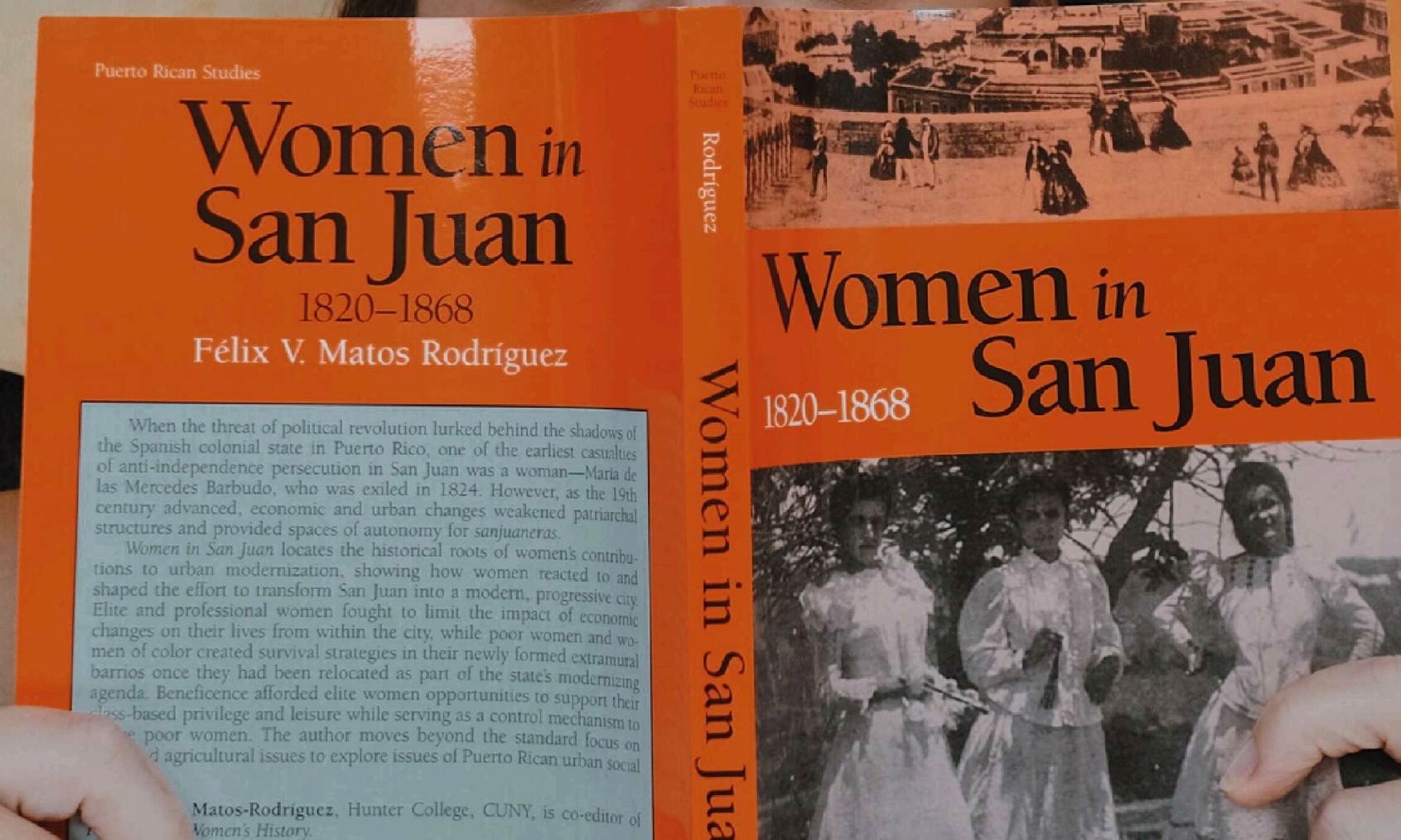


# libros<sup>787</sup>



Puerto Rican Studies

## Women in San Juan

1820-1868

Félix V. Matos Rodríguez

When the threat of political revolution lurked behind the shadows of the Spanish colonial state in Puerto Rico, one of the earliest casualties of anti-independence persecution in San Juan was a woman—María de las Mercedes Barbudo, who was exiled in 1824. However, as the 19th century advanced, economic and urban changes weakened patriarchal structures and provided spaces of autonomy for *sanjuaneras*.

