



TAKE HAITI TO AN EMERGING MARKET POSITION

61 Business Ideas Haitians Can
Profit With Right Now



Business Manifesto
By Daniella Bien-Aime

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“Startups and small businesses are the foundation of a thriving, diversified economy.”
-Al Khalifa, Chairman of Qatar Business Incubation Centre (QBIC)



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An intense focus on business creation from both Haitians and the diaspora is Haiti's best hope for economic development.

This ebook is a proposal to advocate for citizens in Haiti and its diaspora to focus on starting businesses, learning about technology and how to use it in order to raise the social and economic standards of living for ourselves and our fellow Haitians in Haiti.

Technology has had a tremendous impact on some industries to the point of eliminating them while creating whole new markets in other sectors. It is within those new sectors that opportunities exist for the emerging communities, both in the diaspora and in their respective homelands. These business opportunities can be independent of Haiti in terms of where you live in the diaspora, or they can serve as a bridge to eventually connect with Haiti.

Business as an alternative to solving the challenges of poverty and creating a middle class.

The argument has been consistent amongst the experts that in order to minimize poverty in the United States and overseas, education must play a key role in moving the dial in the war of poverty. However, in these same communities where people are merely surviving, business creation and innovation are paramount to economic freedom. Though some businesses do exist, the owners tend to replace a typical 9-5 job with limited opportunity to scale.

There are mixed views as to what is affecting the ability to scale, but my inkling is that the lack of access to and understanding of how technology, innovation, education, and investments prohibit economic development.

We can combat this limitation by networking diligently. Find the people you can trust to pull your resources together and invest in the Haitians who are creating products that have initial success. Take for example, Costco Cadet. He built a car in Haiti, yet because of a lack of investment, he could not scale. But once his story got published, he had a few people who showed interest in his innovation.



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Technology is good news for the disconnected and disfranchised because it will enable access to globalization.

The technological changes to how we connect are good news all around for everyone trying to build networks and succeed. The gatekeepers at the helms of corporations guarding information and access to knowledge are slowly disappearing, while new doors are opening to what I refer to as the knowledge currency—meaning the ability to learn directly from those who are financially successful and socially connected, simply through the use of a technological device.

The goal is to help as many people as possible gain digital access, particularly in Haiti, to take a step forward.

If you are a professional with experience, skills, determination, and a desire to create your own freedom, there is no reason to remain stagnant. You have a unique opportunity to use your existing knowledge to make or do something great in this life. You don't have to allow yourself to remain buried in a job where your soul is slowly dying. You know this is not where you should be, and you are afraid to take risk.

Make it a goal to manage the distractions that are preventing you from succeeding. Your knowledge and network are the new currency.

Technology will create opportunities for the emerging communities.

An example of how technology is flattening the hierarchy of the knowledge currency is explained in Peter Thiel's writing in a blog I follow. If it were not for technology, I would never have heard about Thiel, much less understood how he is trying to change his part of the world through his own vision.

If you're not familiar with Thiel, you should Google him. He is known as a contrarian, someone who believes that the world has possibilities and works hard to make these possibilities happen.

In addition to being the co-founder of PayPal, he is also on a mission to keep the conversation about innovation through technology alive in the United States. He wrote



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an insightful piece about the need to accelerate technology entitled “ The End of the Future.” After reading Thiel’s article, I realized that the Caribbean diaspora could do more as a group, using innovation and technology as a vehicle for solutions, particularly in Haiti.

As different groups of the diaspora examine how to make innovation and technology work in business, they will be better prepared to contribute to the acceleration of technology.

Thiel’s own manifesto informs us of the available funding to invest in innovative ideas that are solving problems. Though, for some business-minded Caribbean members of the community who make attempts to capitalize on their innovative ideas, preparation and readiness are found to be lacking. Hence the accessible money is concentrated in one area, which limits the number of leading edge ideas that will receive funding, which in turn prohibits the net from widening.

After all, no practical individual can blame investors for not wanting to invest money in an organization with no plans and little focus.

The ideas are plentiful, but the capacity to produce and execute notable work is missing. I appreciate Seth Godin’s thought when he said, “Everyone, every single person, has been a genius at least once. Everyone has winged it, invented, and created their way out of a jam at least once... If you can do it once, you can do it again.” So creators and builders should focus on doing “remarkable” work, a term often used by Godin.

