

Date: July 15, 2019  
Contact: Tessah Latson Garcia  
Phone: 505-842-9003  
Email: [tessah@ahcnm.org](mailto:tessah@ahcnm.org)

**\*\*FOR IMMEDIATE RELEASE\*\***

**“The Albuquerque Hispano Chamber of Commerce (AHCC) To Be Anchor Partner for EmprendeLatino Startup Accelerator to Launch this Fall”**



Albuquerque, NM - The [Albuquerque Hispano Chamber of Commerce](#) is excited to announce their partnership with [EmprendeLatino](#), a new technology startup accelerator program for Latinx entrepreneurs backed by venture capital firm Perpetua Partners. The Albuquerque program, the first of six to launch nationwide, will be the first venture capital-backed accelerator investing exclusively in Latinx-led technology startups. As anchor partner, the AHCC will collaborate with EmprendeLatino on marketing and programming to cultivate and empower Latinx entrepreneurs.

The inaugural Fall 2019 program will provide up to ten startups with training and mentoring from industry experts in addition to space at EmprendeLatino’s downtown Albuquerque location. The rigorous 12-week curriculum, created exclusively for the program by Latinx entrepreneurs and investors, will provide participants with the capital, coaching, curriculum and community needed to emerge as scalable companies that are ready for later stage venture investment.

Upon graduation, the companies will present their ventures in a “Demo Day” and upon completing diligence, will receive a \$100,000 seed investment. In a landscape where less than 1% of venture capital-funded startups are founded by Latinx entrepreneurs ([CB Insights](#)), such a program has the potential to open the gates of venture capital to the Latinx community. “Bringing diversity and inclusivity into venture capital poses a complex challenge, so having strong partners invested in the Latinx community such as AHCC is critical to the success of our mission,” said Executive Director Lucrece Borrego.

These organizations are excited to be working closely together to empower Latinx entrepreneurs and bring this innovative program to Albuquerque.

Applications at [apply.emprendelatino.co](http://apply.emprendelatino.co) are open until **August 11<sup>th</sup>** and the program begins **August 30<sup>th</sup>**. The program is open to all Latinx technology startups in any industry from anywhere. Entrepreneurs interested in applying to the program can register to attend free regional and virtual webinars [here](#). Program details are provided at [emprendelatino.co](http://emprendelatino.co)

###

**About AHCC**

*The AHCC is organized to promote economic development, to enhance economic opportunities and to provide business and workforce education with an emphasis on the Hispanic and small business community in Albuquerque and New Mexico.*

*Established in 1975 by 14 members of the Hispanic business community, the AHCC is a community of approximately 1,200 business owners, entrepreneurs and professionals committed to scaling small businesses and empowering individuals through economic growth and wealth creation. The AHCC is the largest Hispanic chamber in the country, and the largest chamber of commerce in New Mexico. Our membership is comprised of approximately 60% Hispanic-Owned Businesses and 40% Non-Hispanic-Owned Businesses. While being an historically Hispanic-focused association, we are inclusive and proud to consider ourselves the Small Business Chamber of not only Albuquerque, but of the state of New Mexico. To learn more, visit [www.ahcnm.org](http://www.ahcnm.org)*

**About EmprndeLatino**

*EmprndeLatino is the first VC-backed tech accelerator investing \$100K exclusively in Latinx-led technology startups. The founding team is an experienced group of entrepreneurs and investors who are dedicated to cultivating, connecting and committing capital into the most promising startups led by Latinx founders. The Albuquerque accelerator is the first of six accelerators planned to open across the nation over the next four years. To learn more, visit [www.emprndelatino.co](http://www.emprndelatino.co) and follow #launchlatinx across social media.*

**About Perpetua Partners**

*Perpetua Partners is the premier venture capital firm investing exclusively in Latinx-led technology startups. With over 80+ years of combined investment experience, the partners have launched 16 startups, raised ~\$3 million for owned companies and invested a total of \$159 million in 34 companies with 19 exits to date.*