

Katharine Pujol's Project Description

Organization name: Alterna, 501(c)(3)

Location: Quetzaltenango, Guatemala

Organization Description: Alterna provides hands-on, goal oriented, and high quality business support to a stirring range of local social entrepreneurs. It's Central America's first center for social entrepreneurship and innovation. Alterna's mission is to develop and support the next generation of social SME's in Guatemala, enabling ordinary people to build successful social businesses, and achieve extraordinary positive impact. Alterna works towards this goal by focusing in three key areas: Cultivating impact through identifying entrepreneurs and businesses creating social and environmental value in their communities and providing them with high quality-hands on mentorship; Creating solutions through launching high impact social ventures, working closely with local and international entrepreneurs, innovators, and investors to develop sustainable business models that provide solutions to critical local needs; Strengthening networks through bridging the gap between local entrepreneurs and the resources that can accelerate their impact by leveraging partnerships with key institutions and organizations in the private, public, and academic sectors.

Position role: As a Social Business Development Fellow (Finance) I will have direct supervision of a minimum of 3 entrepreneur accounts, will provide specific support to other team members in the cultivation process and will support Alterna in developing financial strategic initiatives. Specifically, I will be helping to define and assist with implementation of tailored financial and strategic goals for entrepreneurs and will aid in creating custom financial systems to support entrepreneurial operations.

Other varying projects will include:

- Helping the social entrepreneurs that Alterna works with to create high-quality business plans focusing on social and environmental impact.
- Supporting entrepreneurs to achieve and assess their business goals and impacts.
- Developing Alterna's strategy – building the program and integrating Alterna into the social entrepreneurship ecosystem.
- Using your financial expertise to support our entrepreneurs with cost and data analyses and financial forecasts.
- Designing marketing and sales plans tailored to the needs of concrete local SMEs.
- Improving the logistics of our enterprise partners (the social ventures Alterna has set up directly).