



US Market Entry Business Model

Presentation by:

Christina Hanna, Vivian Hiley, Joe Hill, & Katie Atuesta

— Grupo elCOLOMBIANO —



Meet the Team



**Christina
Hanna**



**Katie
Atuesta**



**Vivian
Hiley**



**Joe
Hill**

Agenda

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01

Background

Business Challenge

El Colombiano seeks to expand its U.S. audience, targeting Colombian immigrants and Spanish speakers, while diversifying revenue streams.



Market Segments and Advertising Opportunities

Market Segments

Colombian Expatriates

Language Learners

Business Communities

Cultural Enthusiasts

Culinary Enthusiasts

Tourists and Travel Enthusiasts

Advertising Opportunities

Opportunities promoting cultural events, products, or services evoking a sense of home

Target advertising, language-enhancement, business opportunities

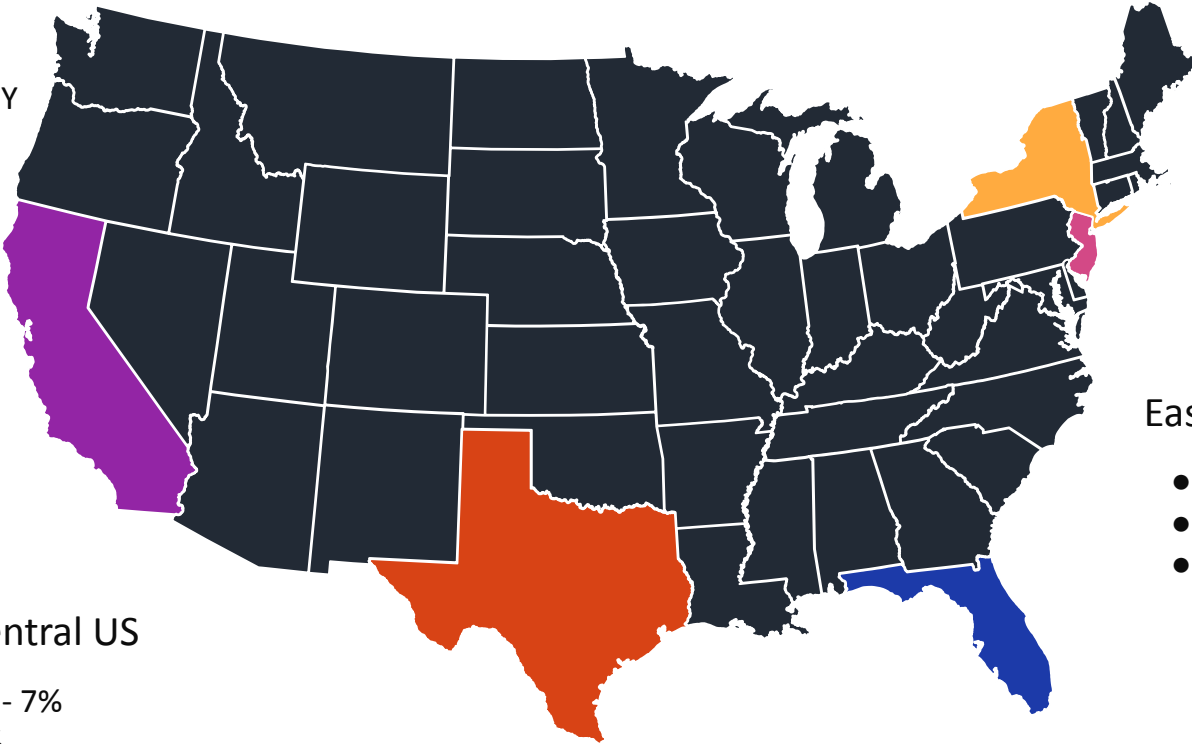
Explore partnerships with cultural institutions

Target Market Locations

These five states contain 69% of the Colombian population in the USA.

