

September 5, 2023

Humberto Mercader, Deputy Secretary for Strategy
Department of Economic Development and Commerce of Puerto Rico

Via e-mail: 21stcentury@ddec.pr.gov

Subject: Intention to submit a proposal for the 21st Century Techforce communications strategy

Dear Mr. Mercader,

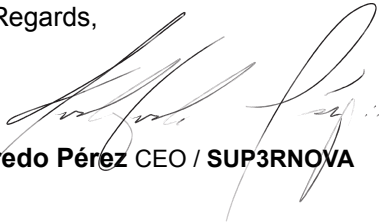
Imagine a Puerto Rico where every child has access to world-class technology education, where innovation is not just a buzzword but a way of life, and where the island isn't just keeping pace with the world but setting the pace for the 21st-century economy. Picture an ecosystem brimming with tech talent, one that attracts multinational corporations while fostering local entrepreneurship. In this envisioned future, Puerto Rico is not just a beautiful vacation destination; it is a prominent player in the knowledge economy. This vision aligns seamlessly with your 21st Century Techforce Project, and it is a future we are already deeply committed to making a reality.

Our organizational ethos resonates with your mission of transforming Puerto Rico into a top-tier tech hub. We understand that realizing this vision requires more than just traditional marketing; it demands a radical, paradigm-shifting, multi-stakeholder communications strategy—one that we are uniquely positioned to deliver. As a prospective strategic partner, we bring more than just industry best practices; we bring a shared sense of purpose and commitment to societal impact. Our integrated approach combines strategic storytelling, data-driven insights, and community-centric campaigns to not only communicate but also create buy-in and foster a collective sense of ownership among stakeholders.

We are eager to participate in the pre-proposal virtual meeting scheduled for September 8th. This interaction will provide us with an invaluable platform to understand the nuances of your expectations and allow us to tailor our subsequent comprehensive proposal, in a manner that aligns perfectly with your objectives.

Thank you for considering us for this groundbreaking journey toward transforming Puerto Rico's socio-economic landscape. Your project is more than just a program; it is an inspiring vision for the future of the island and its people. We are thrilled at the prospect of being your partner in turning this vision into reality. The transformative potential of the 21st Century Techforce Project calls for a partner who can match its audacity with equally audacious creativity and expertise. We are that partner.

Best Regards,



Jualfredo Pérez CEO / SUP3RNOVA