

# **BASTIAT ENTREPRENEURS CLUB**

## **A Program of The Bastiat Society of Venezuela**

### **Mission**

To educate and empower young Venezuelans in entrepreneurship using global tools, fostering the knowledge and skills necessary to start new businesses or enhance existing ones.

### **Vision**

To be the leading club in entrepreneurial education in Venezuela, creating a robust community of successful and innovative entrepreneurs.

Joining the Bastiat Society Entrepreneurs Club offers numerous benefits to both its members and the society itself. Here's a detailed list of the gains:

### **Benefits for the Bastiat Society**

1. **Increased Recognition:** Hosting the Entrepreneurs Club enhances the Bastiat Society's visibility and prestige within Venezuela and beyond, positioning it as a key player in entrepreneurial education.
2. **Brand Positioning:** Establishing the club helps solidify the Bastiat Society's brand as a leader in promoting free-market principles and entrepreneurial spirit.
3. **Email Database Growth:** Organizing events and activities attracts new members, allowing the Bastiat Society to expand its email database, which can be used for future outreach, marketing, and engagement.
4. **Platform for Free Market Ideas:** The club serves as an ideal platform to share and promote free-market ideas, principles, and policies, fostering a deeper understanding and appreciation among young entrepreneurs.
5. **Community Building:** Creating a sense of community and belonging among members who share similar values and goals, filling a void for such spaces in Venezuela. This network can lead to long-lasting relationships and collaborations.
6. **Engagement Opportunities:** Regular events and activities provide numerous touchpoints to engage with members, gather feedback, and refine the society's offerings.
7. **Mentorship and Leadership Development:** By providing mentorship opportunities, the society helps cultivate the next generation of leaders who are aligned with its values and mission.
8. **Impact on Local Economy:** Empowering young entrepreneurs contributes to economic growth and innovation in Venezuela, showcasing the positive impact of the society's initiatives.

9. **Content Creation:** Events and activities generate valuable content (videos, articles, success stories) that can be shared on social media and other platforms, enhancing the society's online presence and credibility.
10. **Policy Influence:** A strong network of successful entrepreneurs can be a powerful voice in advocating for policies that support business growth and free markets in Venezuela.

## Specific Gains

1. **Networking Opportunities:** Members gain access to a network of like-minded individuals, potential business partners, mentors, and investors.
2. **Educational Resources:** Access to high-quality education through conferences, workshops, and mentorship programs that provide practical knowledge and skills.
3. **Practical Experience:** Regular Ca\$hFlow game sessions and other interactive activities that offer hands-on experience in financial management and business strategy.
4. **Personal Growth:** Opportunities for personal development through leadership roles, public speaking, and active participation in club activities.
5. **Exposure to New Ideas:** Interaction with expert speakers and successful entrepreneurs introduces members to innovative ideas and global best practices.
6. **Sense of Belonging:** Being part of a supportive community that shares similar values and goals, which is particularly valuable in a challenging environment like Venezuela.
7. **Support System:** Access to a network that can provide advice, support, and resources during the entrepreneurial journey.

## Broader Impact

1. **Revitalizing the Entrepreneurial Ecosystem:** The club contributes to rebuilding and strengthening the entrepreneurial ecosystem in Venezuela, which has faced significant challenges.
2. **Inspiration and Motivation:** Success stories and achievements of club members can inspire and motivate other young individuals to pursue entrepreneurship.
3. **Cultural Shift:** Promoting free-market principles and entrepreneurial thinking can lead to a broader cultural shift towards innovation, self-reliance, and economic freedom.
4. **Long-Term Economic Benefits:** A vibrant entrepreneurial community can lead to job creation, economic diversification, and increased resilience against economic challenges.

## Short-Term Goals (1 Year)

1. **Conduct Four Conferences:** Organize and execute four high-quality conferences featuring expert speakers on entrepreneurship.
2. **Establish Regular Ca\$hFlow Sessions:** Host regular Ca\$hFlow game sessions to help members practice financial and business skills.
3. **Grow Membership:** Increase the number of active members to at least 500.
4. **Marketing and Outreach:** Launch a comprehensive digital marketing campaign to raise awareness about the club and its activities.
5. **Gather Feedback:** Implement post-event surveys to gather feedback for continuous improvement.