Dr. Dre is a great example of someone who doesn’t appear to be someone who would normally be part of any technology and innovation conversation, yet he signed a 3\$ billion Beats deal with Apple. He spent years in the background building a great product that people wanted; he has earned legitimacy to be part of that conversation because of his own creation.

A word of wisdom: One has legitimacy when one has a stake in equity, and that is the goal of becoming a creator, or inventor—it’s not just about the money, but the opportunities you are able to create for yourself and those around you.

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How the Haitian diaspora needs to think about business.

I was speaking with a Haitian colleague about the idea of creating 10,000 businesses and how I thought it could be one of the ways to discover emerging Haitian mavericks, similar to those who are changing the business landscape in Silicon Valley and New York City.

My colleague laughed and proceeded to inform me, “We and Haiti are not ready for that challenge.” For 30 seconds, I was tempted to feel discouraged until I realized she was merely a detractor, and I quietly changed the conversation.

It is beyond me that although most non-profits, at least the ones that I know of and particularly those serving my community, are not successful. They struggle and are constantly competing for donations from some of the same donors. From my perspective, an innovative idea can lead to a thriving business, which can change Haiti in just twelve years—think Facebook.

Mr. Thiel made a good argument in that if we, meaning the United States, do not focus on reinvigorating innovation and technology such as people experienced when electricity, cars and bridges were invented and built, then we will remain at a standstill.

Using technology to create positive changes in society.

Although we’ve recently witnessed some significant advances in technology, many of us speculate how those technologies help solve problems like hunger, cancer, and better education for the masses.

While digital inventions have had a positive influence on society, others of us are asking, how can the economics of the poor and underprivileged improve, in addition to the inventors’ bottom lines?

In order for technology and innovation to accelerate, there needs to be more diversity, and since innovation is boundless, various cultures can be a driving force for innovation.



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Be cognizant that in every first-world country, there is a third-world society.

A professor once said to me that in “every first-world country, there is a third-world society,” and I’ve never forgotten that moment of enlightenment. This knowledge can work to the benefit of the United States.

If the various first-world communities decide to reach out to those considered third-world communities, minus the plan of exploitation from either side, then more innovative progress can be made where people on the bottom of society would benefit. Why not have the stakeholders within these first-world countries and neighborhoods focus on partnering with people who are considered the “third-world society”?

I have a friend who understands that when a community is healthy, it benefits everyone and talents are not wasted. He is currently collaborating with a community that most would consider third world in the United States. His collaboration is one of mutual respect and a genuine interest in seeing the community win.

He is determined to get out of his comfort zone and his Ivy League background, and he is placing himself in a neighborhood where he brings the meaning of “community” and “neighbor” to help change a high crime rate and the flight of human talent. He is working with that community by using his talent to help others tell their stories and is supporting their entrepreneurial aspirations.

The same opportunity can exist in Haiti and the Caribbean.

The number of educated Haitians in the United States has been growing, according to the study below, made by the Migration Policy Institute:

Tables of Characteristics of the Haitian diaspora in the United States, 2009-13. To get the complete report of the Haitian diaspora study and other diaspora groups, please go to the Migration Policy Institute website.

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Characteristics of the Haitian Diaspora in the United States, 2009-13

	Haitian Diaspora in the United States*	Total U.S. Population
Household Income		
Median household income	\$37,000	\$50,000
Average household size	2.9	2.5
Share of households with high incomes (\$90,000+)	14%	25%
Share of households with very high incomes (\$140,000+)	4%	10%
Employment		
Total population age 16 and older	708,000	239,386,000
Share in the labor force	63%	64%
... that was employed	87%	91%
... that was in a professional occupation ⁺	20%	31%
Educational Attainment **		
Total population age 25 and older	554,000	201,925,000
... with less than high school education	22%	13%
... with high school or some college education	56%	57%
... with a bachelor's degree	15%	20%
... with an advanced degree	7%	11%
Population Characteristics by Generation		
First- and Second-Generation Immigrant Population	915,000	73,140,000
First-generation immigrant population***	576,000	38,468,000
... that was working age (18-64)	80%	81%
... that entered the United States before 2000	61%	64%
... naturalized as U.S. citizens	50%	44%
Second-generation population****	339,000	34,672,000
... that was under age 18	58%	46%
... that was working age (18-64)	42%	43%
... with only one parent from Haiti	24%	

* defined as all first and second generation

** highest level reported

*** all individuals who report Haiti as their place of birth, excluding U.S. births abroad

**** all individuals who report having at least one parent born in Haiti

+ calculated based on the share of all individuals reporting an occupation for their primary job at the time the Current Population Survey (CPS) was administered, or for their most recent primary job.