*Women in San Juan* locates the historical roots of women's contributions to urban modernization, showing how women reacted to and shaped the effort to transform San Juan into a modern, progressive city. Elite and professional women fought to limit the impact of economic changes on their lives from within the city, while poor women and women of color created survival strategies in their newly formed extramural barrios once they had been relocated as part of the state's modernizing agenda. Beneficence afforded elite women opportunities to support their class-based privilege and leisure while serving as a control mechanism to the poor women. The author moves beyond the standard focus on agricultural issues to explore issues of Puerto Rican urban social

Matos-Rodríguez, Hunter College, CUNY, is co-editor of *Women's History*.

Puerto Rican Studies

Rodríguez

Women in San Juan



## Women in San Juan

1820-1868





# It's **incredibly difficult** to find bookstores with Latinx literature

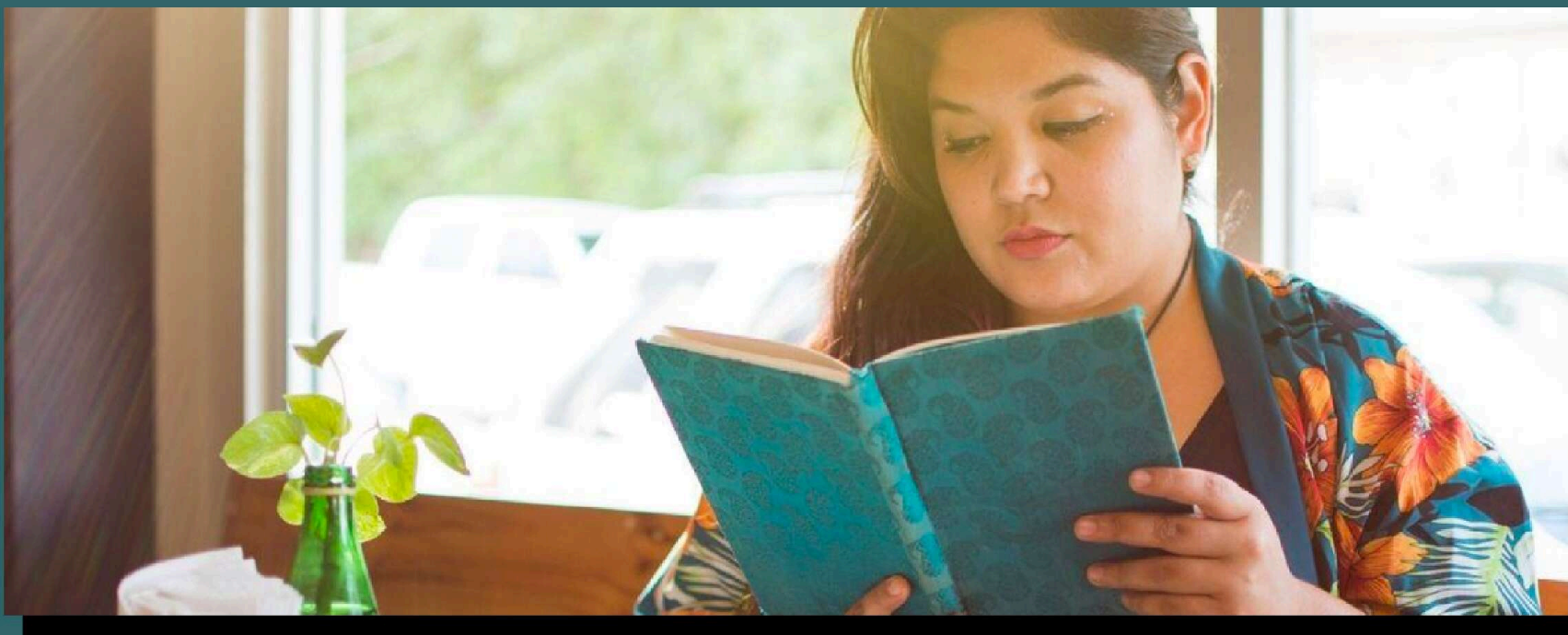
For Latinx authors and readers, this can lead to a lack of representation in the literary canon, as well as a scarcity of books that accurately reflect the experiences and perspectives of the Latinx Community.



of the total U.S.  
population are Latinx

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If the U.S. Latinx market was its own country, it would be the 8th largest economy in the world and the largest Latinx market in the world.

