  - Acuerdo
  - Muy en acuerdo
9. Me siento seguro de comunicar mis ideas a otras personas con claridad.
  - Muy en desacuerdo
  - Desacuerdo
  - Acuerdo
  - Muy en acuerdo
10. Me siento seguro que puedo colaborar y trabajar bien con otras personas:
  - Muy en desacuerdo
  - Desacuerdo
  - Acuerdo
  - Muy en acuerdo

11. Me siento seguro de mantener una mente abierta cuando escuchando a las ideas y pensamientos de otras personas.

- Muy en desacuerdo
- Desacuerdo
- Acuerdo
- Muy en acuerdo

12. Me siento seguro que tengo las habilidades de manejo del tiempo.

- Muy en desacuerdo
- Desacuerdo
- Acuerdo
- Muy en acuerdo

### *Información de las habilidades profesionales*

Por favor indique que tan de acuerdo esta con las siguientes afirmaciones.

13. Creo que estoy lista/o para iniciar mi propio negocio.

- Muy en desacuerdo
- Desacuerdo
- Acuerdo
- Muy en acuerdo

14. Me siento cómodo explicando mi idea de negocio o el negocio pequeño que ya tengo.

- Muy en desacuerdo
- Desacuerdo
- Acuerdo
- Muy en acuerdo

15. Tengo experiencia en contabilidad y finanza.

- Muy en desacuerdo
- Desacuerdo
- Acuerdo
- Muy en acuerdo

16. Tengo experiencia en márketing.

- Muy en desacuerdo
- Desacuerdo
- Acuerdo
- Muy en acuerdo

17. Sé cómo utilizar márketing para iniciar un negocio.

- Muy en desacuerdo
- Desacuerdo



- Acuerdo
  - Muy en acuerdo
18. Estoy familiarizado con los aspectos legales para registrar y certificar un negocio.
- Muy en desacuerdo
  - Desacuerdo
  - Acuerdo
  - Muy en acuerdo
19. Estoy familiarizado con el desarrollo de un plan de negocio.
- Muy en desacuerdo
  - Desacuerdo
  - Acuerdo
  - Muy en acuerdo
20. Estoy familiarizado con los programas de tecnología que puedo usar para apoyarme con las funciones de mi negocio.
- Muy en desacuerdo
  - Desacuerdo
  - Acuerdo
  - Muy en acuerdo

*Información de los condados de Region Nine:*

Sibley, Nicollet, Le Sueur, Waseca, Faribault, Martin, Watonwan, Brown, o Blue Earth

21. ¿Siente usted que los condados de Region Nine son un área acogedora para la comunidad Hispano / Latino?
- Mayor parte del tiempo
  - A veces
  - Nunca
  - Otro
22. Por favor, explique por qué se siente de esta manera:
23. ¿Considera usted que su condado es un buen lugar para iniciar un negocio?
- Si
  - No
24. Por favor, explique por qué si o no:
25. ¿Cuál considera usted que es el mayor reto para iniciar un negocio?
26. ¿Cuál es el mayor temor que enfrentan las personas a la hora de tomar la decisión de emprender un negocio? (i.e. dejar el sueldo seguro, miedo a fallar, la deuda, etc.)
27. En los condados de Region Nine, cree que hay suficientes recursos para la gente Hispano / Latine que quiere iniciar su propio negocio? (**Los condados de Region Nine: Sibley, Nicollet, Le Sueur, Waseca, Faribault, Martin, Watonwan, Brown, o Blue Earth**)

28. ¿Conoce usted cuales organizaciones en Region Nine pueden ayudar en la iniciación de un negocio?

Si es que si, ¿cuáles son?

29. Por favor, explique por qué si o no:

30. ¿Qué tipos de negocios faltan en su condado de Region Nine? Comida

- Entretenimiento (los bolos, casino, bar, etc.)
- Construcción
- Lavandería
- Movilidad (compañía de taxi)
- Other

## Encuesta Posterior

### *Informacion General*

1. Nombre y Apellido:
2. ¿Desde los talleres de Creando Ando 2.0 ha cambiado o desarrollado su idea de negocio?
3. Si no tenía un plan de negocio al principio de los talleres de Creando Ando 2.0 ha creado una idea de negocio durante los talleres?
  - Si
  - No
4. Si es así, ¿qué es la idea de negocio que ahora tiene?
5. ¿Después de los talleres de Creando Ando 2.0 conoce los recursos que tiene para iniciar su propio negocio?
  - Si
  - No
6. ¿Desea agregar cualquier otro comentario de su experiencia con los talleres de Creando Ando 2.0?