Note: Estimates are based on Migration Policy Institute analysis of U.S. Census Bureau CPS pooled 2009-13 data.

Source: All Census Bureau data were accessed from Integrated Public Use Microdata Series (IPUMS), Steven Ruggles, J. Trent Alexander, Katie Genadek, Ronald Goeken, Matthew B. Schroeder, and Matthew Sobek, Integrated Public Use Microdata Series: Version 5.0 [Machine-readable database], Minneapolis: University of Minnesota, 2010), <http://usa.ipums.org/usa/>.



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Career longevity no longer exists.

Most Haitians typically come to this country to focus on their education, to get a better job, and to take care of their families here and back home. For those who remain in Haiti, if they can afford an education, that is usually a priority. Nevertheless, the idea of career planning needs to be reexamined to prevent any surprises.

In the last decade in the United States, we have witnessed how the nature of work and career stability has changed, and the various members of the diaspora have also suffered with the economic downturn in the last few years. Many within the diaspora have not come to terms with how much risk they're facing as they hope and wait for the work environment to change.

There are jobs that have been permanently lost, and the best way to create a career contingency plan is to use the downtime to start a business, even if it's part-time.

The option to create a business is probably less risky than the realities of job insecurities due to layoffs. Drew Hendricks quoted Mark Zuckerberg in one of his articles stating, "The biggest risk is not taking any risk ... in a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks."

Hendricks continues, "Without risk, there's no reward. If you don't make a leap every now and then, you won't be outstanding." Culturally, Haitians are known as a resilient, ambitious and entrepreneurial group, and by and large, we have the doctors, lawyers, engineers, educators, and most recently, a rising group of political stars in the Haitian diaspora.

But it appears that when we cross over to foreign lands, the ambition remains, but the entrepreneurial spirit dies, which is a contrast to what we're accustomed to in our homeland.

Many of us are quite happy to settle in a job we don't like because we want to pay the bills, so we convince ourselves that where we are is good enough and safe. As a result, we remain complacent. We don't make it a point to develop the newer skills that are vital to thrive in the future.

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We make a conscious or sometimes unconscious decision to settle for several reasons. Fear plays a factor, and we operate under the assumption that it will be burdensome even before we begin.

Another factor is time. We tell ourselves that we don't have time, yet we feel the pressure to know every update about our friend's favorite cat on social media or the name of every character on reality television shows, and still we tell ourselves we don't have time.

Let this manifesto inspire you to take the next step.

This manifesto is a plea to ask you to focus more on creating, and to take a leap of faith to start a business. As Godin shared from his book, *Tribes: We Need You to Lead Us*, we need more Haitians to lead in their chosen fields, to become the inventors and producers of ideas that can change our community, but especially Haiti.

The vision is for Forbes magazine to one-day highlight the 100 richest Haitians in the diaspora and Haiti. I know some of you reading this are probably laughing right now, but it can happen.

Having the right motivation.

To be clear, the money is not the sole motivation, but if we had more than a handful of Haitians with the economic resources, both Haiti and the diaspora would be further advanced. Haiti needs you to become one of its chief brand evangelists to restore the country's image through business, technology and leadership. The future will belong to those who can learn and assess challenges quickly and who have the insights to identify opportunities.

With Haiti's challenges come many opportunities both in the country and in the diaspora. It is with that intent that I've compiled **a list of 61 businesses** to help spark some ideas.



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I am cognizant that some of these enterprises by now exist, but we need more of them that can scale to the level where we are diminishing the need for Haiti to continue receiving aid from the U.S. Agency for International Development (USAID).

The list below is by no means complete, nor is it organized by any industry in particular. As you read, you'll notice that some will demand more capital than others, and many are technology-driven. A few others are traditional businesses that have proven to be successful.

These ideas have no geographic boundaries. In fact, I would argue that the less-advanced economic countries have a tremendous opportunity to build and create many of those businesses.

As a side note, Haiti banned a list of products by road for import from the Dominican Republic. There are tons of opportunities to start a business with those products. A star will be added next to some of the products that you know Haiti has an immediate need for.

So, let us begin!

