

TEXAS STATE

UNIVERSITY

SAN MARCOS



OUR MISSION IS TO CHANNEL OUR TEAM'S ENTREPRENEURIAL SPIRIT & INITIATIVE INTO CREATING JOBS, USING A "HANDS-ON" APPROACH TO EMPOWER PEOPLE, PRODUCE PROFITS AND ENSURE SUSTAINABILITY.

Migrant Farmer Project

Relevant Factors & Need Assessment: 1,000,000 acres of U.S. farmland idle. Farmers & ranchers in Texas & New Mexico unable to harvest **ALL** crops & high unemployment in the area.

Target Audience: Famers, Ranchers, 300 Migrant Workers & WorkConnection - a firm providing outsourcing solutions.

Goal: Meet farmers' & ranchers' demand for labor by providing migrant workers with a job, a temporary place to stay, transportation, & basic living necessities.

Project Description - Applying Entrepreneurial Approach: Developed business plan to find, house, & transport 300 seasonal workers for 75 farmers & ranchers by:

- Helping to raise \$40,000 for facility improvements.
- Working with 4 government agencies to obtain permits & approvals, including H-2A Visas.
- Providing 240+ mattresses for living quarters.
- Helping to provide sustainable workforce for farmers & ranchers.

Results/Future Plans: Empowered 300 workers secured jobs improving their **standard of living**; Farmers & Ranchers have a sustainable workforce; WorkConnection became a viable business enterprise. **Future Plans:** transition workers out of temporary housing & expand WorkConnection.



Operation Build a Future: CUBA

Relevant Factors & Need Assessment: 500,000 government workers laid off in 2010 & entrepreneurial opportunity increasing due to **economic** upheaval.

Target Audience: Cuban entrepreneurs

Goal: Empower small business owners in Cuba with capital investment & business strategy to improve & expand their businesses.

Project Description - Applying Entrepreneurial Approach: Helped a small churro food service business increase efficiency & gross revenues, by:

- Converting energy source from kerosene to electricity.
- Expanding selling times from one to five times per day.
- Teaching the advantages of free market economics.

Results / Future Plans: Empowered entrepreneurial family, improved their **quality of life**, decreased inefficiencies by 90% & increased profits by over 100%. **Future plans:** return to Cuba in June 2011 to provide micro-loans to more entrepreneurs.



Nu Coupons

Relevant Factors & Need Assessment: Reduce marketing costs for small business owners during the recent recession.

Target Audience: Business people in San Marcos & Bryan - College Station, Texas, combined population of 300,000.

Goal: To cost effectively drive sales while reducing costs by 50%, increasing return on investment for small businesses.

Project Description - Applying Entrepreneurial Approach: Texas State SIFE student entrepreneurs:

- Developed a smart phone application that functions as a portable coupon book.
- Created a business plan to reach 50+ local businesses
- Promoted independent businesses' products & services
- Increased sales, cut costs, & increased return on investment

Results/Future Plans: Demand for the application mushroomed into a **regional effort reaching 100+ businesses** in two cities. Efforts **cut costs by 59.6%** on average & generated over **\$30,000 in sales**, attracting a multi-million dollar private equity buyout offer. **Future plans:** include expanding to more independent businesses, attracting sales from national chains, franchising the business model, or accepting a current offer from a venture capitalist.



Project Rain Barrel

Relevant Factors & Need Assessment: Meet financial challenges of severe school district budget cuts, address **environmental factors** & sustainability & provide a quality free enterprise education.

Target Audience: Inner-city disadvantaged youth who need to learn initiative, personal & community responsibility, and free enterprise principles: 78% of the students are at-risk; 22% are teen parents; 40% are economically disadvantaged.

Goal: Expand our herb garden plots from 17 to 33, increase revenue by 30% annually, and install a rainwater system to reduce expenses, becoming self-sufficient and saving money for the school district.

Project Description - Applying Entrepreneurial Approach: Empowered disadvantaged youth through free enterprise initiatives by:

- Expanding herb garden plots from 17 to 33.
- Raising funds to purchase a rain barrel system.
- Reducing dependence on municipal utilities.
- Saving the school district's money.



Results/Future Plans: Installed a \$1,700.00 rainwater collection & irrigation system, reduced expenses, & increased self sufficiency. **Future plans:** include further expansion of the garden beds, selling locations, & rain barrel system to ensure long-term **sustainability** of the student run business.

Points of Pride

Team Highlights

Online Project Database
SIFE Alumni Newsletter
Self-Replacement Policy
Business Advisory Board

Description

Cloud computing facilitating organizational efficiency
Communicates the SIFE message – reaching over 1200 former SIFERS for 14 years
50 SIFE officers annually recruit, develop, & mentor their very own successors
28 Members helped plan, develop, & organize projects

Profit Centers: Empower ourselves so we can empower others - NEW!!!

FEED: Free Enterprise Educational Development Hands-on free enterprise project in 8 Elementary Schools.	\$2,500 in profit - 120+ SIFE students involved
Warrior Dash: National initiative for team development	\$2,250 in profit - 50 SIFE students involved
Race For Relief: 5K run sponsored by TX State SIFE	\$8,000 in profit - 198 Entrants in race, 50+ SIFE students, & 33 Community Sponsors.
Lolita's Tacos: Partnership with a local San Marcos, Texas business to double distribution & increase profits	\$4,000+ in profit - 25+ SIFE students involved
Project Rain Barrel: Green bands were sold to finance rain collection system for Project Growth at Garza High School	\$1,700 in profit - 15 SIFE students involved

