

Bootcamp Revenue Accelerator

EXECUTIVE SUMMARY

Cash, Margin, Velocity, Growth

INTRODUCTION

As 2024 unfolds, small businesses around the United States are bracing for the potential impact of an economic recession. In such times, being well-prepared can make the difference between weathering variables and significant challenges. For small businesses, which often operate with limited resources and tight margins, the need for strategic planning and robust preparation is even more critical. Our program is designed to provide small business owners with practical, actionable hands on and the know how to fortify their enterprises against the impending economic downturn.

The focus will be on key areas such as financial management, operational efficiency, market adaptation, and emotional resilience. By adopting a proactive approach and implementing strategic changes, small businesses can not only survive a recession but possibly emerge stronger and more competitive. The upcoming sections will delve into these topics, offering insights and tools that small business owners can use to navigate the uncertain economic landscape of 2024.



ENTREPRENEUR REVENUE ACCELERATOR OR BOOTCAMP LEGACY WEALTH 2024

Wealth creation historically is taught verbally by the wealthy to the next generation. That is why wealth in world history has predominantly stayed within a few families. Now, generating wealth and transfer of that wealth to the next generation through small business ownership can be taught to all those that attend the CEO Bootcamp Revenue Accelerator Program. At Northern Virginia Hispanic Chamber of Commerce, we guide entrepreneurs on a quest to generate legacy wealth by owning a "profitable business that works without the owners with the goal of creating scalability, profitability and sustainability.

The program consists of twenty (25) hours of core training divided in three (3) modules, plus **monthly technical assistance** and one on one coaching with team building activities prepared for business owners to **thrive despite the crises**, because business owners, entrepreneurs and C-level executives need to create or modified a new profitable and sustainable money-making model for this NEW Economy.

The first twenty hours (25) hours of core instruction and team building activities included in (3) modules:

Module 1: Build a Stepwise Plan for More Revenue – Creating Your Wealth Minded Identity and Road Map.

Module 2: Accelerate Systems to Obtain More Customers in the New Economy & Build Value to Sell – Increase Your Revenue.

Module 3: Inspire Your Employees & Subcontractors towards your Success – Getting the Most Profitable Things Done First.

Participants will learn how to create the business and life balance desire by developing strategies that scale the business and drive revenue with increased margins, using systems that inspire employee performance. The coaching program designed to learn to think strategically to solve problems, develop a realistic plan, and acquiring the discipline to execute the business's highest priorities. Emphasis is placed on implementation, not just creating a plan.

HOW REBUILDING START?

During the program, we focus on deciphering together the secret to overcome the challenges ahead. The key to success during a recession or economic crisis is not focusing on the current business model; it has to do with focusing on one's desire to scale up in the new economy post-COVID-19 to increase revenue. The modules examine and develops the following:

1

The 3 Key Questions Every CEO/Business Owner Must Answer.

2

The Financial Building Blocks You Must Have to Make Money.

3

The Areas to Boost for a Money-Making Model.

- Number of Prospects
- Conversion Rate
- Purchase Amount per Customer per Transaction
- Number of Transactions per Customer per Year
- Profit Margin



These Drivers become a basic equation for a business that breaks down goals for wealth and dictates the basis of a new economy business model:

Driver #1:

Number of Prospects: These are the consumers, businesses and/or agencies that define potential customers during/after COVID-19. These are the numbers of organizations communicated with over 12 months.

Driver #2:

Conversion Rate: This is the percentage of prospects that become customers.

Driver #3:

Purchase Amount: Retail stores and restaurants typically use the average dollar amount spent by customers during a visit. Service businesses use either a contract amount or a billing rate.

Driver #4:

Transactions: This is the average number of transactions per customer per year, such as billable hours per customer.

Driver #5:

Profit Margin: The current profit margin is determined by dividing net profit (sales minus expenses) by net revenue. If the profit margin is 12% for every one dollar in revenue received, 88 cents go to costs, and 12 cents is profit. This percentage is an indication of how cost-effectively a business operates.



Remember, every business large or small are the same inside. Every business need: **“Cash, Margin, Velocity, Growth, and Customers** The difference between a good company and a great company has to do with understanding, creating, and utilizing this money-making model. Many business owners do not know their money-making in the Old Economy, let alone after COVID-19.

