

PIONEERS 21

2022 Chapter 380 Economic Development Program Agreement City of El Paso Annual report

Annual sponsors:

The Wells Fargo logo, consisting of a red square with the words 'WELLS' and 'FARGO' stacked vertically in a yellow, serif font.

MISSION



Unleashing the creative and economic potential of the El Paso and U.S. Mexico Border.

VISION



Our vision is that every incubation and VMS venture is viable, builds a strong foundation and lifelong economic prosperity.

VALUES



- Equity
- Transparency
- Encouragement
- Integrity
- Ethical
- Innovative
- Quality



Laura P. Butler, Executive Director



Diana Garcia, Program Coordinator



Gilbert Morales Jr., Program Assistant



Amira Williams, Program Assistant Intern, UTEP

TEAM

FY1 2022 VMS: Metrics at-a-glance

Launch March 31, 2022

P21 VMS entrepreneurs served	24+
Ventures served	22+
Ventures being currently mentored	13+
Ventures launched	10+
Volunteer mentors	34
Hours/year volunteer time (mentors)	≈154

2022 P21 ANNUAL SURVEY METRICS



NUMBER OF INCUBATED COMPANIES	CLIENT EMPLOYEES COMPENSATED	TOTAL REVENUE A/O DECEMBER 2022	CUMULATIVE CAPITAL RAISED	EVENTS, WORKSHOPS, TRAINING, PARTICIPANTS	NUMBER OF GRADUATES FROM WORKSHOPS, BOOTCAMPS, AND ACCELERATORS	NUMBER OF FINANCIAL ACCELERATOR GRADUATES
141	341	\$59.675 MILLION	\$10.3 MILLION	1000	38	14

2022 P21 Metrics Cont...

SMALL BUSINESS SERVICES

- Total \$ disbursed to small businesses receiving loans: 15
- # of unique small businesses receiving grants: 13
- Total \$ disbursed to small businesses receiving grants: 100,000
- # of unique small businesses receiving technical assistance services: 1000
- # of hours of technical assistance provided 28,800

SMALL BUSINESS GROWTH

- # of small business served that experienced a growth in revenue since receiving capital and or services: 25
- # of small business served that experienced a growth in the number of employees: 25
- # of jobs preserved: 25
- # of new jobs created: 150

SMALL BUSINESS LOANS DISBURSED FROM 0-50,000+

- # of loans disbursed: 15
- # of loans disbursed that were \$0-\$50,000: 10
- # of loans disbursed that were greater than \$50,000: 5

BUILDING CAPACITY AND KNOWLEDGE

- # of white papers/publications, patents, advancements resulting from influential research: 5
- # of innovative/inclusive products, services, or business developed or launched: 10
- # of training sessions, workshops, skill building, knowledge for practitioners: 40

P21 Event Stats

Total of events: 48



**NUMBER
OF EVENTS
ONLY P21-
12**

**NUMBER
OF
EVENTS
WITH
UTEP- 17**

**NUMBERS
OF
EVENTS
BRIDGE &
P21 - 5**

**NUMBER OF
EVENTS
COLLAB
WITH OTHER
ENTITIES-14**

**ENTREPRE-
NEURS/
COMMUNITY
MEMBERS
SERVED-1000**

2022 P21 Goals and Accomplishments

We are continuously aiming for excellence!

2022

Goal was to graduate 20 entrepreneurs /year

2022

Graduated 38 entrepreneurs from innovation accelerators and bootcamps (all inclusive)

2022

Goal increase 40% YOY

3/29/23

New goal: Increase 50% YOY 40 entrepreneurs

FINANCIAL ACCELERATOR

LiftFund
DREAM IT. FUND IT.

THE BORDERPLEX ALLIANCE
100 Years of Border Land

PIONEERS21

BUSINESS FINANCIAL ACCELERATOR

FINANCIAL ACCELERATOR
BECOME MONEY SMART
BUSINESS AND GROW YOUR CAPITAL.

WHEN: THURSDAY JANUARY 19TH TO FEBRUARY 9TH, 3-5P.M.

WHERE: 5000 AVENUE, EL PASO, TEXAS 79901

WHO: ENTREPRENEURS AND/OR SMALL BUSINESS OWNERS IN THE BORDERPLEX REGION WHO WANT TO GAIN ACCESS TO CAPITAL.

WHAT YOU WILL LEARN:

ACCELERATE YOUR GROWTH

INCREASE CONTROL OVER YOUR FINANCES

AVOID COSTLY PITFALLS

GAIN ONE-ON-ONE SUPPORT

HOW TO ENROLL: ANYONE INTERESTED IN THE PROGRAM MUST FILL OUT AN APPLICATION AND GO THROUGH A BRIEF INTERVIEW PROCESS. APPLICATIONS CAN BE FOUND HERE [HTTPS://BIT.LY/3LKO9YS](https://bit.ly/3lko9ys)

Business Financial Accelerator
More dates for 2023 TBA!

