



LATIN AMERICAN BUSINESS ORGANIZATION

Our mission is to increase economic prosperity and business growth opportunities for Latin American Businesses and Communities.

Our vision is to be the go-to Latin business resource, advocacy and community partner.

www.labous.org

LATINO BUSINESS IN THE U.S.

ABOUT LABO

LABO is a 501 © 3 non-profit membership organization; our mission is to increase economic prosperity and business growth opportunities for Latin American businesses. LABO strives to achieve mission-driven success by ensuring its members can access culturally appropriate training and development resources in the following areas: Organizational Development, business grow and sustainability, Technology, Financial, Marketing, and Communications.

LABO believe in advancing the mission that is developing Latin business owners with the tools to scale their businesses. We believe their empowerment will contribute to Central Mass via jobs, it will build additional leaders and will create a generation of companies.



DIVERSITY MEANS BUSINESS!

A MESSAGE FROM THE PRESIDENT AND EXECUTIVE BOARD

We are grateful that you have taken the time to read this valuable information about how LABO can support and help grow your business. Our organization has worked tirelessly to make membership accessible and to provide a wealth of benefits to support business growth. We understand the challenges and obstacles that impact the success of Latin minority-owned businesses and have focused on addressing these key issues.

As a united voice representing the Latino business community, LABO leverages its connections within the state, city, business sector, and financial industries to create opportunities for prosperity. Your membership will play a crucial role in securing the resources needed to achieve these goals.

We believe that your membership in LABO will pave the way for your business to prosper, and we look forward to welcoming you to our community.

Sincerely,

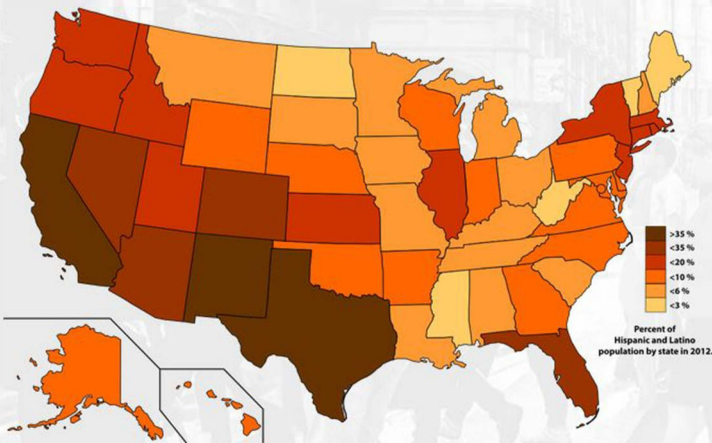
The President and Executive Board

JOIN US!

Why LABO?

While Latinos have the highest workforce participation rate and are leading homeownership and new business formations, closing the wealth gap has been slow

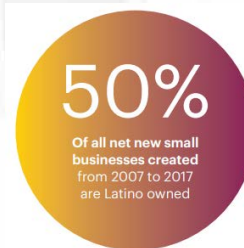
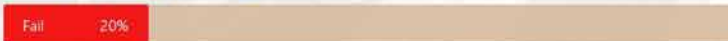
- As of 2020 62 million Hispanics/Latinos live in the United States; accounts nearly 20% of the U.S. population
- Nearly 4.7 million Latino-owned businesses in the United States, making it the fastest growing segment of U.S. small businesses
- Latino-owned companies have grown 35 percent in the last 10 years
- There are over 2 million Latina-owned businesses in the U.S, a growth of more than 87% since 2007
- Latino-owned Business Not receiving Venture Capital 99%
- Biggest challenges for Latino-owned businesses is lack of funding opportunities, which limits growth and prosperity



50% Latino Owned Business Will Fail In The First Year



20% Will Fail In The First Year



We are the bridge for Latino business owners to achieve financial security. We have a clear vision to advocate for Latino businesses to raise strong leaders that can become the next game-changers! We have the educational resources required for venture capital funding. Critical component that creates prosperity and economic growth within the Latin communities.

