



MEET
HENRY



Your virtual coach to
help you organize, grow,
and make your family
business more profitable
without paying for
expensive consultants.

Scalable, empathetic, and data-driven business
support for the real world



I've spent decades supporting small and family businesses. I've worked in greasy auto shops, corner stores where the cash register is a notebook, and bakeries where the day starts before sunrise. I've watched dreams come to life...
... and I've also seen them fade away—not for lack of effort, but for lack of guidance.

I saw the same problem over and over again...



- Hiring consultants is expensive and out of reach for small business owners and entrepreneurs.
- Most decisions are made by gut feeling.
- There's no time to plan for the future, someone has to run the day-to-day.
- Owners often feel alone when making critical decisions.
- Finding reliable service providers is a challenge.



So I asked myself...
What if I could be there for all
of them? That's how CoachIA
was born.
That's how I was born.
I'm Henry.

And what do I do as a coach?



- I help you look at your business with clarity, combining the insight of decades of experience with the empathy of a real coach.
- I give you a step-by-step plan, at your pace.
- I explain the why behind each step, not just the what.
- I remind you of what matters, so you stay focused on your goals.
- I help you find the right, reliable service providers, legal, financial, digital, and more; so you make informed, safe decisions.
- And I ask the questions that make you think; because that's where real growth happens.

I don't give speeches... I give direction.

I don't just provide data... I help you make decisions.

How I work?

Here's how I work with you, step by step:

- I welcome you on WhatsApp, making it easy for you to get started whenever you're ready.
- I ask a few simple, personalized questions to understand your business, your challenges, your goals, and what makes your story unique.
- I give you a clear, easy-to-read summary of where your business stands and where we can make the biggest impact.
- I create a weekly action plan just for you, with realistic goals, helpful tools, and friendly reminders to keep you moving forward.
- I check in every week to see how you're doing, answer your questions, and support you with voice notes, templates, or even just a little encouragement when you need it.

My goal is to make business support feel simple, personal, and always within reach; **right in your pocket.**



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You send me a message on WhatsApp.



I connect you to trustworthy services when you need extra help.



I follow up each week and send you helpful tools, tips, and reminders.



I ask you a few questions about your business.



I give you a simple diagnosis and action plan.

And believe
me, millions
need me, here
is **the market
opportunity**

Source 1: [Link](#)

Source 2: [Link](#)

In the US alone

+33_{1.}

million
small
businesses.

And many more not
registered.

In Latam

+17_{2.}

million
small
businesses

And many more not
registered.

Most of them don't have access to coaching or consulting.
Worse still, many shut down because they have no one to
think with or help make better decisions.

Also as a market opportunity...

- Corporate partners and institutions (eg AB InBev, Chambers of Commerce) are seeking scalable, measurable solutions to create impact across their value chains and for their beneficiaries.
- Henry integrates seamlessly into both B2B (corporate) and B2C (direct-to-entrepreneur) channels, multiplying our reach and potential for impact.

Henry's Business Model

Scalable, affordable, proven demand

Key Points

- You can get an initial diagnosis of your business for free.
- For just \$18/month, I'll help you build a personalized action plan based on your diagnosis.
- Or, choose our special \$50/month plan and receive 3 support sessions from one of my human colleagues.
- If you're a corporate partner, I can create a customized solution for your brand—including corporate pilots and scalable, recurring value chain training.

Go-to-Market Strategy

- Launch pilots with corporate partners—e.g., breweries, banks, chambers of commerce (already in place).
- Onboard retailers via WhatsApp; low friction, easy validation.
- Collect data to continuously improve diagnostics and value.
- Expansion: LATAM rollout, mobile app, integrations.



Impact and validation

Proven results, real change

In 2024, we launched our first cohort with Cervecería Nacional Dominicana, delivering a virtual training program with real professors and coaches.

- First cohort (Oct–Nov 2024): 150 businesses impacted (full training + live coaching).
- Second cohort (Feb–Mar 2025): 74 businesses participated (focused exclusively on coaching).
- Third cohort (Jun–Jul 2025): 120 businesses trained in a blended virtual program.
- Fourth cohort (starting August 2025): We expect to welcome over 250 businesses to this new edition.

