



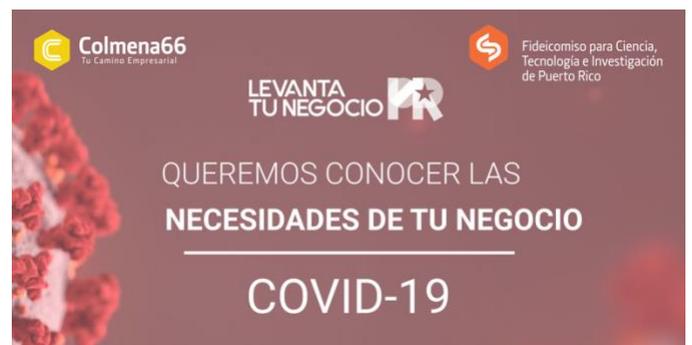
Levanta Tu Negocios PR is an initiative of organizations in the business ecosystem aimed at supporting small and medium-sized enterprises in all sectors led by Colmena66. It was first launched after the impact of Hurricane Maria so that all sectors could take the necessary actions and is made up of professionals and businesspeople who have united and put their knowledge and capabilities to our disposal in order to support business development in Puerto Rico. It includes gathering data on the needs of businesses around the Island, guidance on the resources available to support them and how to access them, as well as efforts to identify other ways to help lift the business sector.

Earlier this year, Colmena66 reached out to its resource partners to unite once again and relaunch LTN due to earthquakes in the southern part of Puerto Rico so it was a very organic step to do so again due to COVID-19. The island has been in a state mandated quarantine since March 15, 2020 where only essential business are allowed to operate with very limiting restrictions. Needless to say, this has had a huge impact, especially to small and medium-sized businesses since day one.

For this edition of LTN, we launched a needs assessment survey and a dedicated tab on the Colmena66 web page with a repository of all of the aid available for business owners that is constantly being updated. We shifted our central calendar to focus only on webinars and are constantly sharing new information via email and social media.

Brand Identity

At Colmena66, we feel it's important to help our customer quickly identify our projects and make information accessible and easy to understand. For this reason, the different components of this project (survey, aid repository) are all tied under the name **Levanta tu Negocio**, which has its own logo and brand identity within C66. This provides consistency and uniformity when sharing information



Aid Repository - <https://www.colmena66.com/es/levanta-tu-negocio-pr/covid-19>

A dedicated tab within the C66 website shows by industry the local and national aid available. The tabs represent: Loans, Grants/Incentives, Business, Artistic Community, Agriculture, Other: Mentorship, Individuals, Laboratories and Hospitals, NGO's. This is updated 4-5 times a week.

The screenshot shows the Colmena66 website interface. At the top, there is a navigation bar with 'English', 'Sobre Nosotros', and 'Preguntas Frecuentes'. Below this is a prominent call to action: 'Llama hoy al (787) 525-4111'. The main heading reads 'Toda la ayuda que necesitas para comenzar o hacer crecer tu negocio'. A yellow navigation bar contains various menu items: 'Recursos', 'Calendario', 'Tu Plan de Acción', 'Tu Camino Empresarial', 'Capacitación Empresarial', 'Boletín', 'Impacto', and 'Blog'. Underneath, there is a dropdown menu for 'Levanta Tu Negocio PR'. The main content area features a large banner for 'LEVANTA TU NEGOCIO PR' titled 'DIRECTORIO DE AYUDAS PARA TU NEGOCIO COVID-19'. To the left of the banner is a sidebar menu with categories like '¿Qué es Levanta Tu Negocio PR?', 'Comerciante del área sur', and 'COVID-19'. The 'COVID-19' category is highlighted with a red border and lists sub-items: 'Préstamos', 'Incentivos', 'Negocios', 'Comunidad artística', 'Agroempresarios', and 'Otras ayudas' (which includes 'Mentoría', 'Individuos', 'Laboratorios y Hospitales', and 'Organizaciones sin fines de lucro'). Below the banner, there is a link to a survey: 'Llena la encuesta aquí: https://bit.ly/negocios_covid19'. At the bottom, there is a 'Noticias Importantes' section and a paragraph explaining the initiative's purpose.

Needs Assessment Survey - https://bit.ly/negocios_covid19

Community - C66 partnered up with 17 resource partners that are reaching out to their entrepreneur data base and sharing the survey. C66 shares weekly updates with the results of the survey with these organizations.



Results

600+ answers

51% business are women owned

59% of businesses are temporarily closed

76% of surveyed businesses have 1-5 employees

51% has had to stop paying suppliers and utilities

30% need \$1k-\$5k to reopen their business 21% needs between \$5k-\$10K

57% need guidance on available grants and incentives

43% need aid with digital marketing

42% need to start or grow their online business

Next steps after survey

C66 team is sending respondents weekly personalized emails tailored with the specific aid available for their industry/type of business, along with our calendar. So far over 500 emails have been sent.

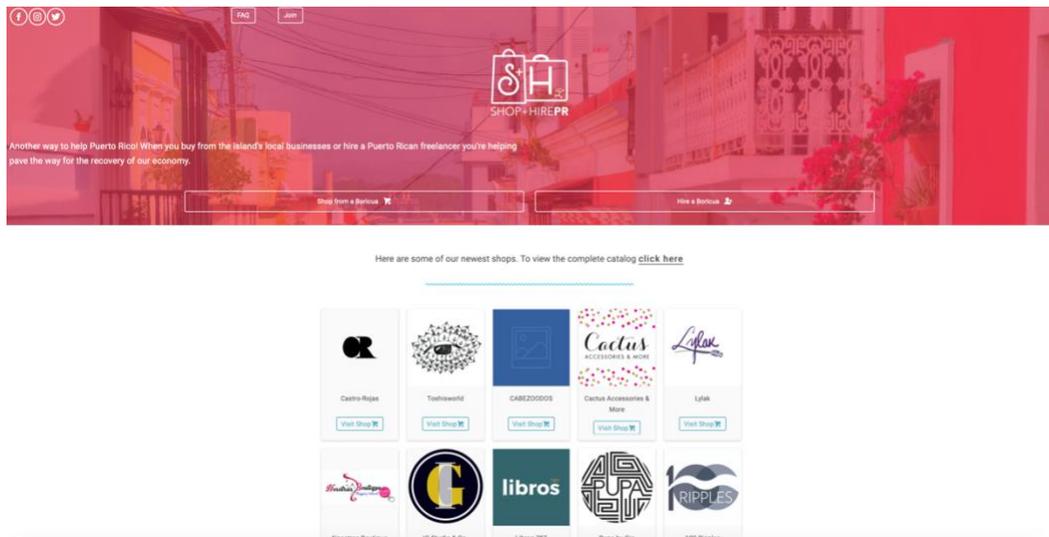
How to guide

A [how-to video](#) was created so business owners can have a visual aid on how to navigate the aid repository and where to find the survey.

In order to reach entrepreneurs without internet or that have difficulties with its use, we created a PDF version of the aid repository to send via WhatsApp.

Identified areas of opportunity - Online shops and online marketing

Shop + Hire PR - is a directory of online local stores and freelancers that serves as a tool to boost economic development and unfold a strong and sustainable mechanism to help local businesses and freelancers get traffic to their online stores or professional profiles to generate sales and contracts. This initiative is currently managed by one of our RP's Centro para Emprendedores and we've partnered with them to give visibility through our communication channels.



As a part of relaunching S+H, Colmena66 will create tutorials on how to enroll on the platform and reach out to other RP's and industry leaders and provide webinars on how to start and grow an online business.