1. Renewable Energy

According to a McKinsey Global Institute report, this business idea has potential. "Renewable energy sources such as solar, wind, hydro-electric, and ocean wave hold the promise of an endless source of power without stripping resources, contributing to climate change, or worrying about competition for fossil fuels." Solar energy is already being used in Haiti's Mirebalais University Hospital, founded by Partners-In-Health.

The medical facility is the largest solar-powered hospital in the Caribbean, producing more than 100 percent of its required energy during the day.

The questions we should be asking are: What else can be created with renewable energy? And how do I find the resources? The Solar Electric Light Fund (SELF)

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organization is a good source to learn how Partners-In-Health worked with the company to engineer the solar portion of the hospital.

2. Construction

Haiti's construction business will continue to grow for at least the next two decades and beyond because of the tremendous need for housing. Roads, bridges, material imports, cement production and transportation are all opportunities that exist for more niche businesses.

China has been effective in partnering with African countries in helping to create some tangible economic solutions for the people of Africa. As noted by Max A. Joseph Jr., "All over Africa, the Chinese are building roads, railroads, bridges, seaports, dams and other structures that facilitate the economic growth, which more and more Africans are currently enjoying and the rest of the world is rushing to take advantage of."

To put it in perspective, the article further argues, "Not one institution of higher learning was ever created on the continent throughout the colonization period. And few roads, schools and industries were built." For those of you with connections in China, start building relationships there to attract them to come to Haiti.

An economically independent and socially integrated society creates more opportunities and benefits everyone.

3. Gray Cement*

There is a need for high quality cement that meets the physical and chemical requirements to build residential and commercial infrastructures.

4. Heavy Construction Equipment for Rental*

Again, if you have a background in the construction equipment rental business, this can be an opportunity to partner with someone and start with a rental company.

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5. Startup Spaces for Rent

As Haiti and the diaspora continue to connect to the opportunities that exist to start new businesses, this sector of startup spaces for rent has room to develop. To read how this concept is growing in New York City. A great article I'd like to reference for more research is the "The 5 Coolest Coworking Spaces in New York City."

6. Blogging

Are you knowledgeable about a particular topic? Are you presently making money for someone else because of your expertise in a certain field, with little or no benefit to you? There is no harm in staying in a job that you are happy with or that provides you the challenge you need, but you need to start thinking about building your economic value.

Why not start a blog where you have control over your creativity?

A blog can be a great opportunity to showcase your professional identity. In your time off, you can build your personal brand and experience through blogging. StudioPress, Copyblogger and ProBlogger are great companies that I would recommend to begin.

There is a tremendous need for more Haitian bloggers as the country and its diaspora are beginning to connect globally. We need more Haitians with authentic voices who will not be manipulated to push Haiti's unbalanced "poor narrative" to mainstream media.

In addition to the intellectual and creative rewards, there is a market for creative professionals. Forrester Research reported in 2014 that marketing spending in the U.S. reached 4.1 billion dollars. The creative field includes several specializations.

7. Public Relations

This service can be incorporated with public crisis management.

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8. Advertisements

Though the methods of how businesses advertise have changed in the last decade or so, those who are current on the industry practices should do well.

9. Marketing

Every business needs to be marketed. In some cases, they need to be marketed in several languages, depending on the target market.

10. Promotions and branding

This is another great business opening, especially for those who have web presence. As more businesses are built, there will be a need for the following specialties, and if you're multilingual, you can command top fees for your expertise. Alice Backer, a Haitian-American blogger has been a pioneer in the blogging world. In addition to several high profile platforms, she is the founder of Haitian Bloggers. Please check her www.kiskeacity.com and www.haitianbloggers.com websites for more details.

You can look her up to see how she is helping to transform the digital landscape for Haitian Bloggers.

11. Copy Editor

With the amount of publishers the web is producing, there is a need for copy editors. You can learn the craft and turn around and help others. Especially if you speak and write another language, you can build a profitable business.

12. Content Developer

This goes along with blogging. If you are a skilled content developer who gets results, this can also be a lucrative field. More and more companies and even non-profits are realizing that in order to gain a competitive edge in business, you need to have a content strategy that involves educating your potential audience and market to build a community and gain clients.

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13. App Developer

I predict that there will be a need for future app developers, particularly in Haiti. How about starting a coding school? Or better yet, build different apps that can help connect your communities. Take your inspiration from Kimberly Bryant, founder of Black Girls Code. Her organization's mission is to provide computer coding to young girls from underrepresented communities in various programming languages.

