



# Todos Podemos

*¡Formando Agentes de Cambio!*

**Millions of people in vulnerable situations have the necessary skills and passions to transform their lives and their communities. And nobody knows their context and needs better than them.**

**The problem is that they lack the tools to exploit this potential ...**

**And nobody believes in them enough to give them the opportunity to do it ... BUT WE DO!**

**[View the video to learn more!](#)**

**(In Spanish)**



**Todos Podemos** is a social enterprise created in 2017 to provide those people with access to the necessary preparation to become Agents of Change and permanently impact their lives. The organization uses its own training model in social entrepreneurship that empowers both future entrepreneurs and the institutions that support them.

By doing this, **Todos Podemos** is able to promote social and economic inclusion of the people traditionally excluded from the formal economy and from social innovation processes.

We work hand in hand with both the public and the private sector, and seek to unite the business world and the social ecosystem, for a more humane society, and a more efficient and sustainable social sector.

| <b>Services</b>                   | <b>Description</b>   |
|-----------------------------------|--|
| Team training                     | Train the trainers program: step-by-step development of program activities and live feedback. This training process is custom-made to serve each organization’s needs and goals. It can be offered face-to-face or remotely and is also available as an academic course. |
| Direct training for entrepreneurs | Integral step-by-step construction of each social business model with personalized tools, motivational support, live feedback and post-training follow-up  |
| Trainer's Manual                  | Complete guide to each training session with pedagogical exercises, tips and explanations for each activity, and hands-on tools ready-to-use with the entrepreneurs  |
| Institutional consulting          | Strategic consulting on context analysis, social risks and sustainability issues   |

## EXPERIENCE

The training has been implemented in Guatemala and Colombia, in both rural and urban areas, with partners in the private and public sector. We have carried out highly successful training programs with entrepreneurs in indigenous communities and displaced populations, youth, single mothers, people with physical and mental disabilities, as well as with social workers and sociologists.

## ACHIEVEMENTS

- ★ 60 entrepreneurs and 50 social enterprises successfully trained
- ★ 80% of companies obtain their first sales within the first 3 months after training
- ★ 1 200 people sensitized to social entrepreneurship
- ★ 14 professional trained to replicate the model
- ★ 2 countries with operations
- ★ Over 300 hours of training implemented

## FOUNDER AND EXECUTIVE DIRECTOR

Alexandre Applefield-Alvarez

- Sociologist and educator with a Master's degree in International Public Management
- 12 years working in international development (social inclusion, education & entrepreneurship)
- Experience with youth, homeless, indigenous and displaced populations, teachers, entrepreneurs

## NETWORK AND ALLIES



Alcaldía de Medellín  
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Unidad Familia Medellín



**UNIVERSIDAD DE ANTIOQUIA**

Facultad de Ciencias Sociales y Humanas



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## MEET AN EMPOWERED ENTREPRENEUR

Maria Ilsa is a textile manufacturer, who lives with her family in Castilla. She joined the Todos Podemos program with two objectives: Develop her clothing company and rescue her daughter who lived on the streets with severe drug addiction.


During the training process, Maria realized that her enterprise could be the solution, not only for her daughter but also for many more women in the same situation. Less than a year later, Linda Rosa (Maria's company) employs 4 women, all formerly homeless, offers them a safe space for their children, and Maria's daughter reintegrated the family. But Maria saw the potential to generate much more impact. She is now working on a plan to expand her business and help many other vulnerable women.




Please contact us if you or your organization would like to support the people who will sustainably change their communities and the world we live in!

**We will be much stronger together!**

*Alexandre Applefield-Alvarez  
Todos Podemos Founder & Executive Director*

 + 57 311 583 2687

 + 33 7 81 93 46 87



[todospodemosconsulting@gmail.com](mailto:todospodemosconsulting@gmail.com)



[Alexapplefield](#)



[TodosPodemosConsulting](#)