

GOVERNMENT
CAN WORK
FOR THE
PEOPLE
BY THE PEOPLE
IN THE 21ST CENTURY

CODE FOR AMERICA
SUMMIT

SEPTEMBER 23-25, 2014 • SAN FRANCISCO, CA

LET'S MAKE IT WORK



Economic Growth from the Ground Up

PrimerPeso in Puerto Rico

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A woman with blonde hair tied in a ponytail, wearing a white lace blouse, is seated at a dark wooden desk in an office. She is looking towards the left. The desk is cluttered with stacks of papers, a telephone, and a small globe. Behind her is a large wooden cabinet and a metal filing cabinet. A model airplane is perched on top of the filing cabinet. A white garment is draped over the back of her chair. The text "Commerce & Export Company of Puerto Rico" is overlaid in large white font across the lower half of the image.

Commerce & Export Company of Puerto Rico

Luis:

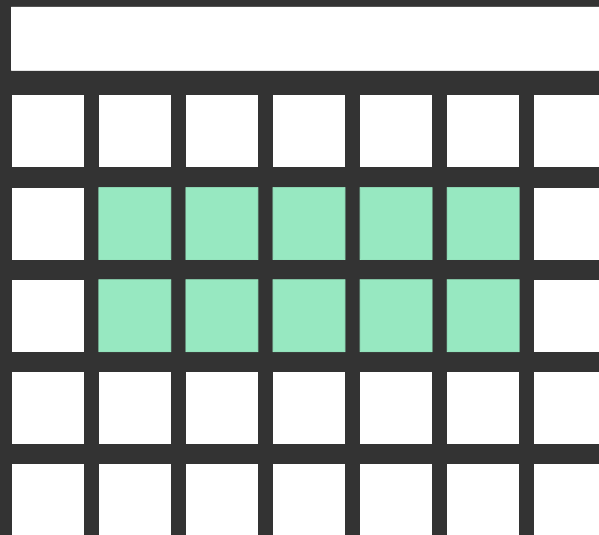
“I am thinking of starting a business and I don’t know where to start. Is this the right office?”





Luis

Luis spends up to
10 Days



visits

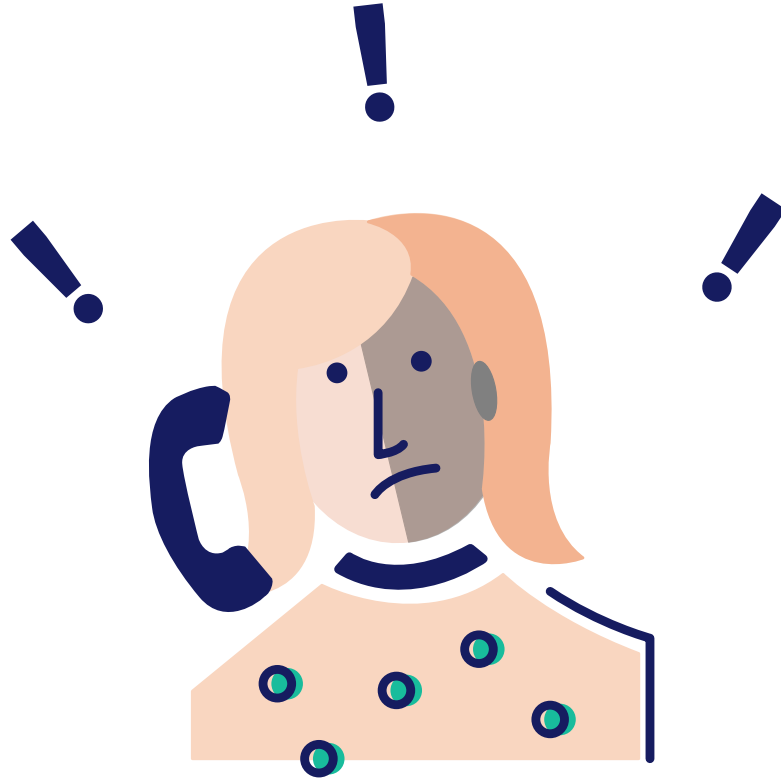
3 Office Buildings



Ramonita:

