

Project Description

As a Business Cultivation Fellow with Alterna, I will be engaging in a 6-month social entrepreneurship consulting fellowship in Quetzaltenango, Guatemala.

My consulting work will serve social entrepreneurs in Quetzaltenango and the surrounding regions, amplifying their business viability, their impact and their quality of life.

Specific tasks in service to these entrepreneurs will include designing strategic expansion plans, conducting market research, financial modeling, and other analyses relevant to enhancing business performance. Because these entrepreneurs have a commitment to delivering positive social or environmental impact with their ventures, I will also be assessing impact models for efficiency, scalability, and outcomes measurement.

I will work with a variety of social entrepreneurs, both in 1-on-1 and group settings (e.g. workshop facilitation). With Alterna's existing methodology I have the opportunity to iterate and develop it further as we tailor services specific to the needs of each entrepreneur.

My responsibilities also include a focus on internal process improvements, such as conducting evaluations of Alterna's cultivation methodology and implementing proposed solutions.

Particular knowledge areas and practical skills I expect to develop through this Fellowship (and use in the future) are:

- Actionable ideas and best practices in the areas of Impact Investing and Social Entrepreneurship.
- Knowledge of contextual nuances regarding the social entrepreneurial process in Central and Latin America.
- First-hand skills in business analysis, social impact strategies, and organizational development for emerging markets.
- Workshop facilitation skills related to conveying business capacities and personal development for emergent entrepreneurs of underserved communities.