Top Cities

- New York City, NY
- Miami, FL
- Orlando, FL
- Los Angeles, CA
- Boston, MA
- Houston, TX



Western & Central US

- California - 7%
- Texas - 8%

East Coast

- Florida - 31%
- New York - 13%
- New Jersey - 10%

Percentages = % of Total US Colombian Population

Competitor Landscape

STRENGTHS:

Established reputation
Bilingual capabilities
Diverse content offerings
Cultural relevance
Digital presence

WEAKNESSES:

Limited Brand Recognition in the U.S.
Potential gaps in digital presence
Dependency on traditional advertising

OPPORTUNITIES:

Growing hispanic market
Digital transformation
Targeting second and
third-generation hispanics
Collaborative partnerships

THREATS:

Competition from established networks
(Univision, Telemundo)
Evolving media consumption habits
Cultural Sensitivity challenges
Economic challenges

Legal and Regulatory Compliance for Foreign Media in the U.S.

Key Legal and Regulatory Considerations:

- **FCC Regulations:**
 - Compliance with broadcasting rights and spectrum use.
- **Content and Censorship Laws:**
 - Adherence to U.S. content regulations and the First Amendment.
- **Foreign Agents Registration Act (FARA):**
 - Registration requirements for foreign-controlled media.
- **Employment and Labor Laws:**
 - Adherence to U.S. labor regulations, including immigration laws.
- **OFAC Compliance:**
 - Adherence to sanctions and international regulations.
- **Data Protection and Privacy:**
 - Compliance with CCPA, COPPA, and other privacy laws.
- **Intellectual Property Rights:**
 - Respect for copyright and proper licensing.
- **Tax Compliance:**
 - Understanding of federal, state, and local tax obligations.

02

Scenario 1

Scenario 1: Conservative, Low-Cost, Results-Oriented

Approach: Focus on minimal investment and rapid ROI. Leverage existing content with minor adaptations for the U.S. market

Key Actions:

- ★ Digital-Only Platform
- ★ Targeted Marketing
- ★ Content-Sharing Partnerships
- ★ Pay-per-article system

Expected Outcome:

Niche market penetration, controlled costs, straightforward revenue model

Scenario 1: Strategic Approach to Key Actions

Digital Only Platform	Targeted Marketing	Content Sharing Partnerships	Monetization
<p>Strategic Initiative: Launch a U.S.-specific section on the existing El Colombiano website with selected translated content.</p> <p>Content Curation: Focused on individuals interested in Latin American culture and affairs.</p> <p>Language and Localization: Ensure U.S. section is available in both English and Spanish, offering a bilingual platform</p> <p>Cultural Connection: Share stories on Colombian heritage and interviews with Colombian personalities in the U.S.</p>	<p>Strategic Initiative: Use digital marketing targeting Colombian expatriates and those interested in Colombian news.</p> <p>Content Marketing: Develop engaging content that highlights Colombian culture, news, and events</p> <p>SEO and SEM: Optimize website content and use search engine marketing to appear in searches related to Colombian news</p> <p>Social Media Engagement: Actively engage with the audience by participating in discussions, and hosting live events</p>	<p>Strategic Initiative: Form content-sharing partnerships with existing U.S. Hispanic news platforms to reduce costs.</p> <p>Mutual Benefits: Expanded reach, shared resources, cost efficiency, & enhanced credibility</p> <p>Content Syndication: Publish content on partner platforms, providing exposure to a broader audience.</p> <p>Cross-Promotion: Both parties promote each other's content, events, and news, fostering a cooperative relationship</p>	<p>Strategic Initiative: Introduce a flexible monetization model that allows users to access content</p> <p>Pay-Per-Article System: Offer readers the option to purchase individual articles</p> <p>Free-Access Model: Provide limited free access to content to encourage more subscriptions</p> <p>Low-Cost Subscription: Full access to El Colombiano's extensive content library</p> <p>Trial Periods and Promotions: Entice new users to experience the full range of content to increase conversion rates</p>

03

Scenario 2

Scenario 2: Higher Level of Commitment & Strategy

Approach: A balanced strategy with a moderate investment to build a sustainable presence in the U.S. market.

