



Land Airline

Background

Four years ago, we arrived in this city and faced the challenge of starting anew in a foreign country with limited resources. Uber and Lyft provided the most viable opportunity at the time, so we both started working full-time. Yasmany Batista Perez even worked extra hours due to our responsibilities as parents. We started with Uber at the basic level, providing a non-luxury service. However, we soon discovered other categories with greater potential for earnings and improved customer experiences. Upgrading to luxurious cars, we found that customers craved better service and personal attention, something Uber wasn't providing. Not all Uber drivers prioritize safety, maintain clean vehicles, or have sufficient knowledge of the city's routes and peak hours, affecting the overall customer experience. Seeing the opportunity, we decided to cater to this underserved market with the level of service they deserve at an affordable price. Today, we position ourselves between Uber/Lyft and luxury limousine companies, having full control over our vehicles and drivers. By filling this market gap, we focus on meeting the specific needs of our clientele.

Solution

As young entrepreneurs, we have a strong grasp of our business and the market, and we are full of ideas. However, executing those ideas can sometimes be a challenge. Unlike some, we don't come from a family of entrepreneurs or business owners who could offer valuable insights. That's where the Miami-Dade Business Navigator Program steps in as our mentor. We recently started working with Florida SBDC at FIU Business Consultant Jose Monte, and already it's been a game-changer for us, providing immense value. The program has experts in various fields who share knowledge we didn't possess, and since we are still a small company, hiring specialized services is not yet feasible. Moreover, the program has been a crucial financial aid, helping us in obtaining access to capital and credit through the assistance from Ascendus, which has made a significant difference. As immigrants, we initially lacked much knowledge, but now we

learn something new every day. This program is like an untapped goldmine of information we didn't have access to before. It has truly become an invaluable resource for us, and we are sincerely grateful for the support it offers.

From the Owners

“If you have the desire to start your own venture and constantly weigh the pros and cons, it's time to act. Leave your fears behind and take calculated risks. When the entrepreneurial spark ignites within you, push aside doubts and hesitations. The first step is the toughest, especially when you lack the support of successful people around you. Starting is challenging, and there will be moments when you'll feel like giving up because things won't always go as planned. But when you reach that point of no return, you'll have no choice but to succeed. You'll find solutions and overcome obstacles because moving forward is the only option. The journey is tough, but it's undeniably worth it. Over time, your hard work will pay off, and you'll gain more time to dedicate to your family. For us, we hope to become a strong support for our son when he decides to pursue his entrepreneurial dreams. We're paving the way for him to own his time and business, something incredibly valuable for the future. In conclusion, my advice is to take the plunge; it's worth it.”

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