ACCESS TO CAPITAL – 14K provided to SMES upon completion

A portion of this sponsorship will be provided to entrepreneurs upon completion of course.

January sold out!

29 applicants

\$ stipend

Must attend all 4 sessions

4 face to face sessions:

**Day 1 (January 19th, 3-5p.m.):
Business Financials I**

**Day 2 (January 26th, 3-5p.m.):
Business Financials II**

**Day 3 (February 2nd, 3-5p.m.):
Business Financials III**

Day 4 (February 9th, 3-6p.m.): Access to Capital (Raiz, High Desert Capital, LiftFund, Pioneers21)



**P21 VMS
PITCH
CHALLENGE**

SATURDAY, MARCH 4TH, 2023
9:00am-1:00pm

500 W. Overland Ave, 1st. Floor
El Paso, TX 79901

Thank you to our event sponsors:  

Thank you to our annual sponsors:  



1st Place - \$6,000

FundMiner
CEO: Chelsea Lamego

FundMiner automates and simplifies complex gift administration processes for non-profits, foundations, higher education institutions, health organizations, and other social impact organizations. FundMiner helps these organizations measure, maximize, and communicate their impact.



2nd Place - \$4,000

TeleWellness Hub
CEO: Martamaria Hamilton

TeleWellness Hub allows clients to conveniently and confidently find and connect with their ideal wellness professional through simple clicks on TeleWellness Hub's unique provider profile.



3rd Place - \$2,000

G.C.M. Innovation
CEO: Gilbert Morales Jr.

G.C.M. Innovation is a future foundation for inventors. We produce new products, development into new products, and ready them for market.




Thank you to our event sponsors:  

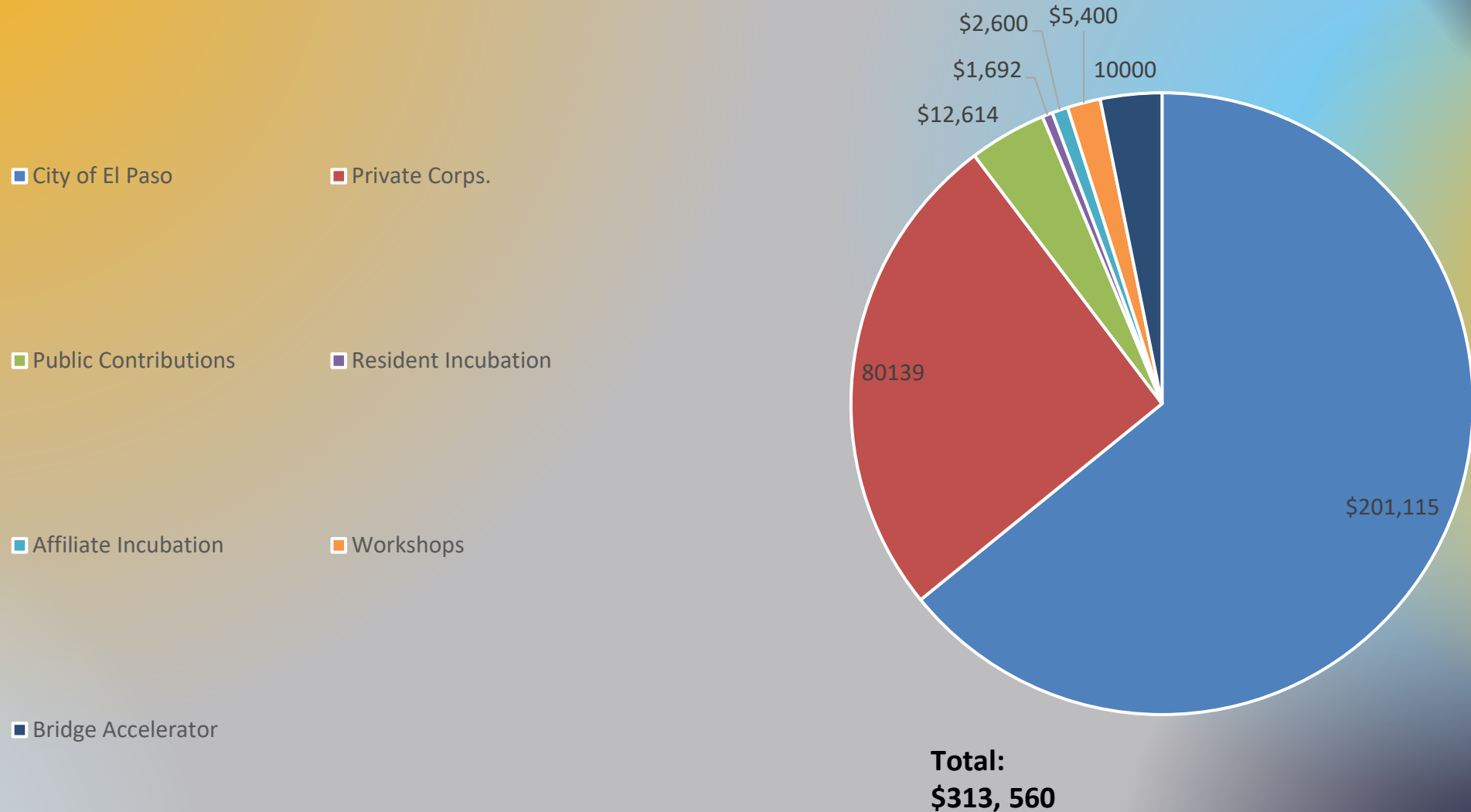
Thank you to our annual sponsors:  