Key Actions:

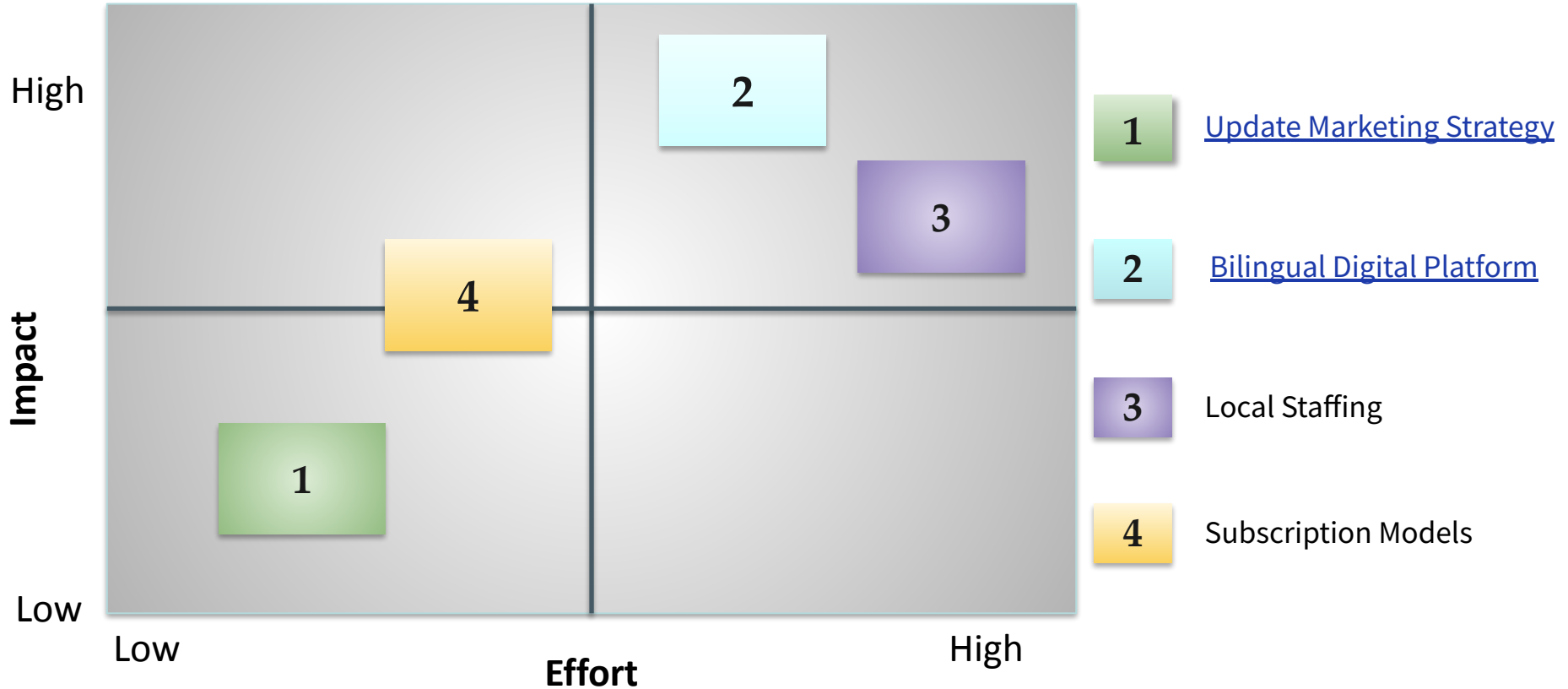
- ★ Comprehensive Marketing Strategy
- ★ Bilingual Digital Platform
- ★ Local Staffing
- ★ Subscription Models



Expected Outcome:

- Steady growth with a focus on brand establishment and audience development, aiming for a significant presence in the target segments.

Impact Effort Matrix: Scenario 2



Houston Times

CLIMATE CHANGE

TEMPERATURES AND WEATHER PATTERNS



The Rising water

In the wake of rising concerns about climate change, Houston, TX, is taking significant strides to address environmental challenges. City officials have unveiled a comprehensive plan to combat the impacts of climate change, including increased flooding and extreme weather events. The initiative focuses on implementing resilient infrastructure, enhancing green spaces, and promoting sustainable practices to mitigate the effects of climate change on the community. Houstonians applaud the proactive approach, recognizing the urgent need for collective action to safeguard their city against the growing threats posed by a changing climate.