**“Do you know what you
need for your business...”**





Ramonita



Ramonita spends up to
50% of
her time

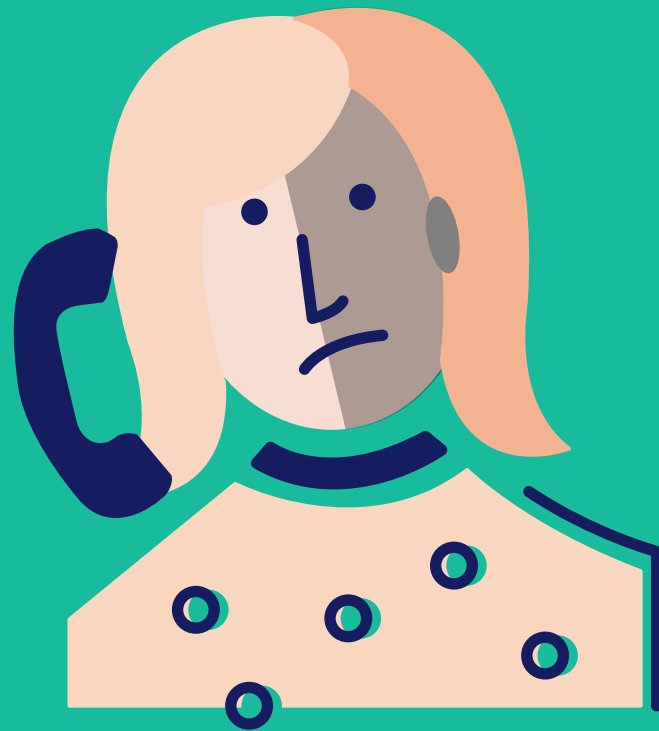




Luis




Ramonita





Puerto Rico



130+
agencies

Economic Development



Programs & Incentives





Redundancies & Overlaps

Luis

Agencies

Government

Puerto Rico

No one is able to do what they do best



WHAT IF?





primerpeso



Sobre PrimerPeso ¿Eres una agencia?

1. Propósito

2. Sobre el propietario

3. Industria

4. Ubicación

5. Tamaño del negocio

¿Para qué utilizarías el financiamiento?* +

¿Invertirás dinero personal?* +

☐ no

☐ sí

¿Cuál es el monto de tu inversión? +

Anterior

Siguiente

*Campo requerido

Luis:

“I researched on a website called primerpeso.com and I found some information that I would like to learn more about...”



Ramonita:

