



# SEEDS

2020 Impact Report





## SEEDS

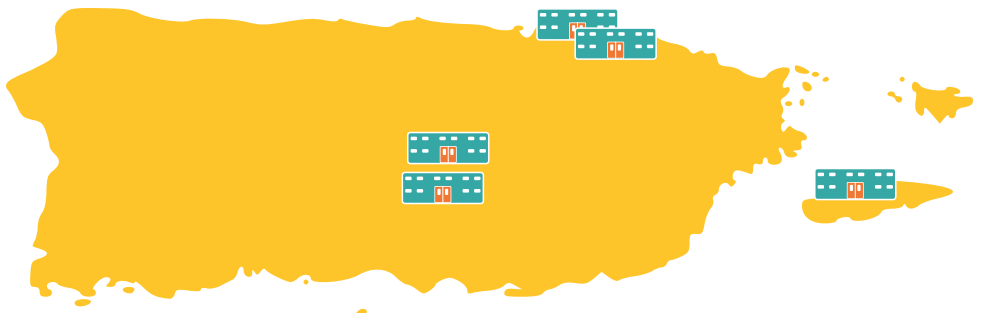
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SEEDS is a STEM based after-school program designed for public school students with a high economic need starting with the age group of 9-12.

Currently, we have impacted 100 students from five (5) municipalities: Guaynabo, Barranquitas, Vieques, Aibonito, and Toa Baja. Our curriculum teaches youth from public schools how to run a business using coffee as their learning tool. SEEDS allows students to tackle real-world business problems, learn financial literacy, engage in a mentorship program with industry and business leaders.

Youth entrepreneurship provides a path forward out of poverty, and to self-sufficiency not only for the youth themselves, but also for their families and communities. Developing the skills necessary for entrepreneurship allows youth not only to launch their small businesses, but also to learn financial intelligence and soft skills needed to enter the workforce successfully.


**84** Students Graduated



**5** Public schools located in **Aibonito**, **Barranquitas**, **Guaynabo**, **Toja Baja**, and **Vieques**



**5** Teachers

**22** Mentors  **100** Students Impacted

**25**

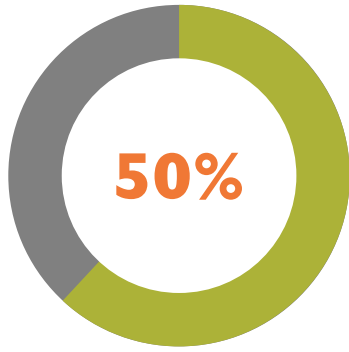
**New Student Businesses**



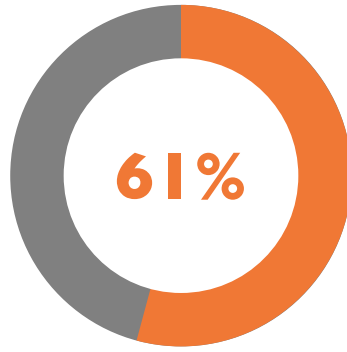
# SEEDS Survey Data

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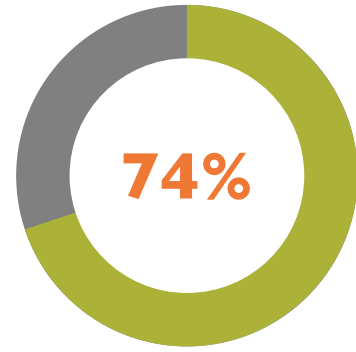
## Demographic Data:



Were female.



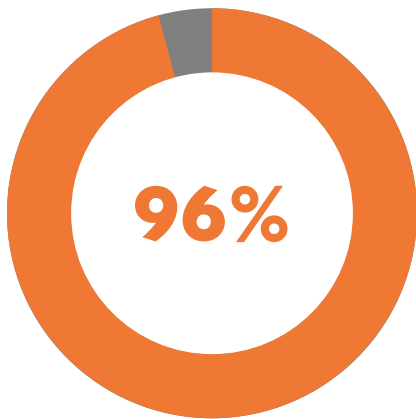
Were 11 years old.



Have internet service in their homes.

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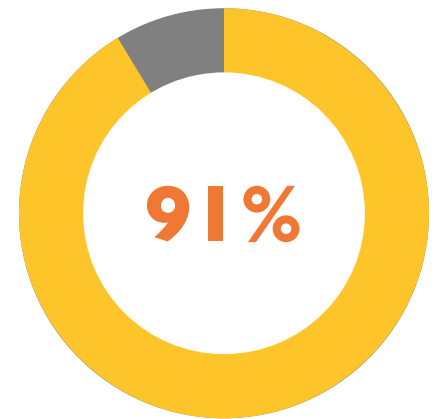
## After the first year of the SEEDS program:



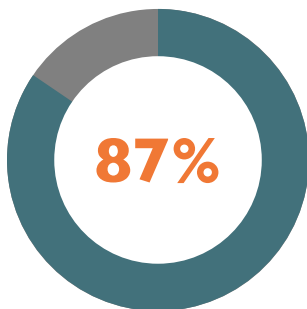
Have mentors who are supporting them.