Featuring *El Colombiano*

El cambio climático está teniendo un impacto significativo en los colombianos, manifestándose a través de fenómenos climáticos extremos y alteraciones en los patrones meteorológicos. Las comunidades agrícolas experimentan sequías prolongadas o inundaciones repentinas, afectando la producción de alimentos y la seguridad alimentaria. Además, el aumento de las temperaturas contribuye a la propagación de enfermedades transmitidas por vectores, como el dengue y el zika. Las poblaciones costeras enfrentan la amenaza de la elevación del nivel del mar, poniendo en riesgo la infraestructura y la vivienda. Es imperativo que Colombia adopte medidas sostenibles y resiliencia climática para proteger a sus ciudadanos y preservar la biodiversidad única del país.

04

Scenario 3

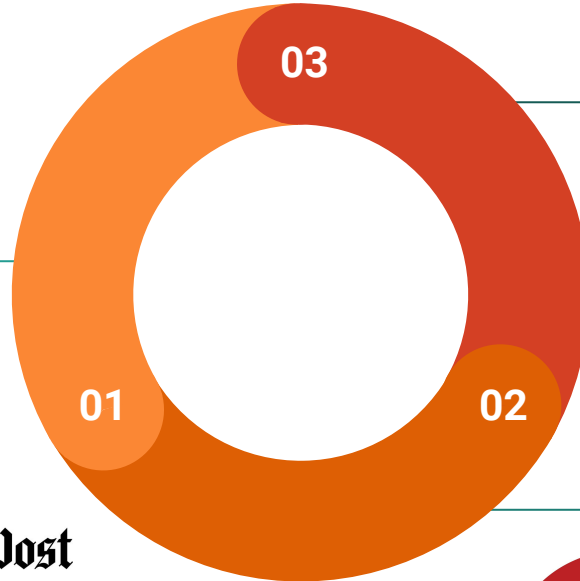
Scenario 3: Innovation-Driven & Differentiation Oriented

- **Approach:** Partnership engagement to create robust and growing revenue streams.
- **Expected Outcome:** Long-term audience and revenue streams from US partnerships.

Key Actions:

Contribution Partnerships

Guest editorials and collaborative investigations embedded into existing publications and blogs



Broadcast Segments

Leverage videography capabilities to capture a wider audience (next slide)