Therefore, pivoting and adapting are key in the revenue model in the new economy. We develop a customized Entrepreneur Think Tank that is adaptable to diverse audiences and based on multiple variables and industries. We carefully reviewed and take in consideration:

- Situation of the Business
- Stage of Business Life Cycle
- Industry Focused
- Demographic Groups
- Flexible Formats

What Do We Accomplish?

These action plan and hands-on coaching program are designed to learn to think strategically to solve problems, develop a realistic plan and acquire the discipline to execute their highest priorities. Also, the activities will affirm your business goals, revise your processes, and will drive revenue with higher margins, using systems that also inspire employee performance.

Emphasis is placed in implementing the plan, not just creating a plan with real-world, actionable steps to:

- Increase revenue and profits.
- Eliminate owner dependency.
- Create loyal and profitable customers that create predictable revenue.
- Empower and retain your key personnel.
- Build documented equity in your business worth millions of dollars.



OUR BUSINESS COACHES

Russell C. Teter III

Russell is a certified coach / facilitator and has coached over 16,000 business owners/executives during a 30-year career across nearly every major industry sector, specializing in government contractors. Russell transforms firms by developing organizations that results in faster growth, greater profits, and higher value.

His years of knowledge, skills and passion are the cornerstone of the Legacy Wealth program. Russell creates and conducts executive training/consulting for Entrepreneurs of independently owned businesses, their teams, franchisees, non-profits, and government agencies. He is certified by Franklin Covey and Dale Carnegie -- the world's premier leader in the areas of strategy execution, decision making, customer loyalty, leadership, and individual effectiveness. He is also a Certified Value Builder Coach, Kaufman Foundation Tec Venture facilitator and facilitator for Dale Carnegie Training.

He has acquired hundreds of millions of dollars in equity/debt financing for his clients; coordinated/facilitated thousands of training programs; obtained/managed multi-year government contracts; assisted in developing leadership materials for Fortune 500 executives; performed tax/bookkeeping/auditing services for profit & non-profits; managed non-profits and handled legislative/constituent issues for a Member of Congress at his Capitol Hill office. Russell also served as an AmeriCorps member (First Class, First Campus) where he focused on at-risk youth, flood victims, environmental issues, and disabled veterans. Russell is a published author and has received numerous awards and recognition.

Awards and Accolades:

- 2021 Northern Virginia Hispanic Chamber of Commerce – Benefactor of the Year.
- 2008 U.S. Small Business Administration's "Innovator & Excellence" Award
- 2008 Congressional Citation from Senior Member of House Small Business Committee
- 2006 U.S. Small Business Administration's "Small Business Service Award for Outstanding Service to Minority Business Development"
- 2006 received Governor's Proclamation for "creating legacy wealth for the minority community by encouraging minority entrepreneurs to be stronger leaders and advocates within their community."
- 1999 received award from a commanding Major General for his continued support to veterans.



OUR BUSINESS COACHES

Susana Marino, M.S. Ed

Susana Marino is the President and CEO of **Northern Virginia Hispanic American Chamber – NOVAHCC**. Susana is an accomplished entrepreneur and visionary leader, serving as the esteemed founder and current President and CEO of the Northern Virginia Hispanic Chamber of Commerce (NOVAHCC). She is first-generation Latina and immigrant from Venezuela, South America. Susana brings a wealth of diverse experiences and insights to her role in the private sector. Her strategic direction has been instrumental in guiding the chamber's activities overseeing all organizational operations and fostering the growth and prosperity of both large and small businesses in the Washington Metropolitan region.

Driven by her commitment to enhancing access to diversity supplier opportunities for Latinos and multi-ethnic entrepreneurs, NOVAHCC has evolved into a prominent international business and trade association, representing entrepreneurs from various backgrounds, countries, and industries. The chamber's primary focus revolves around delivering tangible, bottom-line results through impactful B2B/B2G matchmaking, creating avenues for economic growth for small businesses via contracting opportunities with both private and public sectors, facilitating access to capital, providing revenue accelerator trainings, foster international market expansion for the Mid-Atlantic region, and promoting career advancement opportunities.

Recognized for her contributions to the business community, Susana Marino was appointed by Virginia Governor Ralph Northam in October 2020 to serve a prestigious four-year term on the Board of Directors for the Virginia Small Business Finance Authority (VSBFA). In this position, she held a significant responsibility for overseeing the funding of all economic development budgets in the commonwealth, including the Small, Women-owned, and Minority-owned Business (SWaM) program.