**“Sure, I can tell you all
about them...”**



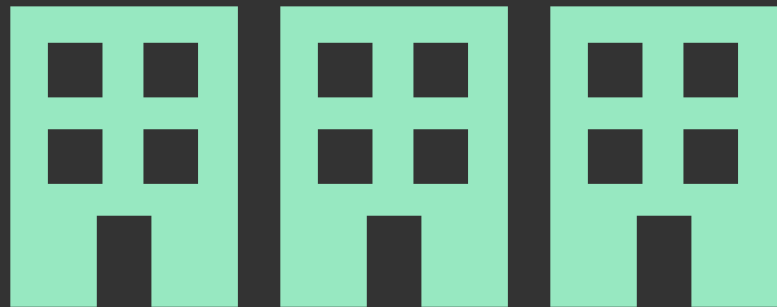


Luis now spends
1 hour



visits

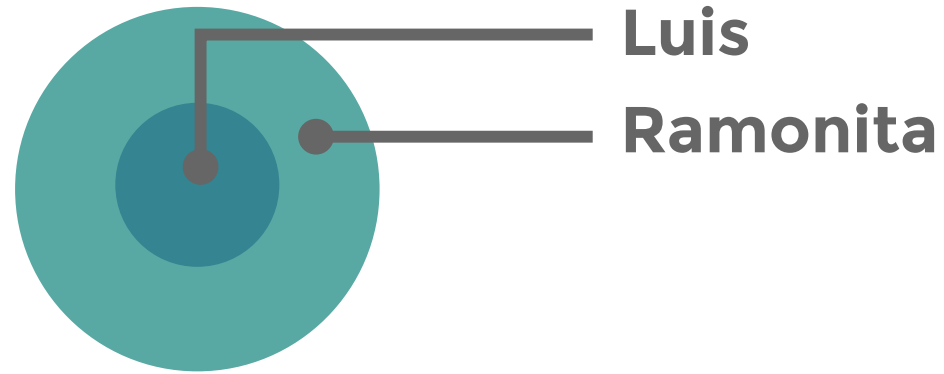
0 Office
Buildings

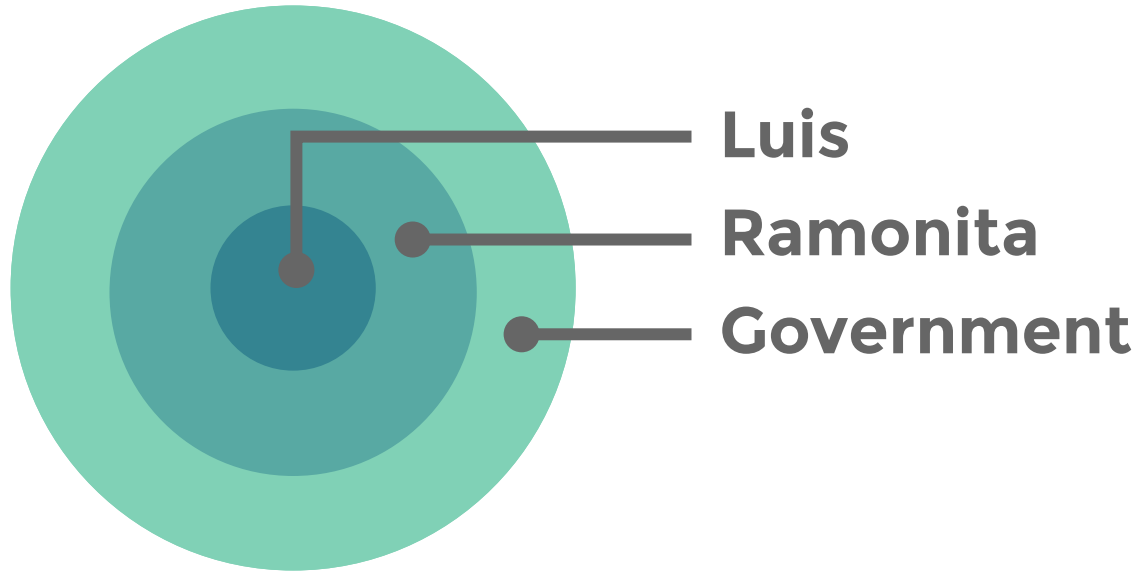


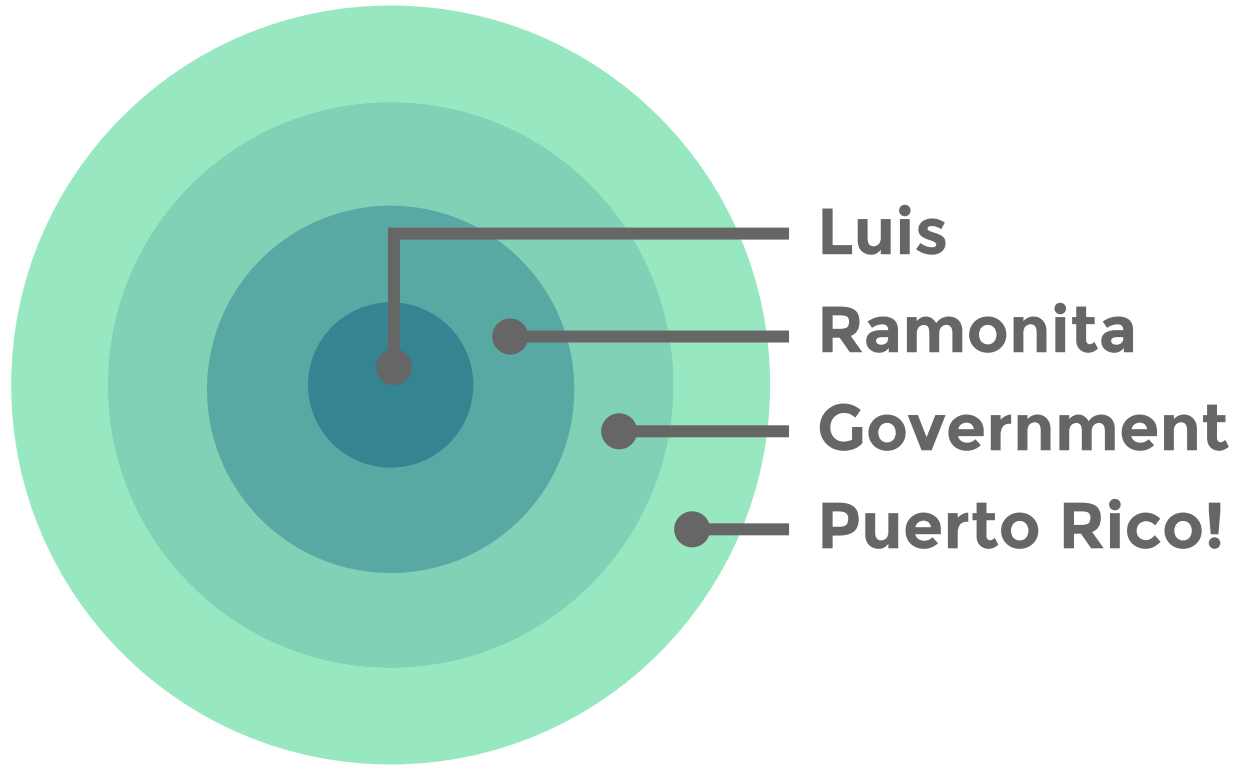
Ramonita now saves
**40% of
her time**











Today is more efficient, tomorrow is more strategic and effective



**If you want to implement a
program like this in your city, visit
primerpeso.com/contact**

@ainsleywagon @claragsueyro @mrmaksimize @giangonz



Muchas Gracias

Iván Rios

Antonio Duarte,

Frankie Chévere,

Agnes Crespo

Joe Cancel

Victor Maldonado

Antonio Llorens



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THANKS!

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