

**What are the core beliefs or values of your business or organization (50)**

Nuar is a company that strongly believes in women empowerment, through our garments we seek to highlight every attribute of women, regardless of their skin color or weight. For us, all women are beautiful and deserve to feel that way, we want them to forget their insecurities and feel pretty.

**Stage of Business or Organization: Describe your business's or organization's life to date. How has it grown?**

Since I was young, I always dreamed of having my own clothing brand, having my own business and being my own boss. Therefore, after quitting my job I decided to start my own venture. With \$9000 from my severance payment of my old job I could start it, but unfortunately a natural disaster hit the country and caused a severe crisis, then I got married and suffered domestic aggression. These "tragedies" slowed my business down, but after getting up again on my feet, and a good marketing strategy, I worked hard, started growing and now I have two stores.

**What is your business or organization concept? what products or services do you offer? does your business have a social impact? 75**

Nuar is a clothing-brand proudly produced in Ecuador, with Ecuadorian labour-force and raw-materials; that offers, tailored and ready to wear, women clothes. I myself suffered from domestic-violence; therefore, one way to fight against this social issue, empower women and give them another chance is to help them through job opportunities. These garments are produced by women who have gone through domestic-violence, we hire women who want to overcome this issue and get ahead in life.

**Who are your customers? what need do your products or services address for your customers? what makes your products unique (75)**

Our clients are women who seek to look beautiful and feel empowered, they are between 20 and 50 years old, they love our designs and how they feel when trying them on. Our patterns are studied for that market, to meet their tastes and needs, our patterns make the garments fit perfect and makes them look good. What makes us unique is that we study the customer's body and create ideal garments for their body-type.

**describe your business finances. does your monthly revenue cover your monthly cost? if not does your funding come from? (75)**

Nuar has been growing over time, in the beginning, our costs were higher, therefore our revenue was not enough. Over time I have learnt how to reduce costs and maximize profits. Nowadays we have achieved and surpass our breakeven point and having fair revenues after covering all the costs.

**provide a summary of your professional career, include your current business / entrepreneurial role. what has brought you to this role, and what motivates you? 200**

I started working in the public sector of my country, I was a human resources analyst in the Electrical Enterprise of Ecuador. Then I quit to start my own business, first I had an Sports Store where we created incredible things for football fan; it went well but then I sold my share to my partner.

After this I decided to start with my clothing brand, it was really a challenge, because everything was new for me. I am currently in charge of choosing the staff that will work in Nuar, I assemble the clothing collections, I choose the fabrics, I meet with the staff for the new collections, I am always aware of the needs of the consumer, I take care of the photo productions, to make up the models, and many times I have to be a model too, I manage the social networks de Nuar, where I am in contact with customers, I create the empowering content to motivate them and put a grain of sand in their self-esteem, my son motivates me, improve his lifestyle, teach him through my axis Because everything can be done with work and dedication, I am motivated by the women who work with me, their desire to get ahead, I am motivated by my country and generate more work.

**referring to the business challenge you ranked number 1 most challenging first, how is your business or organization struggling whit that challenge? what have you done so far to address challenge? (200)**

Scaling up has been a problem for me due to the lack of capital, and in Ecuador the production of clothes is not strong enough, it has cost me to train the staff to improve production quality and reduce times and costs. Many prints of fabrics don't arrive to Ecuador, the good thing about that is that due to the lack of variety of fabrics I had to create prints and sublimates them to make unique brand designs.

Now I own 2 stores but I would like having a larger company, selling Nuar wholesale and at the International Level, making Ecuadorian labor known to other countries, thus

increasing the demand for clothing and thus increasing the number of women workers who in this case are women who have suffered from domestic violence, giving them the opportunity to improve their quality of life and that of their families.

For now, increase production and increase advertising to reach more places in my country, and gradually expand internationally.

**describe a difficult situation you have faced as an entrepreneur that tested you as a leader. how did you deal or are you dealing with that situation? what have you learned in the process? what would you do differently now (200)**

Making the decision to quit a stable job and to start my business, I started Nuar investing the money of my \$ 9000 severance payment but not knowing about that business, I almost lost it. The production of clothes in Ecuador was not yet strong and I had to be patient, I fell several times and got up.

I lost all my severance payment because I had to sell the clothes little by little since I could not have a store, my brand was not yet known, then I got married and suffered domestic violence, the 10 hardest months of my life, I decided to divorce and I left that house with my son, I barely had \$ 15 in my pocket and I started a new life from scratch.

I forgot about the pain for a while, worked on makeup to survive and I go ahead with my son, seek psychological help I did not stop, I always wanted to lead my life, that of my son and that of my business, I resumed my brand with \$ 400 and from there it has been successful, I learned that it is not about the value you invest, this investment must be accompanied by a good strategy, now it would invest those \$9000 with market research.

**how will your participation in the ylai professional fellows program help you contribute more to your business and community? what skills or knowledge do you hope to bring back to your work at home (200)**

It would help me learn how to manage textile companies in the USA, I can replicate this in my country, empowering and teaching more women who have gone through domestic violence, implement support strategies for NGO of violence to women, and also support the poor people in my country. Generate textile businesses starting with micro-entrepreneurship, empowering women to lead their lives and see ways not to get stuck, give leadership talks, educate about entrepreneurship and how to avoid future violence, starting with loving yourself; this is what I am passionate about.

**Is there anything you would like to add to your application?**

I know that the YLAI program will be a point of inflection in my life, and after I return to Ecuador I will be more empowered to work with women; impact, motivate and empower them through my example of overcoming difficult situations, talks and hopefully a book in which I want to tell the difficulties of my own personal experience being a single mom, suffered from domestic aggression and starting my own business to overcome these situations and help others.