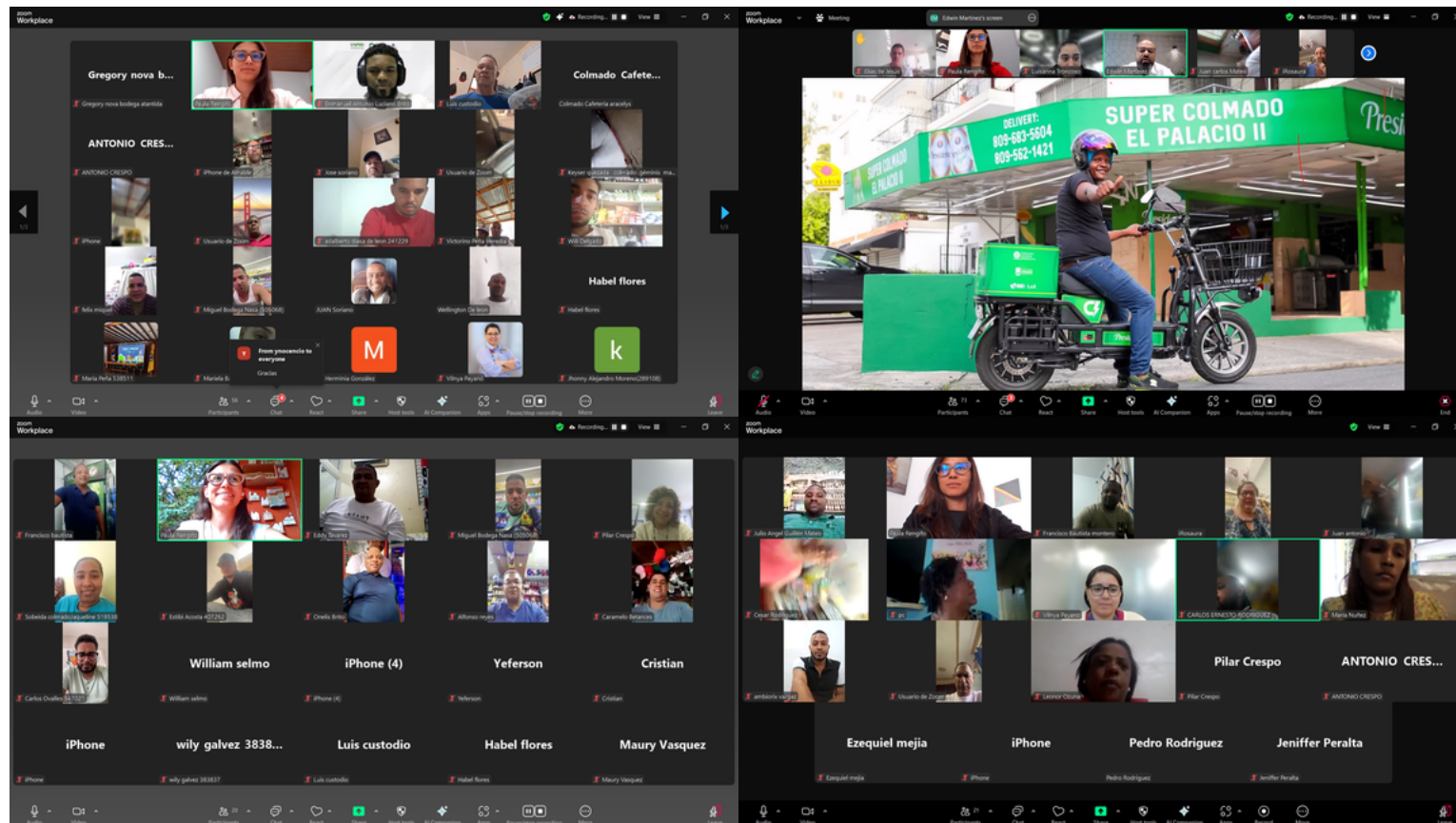


Impact and validation

Proven results, real change

In total, we have supported nearly 300 small businesses (colmados) in the Dominican Republic, through a 7-week virtual coaching model. Each week, participants join a live session on a key business area and tackle a practical challenge to apply what they've learned.

The program has demonstrated measurable impact on participating businesses. We've seen significant improvements in sales growth, better internal organization, more efficient inventory management, and stronger people management. Many business owners now have greater financial clarity, better control over expenses, and a more strategic approach to decision-making. The process has also strengthened leadership and confidence—especially among women-led businesses and younger generations within family enterprises. Beyond economic indicators, the program has fostered a mindset of growth and sustainability, transforming not only the businesses but also the lives of those who run them.



These pilots have validated the strong demand for a scalable solution like Henry. While Henry is still pre-revenue, the need for accessible, ongoing support for small businesses is clear, and our model is ready to scale.

References

For more information about the program and its results, you can contact:

- María Belliard: maria.belliard@ab-inbev.com
- Luisanna Troncoso: luisanna.troncoso@ab-inbev.com

You can also find additional references and mentions of the program in several LinkedIn posts, which highlight its impact and the stories of participating entrepreneurs.

Post 1: [Link](#)

Post 2: [Link](#)

Post 3: [Link](#)

Post 4: [Link](#)

Testimonial from a corner store owner here: [Link](#)



Customer Pipeline

Below are some of the companies and institutions we've had conversations with, and who have expressed interest in learning more about Henry:

- Cervecería Nacional Dominicana (with whom we already have a contract for our coaching program)
- Cervecería Hondureña
- La Constancia (El Salvador)
- Buenaventura (mining company in Perú)
- Fenalco (Colombia)
- Universidad de La Sabana (Colombia)
- PepsiCo (Brazil)
- Ecopetrol (Colombia)
- Hispanic Chamber of Montgomery County (United States)
- Venezuelan-American Chamber of Commerce (United States)



Roadmap



Investment required

- Tech development: 40%
- Marketing: 30%
- Human resources: 20%
- Operations: 10%





Let's build a future where no small business owner is ever alone, and everyone has access to the very best support.

MEET
HENRY

Ready to meet Henry?

Our website:
www.familyfirst.co/henry

Contact number

- COL +573214429337
- USA +17869421698



By **family
first.** 