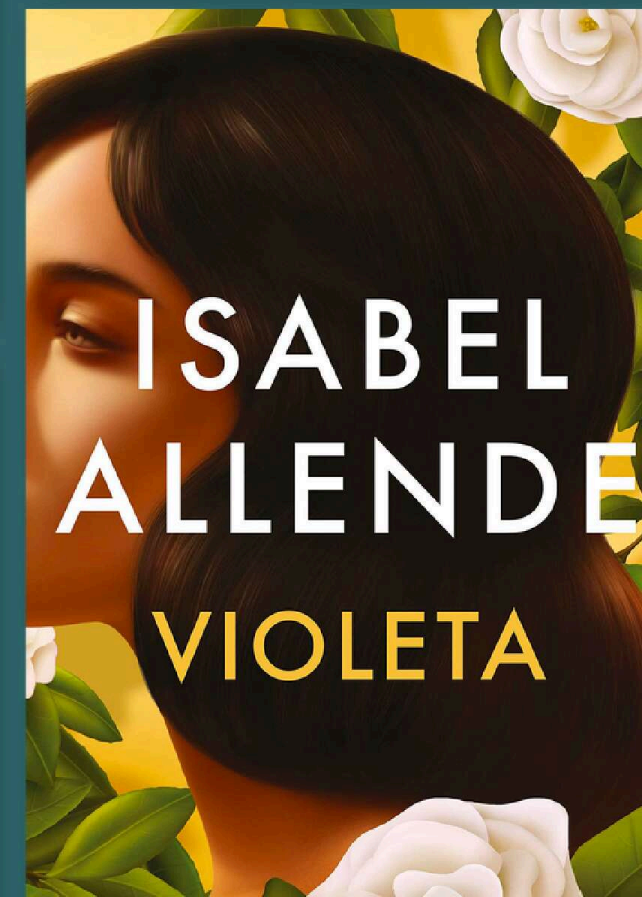
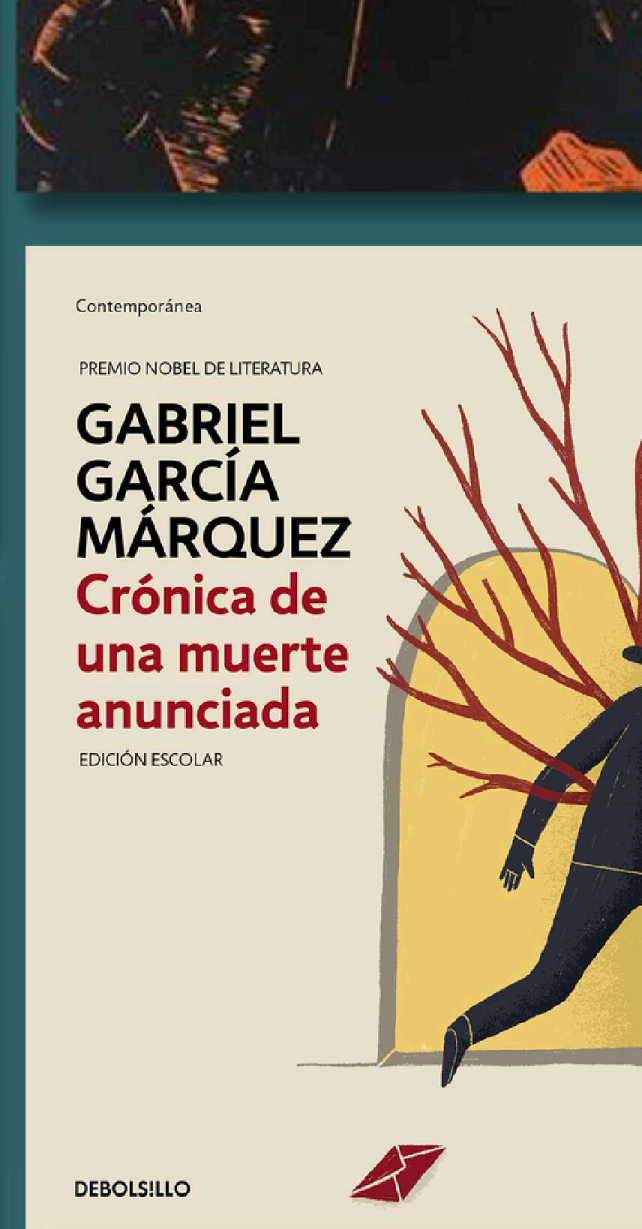
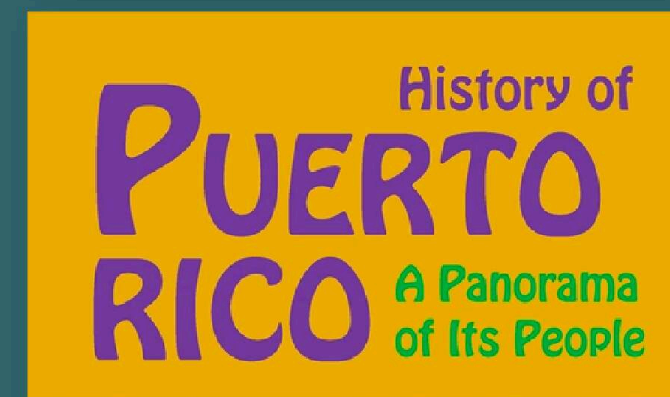