"Latinos are a growing youthful and highly productive cohort that will drive future U.S. economic and population growth - and Latin-owned businesses are an overlooked investment opportunity."

-Bain Report 2021

MEMBER BENEFITS

As a LABO Business Member, you are part of a vast network of diverse businesses and professionals who share a shared vision of improving economic success.

LABO Membership Benefit Highlights

- One business highlight story on LABO's newsletter and website
- Company logo on LABO's website with link to your website
- Access to LABO's events and annual meeting reception
- Opportunity to host, brand, participate in LABO's event
- Educational programs for businesses and employees
- Job Postings through LABO's email E-newsletter
- Inclusion in LABO's online businesses directory
- Sponsorship opportunities
- Networking and referral opportunities
- Recognition & Awards
- Member-to-member discounts
- Advertisement opportunities



MEMBERSHIP LEVELS

INDIVIDUAL

Sole Proprietor

\$349.99 yearly / \$28.99 monthly

- Join the premier Latino business development organization based in Massachusetts
- Maximize your networking potential with access to over 24 events per year
- Benefit from mentorship and support at all stages of your business journey
- Enjoy member discounts on all LABO events (10% Expo)
- Gain exclusive access to valuable resources
- Get help navigating the complexities of permits, licenses, and legal paperwork
- Start and enhance your business through training, education, and economic growth opportunities
- Take advantage of professional, personal development, leadership and training opportunities
- Get informed on grants and access to capital
- Showcase your business on the LABO News Show and promote it with a ribbon-cutting ceremony opportunity
- Be recognized as Member of the Month or receive end-of-year awards
- Join the Worcester Regional Chamber of Commerce for free with standard benefits
- Save with member-to-member discounts
- Access the online business directory to establish business-to-business connections and promote your business
- Promote your business by sharing LABO's table at Woosox Wepa games

CORPORATE

3 Employees Included

\$749.99 yearly / \$72.99 monthly

- Receive the same benefits as Individual / Sole Proprietor Member
- Promote your business through three marketing emails per year
- Take advantage of sponsorship opportunities for increased visibility
- Job Postings through LABO's email E-newsletter and website
- Enhance your business exposure through advertising opportunities

MEMBERSHIP ROADMAP



Startup

Thorough preparation is important when you're trying to decide which business to start. Choosing what's right for your business.



Need to Grow

Review of the business and steps to take to grow your business,



Member Benefits

Meet to discuss the membership benefits



Ribbon Cutting

LABO will work with the community and media to promote the grand opening/ribbon cutting ceremony



Networking / Referrals

Networking, business-to-business events, workshops, webinars, collaborative events and roundtables



Have a Business

Need analysis; Determine needs and next steps. Define, Measure, Analyze, Improve and Control (DMAIC)



Membership Registration

Sign up for LABO membership



LABO News

Sign up for an exclusive interview with LABO News Host – Creciendo sin Limites



Contact You

Membership case manager will reach out to evaluate needs and come up with plan of action



Thrive

Grow, prosper, develop vigorously and mentor. Improve the bottom line.



FREQUENTLY ASKED QUESTIONS

FAQ.

Q: What is the duration of my membership?

A: Your membership is valid for one year with options to renew.

Q: How many employees are cover under my membership?

A: Coverage depends on the type of membership that you signup for.

Q: Can I cancel my membership at any time?

A: Yes, you can cancel at any time; however, there are no refunds.

Q: Are events covered under my membership?

A: As a member of LABO and type of membership, some events are 100% free, where others are at a reduced price for being a member.

Q: Can I send someone else other than me to an event either included or paid for?

A: Absolutely; however, we encourage you not to miss any events.

Q: Does being a member gives me free advertisement?

A: As a valuable member, you will get first pick and steep discount for any advertisement opportunities.

Please visit: www.labous.org for more information.



Join Us

Our vision is to be the go-to Latin business resource, advocacy and community partner. Empower the Latin business community by fostering recognition, value and a sense of being heard.

LABO

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www.Labous.org

Email: info@LABOus.org

LABO, Inc. 33 Highland St Worcester, MA 01609
508-373-2042

BECOME A MEMBER
TODAY!

