FOR IMMEDIATE RELEASE

Foundation for Puerto Rico Launches Destino Empresarial for Entrepreneurs in 12 Municipalities

In collaboration with INprende, Destino Empresarial registration opened today for programs in Aguadilla, Isabela, Cabo Rojo, and San Germán.

(SAN JUAN, PR) August 2019 – Today, Foundation for Puerto Rico (FPR) launched Destino Empresarial, an entrepreneurial program in collaboration with INprende, to assist local entrepreneurs to grow more than 144 existing businesses and create 120 new business ideas across 12 municipalities island wide.

This program is part of FPR’s Bottom Up Destination Recovery Initiative (Bottom Up), and its mission to advance recovery efforts in Puerto Rico through a multisectoral approach that uses the visitor economy as a socioeconomic development strategy to transform Puerto Rico into a global destination.

Destino Empresarial will focus on the development of new business ideas and the optimization of existing businesses located in Bottom Up’s six active regions. Business owners and entrepreneurs residing in Aguadilla, Isabela, San Germán, Cabo Rojo, Camuy, Arecibo, Barceloneta, Manatí, Utuado, Adjuntas, Ceiba and Naguabo can learn more about the program, and how to participate, by visiting www.destinoempresarialpr.com.

“At FPR, we understand the crucial role small and medium business owners play in the economic development of the Island. As part of our Bottom Up strategy, we want to ensure we’re supporting new entrepreneurs, as well as the growth of the existing local business ecosystem. As part of our multisector approach, we’re excited to collaborate with INprende to provide technical assistance to the entrepreneurs who work hard for the welfare of Puerto Rico every day,” said Alma Frontera, Director of Strategic Projects and Alliances of FPR.

During Destino Empresarial, participants will receive business education as part of the INprende curriculum, a proven model that has helped more than 60,000 entrepreneurs worldwide. These entrepreneurs will receive support that ranges from the development of new ideas, guidance on optimizing existing businesses, and full access to INprende’s business resources and mentor network.

"The existing need in Puerto Rico for entrepreneurial education is palpable, so we’re thrilled to be able to announce such a comprehensive program in collaboration with FPR that will impact the lives of so many entrepreneurs who are eager to grow their businesses across the island, and the communities those businesses will serve" said INprende founder, Alessandra Correa.

Today, the application process opened for Destino Empresarial in Aguadilla, Isabela, Cabo Rojo and San Germán. Those interested may apply between now and September 6, 2019 at www.destinoempresarialpr.com.

Application dates for the other regions will soon be announced on Destino Empresarial, Foundation for Puerto Rico, and INprende’s websites and social media networks.

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**About Foundation for Puerto Rico**
Foundation for Puerto Rico, a 501c3 non-profit organization founded in 2011, which creates opportunities that drive social and economic development in Puerto Rico, with a focus on the visitor economy and transforming the island into a global destination.

**About INprende**
INprende is an integral platform that promotes and facilitates innovation and entrepreneurship, making it accessible to the entire population. Through educational programs and useful tools and practices it empowers participants to develop the skills and knowledge necessary to create sustainable businesses or optimize existing ones.