



# Oppor2nity Hiring

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# Business Model

- Value Proposition:
  - Oppor2nity Hiring provides training services in the hospitality industry in Colombia, which are positions in high demand in the current Colombian market, and would help those in need of a job, and thereby lowers poverty through an increase in jobs for all individuals, unlike other staffing agencies that may not provide beneficial step by step training.
- Income Drivers:
  - Contributed income drivers:
    - Grants for start up costs
  - Earned income drivers:
    - Pay employees less than what we charge clients
    - Commision from businesses to train employees
    - Placement services and training services



## Business Model cont.

- Cost Drivers:
  - Training in the Hospitality industry
  - Cost of services
  - Sales and Marketing
- Critical Success Factors:
  - Our ability to train employees
  - Our branding success (how effective our advertising will be in reaching unemployed individuals)

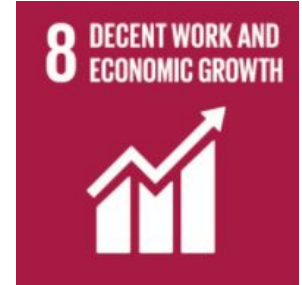


# Product Design

- Two week program that uses soft skill training regarding the hospitality industry
  - Includes soft skills such as:
    - Interacting with Guests
    - Etiquette and Presentation
    - Appearance and Professionalism
    - Resume building
- Tiered Option with 1 month and 3 month options
  - Includes extra services such as:
    - Follow up on employees to help with retention
    - Specialized training
    - More in depth initial training
- Classroom style setting



## Our Social Good



- Our main social good is to fight poverty by promoting new jobs in the hospitality sector. Through various trainings we will help people to be prepared with the knowledge and soft skills necessary to provide a good service in various workplaces such as: restaurants, bars, and tourist activities.
- We are aiming to tackle some of the SDGs, yet our social good is focused on SDG number 1 and 8: No Poverty and Decent Work and Economic Growth
- From an average poverty rate of 27% in the last two years, it will rise to 32% by 2021. That would be approximately 2.3 million people entering the poverty range.
- This initiative, which receives about 100,000 tourists per year, registered 60,000 domestic and foreign tourists during the last high season (December to January), so it is expected that by the end of 2019 the figure will double. The attractiveness of its offer is based on bird watching, visits to rivers, waterfalls, reserves and beaches with coral reefs. In addition, they are convinced that friendliness adds points to the destination, so the tourist's stay goes beyond knowing a beautiful place. Their big bet is to provide experiences.



## Our community

We have different communities that we would like to work with. A very important factor for our service is that in the whole tourism sector we can work with communities and territories that have been epicenters of violence in previous years. There are several options among which we have gradually opted for the department of Choco. However, we are very relieved that there are so many communities and territories that have bet on tourism in this new era in Colombia, these communities are located in the following territories:

- Sierra Nevada de Santa Marta
- Urabá Antioqueño
- Sierra de la Macarena
- "Hidden Paradises" in Mesetas, Meta
- Sibundoy Valley
- Florencia
- San Vicente del Caguan
- Cauca
- Vichada
- Montes and Palenque, Bolivar



## Market Demand

- High hotel demand in Colombia, hotel industry is on the rise and therefore the need for hospitality in Colombia is high as well
  - “We should expect an increase in hotel demand from business travelers in the main Colombian cities. As it is already happening, hotel chains will meet this demand more and more” (Bianchi, Blengini, Tiusabá)
- Hospitality industry ranked second as a profitable business in Colombia according to Expactgroup
  - “Colombia saw a record 4.5 million foreign visitors travel to its shores last year, helping grow the tourism sector by 3.3% in national GDP” (Fraser)
    - Saw record visitors in 2019, demand for hospitality workers in still on the rise



## Market Demand cont.

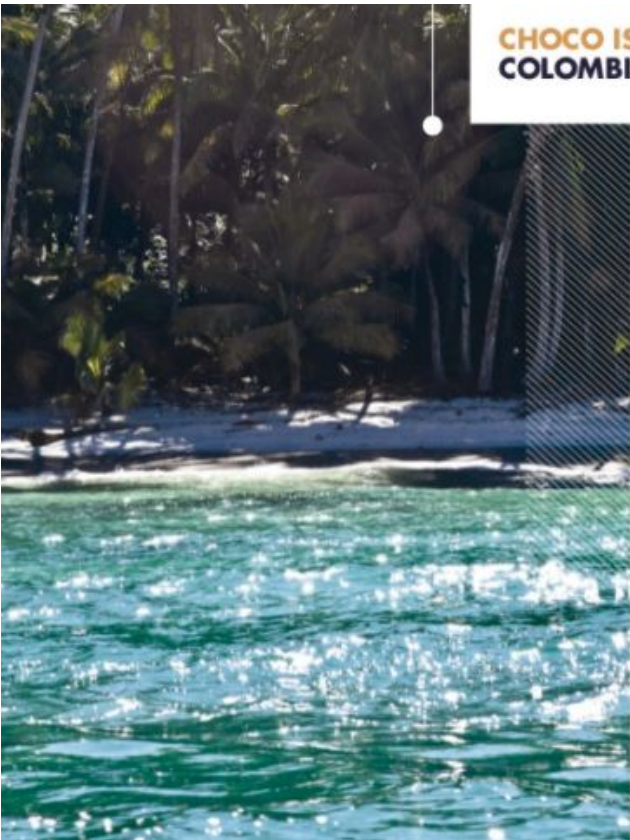
- Colombia has an abundance of hostels, which is the main focus our training service would want to employ individuals in
  - For example, Hostelworld as a company has 365 hostels in 56 cities around Colombia with over 119,183 reviews from guests, demonstrating how expansive this market truly is (hostelworld)





## Regional Market Demand

- The Chocó region, specifically is quite attractive in terms of Colombian Tourism as it is the only region that has 2 different oceans (Pacific and Atlantic ocean)
- Chocó has 5 touristy towns where there are many activities outdoors to be done. It's the only place in Colombia where tourists can enjoy whale watching, there are different natural parks, jungles, rivers and many other attractions
- In 2017 Chocó had 853 hotels, 584 travel agencies, 70 gastronomic establishments and 188 public service providers, which seeks to further develop the competitiveness of the sector to increase the influx of tourists there. Of these service providers, 85 are certified in quality standards and one is a heritage town of the department.