14. Business Coach

Some of us are either running or have run successful companies for ourselves and other people. One way to help others advance while you're making money is through coaching. With the advance of technology such as Google+ and Skype, the process can be done more efficiently and cost-effectively.

15. Mobile Internet

The need to focus on creating inexpensive mobile devices and Internet connectivity will continue to grow. McKinsey's report stated, "In the United States, an estimated 30 percent of Web browsing and 40 percent of social media use are done on mobile devices; by 2015, wireless Web use was expected to exceed wired use." Again, this market has the potential to grow in Haiti and in the diaspora.

Pascale Ellie is already leading the way in the mobile payment segment of technology. Mrs. Ellie is the founder of HaitiPay, a mobile payment company operating in Haiti.

16. Cloud Technology

Gijima is a South African company. And according, to its website, "it is one of South Africa's leading black owned Information and Communications Technology (ICT) Services Company." Several companies in Africa have successfully built cloud service businesses.

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17. Haiti's Own Version of Amazon

As far as we know, there is no Amazon that serves Haiti, yet a group of entrepreneurs are already implementing this business concept in Brazil, not to mention Alibaba's inspiring story and recent IPO. The cost for international shipping and the language barriers should be the motivating factors in creating a version of this business outside the U.S. This could be a huge opportunity for the Caribbean, especially Haiti.

18. The Next Haitian Version of Beauty Products Empire

One Haitian owned company that is ahead in the press is Kreyòl Essence. The company is using a well-known Haitian agriculture product to build an eco-friendly beauty products company, and as the founder is emotionally and socially connected to the country, success is inevitable.

19. Cafés

Haiti is known for its coffee, so why not come up with a concept like Starbucks and use the country's coffee to create a brand while providing jobs?

20. Haiti's Own Craigslist

If you check the international listing for Craigslist as of this writing, Haiti was not included on the Craigslist's worldwide list. This could be a great business idea to connect people from various provinces and facilitate the process of exchanging, buying, and selling.

21. Transportation

From taxis to private limousine companies, the diaspora and Haiti need more of these businesses in the community. There is a big transportation problem in Haiti—not enough capacity to move nine million plus people around. A number of Haitian innovators are already leading the way. I wrote about one Haitian inventor who built a car with metal debris. Another young man built a bus, yet they don't have the investors to help them scale.

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22. Real Estate

One of the economic drivers in the U.S. and the advanced economies of the world is real estate. Most of us would agree that every house that's sold, at least in the U.S., has the potential to employ dozens of people. For instance, a home needs insurance, furniture, and electricity, among other things. You can start small and build from there.

23. Art

Haiti is known for its rich art throughout most of the world. There are some amazing and talented Haitian artists, both in Haiti and abroad. What kind of experience do you have in the arts? Better yet, partner and serve as mentor to some of the artists in Haiti so they can scale. As they scale, you will surely scale.

24. Agriculture

Our last prime minister declared agriculture as one of his key priorities in helping the country develop. The idea of organic food has always been part of the Haitian culture.

Why not focus on developing methods that will help farmers succeed while transforming the agricultural sector of Haiti? Another agribusiness that has been booming in the U.S. is farmers' markets.

It appears in the last few years that almost every town is attempting to bring fresh produce and vegetables to shoppers. In the diaspora, the idea of the farmer's market has yet to take root. They are the consumers, not the producers. Some entrepreneurs in Greece are reaping some of the benefits of agriculture startups. You can Google the "Specialty Food and Agriculture Startups Are Ripening in Greece," article to learn about some of the successful agriculture startups in Greece.

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25. Wheat Flour*

This is one of the needed items that Haiti will no longer import from the Dominican Republic. Again, here's an opportunity to grow local products. Others include ground maize, edible oil and cooking butter.

26. Website Designers

According to Copyblogger CEO Brian Clark, many small businesses do not yet have a presence on the Internet. There is a potential in the diaspora, but particularly in Haiti, especially for those who speak and write French and Kreyol fluently, to build websites for businesses.

27. Miniature Golfing

These businesses are widely popular, and the best part is you don't need a large plot of land to get started. You could combine it with a café, and if you happen to live in a tropical place, this can be a 12-month booming business.

