

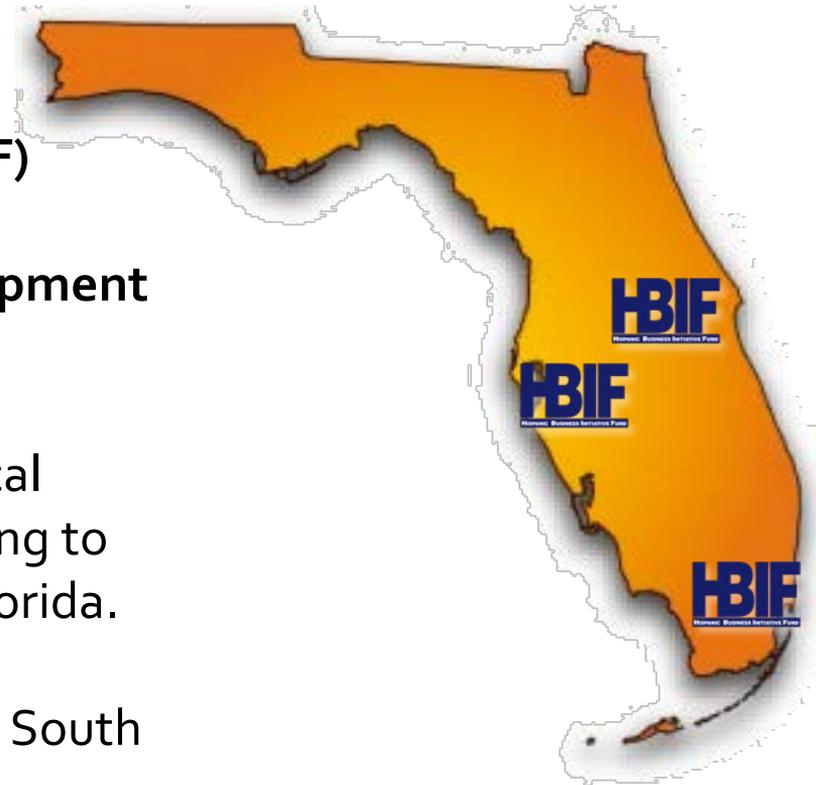
The logo for the Hispanic Business Initiative Fund (HBIF) is centered within a white diamond shape. The diamond is outlined with a thick blue border. The background of the entire image is split diagonally from the top-left to the bottom-right, with a solid blue area on the left and a light gray gradient area on the right. The text 'HBIF' is rendered in a large, bold, dark blue sans-serif font.

**HBIF**

**HISPANIC BUSINESS INITIATIVE FUND**

# Who is HBIF?

- **Hispanic Business Initiative Fund (HBIF)**
- **The leading Hispanic economic development nonprofit organization in Florida.**
- Specializes in providing bilingual technical assistance to Hispanic entrepreneurs trying to establish or expand their businesses in Florida.
- Has offices and full-time staff in Central, South and West Coast Florida.



# South Florida Team



Myrna Sonora  
Vice President



José David Alvarez  
Business Development  
& Education Consultant



Ismael Cifuentes  
Business Development Consultant



Erick Isaac  
Business Development  
Consultant



Gustavo Grande  
Business Development  
Consultant

# Our Mission

To strengthen the economy of Florida through quality business development and training to Hispanic entrepreneurs.

# What services does HBIF offer?



## Educational Assistance

- Orientations
- Seminars and workshops



## Technical Assistance

- Individual consulting
- Access to loans
- Minority certification



## Business Grants

- Specialized Professional Services
- Grants to selected entrepreneurs

# Business Grants

- ▶ Legal structure assessment
- ▶ Business plan development
- ▶ Marketing plan
- ▶ Accounting assessment
- ▶ QuickBooks® training
- ▶ Loan application preparation
- ▶ Web site creation
- ▶ Corporate branding
- ▶ Export marketing plan



# Results in the Last 5 Years



Clients Assisted On on One

4,775



Grants provided

\$669,743



Jobs created or retained

5,287



Amount of loans marketed

\$21,999,496

# Some of HBIF's Clients



Corporate Maid, Inc.



Designated Elite Drivers



# Recognition to Successful Clients



It is an event where our most successful clients are recognized for their excellence as small business owners. With approximately 300 attendees, this event brings together government, civic and business leaders to celebrate entrepreneurship in the Hispanic community and learn about the impact of HBIF services in the community.



Questions?

