

Creando Ando

Empowering Latinas in Southern Minnesota to accomplish their entrepreneurial goals

Project background and Methods

Hispanic Advocacy and Community Empowerment through Research (HACER) designed and applied this *Creando Ando* Program in Rochester to increase self-confidence and foster an entrepreneurial mindset among the Latino community of Rochester.

For the development of the project, we designed three workshops utilizing the Design Thinking model, which refers to the cognitive, strategic and practical processes by which design concepts are developed. Due to COVID-19, all workshops were conducted via zoom.

Key Findings

About the participants

A total of 10 participants registered to participate in the Creando Ando workshop series.

Participants had various interests in the type of business they wanted to start. This included:

- ✓ Housekeeping or cleaning business
- ✓ Selling clothing from Mexico
- ✓ Selling handmade jewelry
- ✓ Selling desserts
- ✓ Selling tortillas

Workshop highlights

Design thinking

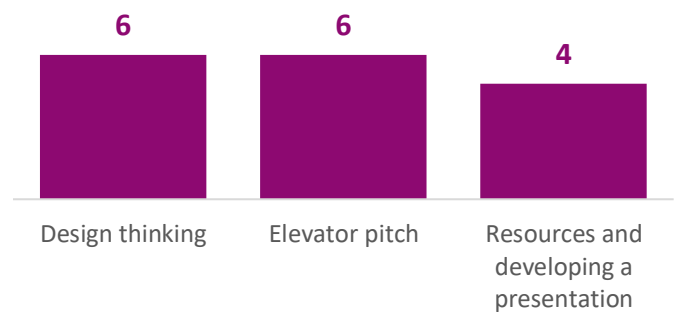
During this workshop, five participants learned some principles around design thinking. The participants completed an exercise in which the presenters pretended to be the potential “market” for cleaning services, and the participants had to ask them questions to understand the needs of the their market population and how they might adapt their services to meet those needs. An excerpt from the practice session follows:

Participant *Good afternoon, my name is Participant. How are you? What are your names?*

Market/Presenter 1: *My name is Juan.*

Market/Presenter 2: *My name is Tania.*

Workshop attendance (N=7)



Barriers getting in the way of participants starting their own business.



Not having the right contacts or network to get the resources needed to start a business



Not knowing how to use social media



Concerns about immigration status and filing the appropriate business documents

- Participant:** *Nice to meet you Juan and Tania. Are you from the area?... Are you from Minnesota?...How do you like the area?*
- Market/Presenter 1:** *I feel like there isn't much to do, and with the pandemic going on, I have a lot of work and am spending a lot of time at home. I need to care for my children. I don't have time to do a lot of things.*
- Market/Presenter 2:** *I also have a lot of work to do. I'm in front of the computer all day. I have a little dog, and sometimes she needs to be let out and I'm in the middle of a meeting, and I can't take her out. Sometimes I need someone to play with her and take her out on walks, *sigh* it's terrible.*
- Participant:** *You know, I have a business that isn't necessarily in this area but I have a colleague who does work in this area.*
- Market/Presenter 2:** *Oh she cares for dogs? She takes them out for walks, trains them? How does it work?*
- Participant:** *She trains them and gives them baths. I don't know all of her services, but I can help you find out more.*

Elevator pitch

During this workshop, five participants learned about an elevator pitch to best showcase their services in a succinct and meaningful way. The attendees practiced their elevator pitches and received feedback on them. Some of the points that participants shared in their pitch were:

- ✓ For a cleaning business: the types of chemicals and products they use, the types of cleaning services they would offer (home vs office cleaning for example)
- ✓ For a Mexican restaurant: explaining the link between the restaurant and Mexico and sharing the hours the services are offered
- ✓ For a clothing boutique store: offering indigenous clothing from Mexico, offering clothing for all ages, and being one of the only businesses selling their specific products

Resources and developing a presentation

During the final workshop, four participants learned about the different free resources available in their area to start a business, including the Minnesota Latino Chamber of Commerce, the Rochester Chamber of Commerce, and the Small Business Development Center. They then learned how to develop a business plan and the benefits of creating one, as well as how to develop a slideshow presentation (through PowerPoint or Google Slides).

Workshop post-survey

At the end of the last workshop, participants were given a short survey about the impact attending the workshops had on them. Five of the participants responded to the survey. The results are as follows:



of the survey respondents strongly agreed that attending the workshops **increased their knowledge of the process of starting a business**



of the survey respondents strongly agreed that attending the workshops **increased their confidence in their ability to start a business**



of the survey respondents strongly agreed that after attending the workshops, they had a **better understanding of the resources needed to start a business**

Four of the five respondents also shared that they had already started their business.

Next Steps

In January, 2021, participants from Creando Adno will pitch their business ideas at 1 Million Cup which is a pitch event organized by Collider in Rochester. This event happens once a month, and the January one is going to be the first ever 100% Spanish event. The Latino Chamber of Commerce and other Latino entrepreneurs along Minnesota will be participating as judges.

70% of total participants mentioned to have interest in receiving one-on-one business coaching session to create a business plan and incorporate their businesses in Rochester in the mid-term. Each client will receive a customized coaching session from December to April 2021.

In reality, all three sessions were useful to me because I learned to have confidence in myself and realized that I have to empathize, and define the idea of the project I propose.

-- Workshop participant