28. Social Media Consulting

For many, social media is still a phenomenon; I predict that will change with education and training. In the smaller countries, the idea of social media is still at the entry level. As more and more people gain mobile and Internet access, there could be a huge market for social media consultants.

29. Floral Designer and Florist

No matter what kind of economy we're in, there will always be a need and cause for celebration. If this is combined with education, there is a possibility to create niches. Why not build a floral design school for those who want to learn the craft, or build a botanical garden?

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30. Academic Tutoring Service

There is always a need for high-quality and affordable academic services. If you are an effective teacher, you could start a tutoring service, or you can get the training you need in order to create a quality service.

31. Perfume Oil Producers

The Haitian vetiver plant that is used to produce some of the world's most expensive perfumes grows in Haiti, yet Haiti does not have a reputable perfume brand. Isn't it time to change that?

For those who live in the diaspora and have a background in the perfume industry, why not become producers?

32. 3D Printers

Even in the U.S., the idea of 3D printing is just now gaining traction. There are opportunities to become either a seller or creator. The [Maker Bot](#) website can provide you with more information to start.

According to McKinsey, "Prices (for both printers and materials) are declining rapidly—bringing 3D printing to a point where it could see rapid adoption by consumers and even for more manufacturing uses."

33. Portable Solar Chargers

Most of us like things that are convenient, and a portable charger is just that. One can create a business as a wholesaler or a retailer. Here's Goal Zero as another resource to read about.

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34. Park Bench Solar Electricity

Solar electricity could be big in the Caribbean. This innovative method of giving anyone access to something that is needed is already taking place in Boston. You can think of other innovative ideas beyond a park bench for using solar electricity.

35. Convenience Stores

Most neighborhoods are in need of a convenience store. This could be your next opportunity.

36. High-speed Wireless Data Connection Companies

The need to connect at high speed will only increase as the technology continues to evolve and more opportunities exist. Look at this high-speed wireless data connection company in Kuwait. The founders of Wireless Mobile Data Co. are providing a need for the citizens of their country.

37. Restaurants

I read this quote from a journalist in Haiti: "Small businesses are limited in St. Marc, with fewer amounts of small clothiers, taxis, and convenience stores than expected; even restaurants, bars, and cafes are not readily available." Do we need to say more in terms of the opportunities that exist in Haiti?

38. Energy Storage

This sector will involve policy, education and training, but it is completely durable depending on where you live. Given Haiti's need to rebuild in every sector, this could be a promising idea. California's Energy Storage Alliance is a good resource to gain more information.

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39. Movie Theatres

No matter what community one is from, we all need to go somewhere to unwind for a few hours. If you find yourself having to drive far to go see a movie, maybe there is a need for a cinema in your community. It could be combined with a restaurant.

As for Haiti, even prior to the earthquake, movie theatres were scarce. Now is the time to create more profitable entertainment businesses.

40. Accountant

Every business needs a great accountant, and if you speak multiple languages, this could be a thriving business for you.

41. Banks

The mobile banking industry has made some gains in poorer countries within the last few years. With limited choices, such as MoneyGram or Uni Transfer, there is plenty of opportunity in the banking business.

Zafen is doing some interesting work in this financial sector. I think it would be beneficial to do more on banking education. Two options that I would like Haiti to think about are Bitcoin and PayPal.

If someone has a bank account in Haiti, that individual would benefit from the option of transferring money via PayPal. Most Haitians in the U.S. are already familiar with the PayPal brand. Digicel has four million Haitian customers via mobile accounts; think of what else can be offered to help these customers manage their money.

42. Private Social Network

The private social network startups in Africa are in advance. In addition to providing the community an opportunity to be part of a social network, the idea can spur buying and selling. It also can report crimes as some of the existing startups are now doing.

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43. Executive Search Firms

Executive search firms will be needed for the next decade as job growth slowly emerges, both in the diaspora and in Haiti. One recommendation that can make an executive search firm thrive is to include a training component in their facilities to address the softer skill gaps that employers need.

44. Advanced Water Purification*

More businesses need to focus on solving this problem worldwide. McKinsey's Report supports this idea: "The water purification business could benefit millions of people facing water shortages, but approaches with substantially better economics than currently known approaches may not be operating at scale by 2025." Decide to become an early adopter.

45. On-Demand Wireless Service Providers

With the success of companies such as Netflix, the demand for wireless service providers will increase.

