

# The Grameen-Ashoka Dialogue

## Juan Infante

Necesitamos Millonarios  
Peru

Jr.Diego Ferre 354, Dpto. E  
Miraflores  
Lima 18  
Peru  
Fax: 51-1-2473322 Phone: 51-1-2472543  
E-mail: [jinfante@necesitamosmillonarios.com](mailto:jinfante@necesitamosmillonarios.com)



**Innovation:** Juan Infante is fighting to stimulate and consolidate small business and industry entrepreneurship in Peru. Juan designed and launched an urban revitalization effort to breathe new life into Gamarra, one of Lima's biggest small business areas. By combining business development training and savvy marketing and promotion, in three years, the area went from a garbage-strewn, dangerous section of Lima to a brightly lit, colorful, safe shopping district. In 2001, after his success in the development of the textile sector, and other small business sectors in Lima periphery, he was asked to lead the government program in charge of supporting the development of micro and small enterprises. Juan has designed a program that combines training, export promotion and strategic investments to improve the competitiveness of clusters of micro and small enterprises. In August 2003, he left Prompyme, the government office in which he developed many of his strategies at a big scale. Currently, he is in a transition stage, creating a new private organization called "Necesitamos Millonarios" (We Need Millionaires), based upon the knowledge acquired in his previous experiences.

Business Model	
Market Opportunity	Most workers in the country border on subsistence living. Small and micro-enterprises represent 99.7% of all Peruvian businesses and yet make tiny profits.
Current and 5-Year Outreach	At Prompyme, he served over 96,000 businesses and over 50,000 people. In his new organization he expects to reach 300,000 people through the media, 300,000 people through seminars, workshops, and speeches, 50,000 entrepreneurs through technical support, and 100 enterprises through corporate sales services.
Product/Service	Provides capacity-building and technical assistance to small and micro-enterprises, organizes "business clusters" within a given sector, maintains an information portal on government purchasing to enable small businesses to compete for bids.
Operations Infrastructure and Delivery Mechanism	Communications: web page, T.V. program, radio program Training area: training programs for state staff and NGOs, training programs for entrepreneurs. Marketing area: Corporate Sales Services for small business.
Marketing and Promotion	Through out all his trajectory he has developed many tools to reach his target group. Here are some: Hosted a weekly radio program called "More than Business" with 100,000 listeners. Established an audiovisual communication office producing videos about business development, intervention techniques, and pilot projects. A professional team traveled around the country using the videos in capacity building with business people, public and private functionaries, students and others. The communication strategy raises the public profile of small businesses, small business clusters, and their achievements to acknowledge their role in the country's development.

Human Resources	Sociologists, economists, communicators, engineers, administrators.
Current and Potential Partners	Business associations, government offices, the national police, municipalities, civil defense, fire departments, educational organizations, and NGOs for management of "business clusters"
Investors	Public funds, private sector donations, international cooperation, sales of the new services of his new organization
Funding Needed to Scale	Around US \$2,000,000