### *Información sobre Habilidades Interpersonales*

Por favor indique que tan de acuerdo está con las siguientes afirmaciones:

7. Me siento segura/o al hablar en público.
  - Muy en desacuerdo
  - En desacuerdo
  - Acuerdo
  - Muy de acuerdo
8. Me siento segura/o de poder comunicar mis ideas a otras personas con claridad.
  - Muy en desacuerdo
  - En desacuerdo
  - Acuerdo
  - Muy de acuerdo
9. Me siento segura/o de poder colaborar y trabajar bien con otras personas:
  - Muy en desacuerdo
  - En desacuerdo
  - Acuerdo
  - Muy de acuerdo
10. Me siento segura/o de poder mantener una mente abierta cuando escucho las ideas y los pensamientos de otras personas.
  - Muy en desacuerdo
  - En desacuerdo
  - Acuerdo
  - Muy de acuerdo

11. Me siento segura/o de tener las habilidades de manejo del tiempo.

- Muy en desacuerdo
- En desacuerdo
- Acuerdo
- Muy de acuerdo

*Información sobre Habilidades Profesionales*

Por favor indique que tan de acuerdo está con las siguientes afirmaciones:

12. Creo que estoy más lista/o para iniciar mi propio negocio.

- Muy en desacuerdo
- En desacuerdo
- Acuerdo
- Muy de acuerdo

13. Me siento más cómoda/o explicando mi idea de negocio o el negocio pequeño que ya tengo.

- Muy en desacuerdo
- En desacuerdo
- Acuerdo
- Muy de acuerdo

14. Sé más cómo utilizar márketing para iniciar un negocio.

- Muy en desacuerdo
- En desacuerdo
- Acuerdo
- Muy de acuerdo

15. Estoy más familiarizada/o con los aspectos legales para registrar y certificar un negocio.

- Muy en desacuerdo
- En desacuerdo
- Acuerdo
- Muy de acuerdo

16. Estoy más familiarizada/o con el desarrollo de un plan de negocio.

- Muy en desacuerdo
- En desacuerdo
- Acuerdo
- Muy de acuerdo

17. Estoy más familiarizada/o con los programas de tecnología que puedo usar para apoyarme con las funciones de mi negocio.

- Muy en desacuerdo
- En desacuerdo
- Acuerdo
- Muy de acuerdo

*Información de los condados de Region Nine:*

Sibley, Nicollet, Le Sueur, Waseca, Faribault, Martin, Watonwan, Brown, o Blue Earth

18. ¿Siente usted que los condados de Region Nine son un área acogedora para la comunidad Hispano / Latine?

- La mayor parte del tiempo
- A veces
- Nunca
- Other

19. Por favor, explique por qué se siente de esta manera:

20. ¿Considera usted que su condado es un buen lugar para iniciar un negocio?

- Si
- No

21. Por favor, explique por qué si o no:

22. ¿Cuál es el mayor temor que enfrentan las personas a la hora de tomar la decisión de emprender un negocio? (i.e. dejar el sueldo seguro, miedo a fallar, la deuda, etc.)

23. En los condados de Region Nine, cree que hay suficientes recursos para la gente Hispano / Latine que quiere iniciar su propio negocio? (Los condados de Region Nine: Sibley, Nicollet, Le Sueur, Waseca, Faribault, Martin, Watonwan, Brown, o Blue Earth)

- Si
- No

24. Por favor, explique por qué sí o no:

25. ¿Conoce usted cuales son las organizaciones en Region Nine pueden ayudarle para iniciar su negocio? Si es que sí, ¿cuáles son? (Los condados de Region Nine: Sibley,

Nicollet, Le Sueur, Waseca, Faribault, Martin, Watonwan, Brown, o Blue Earth)

26. ¿Qué tipos de negocios faltan en su condado de Region Nine? (Los condados de Region Nine: Sibley, Nicollet, Le Sueur, Waseca, Faribault, Martin, Watonwan, Brown, o Blue Earth)

- Comida
- Entretenimiento (los bolos, casino, bar, etc.)
- Construcción
- Lavandería
- Movilidad (compañía de taxi)
- Other