## CHOCO IS THE ONLY STATE IN COLOMBIA WITH TWO OCEANS



—the Pacific and the Caribbean – and different rivers. It is also home of three National Natural Parks: Utria, Los Katios, and Tatamá.

Choco's richness is breathtaking for those who enjoy natural, beautiful and unique surroundings.

It is divided into the following areas:

- ▶ Darién
- ▶ Northern Pacific
- ▶ Atrato
- ▶ San Juan
- ▶ Southern Pacific

**Capital:** Quibdó

**Area:** 46,530 km<sup>2</sup>

**Population (2018 estimate):**

515,145 inhabitants

**Average temperature:** 26°C - 28°C

**Coastline:** Approximately 700 km of Pacific coastline and almost 80 km along the Caribbean

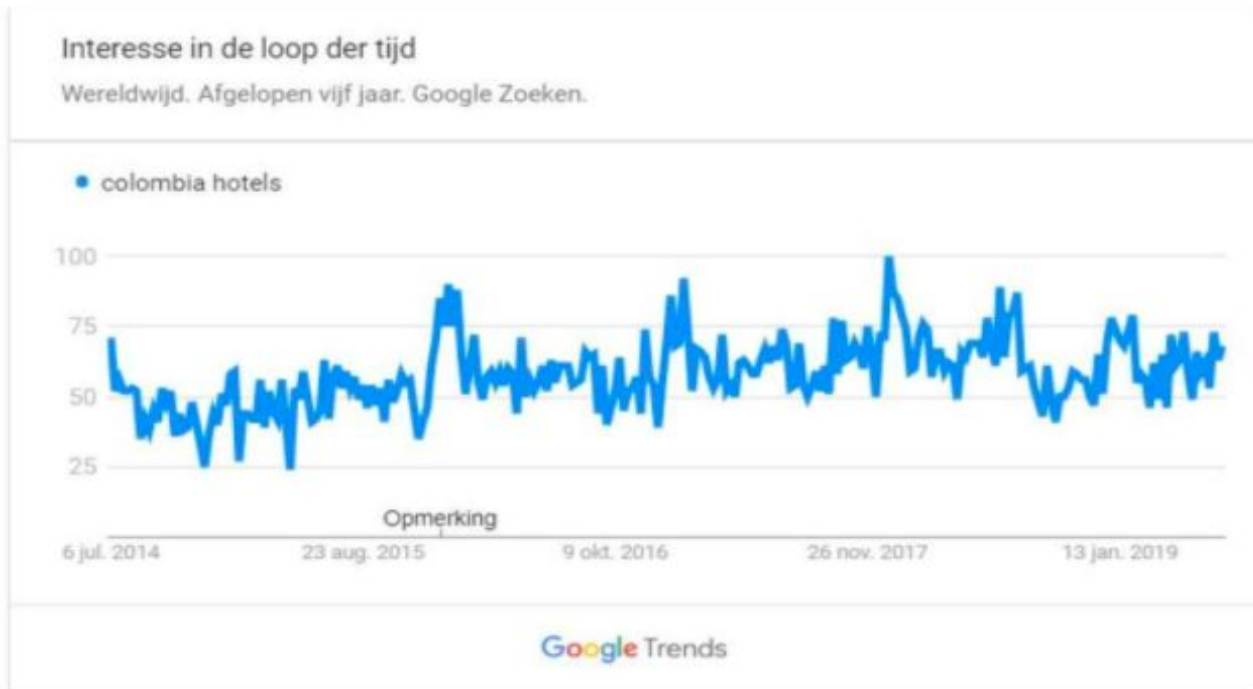


# 2030 Vision

## FOR CHOCO

Our 2030 vision for Choco focuses on sustainable, responsible, high-quality tourism as the way to bolster high value-added tourism, making the most of the Pacific region's natural and cultural diversity in order to build a path towards the region's productive and social development.

# Market Demand cont.





# Revenue Source

## Placement Service:

- Initial goal of 5 sendouts per month for first 1-2 years during start up
- Goal of 10 Sendouts per month after 3-5 years in business
- Earning \$2,000 per send out
- Goal of \$250,000 of annual revenue by 5th year

## Training Service:

- Tiered training program (paid for by clients)
  - Initial training (free, 2 week workshops)
  - Second tier soft skills training (\$20/session, month long training)
  - Third tier retention training (\$60/session, more in depth 3 month program during placement)



# Start Up Costs and Funding

## Costs:

- Total first year start-up cost: \$14,000 roughly
  - Rent/Office Space (\$300-\$700/month depending on location)
  - Computers/Office Supplies (\$700 per unit)
  - Licenses/Legal/Staffing fees (\$2,000-\$5,000)
  - Other funds/miscellaneous costs (\$3,000 subject to change)

## Funding Opportunities:

- Government grants (Such as the Tammer Fund, which can provide up to \$25,000)
- Social venture investment groups (Such as Human Kind Funds investing)



## Major Questions We Still Have

- Is the business expandable?
- Are there any leads on investment organizations?



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