



Annual Report to  
El Paso City Council  
March 2, 2021

Carlos Martínez-Vela, Ph.D.  
Executive Director

# **Background**

**THE HUB OF HUMAN  
INNOVATION, founded in  
2011, became**

 **PIONEERS21**

**at the end of 2019.**



# THE U.S.-MEXICO BORDER IS THE LAND OF THE PIONEERS OF THE 21ST CENTURY

JOIN THE MOVEMENT

 **PIONEERS21**



# Board of directors

- Carlos Amaya, El Paso Community College
- Raymond Baer, WestStar Bank
- Laura Butler
- Tom Fenton, Founder and Advisor, El Paso Inc.
- **Leonard Goodman, President and CEO, Goodman Financial Group (Board Chair)**
- David Jerome, President and CEO, El Paso Chamber of Commerce
- **Cindy Lyons Fields, CPA / Partner, Lauterbach Borschow & Co. (Treasurer)**
- Don Margo, President, Hub International
- Carlos Martinez Vela, Executive Director, Pioneers 21
- Marina Monsisvais, Principal, Barracuda PR
- Ricardo Mora, Founder and CEO, Technology Hub - Juarez
- Lydia Nesbitt-Arronte, Director, CIITA / Instituto Politécnico Nacional - Juarez
- **Melissa Silverstein, Associate General Counsel, Helen of Troy**
- Cary Westin, Deputy City Manager, City of El Paso
- Steven Yellen

Thank you.



## **MISSION**

**To unleash the creative and economic potential of El Paso... and US-MX border cities.**



CRAFT & FOLK ART MUSEUM, LOS ANGELES

# THE US-MEXICO BORDER

# PLACE, IMAGINATION, AND POSSIBILITY



# Entrepreneurship & Startups

Growth and reinvention of  
small businesses (SMEs)

Collaboration for economic  
growth and renewal

# 1. Technical assistance (training) for entrepreneurs and small businesses

- ▣ We help and support entrepreneurs, startups, and small businesses to start, launch, and grow.
- ▣ From ideation and business start to acceleration and growth.
- ▣ In all established and emerging industries and sectors.

Innovation & Entrepreneurship Education

Customized Coaching & Mentoring

- ▣ We connect with advisors, investors, business services, and technical assistance.

# Members (2019-20)

A & H Feeds	Agribusiness
Akukast	Digital - Marketing
BoostHuman	Augmented reality
Branding Alliance Media	Marketing
<b>BrightSolTech</b>	<b>Digital - Media</b>
CellNovation Technology Corporation	Healthcare
Cynthia López	Law
<b>E-Dealer Direct</b>	<b>E-Commerce - vehicles</b>
<b>Florence Cattle</b>	<b>Agribusiness</b>
Glide Scooters	Mobility
Her Element Network	Training
Hippie Girl Natural Products	Wellness - consumer
I Tidy	Services
MMChamizal	Media
Monster Movement	Wellness
PAM Eduservices	Training
Persona Signs	Marketing
Phidev / Audisatt	Digital - Accounting
ProSal	Real Estate
Santorini Consulting & Construction	Real Estate
STOA Security	Services
<b>Traffic Tickets 915</b>	<b>Digital - Intermediary</b>
Trusouth Solar	Clean energy



## TheBridgeaccelerator

BINATIONAL SUPPLIER DEVELOPMENT PROGRAM

**Maquiladoras buy \$39 billion annually in goods and services. Only 2% is supplied by local businesses. The Bridge helps local businesses tap into this market.**

### THIRD COHORT

- 11 companies
- 75 new jobs • +\$4.4 million in purchase orders
- \$540k investment committed



## 2. EVENTS: Education, inspiration & networking

- Pioneer Conversations


- Luis Fernández
- Emma Schwartz
- Joyce Wilson
- Miguel Fernández
- Verónica Escobar

- Pioneer Coffee Hour

- Capeltic, Nuestro Café
- Alliance to End Plastic Waste

- Pioneer Thursday

- Food and Beverage Entrepreneurship



21

PIONEER COFFEE HOUR

The Alliance to End Plastic Waste

**Enrique A. Guinand, Ph.D.**  
Principal, Bain & Company  
Houston, TX

TUESDAY  
June 30  
9:00am

VIRTUAL • REGISTER FOR LINK  
<https://bit.ly/31dwMVN>

## SWEET SUCCESS

### EL PASO COMPANY DISTRIBUTES 2.4B JARRITOS SODAS A YEAR

■ By Sara Sanchez / El Paso Inc. staff writer

Luis Fernandez remembers the first time he tried Jarritos. It was the mid-80s and he was standing in a Los Angeles warehouse with one of his customers who handed him a room-temperature bottle of the tamarind flavor.

It wasn't quite his favorite.

"I had never seen (Jarritos) in my life," Fernandez said. "He opened up the bottle, I tasted it and said, 'What? You want this? You really want this?' He said to bring him anything I get. I went back to

Mexico and started looking for the product."

A couple of decades later, Fernandez is the CEO of Novamex, an El Paso company that owns the Jarritos brand and distributes the popular Mexican soft drink to 39 countries. Novamex is headquartered in Downtown El Paso and employs about 1,000 people at its facilities in both the United States and Mexico.

