HUDSON TRAINING CENTER LLC
CAPACITACIÓN PARA EL FUTURO

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Mission Statement:

At Hudson Training Center Inc., our goal is to provide practical and specialized professional training for specific careers, combining academic learning with real-world skills to prepare students for immediate employment, continuous learning, and economic contribution, by developing technical expertise, employability, and critical thinking for an ever-evolving job market.

Executive Summary

Hudson Training Center Inc. will continue to directly address the critical shortage of Spanish-language vocational training for the Latino community. We offer comprehensive, hands-on instruction in high-demand trades, delivered entirely in Spanish to ensure maximum comprehension and skill acquisition. Our solution focuses on empowering Spanish-speaking individuals to overcome the linguistic barriers prevalent in traditional vocational schools, enabling them to acquire valuable technical skills and achieve professional certification in essential fields.

Our core curriculum is designed to meet the immediate needs of the labor market, featuring specialized programs in:

- **Electrical Systems:** Comprehensive training in both Residential and Commercial electrical applications.
- **Plumbing:** Mastery of modern piping, drainage, and installation techniques for diverse environments.
- **HVAC:** Technical instruction on heating, ventilation, and air conditioning systems maintenance and repair.
- **Automotive Technology:** Expert training in both standard Automotive Mechanical and heavy-duty Diesel Automotive Mechanical systems.

By delivering all instruction, technical manuals, and safety materials in Spanish, we foster a supportive and inclusive learning environment. This approach ensures that complex technical concepts and safety protocols are fully understood, leading to significantly higher rates of student success, graduation, and long-term career advancement. We are not just teaching trades; we are providing a bridge to economic stability and professional dignity for a vital segment of the workforce.

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Our primary target markets will continue to include unemployed or underemployed individuals, skilled laborers seeking U.S.-recognized certifications to validate their existing expertise, and young adults exploring vocational education as a high-ROI alternative to traditional four-year degrees. While existing vocational schools offer similar trade programs, they predominantly conduct training in English, creating a prohibitive barrier for our demographic. Hudson Training Center Inc.'s unwavering focus on Spanish-only instruction and culturally relevant teaching methodologies provides a distinct competitive advantage, positioning us as the preferred choice for those who have found traditional education systems inaccessible or intimidating.

We employ a multifaceted marketing and sales plan designed to reach our community where they live, work, and socialize. This strategy blends targeted digital campaigns on platforms like Facebook and Instagram with robust, localized outreach at community events, churches, and Latino community centers. Our messaging will emphasize the complete removal of language barriers and the direct, accelerated pathway to industry-recognized certifications and high-paying career opportunities.

To ensure student success from the first point of contact, we utilize a dedicated, Spanish-fluent admissions team. This team will guide prospective students through a personalized enrollment process, including:

- Informational sessions that explain the career outlook for each trade.
- Guided facility tours to showcase our modern equipment and hands-on workshops.
- Financial counseling and enrollment assistance to maximize conversion and retention rates.

Hudson Training Center Inc. is currently in the process of securing an ideal 60,000 to 75,000 square foot facility within a vibrant Latino community, prioritizing high visibility and easy access to public transportation.

This facility will house dedicated classrooms for theoretical instruction and expansive workshop areas equipped with industry-standard tools and modern amenities. We are establishing a robust technology infrastructure to support our operations, including a comprehensive Student Information System (SIS) and

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Customer Relationship Management (CRM) system, both fully capable of managing communications and reporting in Spanish.

The company is structured as a C-type corporation, wholly owned by its founder, Carlos Castillo, who brings extensive experience and a deep personal commitment to the mission of empowering the Latino community through accessible vocational training. We are seeking an investment of $2,500,000 to facilitate a successful expansion and rapid scaling. The proposed allocation of capital is as follows:

- **$1,650,000:** Facility outfitting, leasehold improvements, and the purchase of trade-specific equipment and machinery.
- **$400,000:** Initial operating expenses, including core management salaries and the recruitment of expert bilingual instructors.
- **$300,000:** Comprehensive marketing and sales initiatives to drive enrollment and brand awareness.

Narrative of Carlos Castillo, Founder & Director

Carlos Castillo was born in San Pedro de Macoris, Dominican Republic in 1973. As a teenager he and his family immigrated to the United States to start his new life. Once here, he realized that the United States was different and he needed to learn English and have some sort of training to be able to succeed. He worked hard and paid his own education while learning English, at Lincoln Tech. He graduated and started his own businesses: one in General Construction and in Heating & Cooling. He continued to learn and practice all trades. With more than twenty-five years in the various trades, he started Hudson Training Center Inc. He desired to help his Latino Community because he struggled! He offered what no one offered him: affordable and excellent hands-on training and thus Hudson Training Inc., was born in 2016. Hudson Training Center Inc. has become the rite of passage for more than 6,000 graduates.