

Won \$20,000 with a Green Business

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Robin Baltierra, owner of Green Tech Group, Inc. took first place at the Business Venture Challenge 2008, an event organized by the Latin American Chamber of Commerce (LACC), along with KMG Enterprises, Stuart School of Business I.I.T. and the Department of Commerce and Economic Opportunity.

Baltierra told *Negocios Now* that she felt “very surprised and honored” to be the prize-winner of the Business Venture Challenge 2008, a contest which awards cash for the best start-up business plans in two categories: “Student Idea” and “Existing Business”. The contestants presented their business plans which were judged by a panel of experts.

Green Tech Group is focused on generating energy through alternative sources.

“Winning the challenge is proof that my business idea is recognized in the industry and that the energy systems which reduce the consumption of natural resources have demand” she added, referring to the \$15,000 cash prize she received in conjunction with a \$5,000 gift certificate towards consulting services with KMG Enterprises.

Green Tech Group is one of the few companies owned by a woman of minority and focused on ecology and promotion of renewable energy systems for supplying services in the design and construction of “green” buildings.

The company, located at 2998 S. Archer Ave., develops alternative systems such as solar, ecological and geothermal energy, which are a great impact in the decrease of carbon emissions and conservation of conventional energy, such as in the costs of energy in the residential, commercial and industrial sectors.

The Business Venture Challenge 2008 was the foundation for the All-Stars Minority Entrepreneurship Conference which took place July 24th in the Illinois Institute of Technology. The focus of the conference was to facilitate guidance for accessing venture capital.

A Peruvian civil engineer, George Sánchez Ferrer, the Transportation and Construction Consultant for the LACC, explained that the objective of the event was “to cover the necessary.”

In accordance with the State of Illinois statistics, Hispanic minorities are the least acceded to business capital because they are

not well informed or see lending as the only option.

Sánchez indicated that the conference was the first attempt for small companies to invest in, and begin to grow their companies through the means of education.

The first place Business Venture Challenge 2008 in the “Student Idea” category consisted of a \$5,000 cash prize and a \$3,000 gift certificate towards consulting services with KMG Enterprises. The prize was awarded to Arthur Mortega, from DePaul University, who came up with a web site containing tools for the users to create and construct their own video games.

More information available at www.latinamericanchamberofcommerce.com



Robin Baltierra receiving her prizes