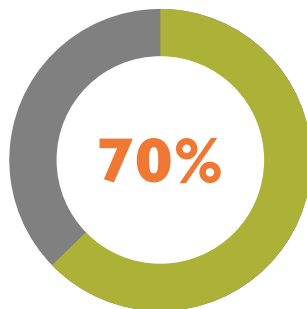
Know what entrepreneurship is.



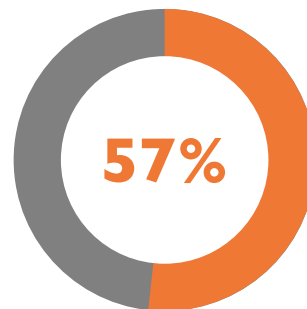
Want to be an entrepreneur.



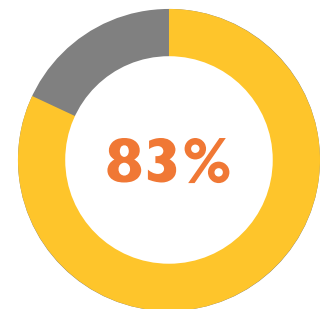
Feel equipped to launch a small business.



Feel confident.



Improved in public speaking.



Want to participate in the program again.





## 2020 SEEDS Economic Impact



Jahn,  
Co-Founder of  
Pets & Love  
Aibonito, PR  
@pets.and.love.4

Seed Funding



\$137

Contribution to  
Local Economy



\$80

Total Sales



\$423

Household  
Profits



\$423

Economic  
Impact



\$503



Janneliz  
CEO of  
Harvest Your Way  
Guaynabo, PR  
@harvestyourway.pr

Seed Funding



\$137

Contribution to  
Local Economy



\$500

Total Sales



\$985

Household  
Profits



\$622

Economic  
Impact



\$1485



Dara Ponce  
CEO of  
Juega Recicla y  
Comparte  
Guaynabo, PR

Seed Funding



\$137

Contribution to  
Local Economy



\$180

Total Sales



\$437

Household  
Profits



\$394

Economic  
Impact



\$617



# Strategic Alignment to United Nations Sustainable Development Goals

**1 NO POVERTY**

**4 QUALITY EDUCATION**

**5 GENDER EQUALITY**

**8 DECENT WORK AND ECONOMIC GROWTH**

**10 REDUCED INEQUALITIES**



## SEEDS Businesses

Types of businesses ranged from food to recycled products and fashion.

Topics covered included: "What is an entrepreneur?," "How to Manage an Account," "Financial Intelligence," "Negotiating," and "How to Pitch."

31 lessons in total taught by Puerto Rican teachers.

### SEEDS Business Profile: Tiestos Personalizados

School: Inocencio Cintrón Zayas in Barranquitas

Co-Founders: Ivan y Karieliz, 9 and 10 year olds

The brother and sister duo use recycled materials and convert them into decorative pots and candle holders. During the Covid19 pandemic they spent most of the summer working on their small business. They were outdoors in their yard looking for items to reuse and then resell.

Touch the Univision logo to watch the interview.



**TIESTOS**  
PERSONALIZADOS





# Student Testimonials

"I loved to learn about business creation, and I used the seed funding from our Cafe Ama Love sales to continue the production of our home gardens and make our company more successful."

- Janneliz, co-founder of Harvest Your Way, @harvestyourway.pr



"This program has created a lot of security for my daughter. She came up with a brilliant idea that really surprised me as her mother. She has a passion for cooking because it runs in our family. SEEDS has been a very valuable tool for her, and I know that in her future she will do something amazing."

- Mother of Jesmarie, founder of Good & Healthy



"SEEDS students were asked to rate the mentorship program from 1 to 10 and they all rated it at a 1,000. I am honored to be a mentor and invest in Puerto Rico's leaders."

- Alejandro Talavera, SEEDS Program Mentor



"The most I liked was the preparation of the mini-company because I shared with my colleagues and learned new ideas."

- Student from Inocencio Cintrón Zayas

"Excursions to learn how to handle the initial investment. Because that's where business development comes from."

- Student from S.U. Pasto





## LET'S BE FRIENDS

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