(786)329-5830

[www.HBIFflorida.org](http://www.HBIFflorida.org)



[Facebook.com/HBIFfl](https://www.facebook.com/HBIFfl)



[@hbif\\_florida](https://twitter.com/hbif_florida)





**HISPANIC BUSINESS INITIATIVE FUND**

## ABOUT HBIF

The Hispanic Business Initiative Fund of Florida, Inc. is the leading Hispanic nonprofit economic development organization in Florida. Since 1991, HBIF has specialized in providing **free bilingual business development** to Hispanic entrepreneurs trying to establish or expand their business.

HBIF has helped create or retain more than 10,500 jobs across the state. HBIF also advises individuals to not open businesses that are not feasible and likely to fail, or permanently damage an entrepreneur's credit. HBIF has offices in Miami, Doral, Hollywood, Orlando, Kissimmee, and Tampa. The organization is funded by corporate and government contributions, as well as funds raised through special events and contracts.

STATEWIDE IMPACT		
	FY '10-'14	2013-14
Jobs Created/Retained	5,287	2,596
Loans Marketed	\$21,999,496	\$2,952,600
Clients Provided One-on-One Consulting	4,775	1,546
Total Cost of Entrepreneurial Grants Awarded	\$669,743	\$232,675
Orientation, Workshop and Training Participants	19,008	4,184

## AREAS OF SERVICE

### EDUCATIONAL ASSISTANCE

All HBIF educational assistance is free, open to the public and offered in Spanish. **Orientation Sessions** provide basic information about how to start a business. The **Hispanic Business Workshop Series** offers training on specific topics that assist entrepreneurs in making critical decisions to succeed.

### BUSINESS TECHNICAL ASSISTANCE

Free **one-on-one consulting** helps entrepreneurs identify the short and long-term needs of the existing or prospective business. These services include assistance with minority certification, business loans, business plan analysis, and more

### ENTREPRENEURIAL GRANTS

HBIF's grants allow startups and existing businesses to receive **advanced business development services at no cost**. These include legal structure and accounting assessment, business and marketing plans, branding, Web page creation, loan application preparation, QuickBooks® training and export assistance.

### LOAN FACILITATION

While HBIF is not a lender, it **helps business owners apply for traditional and micro-loans** by assisting with guidance, business plan creation, loan application preparation and business concept presentation.

## HBIF CLIENTS

### Natural Sins

Originally from Venezuela, Andres Dominguez started Natural Sins in 2010 with his best friend in a garage. They produce fruit snacks that are very thin, healthy and 100% natural, with only two ingredients: fresh fruit or vegetables plus cane sugar. Since 2012, HBIF has been helping Andres with consulting and a marketing plan to help adjust the product to the U.S. market. After experiencing rapid growth, the company now ships its products nationally and internationally from a warehouse located in South Florida. Andres is now focusing on exporting the product to new markets in Latin America, Europe and Asia. Learn more at [www.naturalsinsonline.com](http://www.naturalsinsonline.com).



### Calamarie

An artist and philanthropist since a young age, Catalina Lemaitre found a way to turn her hobby into a business, give back and run a successful business with a focus on art. She designs natural, unique, hand-crafted jewelry, incorporating traditional techniques and recycled materials. Through consulting and a marketing grant, HBIF has helped Calamarie grow. The company has seen a significant increase in sales and has two sales representatives outside of the U.S. Calamarie has been invited to exclusive art exhibitions and events, and its merchandise is sold in boutiques across several U.S. states. Learn more at <http://calamarie.com>.



### Rocket Mass Networks Corp.



Jesse Aguirre became an entrepreneur while seeking opportunities. He started with an idea to help advertisers promote their products and began attending HBIF's business seminars to learn and develop a plan. He eventually established Rocket Mass Networks Corp. to help customers monetize visits to their websites. The company connects leading advertisers with top quality publishers to form a premier ad

network of online video and display advertising focused on Hispanics living in the U.S. and Latin America. HBIF helped Jesse with consulting and a business plan. To learn more, visit <http://rocketmass.com>.

### D Elite Drivers Corp.

In Diana Burgos and Cesar Acevedo established D Elite Drivers Corp, also known as Designated Elite Drivers, as a simple concept to offer the services of a personal or business driver at a discounted rate by utilizing either the company's vehicle or the customer's vehicle. Services include designated drivers for business meetings, tourists, healthcare, shopping or airport pick-up and drop-off, as well as other needs in the Greater Miami area. The company, which HBIF granted a marketing plan, started operations in the summer of 2014 and has been growing steadily. For more information, visit [www.designatedelitedrivers.com](http://www.designatedelitedrivers.com).



## CONTACT US

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(786) 329-5830 | [www.HBIFFlorida.org](http://www.HBIFFlorida.org) | [www.facebook.com/hbiffl](https://www.facebook.com/hbiffl) | Twitter: HBIF\_Florida