

2011

The Mexican Connection

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Template for 2011 Proposals

Method of Submission: Electronically, to bigiDeas@smu.edu
Length of Proposal: No specific word minimum or maximum, but approximately 3-5 pages is expected
Content: Please include the following in your proposal. You may use this form or a submission that includes all the following information.

1. Title of Project: The Mexican Connection

2. List of Student Participants

Student name: Luis Lemus
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Major(s): Markets and Culture
Year of Study: Junior

Student name: Katia Todd
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Cell phone: (703) 919-9818
Major(s): Advertising and Spanish
Year of Study: Senior

Student Name: Craig Jackson
Email: cjackson@smu.edu
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Major(s): Marketing
Year of Study: Junior

3. Faculty cooperators, if any

Pending, but I (Luis) did consult my father, Raúl Lemus, and other Mexican entrepreneurs in my hometown Mission, Texas. Mission has experienced the same phenomenon that we are describing. After the NAFTA agreement in 1994 many Mexican entrepreneurs moved from the border town of Reynosa, Tamaulipas to seek a more secure business and living environment in Mission. Due to the increase in business and equity,

the town of Mission flourished into one of the most desirable places to open a new business and even start a family. I can vouch for that from personal experience. We would like to facilitate a similar phenomenon in the city of Dallas. Hopefully, our idea can be the launching pad for this explosion of economical immigration. This can greatly benefit our community economically as well as culturally.

4. Statement of the problem or issue, proposed methodology, and rationale.

Due to social and political unrest in Mexico, entrepreneurs and corporations are relocating to cities throughout Texas. This gives the city of Dallas a great opportunity to gain valuable businesses and increase economic strength. Our idea is to create a multi-purpose bilingual integration center for Mexican entrepreneurs and corporations relocating to the state of Texas. Our future goal is to establish this center where such individuals can go to be advised in where live, where to send their children to school, where to open new stores/ offices as well as social networking opportunities and the like. However, we understand that this is a large financial undertaking and could not be realized with a budget of \$5,000. As a result, we plan to begin with a fully functioning bilingual website that would cater to the needs of these individuals.

We feel that a website like this would a welcoming tool for incoming businesses and entrepreneurs and their families. Since the process of relocating is very strenuous and time consuming, we feel that our idea can be a home base for a market segment like this. Having moved from Mexico to the United States with my family when I (Luis) was six years old, I fully understand the difficulties my parents faced. Making important decisions like where to live, where to send their children to school, where to start their business or even find a job played a huge role in our lives. The biggest concern for my parents at the time was how to communicate in English with fellow consultants and business professionals that could advise them on how to do all of these things. We know that the Mexican Connection combined with our understanding of the business and living environment, as well as our bilingual capabilities can be of huge help to Mexican families and companies alike.

5. Proposed Timeline This does not need to be precise and to the day. But please set out the stages or steps that you expect to follow, how long you expect these to take, and when you will begin to reach conclusions.

The steps needed to realize the Mexican connection are:

1. Reach out to personal and extended contacts to create a network of possible clients that could further our development of the website. Since I (Luis) am from Mexico and am familiar with the market, I know that by contacting and promoting our service to bankers, chambers of commerce, equity firms, U.S. Embassies in Mexico, as well as through friends and family members, ultimately reaching our target clients we may develop our base for The Mexican Connection. (1 month)
2. Compile a database of clients and potential clients in order to predict client volume. Write up a hypothetical financial statement and find different ways to fund our website (other than the \$5,000 from the competition). We anticipate charging a fee (yet to be determined) for our services and obtaining commission for any referrals we make to outside services. (3 Weeks)
3. Review all potential clients as far as legal options for immigration and future business development in the USA (VISA, business laws, contracting laws). We also need to take inventory of our idea and consider reasonable limits regarding legal restrictions. (1 month)
4. Hire a website designer/programmer in order to facilitate proper website development. Create a bilingual and fully integrated website with helpful tools to facilitate the relocation process. Fulfilling goal of serving five clients in all fields of business and personal matters. (1 month)

6. Anticipated Budget¹ Complete in detail the following:

- Computer (personal), various search engines (free), realtors and school consultants (consulting fee), various calling cards to Mexico, Business Plan Pro software (Free; for hypothetical Financial Forecasts). \$500.00

Travel

-One trip to Mexico City for personal Networking (Only Airfare, the rest will be subsidized by my parents), driving to and from personal meetings with potential realtors, school consultants, local U.S. Embassies. \$1,000.00

Office Supply Expenses \$300.00

Mailing expenses \$100.00

Other: Website design/development/programming \$2,500.00

Total anticipated budget: \$4,400.00

Person responsible for funds: Luis Lemus

Signature of person responsible for funds: *Luis Lemus*

¹ The budget is subject to SMU policies relating to grant expenditures—thus, for instance, purchase of computer or video equipment requires specific justification and a statement of how the items will be used, and these funds may not be used for purchase of phones.