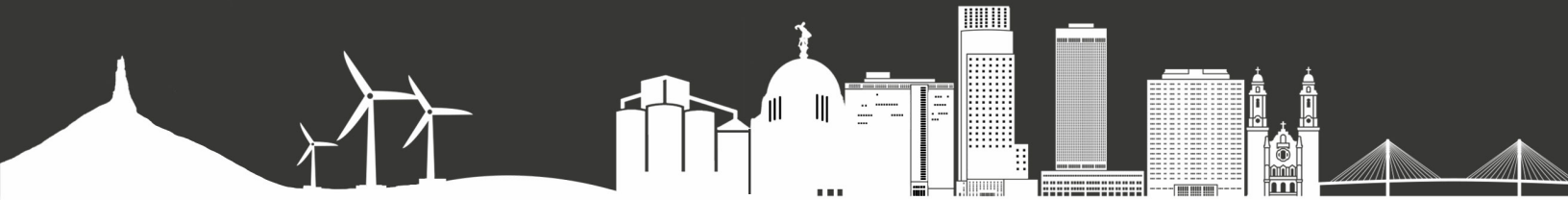


SUCCESS STORY: AVENTURAS SPANISH IMMERSION PROGRAM FOR YOUNG CHILDREN

Business Offers Spanish Language for Preschoolers



REPORT DATE

› January 2019

INDUSTRY

› NAICS 624410: Child Day Care

CONSULTING

- › Market research
- › Business plan review
- › Financial projections

RESULTS

› Business opened Jan. 22, 2018

Prior to opening their Aventuras Spanish Immersion Program for Young Children in Lincoln, co-owners Luis and Angela Gonzalez had to learn a few things themselves.

To gain professional assistance and insight into starting a business, the couple turned to the Nebraska Business Development Center (NBDC) and Umeda Islamova, the Lincoln NBDC director.

“We wanted to teach children to grow up bilingual, but the program we were looking for didn’t exist here,” Angela says. “So we said to each other, ‘Let’s start it ourselves.’”

Angela Gonzalez, who serves as Aventuras director, has a bachelor’s degree in international studies and French from the University of Nebraska-Lincoln (UNL) and is completing a master’s degree in critical and creative thinking, with a concentration in international migration, development, and citizenship, at the University of Nebraska at Omaha. Additionally, she has completed coursework in child, youth and family studies including international family studies, and spent two years instructing English language learners. She worked four years as a project coordinator administering grant funded non-profit programs for new Americans, and six years as a research administrator at UNL.

Her husband, Luis, is a native Spanish speaker and a successful entrepreneur who will channel his experience into the management of the school and serve as a substitute teacher. The couple teaches English and Spanish to their three young children.

Angela says their goal was to create an im-

mersion program for other young children, starting with preschool classes, and teach the material in Spanish as much as possible.

They met with Islamova, whose office provided a number of services including a U.S. Census report for market research, a review of their business plan and assistance with financial projections.

“We also provided marketing strategy and guidance in developing their website,” Islamova says. “Later in the process, we connected Angela to people who are in the industry and service providers. We advised her through the recruitment and hiring process and on business tools she needs.”

The Aventuras mission is “to equip young children with an education for bilingualism through an enriching comprehensive preparatory program in a cooperative, encouraging, inspiring and adventurous learning environment.”

After many months of preparation, the preschool program launched its first six-week session at the school, at 6601 S. 70th Street in Lincoln, on Jan. 22.

“I’ve been incredibly impressed with the wealth of resources NBDC has to offer,” Angela says. “I feel I can turn to Umeda to answer any business question and, if she doesn’t have the information, she knows who to contact. It is helpful to have someone in your corner when starting a new business. There are times when you just don’t know what the next step should be, and it helps knowing you have someone you can ask.”

CONSULTANTS: UMEDA ISLAMOVA | LANCASTER | STATE SENATE DISTRICT 29