

*Attachment 2
March 23, 2016.*

Program Name

LEAP – Latino Entrepreneurship Advancement Program

Opportunity

Latino owned business are not growing in revenue and influence. Research demonstrates they lack:

- Business Networks
- Access to Capital

Program Objective

- Economic Gardening for Local Latino Entrepreneurs. Help local Latino Entrepreneurs grow.
- Program will assist 2nd stage Latino Owned Enterprises in helping them grow revenue; thereby, creating jobs for local residents.

Client Profiles – 2nd Stage, Local, Latino Owned

- Company must be more than 50% Latino Ownership
- Must have been operating in Austin – Travis County for at least 2 years
- Minimum annual revenue of \$500,000. Maximum annual revenue of \$2.0M
- Preference for job creation sectors such as high tech manufacturing, construction, retail, agribusiness, consumer goods, health care services, renewable energy. Technology based companies are preferred when there is a strong job creation component beyond professional staff, including jobs for paraprofessionals and hourly employees.
- Preference for companies with or willing to adopt strong employee friendly policies or employee friendly legal structures such as: Cooperatives, Employee Stock Ownership Plans, Profit Sharing policies, Living Wage policies, etc.
- Preference for companies with or willing to adopt community friendly policies such as: % of Revenue committed to local charity.

Program Administrator Profile

- Lead Applicant must be a non profit.
- Can have a Co Applicant for profit entity.
- No more than 50% of funds can be spent with Co Applicant
- Lead Applicant non profit must have at least 40% Latino Board Members
- Administrator must have the capacity and track record of delivering results in the area of helping companies scale up business operations and raise capital.
- Potential Program Administrators:
 - Austin Technology Incubator
 - Economic Growth Business Incubator
 - Inner City Advisors
 - BIG Austin
 - PeopleFund

- Lift Fund
- BCL of Texas

Expected Services from Program Administrator

- Business Growth Planning (develop a well thought out plan for growth)
- Financial Modeling
- Business Development (Customer Introductions, Sales Prospecting, etc.)
- Capital Formation (Investor Network)
- Government Contracting (Track Record of Helping Clients Navigate State/Federal Contracts)

Budget

- \$650,000 per year for 10 years – total ask: \$6.5M

Next Steps – Proposed Timeline

Timeline	Activity
April 1	Send out request for proposals to local nonprofits
April 30	Deadline for Proposals – Beyond LEAP Program objectives and high level parameters, proposals should explain what metrics the group can attain on an annual basis: <ul style="list-style-type: none"> • # of clients served each year, throughout 10 years • Increase in Client Revenue • Debt or Equity capital raised for clients • Etc.
May 2016	<ul style="list-style-type: none"> • Groups Present to HQLC • HQLC selects Program Administrator
June 2016	HQLC and Program Administrator refine Program Parameters
July 2016	HQLC and PA work with City Staff, Council, and move forward on request

Questions?

Contact Teo Tijerina at:
512 964 2843 (mobile)