



SER PRESENTATION



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The following is a brief overview and update of the activities that have taken place regarding the restart of the organization.

Re-Organization Team



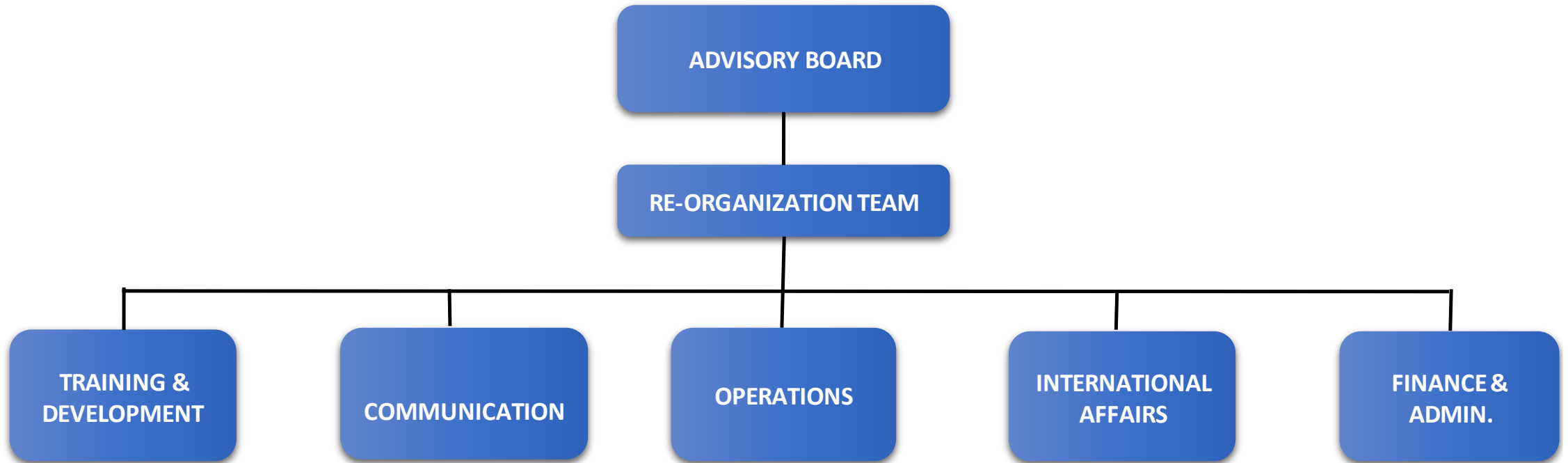
Temporary Board

- Gabriel “Boy” Magdalena - (Chairman)
- Noraima Engelhart – (Treasurer)
- Junior Sluis – (Secretarial & logistics)

Re-Organization Team Members

- Ghatim Kabbara - (Marketing & Communication)
- Javier Magdalena – (Operating Center)
- Jeanette Bonet – (Members Acquisition)
- Neftali Girigoria – (Training)
- External Advisor: M. George

Operational Structure



Brand Transition

During the work session, it was determined that one of the key priorities was the image change.

Several discussions and exercises were held where the organization was defined in order to give the logo the necessary significance.



NEW LOGO



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LOGO VARIATIONS



SBAC
Small Business Association of Curaçao



MKBC
Midden & Klein Bedrijf van Curaçao

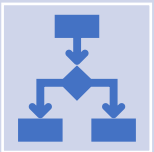


PYMEC
Pequeñas & Medianas Empresas de Curaçao

Strategic Approach



The strategic approach was one of the key priorities during our work session. *Mr. M. George* took this assignment and developed the different segment and definitions.



These will be the guidelines for future decision-making aspects and establishment of objectives.

Strategic Approach

Purpose:

“Our purpose is to promote the cooperation amongst – and represent the interests of small and medium size businesses, which will contribute to the sustainable development of our (business) community and the economy of Curaçao”...



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Strategic Approach

Vision:

“Curaçao’s small and medium size businesses are socially responsible and are able to absorb external shocks. Because of their social involvement they are the heartbeat of our economy and because of their resilience, they are its backbone”...



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Strategic Approach

Mission:

“We help shape (future) entrepreneurs to become successful small or medium size businesses owners who can make a sustainable impact on our economy”...



