



**Edgar Alan Delgado**  
**Library Director Virgilio Barco**  
**Avenida Carrera 60 N° 57-60; Teusaquillo, Bogotá**  
**Phone: (1) 5803010 Ext 3002**

**Yesenia Guauque**  
**Interweave Solutions Success Ambassador**  
**International NGO**  
**Cra. 50A#174b-67 Bogotá,**  
**3196529117**

**February 11, 2019**

Dear Director,

I am a Success Ambassador, certified for Interweave Solutions, an international NGO.

We work together in order to expand and share our advisory project for entrepreneurs, a project that allows them to create and strengthen their own business. This program is both affordable and successful, at only \$25 per person. At the end of our program the average participant reports a 94% improvement in business and a 95% improvement in savings. The program, with 14 units, lasts 2 months with two classes a week. Physical or digital manuals will be provided, as well as a certificate directly signed by Interweave Solutions for participants who complete the course and the course requirements.

The reason I am writing this letter is to ask you for the physical entity of the library for the development of classes and the dissemination of the program, with the sole objective of providing a powerful resource for library users interested in learning how to start and/or grow their micro-enterprises. In the following paragraphs, I will give details of what the MBS (Master of Business in the Streets) program consists of:

Interweave Solutions, an international nonprofit organization has developed an educational plan of 14 units, two hours a week (which can be adaptable depending in the availability of the participants). This training can be given face to face, or online, directed toward people who are found in the informal economy and need to know in a simple concise way how to make their micro businesses grow.

The participants will learn the following:

1. *Learn the 6P's: Plan, Product, Process, Promotion, Price and Paperwork.*
2. *How to create a business plan, a home/personal improvement plan, and a community service plan.*
3. *How to teach and counsel themselves and others in a group setting.*
4. *How to successfully save money.*
5. *How to make and keep short and long term commitments.*

If the participants complete all the requirements for the course, they can receive an MBS (Master of Business in the Streets) Certificate. The MBS program has helped thousands of people in the world create and grow their own microbusiness, improve their personal life and their community.

### **What are Interweave MBS self-reliance groups? (Masters of Business in the Street)**

The MBS self-reliance training was devised by Dr. Lynn Curtis, who holds a doctorate in adult literacy and international development, Dean Curtis, with a master's degree in education and assistant professor in communications and a successful entrepreneur from a multi-million dollar company, and David Curtis, MBA and successful entrepreneur.

The MBS material is based on six concepts and has been tested over the years in self-sufficiency groups in more than 25 countries including: Uganda, Haiti, Ecuador, Colombia, Zimbabwe, Democratic Republic of Congo, and Peru.



#### **1. The “6P’s”of business:**

It is a simple way to organize and analyze the functioning of a micro-business. We begin by learning the fundamentals that make up the 6P’s of a business: Plan, Product, Process, Promotion, Price and Paperwork. Each session is based on that scheme. It’s an adaptable program. Those who don’t have the money to invest have to start improving using a borrowed cardboard and bookmarks, others may need to create a web page. Each person starts with what they have, takes advantage of their skills, reading ability, experience and additional resources.



### ***2. The three circles of self-reliance:***

The MBS recognizes that an urban or village business does not develop in a vacuum or far from any other factor. Family challenges (alcoholism, health), community problems (crime, garbage) need to be alleviated within their own local context. Each MBS graduate will develop a family and community plan along with the implementation of actions that will contribute to the improvement and growth of their business and their neighborhood.



### ***3. The use of case studies:***

The study of different types of business development cases is useful but entrepreneurs who live a reality of precariousness often cannot assimilate these readings easily. The MBS self-sufficiency program uses the case study methodology by presenting simple images. The group listens to what the situation is, visualizes the image, and arrives with the others at the solution of the problems that have been identified. Leadership, trust and analysis are the learning obtained without having to depend on the reading ability of those attending the training.



#### **4. Group Model Support:**

Local business owners support and help each other and at MBS meetings, before graduating and obtaining certificates, they will perform community service activities for as long as they wish. Businesses often do not have the support of a local chamber of commerce or government that will defend their interests. After receiving their MBS certificate, graduates in their subsequent meetings set goals and hold each other accountable for solving their local problems.



#### **5. Close to Home:**

The MBS is taught and certified by Success Ambassadors wherever necessary: in the streets, churches, villages and in their own homes in order to reach the non-formal micro-entrepreneur. The MBS is adaptable and accessible. In addition to learning how to run a business, participants can also get an MBS certificate. For many, this will be their first certificate in their lifetime. They will be able to use it to access funding and show their children how important it is to receive an education.



## ***MBS through Self-Reliance Groups***

Each trainer or ambassador will belong to a self-reliance group of 15-20 people. Using methods to participate and work together they will obtain an MBS certificate by doing the following:

- Prepare and implement a business plan, quality of life and an act of service.
- Attend at least 80% of the 14 classes of two hours each.
- Participate in an act of service in the community.
- Send your plans to Interweave Solutions International to receive an MBS certificate.
- Continue to participate in their groups for at least six more months to set goals and help each other.

# PROPOSAL

If we reach an agreement to acquire an agreement with the Virgilio Barco Library, the following is generally stipulated, with rights to change at any time:

**Interweave Solutions commits to:**

1. Provide digital materials and web site support, official Interweave Solutions MBS training and curriculum.
2. Provide trainers.
3. Follow up so that participants complete the MBS requirements in the stipulated time.
4. Deliver the graduation certificates, personalized and the corresponding stamps of Interweave Solutions.

**Virgilio Barco Library will collaborate with us on the following:**

1. Promote or disseminate the MBS program to Library users.
2. To provide a place; video, boards, chairs and tables for the formation of the MBS.
3. Provide physical materials; photocopies of the support manual for each class, (3 sheets per class).
4. Give special recognitions, through a graduation; on a date agreed upon by all, the library collaborates with us a place for this event where they will be given the MBS certificate from Interweave Solutions, for users of the program. Other activities, snacks, expenses for this meeting, will be borne by the graduates. Participants can use this certificate to show Microfinance Institutions and obtain commercial credit, if necessary.
5. Pay \$25 dollars per participant to the representatives of Interweave Solutions for their work (this will cover the cost for printed manuals and certificates and will help a vulnerable population of the community receive training that will help improve the community.)





We thank you for your time and look forward to working with you,

---

**Yesenia Guauque**  
**CC; 52.868.870 from Bogota**  
**Success Ambassadors of Interweave Solutions**  
**3196529117**