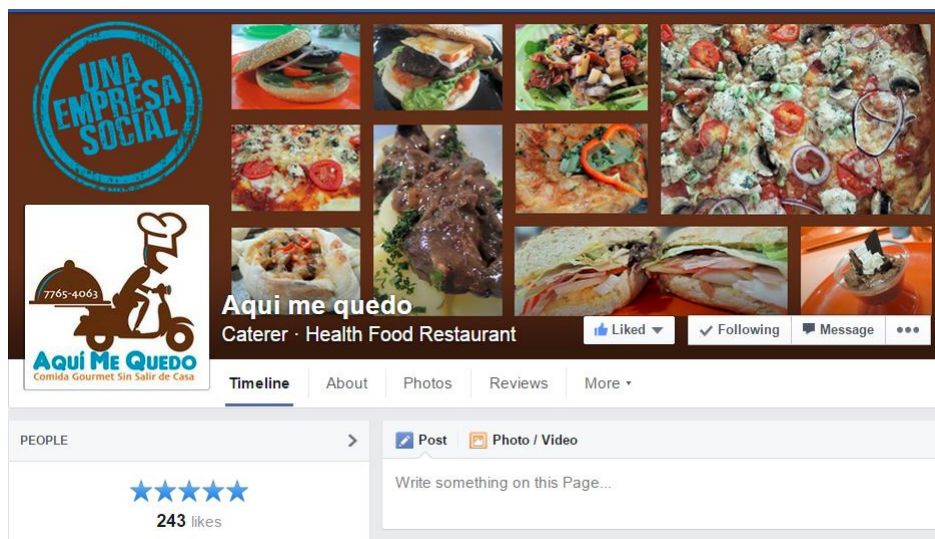


Katharine Pujol's Second Report

I am now entering my 5th month at Alterna. I am excited to report that one of my clients, Aqui Me Quedo, the gourmet food delivery service business launched last month and is doing extremely well! In just one month they are averaging 20+ orders/day (except for Wednesdays when they are closed) and already have 242 likes on Facebook!!! I'm so proud to be working with such inspiring and creative entrepreneurs like them! In September I helped design a comprehensive financial and pricing tool that we are continuing to refine as issues come up and we find more effective methods to accomplish targeted goals such as offering different kinds of discounts to acquire different customers and implementing different methods to track orders.



We were grateful that Aqui Me Quedo and a bunch of our other Alterna Entrepreneurs were able to participate in our Global Entrepreneurship Week Scavenger Hunt, "Ruta Alterna" in November.

Aqui Me Quedo during Ruta Alterna. The participants had to come up with lyrics about Aqui Me Quedo to a famous spanish song and then make a music video with Aqui Me Quedo during Ruta Alterna. The participants had to come up with lyrics about Aqui Me Quedo to a famous spanish song and then make a music video with them. It's on the their facebook page if you want to check it out!them. It's on the their facebook page if you want to check it out!



The "Ruta Alterna" Winning Team!!!



We had over 40+ participants (7 teams) running around Xela trying to locate 10+ Alterna Entrepreneurs who had designed games for the participants to play in order to learn about their businesses and help them with their marketing. For example Dona Dora, our in-house clean cookstove entrepreneur tested how many tortillas each team could make on their clean cookstove in 5 minutes. Of course at the end of the scavenger hunt we threw a big BBQ and ate all the tortillas along with some delicious Aqui Me Quedo food.



In other news, Salesforce is now up and running, helping us to keep better track of our clients, their progress, and have a contact database. I also have worked with the team to implement Trello as our main internal project management software. My new initiative is to establish an Impact Measurement, Evaluation, and Monitoring system for Alterna and its entrepreneurs. I have been busy at work surveying our current entrepreneurs in order to define what they think Alterna's 10 Core Metrics should be. The goal is to set up a metric system that not only illustrates the needs of our entrepreneurs, the needs of Alterna, and the needs of Guatemala's social entrepreneur ecosystem, but also to collect and analyze relevant metrics that inform operational decision making and how investors' decide to invest.