We expect that people enter into our website to obtain practical information to start their business also to get in touch with people related to finances, just with a couple of click you will be able to access free articles that will help our visitors at any step of the way.

All the information will be free to use, creating a serious environment to exchange experiences from users and from professionals, that is totally a unique

Most people in Latin America have received minimal knowledge about finances, and some of them haven’t received any education at all, as poverty and unemployability have been increasing over the year, there are several institution most of them run by the state of those countries, that spends resources trying to find a solution, some of them help providing job offerings or connections to possible jobs. Even though that helps, people recurring those places tend to lose their jobs or feel unprepared. I have always believed that the problem relies in the minimal preparation people have to occupy those jobs, and that people need to learn skills to keep them.

In the other hand most of unemployed people have talked to, have so much desire to start their own business, offering services they feel comfortable working with because they have experience in those areas, but they don`t know what to do next. That reminded me when I interviewed the Marketing Manager of “Elquí Web”, a friend of mine, and he told me referring about new businesses that try to compete with them.

He said: If you have an idea, but you have no way of implementation you have nothing.

A big part of unemployed people have no way to implement their ideas, just to enumerate a few reasons.

1.- Lack of resources, they live only to buy food and pay their most fundamental necessities.

2.- Savings habits is totally underrated, they don`t believe they have a strong will to save for a certain period of time or that it can solve any part of their problems.

3- The insufficient information they receive about taxes, permitions and restrictions, it looks like that information is so scarce.

4.- accountancy abilities, most small businesses run with only one employee, usually its owner, this ability is procrastinated and not understanding its importance.

But mainly the biggest issue is that they don`t have anyone to talk about any of these concerns, the feelings of loneliness and lack of support to accomplish their goals.

In Brain up, we do our best to provide the support that people need while starting their business, even to those that only have the idea, we can guide them through the steps to implement their ideas.

Avoiding unnecessary debt and saving money to implement your idea, it looks like everyone is willing to enter into debt for no good reason, not knowing the dangers to every single aspect of our lives, even families get destroyed because of it, people in jail, some of them lose their house or properties.

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