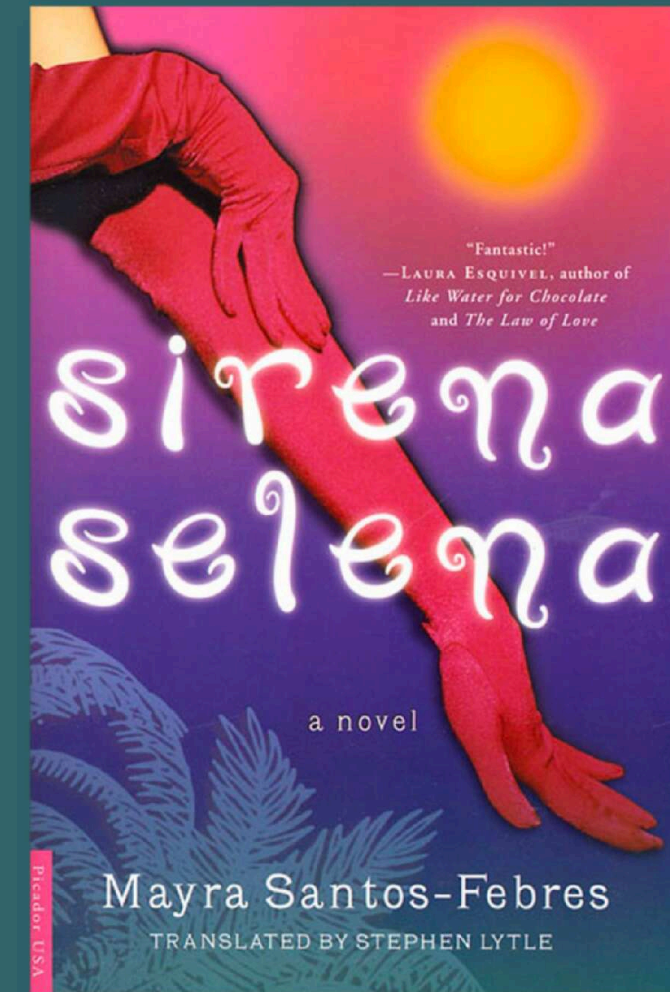
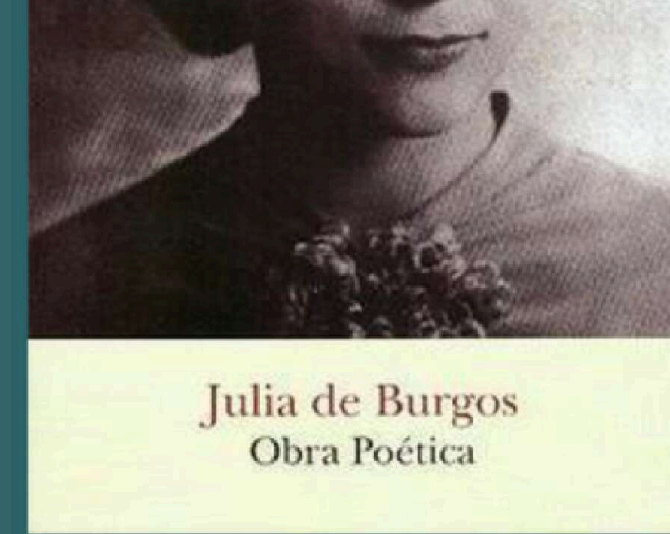




