



PROSPERITYⁱLAB

2025

Annual Impacts Report

Prosperity Lab is based in San José, California
as a 501(c)(3) non-profit organization.
Financial contributions are tax-deductible and highly appreciated.

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2025 Program Highlights: Shaping Prosperity Through Local Wisdom

At Prosperity Lab, we tackle economic inequality head-on by equipping underestimated entrepreneurs with the tools they need to thrive. We don't just offer programs; we create scalable solutions that act as a bridge to true financial freedom.

Our impact is amplified through active advocacy. By partnering with local leaders and regulators, we work to reshape the business landscape into one that prioritizes equity and representation for the smallest of businesses. We are dedicated to building a world where the path to success is open to everyone.



GOLDEN TICKET- INCUBATION PROGRAM

Keystone Programs



The Mobile Lab is a community-based solution designed to close the digital gap by bringing high-quality hardware and instruction to digitally isolated neighborhoods

- 99 trainees completed courses
- 37 take-home devices distributed



Our Community Kitchen Incubator serves as a critical launchpad for emerging culinary talent, bridging the gap between kitchen-table concepts and sustainable commercial success. By providing a secure home for early-stage food entrepreneurs.

- Accelerated 15 emerging food businesses by improving operational efficiencies and driving measurable growth.
- Launched 24 New Food businesses
- Incubated 3 Co-OP Food Businesses
- Launched 1 Nonprofit, Vocational Cafe



Be Your Own Boss (BYOB) is a transformative youth entrepreneurship bootcamp that equips the next generation with the foundational mindset and practical tools for self-employment. BYOB helped them see their lived experience, creativity, and initiative as assets—not obstacles.

- Participants range in age from 18 to 29 years old.
- 70% participated in pitch competition where they presented their business idea.

To strengthen the local entrepreneurial ecosystem, we aligned with several economic mobility organizations in 2025 to provide specialized business & digital training:



Training Method

- 25% English
- 75% Spanish
- 10% On-Line
- 90 % In Person

Industries Trained

- Construction/Electrician 20%
- Manufacturing/ Automotive 4%
- Professional Services 8%
- Food Production 30%

Attendee Location

- Santa Clara County 60%
- Central Coast/ Central Valley 35%
- Bay Area(San Mateo/ Alameda) 5 %

Attendee Identity

- 68% Female
- 30% Male
- 2% other

Training Profile

- Retail 8%
- IT Tech 5%
- Events/Art 8%
- Child Care 5%
- Personal Care 12%

Age Group

- 18-24: 10%
- 25-34: 15%
- 35-44: 20%
- 45-54: 35%
- 55 and over: 20%

Topic Areas

- Compliance
- Digital Skills
- Finance
- Human Resources
- Interpersonal Skills
- Marketing
- Food Safety
- Ai & Automation



Spring Highlight

The **Golden Ticket Incubator** represents a strategic collaboration between Prosperity Lab, ESO Ventures and West Valley College. This comprehensive program currently supported 27 growth-stage entrepreneurs through an intensive curriculum consisting of advanced growth training, specialized financial mentoring, and streamlined access to low-interest capital and human resources development.

Summer Highlight

The BYOB (Be Your Own Boss) Bootcamp successfully introduced 35 emerging entrepreneurs (ages 18–24) to the fundamentals of self-employment. This intensive two-day residency focused on financial self-sufficiency and culminated in a high-stakes pitch competition. Participants moved from ideation to execution by drafting comprehensive business plans and defending their concepts before a panel of local industry leaders

Fall Highlight

Our **Digital Equity Lab** successfully expanded into Northern Salinas and Santa Cruz Counties, equipping over 50 residents and farmworkers with essential basic and intermediate workforce skills. By providing take-home devices, we bridged a critical technology gap, enabling participants to secure employment, access legal and medical services, and enhance family engagement with local schools

Winter Highlight

To empower food and retail entrepreneurs with a competitive edge, we introduced a suite of cutting-edge tools and actionable business strategies. Our hands-on workshop series provided participants with the technical proficiency to scale their operations effectively. By mastering professional food and retail photography, AI-driven operational scaling, and industry-tailored automation, entrepreneurs are now better equipped to meet the demands of a rapidly evolving marketplace.

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Program participants receiving Mentoring reported positive outcomes, as a result of receiving business mentoring from our team.

New Business Starts

62

Jobs Created

221

Jobs Preserved

332

Sales Increase

\$13.6m

Capital Investments

\$4.9m

Loans

\$2.4m

MENTORING

One on one advising	720 hours
Unique business	250
Incubation Participants	39

BUSINESS SKILLS TRAINING

Workshops/webinars events	89
Total attendees	1415
Unique businesses trained	394

DIGITAL TRAINING

Workshops/webinars events	37
Artificial Intelligence & Automation	3
Unique businesses trained	794
Digital Literacy	74

INDUSTRIES IMPACTED

IT Tech	6%	Automotive/Manufacturing	2%
Personal care	12%	Professional Services	8 %
Retail	9 %	Events, Creative, Media	9%
Child Care	5%	Food Service Industry	29 %
Construction	20%		

Our Services benefited Californians in:
Alameda, Coastal San Mateo, Monterey,
Los Angeles, San Benito and Santa Clara counties.

Public Engagement & Media Visibility

Testimonials



BYOB Validated my concept and opened doors to the entrepreneurial space. I was able to pitch and develop my business concept. Now I know that when ready to launch my business project, where I can receive guidance to launch my own business”
Mario

“For me, the community kitchen has been a huge opportunity, because now I have an licensed business, at such a young age. It helps me a lot in building my future because right now it's my only source of income, and I'm improving every day, gaining more knowledge and experience in business and sales :)
Yuliana



“The Mesa Redonda community kitchen has been fundamental and an invaluable resource, allowing us to keep our business afloat and continue our entrepreneurial journey. It has enabled us to produce more efficiently and meet the necessary standards for business growth, providing us with a suitable workspace in a safe and professional environment. They have offered resources and support that have allowed us to formalize and improve our processes, bringing us closer to our business goals.” Quelites Co-Op

Equity Advocacy in Action



Number of stories in the media

12

SF
GATE

SAN JOSÉ
spotlight
Your search for inspiration here

T
48
TELEMUNDO
ÁREA DE LA BAHÍA

FOX
KTVU

CBS

NBC

14
ÁREA DE LA BAHÍA



Social Media Metrics

5,900

Unique accounts that saw the content



55,274

Total views

In 2026, we will open our dedicated Community Kitchen in the heart of East San Jose. The 301NJ space will include a co-working space, and business center for program incubees to manage their operations in addition to receiving mentoring, training. Workforce, kitchen operations, automation and nutrition courses will be offered by industry experts
In gratitude... Mimi M Hernandez, Chief Executive Officer & Founder

PROSPERITY360