Distribution Partnerships

Sell digital access at the register, use advertising as a negotiation strategy



Public Media provides a space for cultural expression

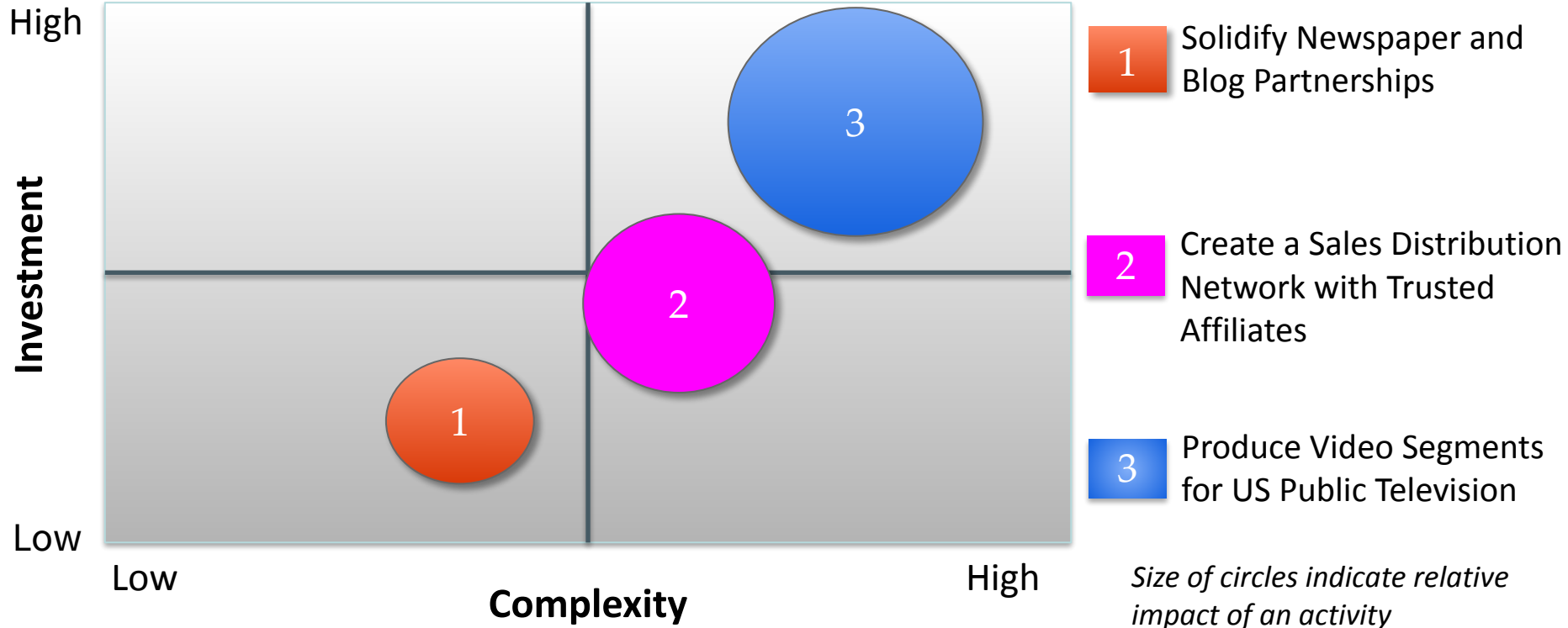
Example: **NHK NEWSLINE**

- Japanese News Program and Cultural Show broadcast in select US markets
- Provides unique point of view for American audiences
- Promotes web content and subscription content
- Limited funding due to public ownership
 - Direct advertising opportunities within segment