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ADECK serves the following:

- Freelancers
- Independent Contractors
- Retailers with a Physical Location

1. Freelancers

Problems they face:

- Finding new clients
- Avoiding long periods of no work
- Staying on top of tax payments

ADECK Services that help Freelancers solve their problems:

- The guidance, training and coaching provided by ADECK will help freelancers to be better prepared to manage their clients, their time on projects, their

ADECK Advocacy that help Freelancers solve their problems:

- ADECK will represent the interests of freelancers by talking to government about creating special policies that can help freelancers to develop their business; And to financial institutions about creating financial products tailored-made to the needs of freelancers.

2. Independent Contractors

Problems they face:

- Finding workers for temporary or as full-time
- Work permits for foreign workers
- Finding new clients and projects

ADECK Services that help Independent Contractors solve their problems:

- The guidance, training and coaching provided by ADECK will help independent contractors to be better prepared to manage their clients, their projects, their workers, their finances and their emotional state.

ADECK Advocacy that help Freelancers solve their problems:

- ADECK will represent the interests of independent contractors by talking to government about creating more flexible labor laws and tax incentives; And to financial institutions about creating financial products tailored-made to the needs of independent contractors.

3. Retailers with a Physical Location

Problems they face:

- Lack of rental space that is affordable
- Lack of rental space that is in good condition
- Lack of commercial areas with proper lighting, security & roads

ADECK Services that helps Retailers with a Physical Location solve their problems:

- The guidance, training and coaching provided by ADECK will help retailers with a physical location to be better prepared to manage their business, their marketing, their workers, their finances and their emotional state.

ADECK Advocacy that help Freelancers solve their problems:

- ADECK will represent the interests of retailers with a physical location by talking to government about improving roads and infrastructure, as well as improving security, creating more flexible labor laws and tax incentives; And to financial institutions about creating more flexibility that will allow these retailers to secure their investments and grow their business.

What does ADECK offer?

ADECK offers advice, training, support, infrastructure and networking events for professionals, entrepreneurs and companies, as well as advocacy services for small & medium sized companies.

Business Services

- Business coaching services
- Training Seminars
- Masterclasses
- Etc.



Advocacy Services



- **To represent the interests of small and medium sized businesses by talking to the government.**
- **Talk to financial institutions.**

Operational Aspects



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- Office Assistant: Georgina Pereira
- Hours of Operation: 0800 – 1700 hrs.
- Tel: +599-9-844-0005
- Email: info@adeck.org
- Website: www.adeck.org



2023 Year Planning (Highlights)



February 2023:

Establishment of ADECK/SBAC board



May 2023:

Relaunch / Media Tour



June 2023:

Masterclass (TBD)/ Small Business Guide Launch



July/ Aug. 2023:

Luncheon (TBD)/ Signing partnership with UoC



October 2023:

Major Event (TBD) (Small Business Week)