**Fundraiser and
Access to capital
for startups**

**\$12k in prizes to
startups**



2022 P21 Funding Sources



AREAS OF FOCUS

Business mentoring and accelerators

- **P21** Venture Mentoring Service Licensed by MIT VMS
- Innovation Accelerator Workshops
- UTEP Entrepreneurship Bootcamps Fall/Spring/Summer Semesters
- Bridge Accelerator (Binational accelerator Juarez partnership)
- Financial Accelerator
- Annual Innovation Awards
- MIT VMS Annual Visits – Coming soon!

Venture/Entrepreneur Support

- Access to capital workshops
- Financial Strategies
- Market research basics
- Venture sharing
- Pitch practice
- Strategic Networking/connecting
- Start-up support
- Technical and business development
- P21 Venture mentor network support

Business mentoring and accelerators

- UTEP – Mike Loya Center for Innovation (Entrepreneurship Bootcamps with Blackstone Launchpad)
- Technology Hub – The Bridge Accelerator Binational Program
- The Borderplex Alliance - Financial Accelerator –recruiting and co-host event
- Liftund – Financial Accelerator
- City of El Paso – Economic Development Partner
- Congressional Startup Day 8/15 Host
- Startup up bus host
- SABA Investments
- Regional Incubator visits VC/VMS
- Student engagement
- Tech startup networking
- ASPEN Institute AILAS Steering Committee
- PeopleFund – Hispanicx BIPOC initiative partner

Strategic Plan – One pager



Access to capital objectives FY 2023	Measurable Outcome of Success	Timeline
Financial Accelerator launch Borderplex Alliance People Fund IDEA Accelerator Women entrepreneurship accelerator Financial Accelerator 2.0 (Summer 2023) Agreements pending: ADP Finhabits El Paso Chamber Hispanic BIPOC Spectrum Reach: Pay it forward program.	Raise at least 15k-\$1K stipend 25 applicants. 15 graduates PER ACCELERATOR NEEDED	2x a year Financial IDEA 1X/YEAR WOMEN ACCELERATOR 1X /YEAR
Identify and prepare applicant deal flow to LiftFund, PeopleFund first, then local banks, credit unions, or other CDFI's (such as PeopleFund and Project Vida)	10 Applicants assisted with follow up on application progress throughout the year	Annual
Identify and prepare applicants deal flow to integrate and grow investor networks. Innovation Awards VC workshops	Partnerships developed and the outcome of those partnerships, host 2 VC workshops/year	Annual
Identify and prepare VMS clients for regional pitch competitions that provide funding opportunities. P21 VMS Pitch Challenge 2x a year Host MIT VMS 1x a year	Connections to leading experts and mentors, possible cash prizes, no cost Venture Mentoring Service	Annual
Attracting Clients Objectives FY 2023	Measurable Outcome of Success	Timeline
Provide Incubator service, venture mentoring service, infrastructure, business support services, Innovation accelerator workshops (8-part series) modified based on entrepreneur needs, accelerators, bootcamps, repeated presence at UTEP (entrepreneurship bootcamps, and community speaking engagements). Pitch and Patent Workshops. Hispanic BIPOC Business Bootcamp with Spectrum Reach and ADP	Measure # of entrepreneurs served per year- event attendees. Measure appointments- even those that don't sign up for a program. Measure applicants and graduates	2x per year or may tailor
Offer Venture Mentoring Service modeled after the 20-year-old MIT Venture Mentoring Service program, VMS incorporated proven principles and methodologies to develop a mentoring program which delivers business guidance in a trusted environment and help turn ideas into a profitable venture.	# of qualified ventures 15 new ventures	Annual on-going
Increase awareness of programs and services (social media and email marketing campaigns, public speaking engagements, strategic PR campaigns, word of mouth, search engines, current clients, Board of Directors) depending on budget and human capital.	# of inquiries follower growth	Monthly
Civic/ Community Engagement: Objectives FY 2023	Measurable Outcomes of Success	Timeline
Building a collaborative ecosystem for civic engagement. Educate the general public (client and non-client) to use innovation methodologies, disciplines and tools such as design thinking, lean start up, and business model design across all industries and phases of the innovation process. Financial Accelerator UTEP Entrepreneurship Bootcamps BorderPlex, LiftFund, and PeopleFund Hispanic BIPOC BOSS Congressional Startup Day	# of general public educated (i.e. attendance rates of events and workshops)	2x a year
Educate/Incubate women and minority founders	# of women/minorities Trained/educated	On-going and via financial accelerator
Educate the general public (client and non-client) with basic legal information for startups and entrepreneurs.	# of general public educated (i.e. attendance rates of events and workshops)	2x a year
Other focus areas FY 2023	Measurable Outcome of Success	Timeline
Increase performance for women and minorities	# of women/ minorities Trained/educated/startup launched	Annual
The Bridge Accelerator	Increase U.S. ventures enrolled	Annual
Provide UTEP students with internship opportunities and volunteer hours	Volunteer hours accrued and # of paid and non-paid internships	Annual
Community/Regional/Global speaking engagements		Annual