46. Create a Small Business Customer Support Service

Customer service is a challenge for most organizations, whether in the advanced economies or the poorer ones. Building customer support services can meet the demand.

47. How About Companies Like BRCK?

The BRCK Company is in Nairobi, Kenya, and its mission is to help people in rural communities connect to the Internet and gain access to the global economy. The company has created a portable hotspot and battery extender product that would work well in the rural areas similar to Haiti.

48. Plumber

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This is a given, considering all the constructions that will be done in Haiti over the next several decades. There are needs not only for more training, but also for small businesses to be created.

49. The Internet of Things

Here's what the McKinsey Report had to say about the Internet of Things:

“From monitoring the flow of products through a factory to measuring the moisture in a field of crops to tracking the flow of water through utility pipes, the Internet of Things allows businesses and public-sector organizations to manage assets, optimize performance, and create new business models. The book, *Designing the Internet of Things* should start you on the right path.

50. Electricians

This business recommendation is mostly for Haiti—yes, in a country that does not have electricity, I am proposing that there will eventually be more of a need. Think about all the hotels that are already there and already in need of electricians.

51. Candle Maker

If you start a candle-making company, there is a chance to be both the creator and also the wholesaler. The Busy Bee Candles Company in the United Kingdom is a great company to research.

52. Event Planning & Catering Services

There is always a need for better event services; the likelihood of starting a quality catering business with great customer service will win you customers.

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53. Chocolatier and Candy Maker

If you love chocolate and candy, why not start a company where you make the products and sell them? Better yet, you can even build a factory.

54. Computer Training

There are many people who have been out of the workforce here in the U.S. who need high-quality, affordable computer training. As for Haiti, that is a huge need that can lead to some opportunities.

55. Disaster Planning and Prevention Services

After being in New York during the 9/11 tragedy and Hurricane Sandy, and having been in Haiti after the earthquake, I don't read about too many businesses in this sector.

56. Landscaper

If you own a home or a business that is in need of a landscaper, you know the value of a good one.

57. Tire Service Company

Similarly to Mavis, this could be a thriving business because of the wear and tear on the product.

58. Car Body Products*

This product was part of the import ban from the Dominican Republic, so this indicates a current void in Haiti's market.

59. Money Management Service

The need to understand and educate on small business budgeting, saving and investing will always exist in cyclical economies.

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60. A Mattress Manufacturing Company*

Haiti has no mattress manufacturing company, and since mattresses imports are also banned from the Dominican Republic, I doubt if Miami is able to fill all the needs there.

61. A Sheet Metal Company

The lack of accessibility to metal and sheet metal is sure to slow down construction because of the time it takes for overseas delivery.

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The Bien-Aime Post was created to bridge the business, social technology, and leadership gaps that exist between Haiti and the members of its global diaspora in the United States, Canada, France, Brazil, Dominican Republic, United Kingdom, and the continent of Africa. In our effort to accelerate the country's social and economic development, the Bien-Aime Post uses content development, writing, and social media to build this blog.

As you consider Haiti's ten million people as market potential for alternative investments, it is my hope that the information here will ignite a fire that will drive the business development model for Haiti, and that you will find the knowledge valuable in general. I hope this blog serves as a connection for discovering the new and established businesses, startups, and technologies that can move Haiti and her people along to realize their potential as an emerging market in the next ten years.

I plan to add new blog posts consistently that will feature the new emerging business leaders, established businesses that are scaling, quick tips, links, and any useful resources within the context of Haiti and the Caribbean.

In addition to writing for this blog, I am also a contributing writer for *Haitian Times* —a leading online authority on the Haitian Diaspora—as well as *Caribbean News Now* and *Caribbean 360*.

Additional resources to explore:

- 1) Complete list of import ban by road of certain Haitian products from the Dominican Republic. Link - [Haiti: Import ban by road of certain products from DR](#)
- 2) One of my most popular articles on the Bien-Aime Post blog: [Should Haiti, Like Africa, Forge a Stronger Alliance With China for a Better Future?](#)
- 3) McKinsey's Global Institute report: Disruptive technologies: Advances that will transform life, business, and the global economy. Link – www.mckinsey.com.

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Are you ready to take a leap of faith to start your own business? What other ideas would you add to the list? Share them with me in the comments section of the Bien-Aime Post.

I hope you've found these business ideas helpful! If you found the ebook useful, please share it with your network and consider signing up at www.bienaimpost.com for future blog updates.

You can also find me:

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