## Mid-Term Goals (2-3 Years)

1. **Expand Educational Offerings:** Introduce workshops, online courses, and mentorship programs to provide more in-depth entrepreneurial training.
2. **Strengthen Partnerships:** Form strong alliances with universities, companies, and other entrepreneurial organizations to provide additional resources and opportunities for members.
3. **Increase Event Participation:** Grow attendance at conferences and Ca\$hFlow sessions to average 300 participants per event.
4. **Develop an Alumni Network:** Create a network of past members who can offer mentorship and support to new entrepreneurs.
5. **Financial Sustainability:** Achieve financial sustainability through sponsorships, partnerships, and possibly a membership fee for advanced programs.

## Long-Term Goals (4-5 Years)

1. **National Recognition:** Become recognized as the premier entrepreneurial club in Venezuela, known for producing successful entrepreneurs and innovative businesses.
2. **Scale Impact:** Expand the club's reach to include multiple chapters in different regions of Venezuela.
3. **Influence Policy:** Collaborate with policymakers to advocate for a more favorable environment for entrepreneurs in Venezuela.
4. **Global Connections:** Build connections with international entrepreneurial organizations to provide global opportunities for members.
5. **Comprehensive Support System:** Develop a comprehensive support system that includes funding opportunities, incubator programs, and advanced business development resources.

## Key Indicators of Success

1. **Participant Growth:** Steady increase in the number of members and event attendees.
2. **Member Satisfaction:** High satisfaction ratings from post-event surveys and feedback.
3. **New Businesses:** Number of new businesses started by members and the success rate of these businesses.
4. **Community Engagement:** Active participation in networking and mentorship programs.
5. **Financial Health:** Achieving budget goals and financial sustainability.

## Budget

1. **Conference Costs (4 per year)**
  - **Venue Rental:** \$325 per event x 4 = \$1300
  - **Audiovisual Equipment:** \$200 per event x 4 = \$800
  - **Speakers Fees:** \$100 per speaker x 3 speakers per event x 4 events = \$1200
  - **Printing, Certificates and Advertising Materials:** \$100 per event x 4 = \$400
  - **Catering and Refreshments:** \$49 per event x 4 = \$196

2. **Ca\$hFlow Game Sessions**
  - **Purchase of Board Games:** \$75 per game x 10 games = \$750
  - **Maintenance and Replacement of Games:** \$50 per year
3. **Marketing and Advertising**
  - **Social Media Advertising:** \$100 per month x 12 months = \$1200
  - **Graphic Design:** \$200 per year
  - **Email Marketing:** \$50 per month x 12 months = \$600
4. **Administration and Other Costs**
  - **Administrative Staff (part-time):** \$350 per month x 12 months = \$4200
  - **Office Expenses:** \$50 per month x 12 months = \$600
5. **Contingency**
  - **Emergency Fund:** \$500

**Total Annual Budget: \$12,000**

## Strategic Planning

1. **Strategic Objectives**
  - **Continuous Education:** Organize four annual conferences with expert speakers.
  - **Networking:** Provide spaces for idea exchange and collaboration among members.
  - **Real Practice:** Offer regular Ca\$hFlow game sessions to practice financial and business skills.
  - **Community Growth:** Increase the number of active and engaged club members.
2. **Implementation Strategies**
  - **Strategic Alliances:** Establish collaborations with universities, chambers of commerce, and companies.
  - **Mentorship Program:** Create a program where experienced entrepreneurs guide new members.
  - **Continuous Improvement:** Conduct surveys after each event to gather feedback and improve continuously.
3. **Success Indicators**
  - Number of participants in conferences and events.
  - Participant satisfaction levels.
  - Number of new businesses started by members.
  - Growth in participation in Ca\$hFlow sessions.

