



Palmira Chamber of Commerce

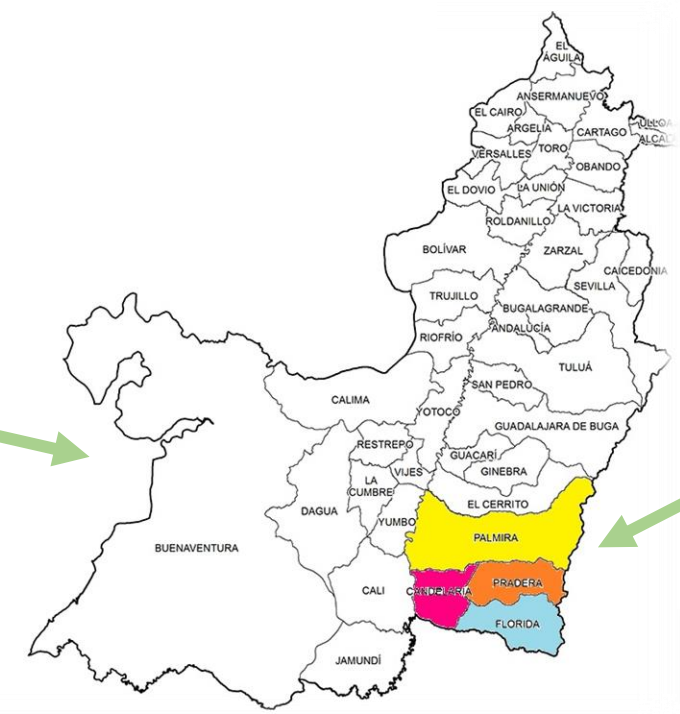
Community of Practice on Measurement and Quantification of South-South Cooperation

2021 Opening Event and Action Dialogue

John Hardy Garcia
Director of Competitiveness

December 07th, 2021

ENTREPRENEURSHIP NETWORK I+ LOCATION



Entrepreneurship Network I+ Region

REPORT BUSINESS COMPOSITION

Town	2019	2020	Part (%)	Variation
Palmira	8.340	7.945	71,5%	-4,7%
Candelaria	1.806	1.704	15,3%	-5,6%
Florida	1.026	843	7,6%	-17,8%
Pradera	711	620	5,6%	-12,8%
Total	11.883	11.112	100%	-6,5%

Source: Palmira Chamber of Commerce



REPORT BUSINESS COMPOSITION

Sector	2019	2020	Part (%)	Variation
Trade	5.166	5.137	46,2%	-0,6%
Manufacturing	1.430	1.313	11,8%	-8,2%
Accomodation & food service	1.334	1.066	9,6%	-20,1%
Transportation	551	480	4,3%	-12,9%
Other services	475	444	4,0%	-6,5%
Administrative & support services	465	423	3,8%	-9,0%
Professional activities	468	409	3,7%	-12,6%
Construction	425	384	3,5%	-9,6%
Agriculture	392	355	3,2%	-9,4%
Arts, entertainment, recreation	199	213	1,9%	7,0%
Information & Communication	211	205	1,8%	-2,8%
Real Estate activities	219	199	1,8%	-9,1%
Health	233	198	1,8%	-15,0%
Financial activities	127	115	1,0%	-9,4%
Water Treatment	81	76	0,7%	-6,2%
Education	81	76	0,7%	-6,2%
Electricity & gas	10	9	0,1%	-10,0%
Public administration	7	4	0,04%	-42,9%
Mining	9	4	0,04%	-55,6%
Households	0	2	0,02%	200%
Extraterritorial entities	0	0	0%	0%
Total	11.883	11.112	100%	-6,5%



Source: Palmira Chamber of Commerce



Education sector



Public sector



ValleINN

Entrepreneurship Network I+



CÁMARA DE COMERCIO DE PALMIRA

Private sector



Financial sector



Private sector





Education sector



Public sector



ValleINN

How many entrepreneurs are there?

What stage are they in?

What are your needs?

how many jobs have they generated?

how much have they sold over time?

what support have they received from the ecosystem?