ADECK Advisory Board Briefing March 2023





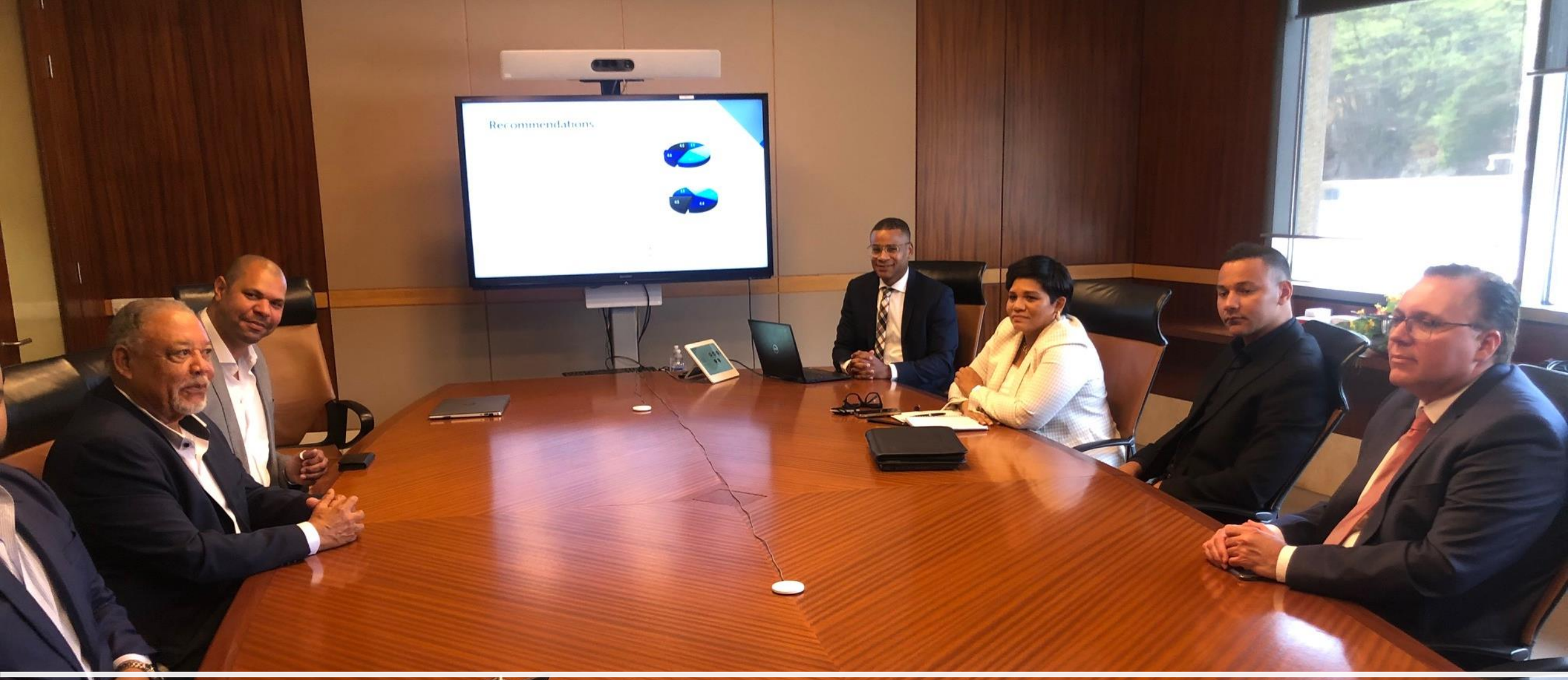
Update Presentation VBC – 27 March 2023



Presentation Min. Econ – 6 April 2023



Official visit Governor L. George-Wout – 19 May 2023



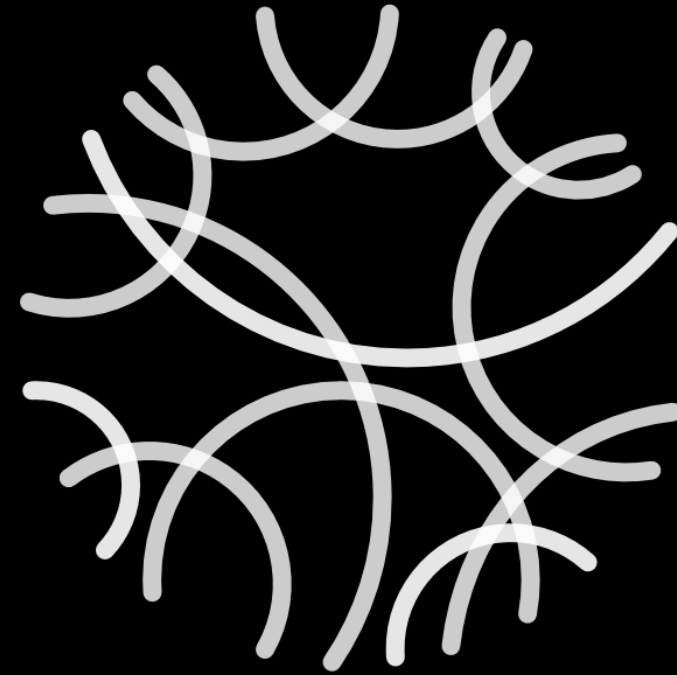
Official visit CBCS – 25 May 2023



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THANK YOU!!!

On behalf of the ADECK / SBAC
re-organization team, we want to
thank you for your support!



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