## Marketing Plan

1. **Market Analysis**
  - **Target Audience:** Young entrepreneurs, university students, and young professionals in Venezuela.
  - **Competition:** Other entrepreneurship clubs, incubators, and business training programs.
2. **Marketing Strategies**
  - **Digital Marketing:**
    - Social media advertising (Facebook, Instagram, LinkedIn).

- Creating valuable content (blogs, videos, podcasts) related to entrepreneurship.
    - Utilizing SEO to improve online visibility.
  - **In-Person Events:**
    - Participation in job and entrepreneurship fairs.
    - Organizing meetups and informal networking sessions.
  - **Referral Programs:**
    - Encouraging current members to invite new participants with exclusive benefits.
3. **Communication Channels**
- **Social Media:** Regular posts and paid campaigns.
  - **Email Marketing:** Monthly newsletters.
  - **Website:** Updated information on events, educational resources, and success stories.
  - **Media:** Collaborations with blogs and magazines specializing in entrepreneurship.
4. **Implementation Timeline**
- **Months 1-3:** Launch digital marketing program and organize the first event.
  - **Months 4-6:** Evaluate initial marketing campaigns and make necessary adjustments, hold the second event.
  - **Months 7-9:** Expand strategic alliances, third event, and promote Ca\$hFlow sessions.
  - **Months 10-12:** Annual review of strategies, fourth event, and planning for the next year.

## **Benefits for Donors of the Bastiat Society Entrepreneurs Club**

Donating to the Bastiat Society Entrepreneurs Club offers numerous benefits for individuals and companies who contribute. Here is a detailed list of the benefits that donors will receive:

1. **Recognition at Every Event:** Donors' names or their company names will be prominently mentioned and acknowledged at all four annual conferences and events hosted by the club. This recognition demonstrates their support for entrepreneurial education and free-market principles.
2. **Automatic Membership in the Bastiat Society:** Donors will receive automatic membership in the Bastiat Society, granting them access to all society events, resources, and networking opportunities.
3. **Tax-Exempt Donations:** Donations made to the Bastiat Society Entrepreneurs Club are tax-deductible under the 501(c)(3) status, providing financial benefits to donors by reducing their taxable income.
4. **Logo Displayed as "Allies" on Website:** The logos of donor companies will be displayed on the Bastiat Society's website under a dedicated "Allies" section. This online visibility showcases their commitment to supporting entrepreneurship and free-market values.
5. **Marketing and Brand Exposure:** Donor companies will benefit from increased brand exposure through the club's marketing materials, event programs, and social media

campaigns. This can enhance their reputation and visibility within the community and among potential customers.

6. **Networking Opportunities:** By participating in club events and activities, donors will have the chance to network with other supporters, entrepreneurs, and thought leaders. This can lead to valuable business connections and collaborations.
7. **Positive Public Relations:** Supporting a program that empowers young entrepreneurs and promotes economic development generates positive PR, highlighting donors as socially responsible and community-focused.
8. **Influence and Impact:** Donors will have the satisfaction of knowing their contributions are making a tangible difference in the lives of young Venezuelan entrepreneurs, helping to create a more vibrant and resilient economy.
9. **Exclusive Invitations:** Donors will receive exclusive invitations to special events, VIP receptions, and private meetings with guest speakers and key figures in the entrepreneurial community.
10. **Annual Impact Report:** Donors will receive an annual report detailing the impact of their contributions, including success stories, program achievements, and future goals. This report provides transparency and demonstrates the effectiveness of their support.

By offering these benefits, the Bastiat Society not only acknowledges and appreciates the generosity of its donors but also provides them with valuable advantages that reinforce their commitment to fostering entrepreneurship and free-market principles in Venezuela.

By implementing the programmatic structure, we will be well-positioned to continue educating and empowering young entrepreneurs in Venezuela, continuously adapting to market needs and opportunities.

By focusing on short-term, mid-term, and long-term goals, the Club can ensure that it effectively fulfills its mission and achieves its vision of becoming a cornerstone of entrepreneurial education and support in Venezuela.