CÁMARA DE COMERCIO DE PALMIRA

Private sector



Financial sector



Private sector





Education sector



Public sector



ValleINN



CÁMARA DE COMERCIO DE PALMIRA

Private sector



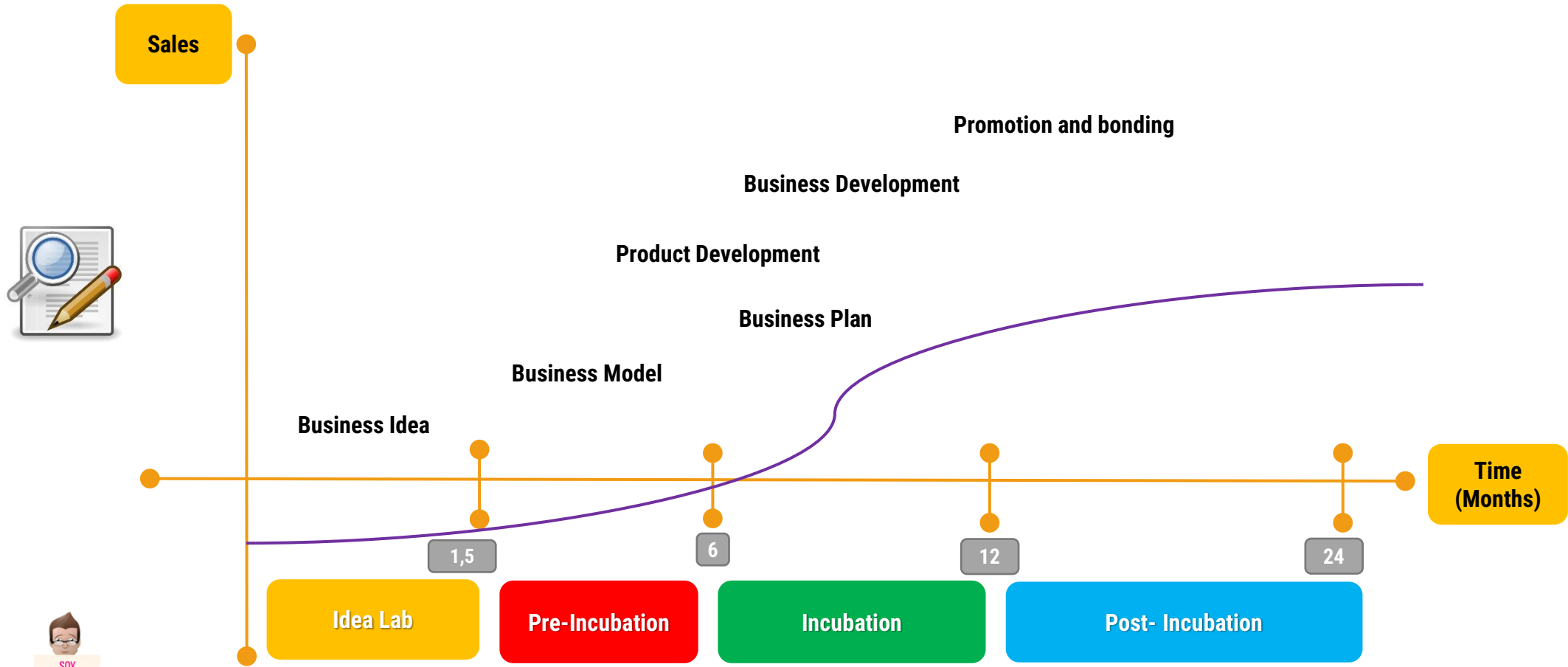
Financial sector



Private sector



Incubator Model







Palmira Chamber of Commerce

ENTREPRENEURSHIP



RESULTS

PC/ENI+ - Business Plan 2021

STRATEGIC BUSINESS PLAN

Palmira Chamber of Commerce and Entrepreneurship Network I+ PC/ENI+

(Version 1.0)

Name: John Hardy Garcia (PC/ENI+)
Name: Ton Hendrix (PUM)

Date : 02 March 2021
Place : Palmira, Colombia

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February 2021
Version 1.0

Incubator Cashflow Overview				
	US\$	2021	2022	2023
Capital/investments requirements				
	Government	5.750,00	6.037,50	6.339,38
	Sponsors/industry/ CdC Palmira contribution	1.500,00	1.500,00	1.500,00
Revenues				
Income from start-ups				
	Rent	5.560,00	11.342,40	11.342,40
	Shared Services	776,00	610,00	610,00
	Income from revenue share / equity	1.382,40	22.080,00	47.840,00
	Total Income/revenue	14.968,40	41.569,90	67.631,78
Operating costs				
Pre-operating Costs				
		1.150,00		
Operating Costs				
Staff				
	Salaries & government taxes	58.052,93	75.685,35	75.685,35
	Social security payments	16.848,12	21.965,40	21.965,40
	Outside services (e.g. consultants)	580,00	580,00	580,00
	Accommodation	1.500,00	1.500,00	1.500,00
	Expenses	300,00	300,00	300,00
	Local Travel	800,00	850,00	850,00
	Other Staff costs	3.745,05	4.882,54	4.882,54
Physical Facilities				
	Annual rent office space	0,00	0,00	0,00
	Shared services (e.g. accounting / secretarial)	2.000,00	2.000,00	2.000,00
	Replacement/repairs of furniture/equipment	0,00	0,00	0,00
	Stationary	1.150,00	1.150,00	1.150,00
	Maintenance	0,00	0,00	0,00
	Other	0,00	0,00	0,00
ICT				
	Equipment	0,00	567,00	570,00
	Maintenance	150,00	200,00	250,00
	Other	0,00	0,00	0,00
	Transportation	227,00	227,00	227,00
	Insurance	3.371,00	3.371,00	3.371,00
	Legal	5.282,00	5.282,00	5.282,00
	Marketing / Entertainment / Communications	10.583,00	10.583,00	10.583,00
	Other	500,00	500,00	500,00
	Total Operating Costs	106.239,11	129.643,29	129.696,29
Investments				
		58.010,00		
Taxes				
		0,00	0,00	0,00
Total Income-Costs / cash flow				
		-149.280,71	-88.073,39	-62.064,52
Accumulated cash flow				
		-149.280,71	-237.354,10	-299.418,62

