

RECUPERA CH↑LE

COMMUNITY BASED RECOVERY

ENTREPRENEURIAL CONTEST IN COBQUECURA
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APPLICATION PROCESS

- ➔ APPLICATIONS RECEIVED: 29
- ➔ TOTAL AMOUNT OF FUNDS REQUESTED: \$111.729.462 CLP

CATEGORY	NUMBER OF PROJECTS	TOTAL AMOUNT OF FUNDS
CLOTHING	1	\$3.720.000
FOOD PRODUCTS	13	\$55.076.300
MARKETING	4	\$10.875.000
SERVICES IN GENERAL	2	\$6.426.000
TOURISM ACTIVITIES	4	\$16.739.500
TOURISM INFRASTRUCTURE	5	\$18.892.662

12 projects out
of 29 were
selected.



APPLICATION PROCESS

- ➔ APPLICATIONS SELECTED: 12
- ➔ TOTAL AMOUNT OF FUNDS REQUESTED: \$40.993.610 CLP

CATEGORY	NUMBER OF PROJECTS	TOTAL AMOUNT OF FUNDS
FOOD PRODUCTS	2	\$6.731.300
MARKETING	4	\$10.875.000
TOURISM ACTIVITIES	3	\$11.989.500
TOURISM INFRASTRUCTURE	3	\$11.397.810

HANDCRAFTED BREWERY

→ MATÍAS PICEROS

PROJECT COST: \$5.731.300 CLP (USD \$12,000)

BUSINESS IDEA: Matías wants to build/improve the infrastructure he has to craft beer with local products. He also needs to buy the machines needed for that. He has experience producing beer, has taken classes and assisted workshops. He wants to start the business with local products and sell into local restaurants where he knows the owners. In the long run he wants to associate with local farmers to buy the inputs from them. He has an adobe house in the from which he can use as a selling point (part of the house) and then make tours to the back of the house to show the beer making process.

HANDCRAFTED ICECREAMS

→ CARMEN PAZ CHAMORRO

PROJECT COST: \$1.000.000 CLP (USD \$2,000)

BUSINESS IDEA: Carmen wants to buy new machinery so she can produce handcrafted ice-creams with local products and fruits. She also wants to buy an ice-cream cart to sell in the beach. She already know the business as she sells ice-cream during the summer, but she travels to Chillán to buy it and it is not as good as a handcrafted one. She plans to also sell the ice-cream to restaurants, supermarkets and stores.

ADHESIVE VINYL

→ DANIEL EDUARDO ESPINOZA

PROJECT COST: \$5.430.000 CLP (USD \$11,000)

BUSINESS IDEA: Daniel wants to design and produce adhesive vinyls as a way to improve marketing in the town. His vinyls will be a innovative way to communicate tourists and locals different services and amenities available in the town.

TOURISM WEBSITE

→ DANIEL FUENZALIDA

PROJECT COST: \$4.850.000 CLP (USD \$10,000)

BUSINESS IDEA: Daniel wants to create a website and flyers to promote artisans and handcraft in Cobquecura. He wants to promote tourism in this area.

KOMBI SOLAR

→ ERIC SEGURA

PROJECT COST: \$4.246.000 CLP (USD \$9,000)

BUSINESS IDEA: Eric wants to buy equipment (solar panel and others) for his vehicle and travel around surrounding towns and markets to show and sell Cobquecura around so more people come in the summer and during the rest of the year. He also plans to sell typical products from Cobquecura, offer tourism information and packages and promote Cobquecura through marketing and brochures. He wants to be a kind of tourism agency and focus on tourism in the low season.

PHOTO COLLECTION BOOK

→ GLORIA CONCHA

PROJECT COST: \$595.000 CLP (USD \$1,200)

BUSINESS IDEA: Gloria wants to take beautiful pictures of Cobquecura during the four seasons and make a book that she can sell. The book will include stories, legends, traditions and recipes. Her idea is to promote Cobquecura through the book and pictures.

She needs to buy a digital camera and then design and print out the books.