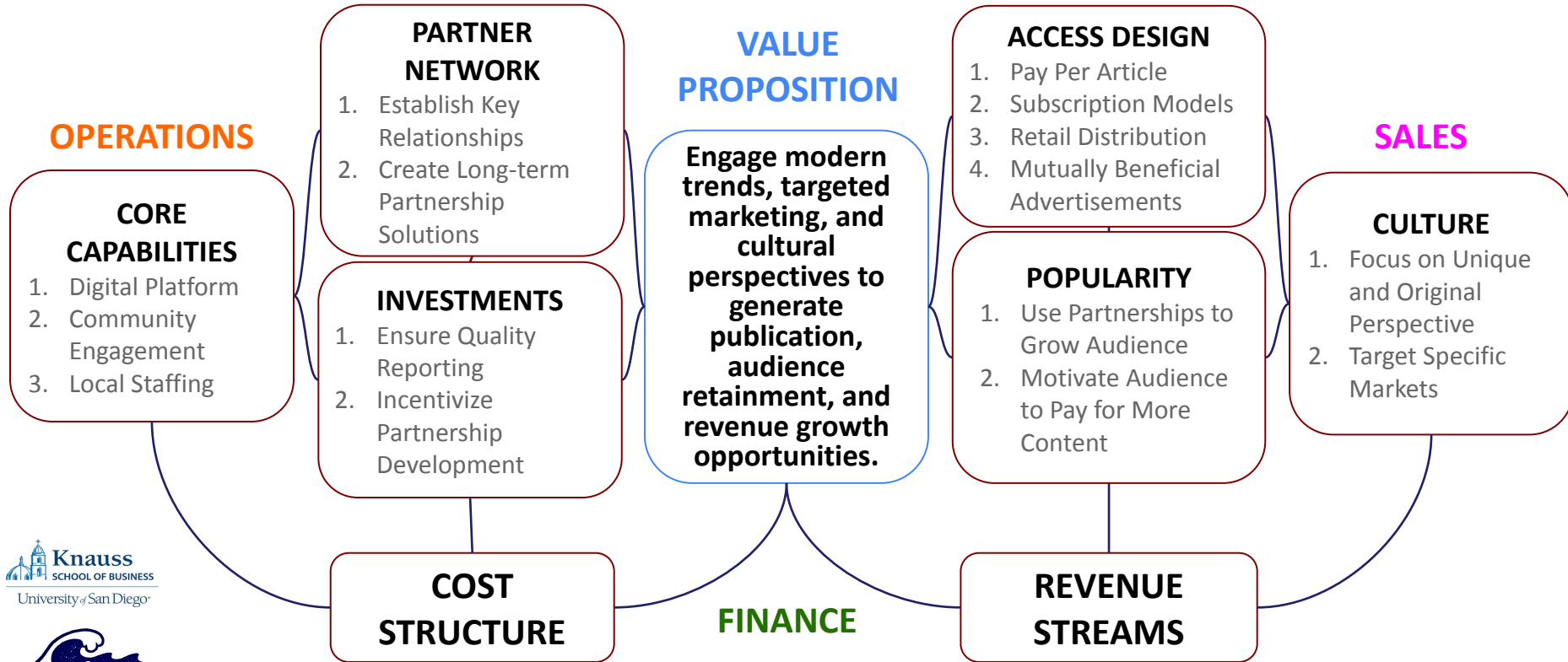


<https://www.pbs.org/about/producing-pbs/proposal-process/>

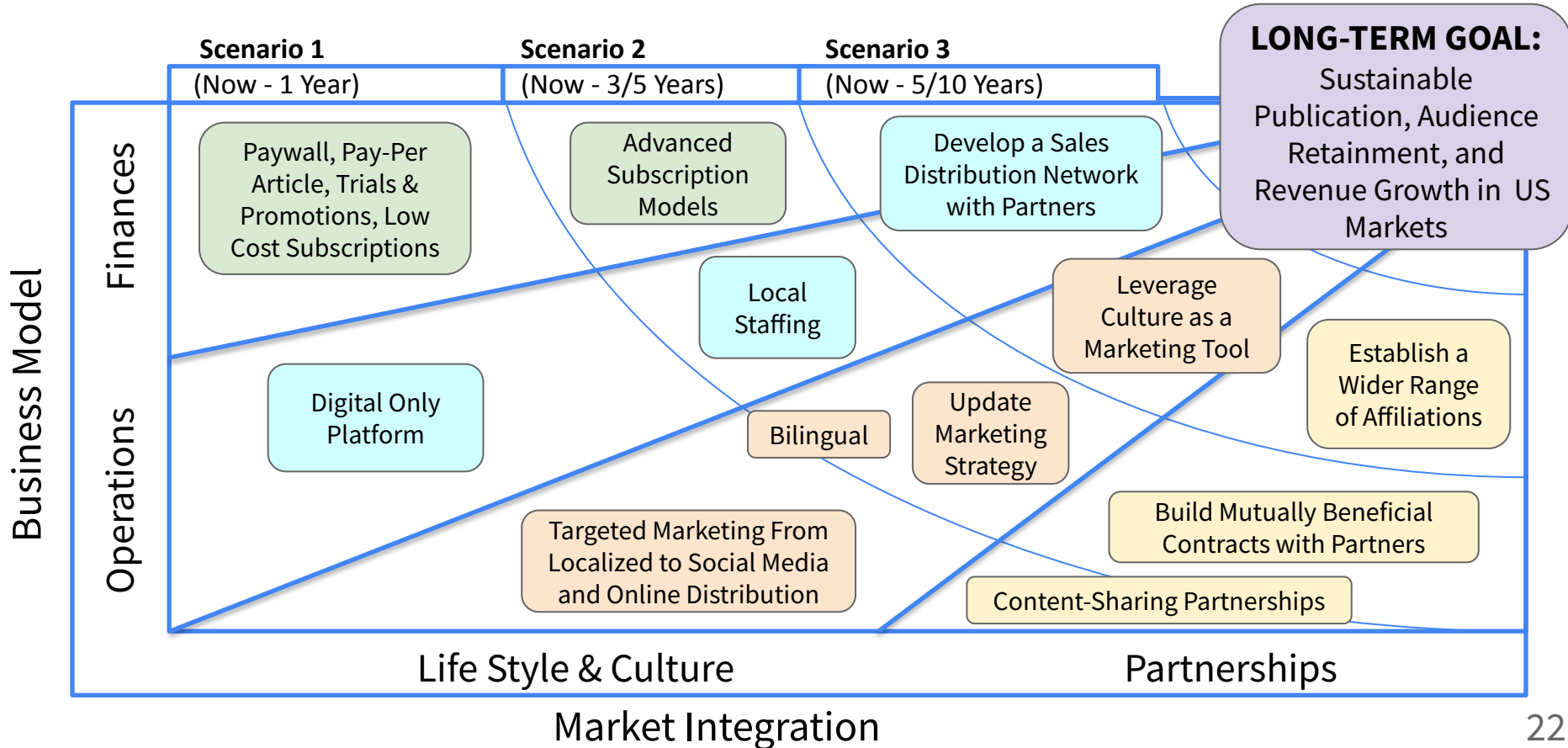
Initiative Matrix: Scenario 3



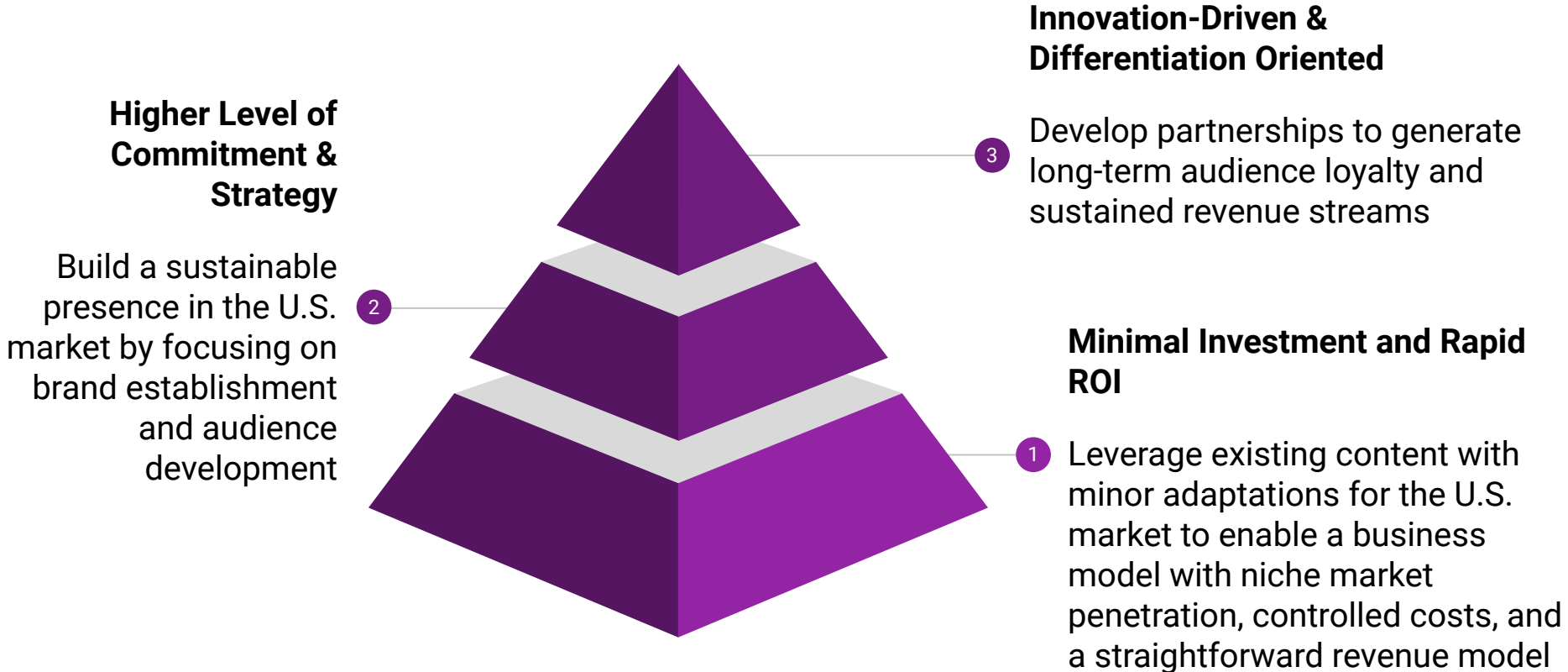
Combined Scenario Business Model Canvas



The business model that enables successful integration into US Markets includes action items that create robust solutions to unique challenges



Summary: Scenarios Build Upon Each Other



Gracias!

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