Bootcamps and Innovation Accelerators

The Pioneers 21 Innovation Workshop Series is an eight-module program designed to help entrepreneurs and innovators learn to develop, test and grow new business ideas, products, or services before bringing them to market using a collaborative structured approach.

This series teaches you to use innovation methodologies, disciplines and tools such as design thinking, lean start up, and business model design across all industries and phrases of the innovation process.

WHO SHOULD PARTICIPATE

- Entrepreneurs with a new idea, product or service
- Business owners and executive management
- Creatives and students interested in innovation

WHAT TO EXPECT

Throughout the program, you will learn to use innovation tools to guide you and your team through the innovation process and develop new ideas + take home templates to use in your future innovation projects.

- In the classroom

Workshop 1: Team Alignment & Scoping

You'll develop a model of how things are now and determine aspects that all stakeholders agree can be improved.

Outcome/Output:

- Define innovation and learn how to create a culture of innovation.
- Gather and align the right team to tackle the challenge and start the problem exploration phase.

Workshops 2 & 3: Problem Exploration & Customer Development

During the problem exploration phase, you will start exploring the challenge outlined in the scoping phase and validating your riskiest assumptions.

Outcome/Output:

- Learn about your target customer and their pains
- Define early customer persona and user journey map
- Check market opportunity
- Develop an innovation thesis
- Begin designing and running problem validation experiment

Workshop 4: Ideation

During this session, you and your team will learn to use innovation management and design thinking practices to generate and prioritize ideas to solve your customers' problem based on data gathered during the problem exploration phase.

Outcome/Output:

- Develop and measure opportunity of multiple solution concepts

Workshops 5: Solution Development

During this workshop you'll learn to use innovation tools and practices to prioritize your most important features or concepts to make decisions on how to take them forward. Then expand your concept to begin crafting your customer value proposition which will be the basis for designing a business model.

Outcome/Output:

- Low-fidelity prototypes
- Validated learnings

Workshop 6: Business Model Design

During this phase, you'll learn to use the business model canvas to develop your new or existing business model based on your customer value proposition.

Outcome/Output:

- Identify potential business models
- Design and run business model validation experiments

Workshop 7: Validation

In this workshop, you'll challenge and prioritize your assumptions, evaluate how ready you are to get out of the office and clarify experiments you'll run to validate your assumptions about customer and product market fit.

Output/Outcome:

- Validated learnings related to market fit and business model
- Defined validation experiments & strategy

Workshop 8: Pitch Design

Together, you'll learn how to and craft a storyline of your pitch built around all essential building blocks; problem, solution, business model, credibility, and call to action. You'll be given the resources and feedback to make sure your pitch hits up.

Output/Outcome:

- Develop a clear and concise story
- Design a visual presentation
- Ready to pitch in front of senior stakeholders and decision makers





**2023
INNOVATION
AWARDS**

P21 Cordially invites you to the annual Innovation Awards, where we can celebrate individuals whose vision and leadership have created novel opportunities for growth & prosperity in our region.

Date and Location pending



\$2500 or table purchase for \$1k

**Event Host
Sponsor**

**Innovation
Awards:**

- 1 table at Innovation Awards Breakfast
- Acknowledged in digital and printed program (webpage, social media, newsletter)
- Recognized in event credits
- Your sponsorship provides 1 entrepreneur the opportunity to receive services from P21 at no cost

Thank you!