



General Information – Clicks for Dreams

What is Clicks for Dreams?

Clicks for Dreams is a crowdfunding initiative that will support one hundred entrepreneurs living in vulnerable situation and victims of the armed conflict in Colombia. The initiative takes place in five cities in Colombia: Barranquilla, Cartagena, Tumaco, Ibagué and Villavicencio. Our goal is to enable these entrepreneurs to start or strengthen their micro-businesses through crowdfunding (collective financing).

The campaign launched in Bogota on July 16th and we wish to achieve the funding goals of the hundred entrepreneurs within sixty days, raising around \$100,000 USD and an average of \$500 - \$1,5000 USD per project. Local launching events also took place simultaneously on the same date in the five participating cities.

Who is behind Clicks for Dreams?

The campaign is part of the *Inclusive Economic Development Project* (DEI) of the *United Nations Development Programme* (UNDP) Colombia, which seeks to expand economic opportunities for vulnerable population and victims of the armed conflict by developing employment and business development programs and strategies that facilitate access to training and to productive and financial assets.

With support from the Korean Government through the KOREA-UNDP MDG Trust Fund, the project is implementing this innovative strategy in partnership with *Fundación Capital* and its crowdfunding platform *LittleBigMoney* (LBM), with the potential to be scaled-up by the government or private actors. At a local level, the strategy has the support of the *Cemprende Network*, formed by 18 Employment and Entrepreneurship Centers in different areas of the country in partnership with local and regional governments, Chambers of Commerce and other private organizations, with the technical assistance of UNDP.

Where will the strategy be implemented?

Barranquilla, Cartagena, Tumaco, Ibagué and Villavicencio, cities where the Employment and Entrepreneurship Centers are currently operating.

Who and how were the 100 entrepreneurs chosen?

For the selection of the entrepreneurs we built a targeting tool, which measured the entrepreneurial profile, vulnerability degree and business plans through qualitative and quantitative indicators. Entrepreneurs who passed this first filter were presented to a selection committee composed by a representative from the Employment and Entrepreneurship Centre, Fundación Capital and UNDP, who selected the 20 finalists in each of the 5 cities.

All the entrepreneurs have received previous support from the Employment and Entrepreneurship Centers in their city. The successful entrepreneurs in achieving 100% of their funding goals for their business plans, will count on continuous micro-business accompaniment and support from the Centers to ensure the proper use of resources, and



strengthen their ability to conduct their business, organizing production, human resources, sales and marketing.

How can I support this initiative?

Visit our website: www.clicsporsueños.org, get to know the stories of the 100 entrepreneurs, share them on your social media networks, click on one with which you feel connected to and make a small contribution starting at \$10 USD (\$25,000 COP); by doing so you will be empowering and building peace in Colombia. With the Korean government's support through the KOREA-UNDP MDG Trust Fund, there will be economic resources to match the donations on this initiative. This means that every donation, up to the amount of 1 million pesos, will be equally matched.

Why is this important?

One of the main barriers to productive and financial inclusion for certain population is the lack of capital that prevents access to productive and financial assets that provide growth opportunities. Hence, there is hardly any financial products or services that address the needs and requirements of these population.

Clics for Dreams proposes a solution to these problems through crowdfunding. It is a financing alternative based on collective cooperation and a technology platform that brings together small contributions from individual donors with institutional development funds.

With one click anyone can make a donation starting at 25,000 Colombian Pesos (approximately \$10 USD), thus contributing to the improvement in the quality of life of the participating entrepreneurs. The resources will be disbursed directly to the entrepreneur who will then allocate these to the purchase of fixed assets and working capital to either start up or strengthen their businesses. These investments are meant to increase sales, increase family income and create new jobs.

How can companies get involved through their CSR strategies?

There are two ways for companies to participate through their CSR activities: 1) We offer gift cards with a set value that have unique codes that can be distributed to employees, who can then log into the platform, choose a project and make a donation; 2) Companies may decide to donate directly to support projects in their region or projects with which they share a higher affinity. In either scenario we will provide a donation tax-deductible certificate.

What are the benefits of this crowdfunding initiative?

- Access to financial assets for a traditionally excluded, vulnerable segment of the population.
- Citizen participation in providing solutions to social problems.
- Direct link between the entrepreneur and his or her donors.
- Knowledge of the impact and implementation of the donation.
- Overcoming of geographical restrictions for the allocation of resources.



The initiative that will support a hundred small entrepreneurs from Colombia

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