Susana's academic achievements include a bachelor's degree in international studies from the University of South Florida and a master's in science administration and management from Nova Southeastern University. Her passion for lifelong learning and commitment to academic excellence shine through in her leadership and professional endeavors.

Awards and Accolades:

- GoGlobal Awards (2023) by the International Trade Council and Rhode Island Commerce
- Brillante Award in Entrepreneurship Excellence (2021) from Prospanica National
- Women Who Mean Business Award (2020) by the Washington Business Journal.
- El Tiempo Latino Power Meter 100 Award (2019), a recognition celebrating her as one of the 100 most influential Latinos in the Washington, DC Metropolitan Region.

TESTIMONIALS

Francisco Klein

President and CEO Klein Engineering

“NOVAHCC has been a tremendous gateway to connections with fellow business owners and professionals. The chamber has brought fantastic opportunities to expand our network and connect with people and companies with whom we can collaborate and work. As a member firm of NOVAHCC we have benefit from interesting learning sessions, business meeting with State and Federal officials, and networking sessions that have allowed us to grow, express our ideas and experiences, and connect to new and potential clients. NOVAHCC is a regional chamber with a strong focus on business growth in the Northern Virginia-DC-Maryland area, but with a perspective of opportunities at national and international levels. I support NOVAHCC and strongly recommend it to those who are considering becoming members of the chamber”.



Col. Jim Saenz

President and CEO Saenz Strategic, LLC

“Northern Virginia Hispanic Chamber of Commerce has been a fantastic partner for both my small business and for me as a professional. Recently retired from the military, looking to start a second career, and relatively new to the region. I was looking for an organization that could help me get acquainted with the local business community. NOVAHCC perfectly filled that roll. Through NOVAHCC, I have met some incredible business, government, and community leaders who have helped me get settled in the area and learn about some unique opportunities. While I continue to be active in NOVAHCC as the owner and operator of a small consulting firm, NOVAHCC colleagues also helped me find and land a terrific senior leader position in a DC organization. Thanks to NOVAHCC, I have endless opportunities to be successful in business and to give back to our community”.



Junior Gutiérrez

Regional Manager Trinity Safety Group

“Membership in the NOVA Hispanic American Chamber of Commerce is a great resource for small business owners. The network/training events put together are always well organized and well worth attending. Our organization has noticed an increase in revenue since becoming a member and taking advantage of what the Chamber has to offer. The investment of time we have made as an organization has already been returned to us doubled.”.



Thank You for partnering with us.

Get in touch.

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SPONSORSHIP AGREEMENT FORM

Hispanic American Chamber *of* Commerce

CEO Bootcamp Revenue Accelerator

Today's Date: _____

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I am the Decision-maker of this Sponsorship

I am completing this form on behalf of the Decision-maker of the Sponsorship

SPONSORSHIP LEVEL:

Select Your Option

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Empower Sponsor \$150,000

Dream Builder Sponsor \$100,000

Visionary Sponsor \$70,000

Champion Builder Sponsor \$50,000

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Why Sponsoring The Novastar Exit Awards:

- Exposure to a diverse and influential audience.
- Brand visibility through various marketing channels.
- Support our mission and vision to continue growing the Latino business ecosystem.
- The opportunity to showcase your commitment to community and contributions,
- Networking opportunities with other community-minded businesses.
- Your contribution emphasize the impact in our programming creating emotional connection between the sponsors support and success of beneficiaries in entrepreneurship.
- This is a chance to create a positive and lasting impact in our community.

Contact Information

Sponsor Company Name (as it should appear in print): *

Name

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Decision-maker Name *

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Job Title *

Business Phone *

Area Code

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Business Address *

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Street Address Line 2

City

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E-mail address of Decision-maker *

example@example.com

Signature _____

IN-KIND DONATION Section

If you plan to assist this effort in the form of In-Kind, please share the approximate value of additional food or other in-kind donation amount. (For example: if you are donating additional dinner for 60 people, please provide the amount you would have charged the group at your standard menu pricing for the dinner or if you are donating specific items for a raffle.

Name

First Name Last Name

Email *

example@example.com

In-Kind Donations

Value of your in-kind sponsorship:

Please describe your in-kind sponsorship.

Phone Number

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Area Code Phone Number

Please submit this form via email with your approval pledge to events@novahispanicchamber.com if you have any questions, do not hesitate to contact us at (703) 839-8140 your contribution will be recognized and appreciated.