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**PRESS RELEASE**

**Florida International University Awarded Grant from JPMorgan Chase to Offer Free Program for Hispanic Small-Business Owners**  
*“Hacia Ganancia” will provide online accounting and bookkeeping training*

**MIAMI – (Mar. 14, 2018)** – Florida International University has been awarded a \$140,000 grant from JPMorgan Chase & Co. to develop “Hacia Ganancia” – a free online accounting and bookkeeping course for Spanish-speaking small-business owners.

The program officially launches March 19<sup>th</sup> and is being offered as a pilot program in South Florida. “Hacia Ganancia” is free for owners of businesses registered with the Florida SBDC at FIU, the small business development center at Florida International University’s College of Business.

“It makes smart economic sense to invest in small businesses and it’s the right thing to do to support job creation, stronger neighborhoods and paths out of poverty for more people,” said Carlos Alzate, head of Chase for Business in Miami-Dade County. “We’ve seen an increased need for training and resources so businesses can get what they need to grow.”

“Hacia Ganancia” was developed by Florida SBDC at FIU using a training methodology developed by Alfredo Lacayo Evertsz, one of the group’s consultants and founder of Qbit Solutions Research Team. Lacayo will be on hand to offer personalized guidance to the students, helping them apply course lessons to their businesses.

“Instead of having to learn thousands of pages of information, it’s now all in a single diagram. This vast reduction in complexity allows business owners to learn in less than 24 hours what would normally take at least 1 year; breaking Luca Pacioli’s 500-year paradigm. All this is thanks to a new technology called *quantum*,” said Lacayo. “After completing the course, business owners will be able to have a natural conversation with their accountants, evaluate their performance and make decisions based on information they understand.”

A self-paced course, “Hacia Ganancia” takes a visual approach to help small-business owners understand most of the financial transactions that takes place at their business. The teaching method includes a game board as well as a series of videos.

“Hacia Ganancia” also incorporates finance topics, particularly the working capital cycle, current ratio, ROI, debt-to-equity, the break-even prediction tool, and free cash flow. The goal, noted Lacayo, is to teach entrepreneurs to test the “bankability” of their business and discover profit and cashflow leaks.

The Florida SBDC at FIU will track the impact “Hacia Ganancia” has on businesses, examining if the program helped improve the finances of the businesses whose owners took the course; whether it helped them access capital as well as increases to the company’s profit and revenue.

“If all goes well, there is the possibility that the program could go national, and be introduced in other U.S. metropolitan areas that have a high concentration of Hispanic business owners,” said Jacqueline Bueno Sousa, regional director of the Florida SBDC at FIU.

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#### **About the College of Business:**

*Florida International University’s [College of Business](#) plays a pivotal role in the development of global business leaders. The largest of FIU’s professional schools with over 10,000 students, FIU Business has unique expertise in international business, data analytics, entrepreneurship, healthcare management, and a broad range of financial services, with a faculty ranking among the Top 100 in the U.S. in UT Dallas’ survey of research productivity. In the 2018 edition of [U.S. News’ Best Colleges](#) report, the undergraduate international business program was ranked #7 in the U.S. The [Master of Science in Human Resource Management](#) and the undergraduate degree program in human resource management were both ranked #1 by HR.com in 2018. FIU Business was also ranked #16 among the Best Graduate Schools for the online graduate business programs in 2017 by U.S. News. Two FIU Business international business programs are ranked among the Top 15 nationwide by U.S. News & World Report and Financial Times. The faculty research of the [Hollo School of Real Estate](#) was ranked #1 in the U.S. and #2 globally by the Journal of Real Estate Literature for three consecutive years. More than 8,000 students are enrolled in the college’s [R. Kirk Landon Undergraduate School of Business](#), and over 2,000 study in its [Alvah H. Chapman Jr. Graduate School of Business](#) every year. Another 1,000 business professionals participate annually in one or more of FIU Business’ professional and executive education programs. For more information, visit <http://business.fiu.edu>.*

#### **About FIU:**

*Florida International University is classified by Carnegie as a “R1: Doctoral Universities - Highest Research Activity” and recognized as a Carnegie Community Engaged university. It is a public research university with [colleges and schools](#) that offers [bachelor’s, master’s and doctoral](#) programs in fields such as business, engineering, computer science, international relations, architecture, law and medicine. As one of South Florida’s anchor institutions. FIU is*

*Worlds Ahead in finding solutions to the most challenging problems of our time. FIU emphasizes research as a major component of its mission with [multiple state-of-the-art research facilities](#). FIU has awarded more than 220,000 degrees and enrolls more than 54,000 students. For more information about FIU, visit <http://www.fiu.edu/>.*

**About JPMorgan Chase & Co.**

*JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.5 trillion and operations worldwide. The Firm is a leader in investment banking, financial services for consumers and small businesses, commercial banking, financial transaction processing, and asset management. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of customers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands. Information about JPMorgan Chase & Co. is available at [www.jpmorganchase.com](http://www.jpmorganchase.com).*