KAYAKS RENTAL

→ MARIA ORELLANA

PROJECT COST: \$1.989.500 CLP (USD \$4,000)

BUSINESS IDEA: María wants to buy all the needed equipment to do kayaking and rent it out during the summer season. She has seen a high demand for it (many people ask for it), but there is no offer of such a service. It is a very easy to implement and operate business. She has a car to move the equipment from one place to another. She can potentially operate an office at NanoSurf (to make reservations).

ECOTURISM, BIKE CIRCUITS

→ ANGELINA DEL VALLE

PROJECT COST: \$5.000.000 CLP (USD \$10,000)

BUSINESS IDEA: Angelina wants to start a tourism circuit with her sons. Her idea is to rent out bikes and make circuits so a guide goes with the tourists and show them around.

TOURISM OPERATOR

→ WAHIDY ELJATIB

PROJECT COST: \$5.000.000 CLP (USD \$10,000)

BUSINESS IDEA: Wahidy wants to operate and manage a tourism agency to promote Cobquecura as a rural, heritage and gastronomic destination. She has experience with her husband in the tourism sector. She wants to aggregate the offer of services and products for tourists, set and office and a website and reach out tourists with products and promotions.

AGRO-TOURISTIC VILLAGE

→ LORETO PUIG

PROJECT COST: \$5.000.000 CLP (USD \$10,000)

BUSINESS IDEA: Loreto wants to improve her infrastructure as a rural destination. Currently, she has a kiosk where she sells food and drink items typical to the region, a small farm operation and an unfinished wooden structure. She would like to begin the first steps of having an eco-cabana destination for tourists in Pullay by building dome-like structures (single-bed cabanas) powered with solar energy. She would also like to finish out the current structure as a reception area and formalize the current farm into a more tourist friendly locale.

SPA AND HOT TUBS

→ FRANCISCA SEPÚLVEDA

PROJECT COST: \$4.197.810 CLP (USD \$10,000)

BUSINESS IDEA: Francisca wants to start a spa in Rehue street (the main street driving into Cobquecura). Her idea is to have two large round steam room/hot tub combos in addition to massage services and aromatherapy.

She plans to use the space inside her home to offer massage and aromatherapy, but wants to create an "outdoor escape" with the wooden structures that will serve as the steam baths.

HOT TUBS

→ SILVIA MARCHANT

PROJECT COST: \$2.200.000 CLP (USD \$5,000)

BUSINESS IDEA: Silvia wants to buy two wooden hot tubs and do the water connections for her cabins (Cabañas Borde Rio) to offer this service to the tourists at her cabins and also others. She has been adding different projects to these cabins (large outdoor grills, new kitchens, custom-made large wooden signage, a blow up pool for kids) for the last couple of years and wants to add this additional feature to her cabins for the tourist season next fall.



OUR PROPOSAL

SECOND ENTREPRENEURIAL CONTEST WINNERS

- FIRST PLACE: HANDCRAFTED BREWERY
- SECOND PLACE: ECOTOURISM, BIKE TOURS
- THIRD PLACE: KAYAKS RENTAL

We think the brewery is a great candidate for the first place since it is an innovative product, can create a tourism activity around it and can be developed in an adobe construction which is very attractive to Cobquecura.

As a second place we think that bike tourism circuits are a good candidate since they can actually do a great project with \$2,000 and improve the tourism offer (there are two potential candidates for this). For the same reasons we think that the kayaks rental business is a great candidate for the third place because they can actually buy the first kayaks with \$1,000 and start the business. It will improve the amount of activities available for tourists and both can be integrated with NanoSurf infrastructure.

An agency can be created there from where all tours can be contacted and booked. Aggregated offer of services.

SECOND ENTREPRENEURIAL CONTEST HONORABLE MENTIONS

- HONORABLE MENTION: TOURISM OPERATOR
- HONORABLE MENTION: HOT TUBS
- HONORABLE MENTION: TOURISM WEBSITE

Other interesting projects are the hot tubs since they would add another service for tourists that can be very demanded.

The tourism agency is also attractive, but it needs services and products which are not currently available in Cobquecura. Therefore our goal should be to focus on providing those first and then create the agency.

Other projects targeted the marketing issue. They were creative such as the book, tourism website or the vinyls, but we believe marketing should come after some services and products are created and not before.

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COMMUNITY BASED RECOVERY

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