RESULTS

2.2 Business Incubation Overview

The intention of the Entrepreneurship Network I+ (Red de Emprendimiento I+) and Palmira Chamber of Commerce (**PC/ENI+**) is to stimulate entrepreneurship and to motivate and stimulate start-up companies.

The objectives of achieving sustained industrial development, regional growth and employment generation have always depended on entrepreneurial development. Entrepreneurs are thus believed to be the seeds of industrial development while the fruits of industrial development are greater employment opportunities to unemployed youth and higher standard of living of the society.

Successful entrepreneur has to have managerial skills to utilize resource effectively, should be able to make appropriate feasibility analysis, should have skills related to marketing, human resource management, financial management, manufacturing management and networks.

Business incubators accelerate the successful development of entrepreneurial companies through an array of business support resources and services.

Critical to the definition of an incubator is the provision of business assistance that comes in the form of management guidance, technical assistance and consulting tailored to young, growing individuals and companies.

Incubators may also involve facilities, equipment, technology support services, and assistance in obtaining financing necessary for company growth.

The main goal of the **PC/ENI+ Business Incubation Centre** is therefore to enable people with sound business ideas to commercialize ideas/technologies, create jobs, and strengthen local economies by producing financially viable and freestanding small firms (SME's).

PC/ENI+ - Business Plan 2021

2.3 Description of the project “Creating a Strategic Business Plan”

- Create a solid and overall strategic business plan 2021 – 2025, for a well-functioning incubator with a clear vision, mission and objectives, according to the SMART¹⁾ principles.
- Create an operational plan for facilities, services, trainers/coaches, network, recruitment, etc. to provide optimal support for startups.
- Create a financial plan for investment, exploitation, and startup losses during the first year and the years after.
- Create a basis for good partnerships in order to guarantee continuity.
- Create an implementation plan.

RESULTS

3 Mission and Vision

3.1 Mission

The following mission statement has been defined.

Mission Statement:

“Palmira Chamber of Commerce and the Entrepreneurship Network I+ Business Incubation Centre (PC/ENI+)” is to stimulate the establishment and growth of start-up firms in Palmira, Pradera, Florida y Candelaria. With this PC/ENI+ wants to create employment and a better wealth to the youth through innovation and entrepreneurship.

Encourage an entrepreneurial culture and the management of innovative and sustainable ventures that generate a high impact on the economic and social development of the territory through greater collective action between public, private and academic actors.

3.2 Vision

PC/ENI+ Business Incubation Centre will be a center of excellence in technology, innovation and entrepreneurship for all the region (Palmira, Pradera, Florida y Candelaria). It will be the Incubation center for the startup ecosystem and empower and support young start-ups to become successful, bringing employment, prosperity and economic growth. Well-trained, educated and professional staff that has an understanding of the local and regional market will deliver this support, hence PC/ENI+ Business Incubation Centre will be recognized as the number 1 incubator organization in Valle del Cauca.

3.3 Ambition

PC/ENI+ ambition is to increasingly help and assist start-ups in making their businesses come true.

PC/ENI+ will train, coach and support in due time at least 16 start-ups annually. The minimal success rate will be 60 %. In that respect it will result in at least an estimated 9.6 jobs annual.

To manage this ambition, investments will be made (finance, time, energy) in the education and training of our internal staff, in order to maintain that constant high level of expertise and professionalism.

After 2025 PC/ENI+ will be a respected and excellent incubator organization in the Valle del Cauca *region* with a network that stretches out worldwide.

Importance of Entrepreneurship

- Creation of Employment.
- Innovation
- Impact on Society and Community Development
- Increase Standard of Living
- Supports research and development

key performance indicator (KPI)

Short term /
Middle term / Long term

“Create better conditions”

“Life quality”



Palmira Chamber of Commerce



Thanks!!!



John Hardy Garcia
Director of Competitiveness