Last week, Fernandez sat down with Carlos Martínez-Vela, president and CEO of the Hub of Human Innovation, for a Pioneer Conversation discussion on Novamex, entrepreneurship in the borderland, and market trends for the food and beverage industry.

Jarritos are ubiquitous in El Paso, sometimes seen in colorful

rows in a corner store fridge or accompanied by a plate of barbacoa tacos at taco joints. And



# PIONEER CONVERSATION



Photo by Sara Sanchez

# 3. Outreach and civic engagement

- Border Tuner – Techs Mechs
  - Augmented Reality Outreach
  - Rafael Lozano-Hemmer @ P21
- Holiday Party and Open House
- Visit of Prof. Michael Piore (MIT)
  - NAFTA Seminar & UTEP
  - Meet and greet at Pioneers 21
- MassChallenge Texas
- Mexico – US Sister Cities Summit
- Regional Community Conversations
  - NMSU Arrowhead, MCA, Technology Hub, Pioneers 21
- Congressional Startup Day
- El Paso Profile @ #Startups Everywhere
- Border Innovation Challenge (San Diego-Tijuana)



# SXSW 2019

EL PASO | LAS CRUCES | JUAREZ  
TEXAS NEW MEXICO MEXICO

CRUCES | JUAREZ  
MEXICO REGION

AISLE 1000  
MSXS

AISLE 1100  
MSXS

AISLE 1200  
MSXS

AISLE 1300  
MSXS

AISLE 1400  
MSXS

ONE REGION

ONE REGION

AISLE 900

Boost-tuner  
OFFICIAL AUGMENTED AND MIXED REALITY SOLUTIONS FOR INDUSTRY

amplify pill

  
**BIXELIUM ENTERTAINMENT**



PIONEERS 21



# 2019 EL PASO INNOVATION AWARDS SUNRISE BREAKFAST

The Hub of Human Innovation cordially invites you to celebrate individuals whose vision and leadership have created novel opportunities for growth and prosperity in our region.

This year we honor

**Dr. Diana Natalicio**  
Lifetime Innovation Award

**Cathy Chen**  
**Fab Lab El Paso**  
Innovation Award

**Ricardo Mora**  
**Technology Hub**  
Innovation Award



# Performance Metrics (9/1/19 to 8/31/20)

	Required	Actual 8/31/20
% Programs Revenue	12-16 %	14 %
# of New Companies	12	16
# Workshops + Events	12	20
# Entrepreneur / Innovator @ Workshops + Seminars	400	1198
# Entrepreneur / Innovator Trained	115	434
Micro-Enterprises / SMEs trained	20	21
Targeted audience / sector workshops	6	11
Roaming workshops	8	10

\*Annual average for compensated employees (FTE) for reporting members.

# Outcome Metrics (9/1/19 to 8/31/20)

	2017-18	2018-19	2019-20
Total # of Client Companies (cum)	74	87	103
Client Employees Compensated (FTEs-cum)	148	164	180
FT Employee Avg* Compensation (annual)	\$ 35,200	\$ 33,131	\$ 26,781
Total Revenue of Client companies (cum)	\$ 27.3 million	\$ 36.3 million	\$ 47.4 million
Total Capital Raised or Self Invested	\$ 4.5 million	\$ 5.1 million	\$ 8.3 million

\*FT Employee Average Compensation not to be taken literally. Entrepreneurs and early-stage companies usually do not pay themselves a salary or pay very little to founders and first employees. This fact invariably distorts this figure. This metric is more appropriate when a company establishes operations in town and salaries/wages are known a priori.

## 2021 Priority

To be part of our City's **economic recovery** by providing the best possible technical assistance for:

- **Entrepreneurs** to start and grow businesses, and for
- **Small businesses** to survive, reinvent, and grow.

**A major upgrade to how we do technical assistance (training, coaching, mentoring) for entrepreneurs and small businesses**

**In the works...**



**Interactive  
Learning  
Community**

**Learning  
Space &  
Virtual  
Community**

- Create and manage online courses.
- Deliver online group and individual courses for companies seeking to improve strategy, business models.
- Learn core business skills (i.e. digital transformation, accounting, etc.)
- Live, virtual coaching sessions and live chat support.
- Collaborative methodologies.
- Community-building in specific sectors to share ideas and explore business opportunities.

**Interactive  
Learning  
Community**

Rethinking training,  
coaching, and  
mentoring

**Cohort-based,  
structured,  
specialized,  
& SCALABLE**

**On-demand,  
customized,  
individualized**

- **From a goal of 12 companies / entrepreneurs per year, to 20-40 per cohort.**
- **3-4 cohorts per year.**



## Join E-DealerDirect and Become Part of the Team!

E-Dealer Direct is a fast growing startup serving the financial and automotive spaces. We have an ever expanding need for talented individuals to add to the team. Our need ranges from vehicle onboarders to software engineers. Feel free to send your resume to [victor@edealerdirect.com](mailto:victor@edealerdirect.com) if you think you could add value to the company in any way.

### Javascript Software Engineer

**Last Updated:** Jan 14th, 2020

[Read More »](#)

### Software Engineer Intern

**Last Updated:** Jan 14th, 2020

[Read More »](#)

Thank you...  
and stay tuned



Carlos Martínez-Vela, Ph.D.  
Executive Director  
[carlos@pioneers21.org](mailto:carlos@pioneers21.org)  
+1.915.321.3124