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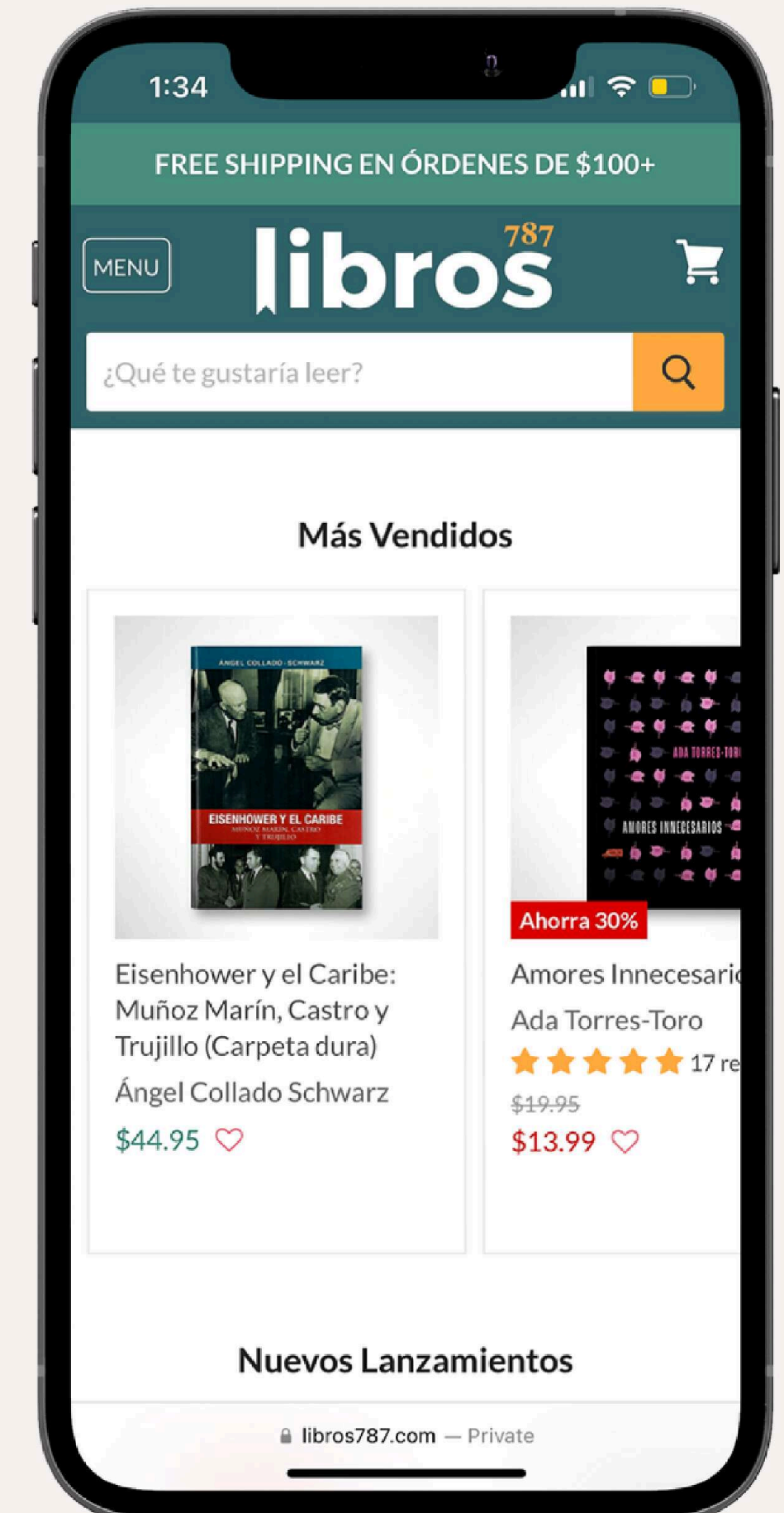
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\_\_\_\_ Cynthia García



Great initiative, excellent service and fast delivery. I live in Pennsylvania and the service was fast. Keep up the good work!

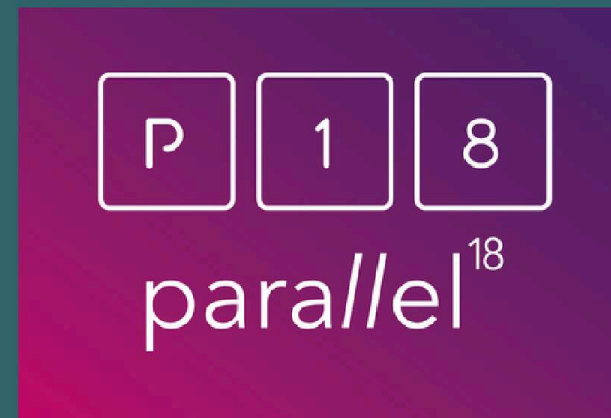
\_\_\_\_ David Fourquet





# Backed by World Class Accelerator Programs

By participating in these programs, we've had the opportunity to connect with a network of successful entrepreneurs and industry experts who have provided valuable insights and advice.





# Our traction speaks **louder!**

Libros787.com has seen impressive growth and success since launching in 2018, demonstrating the demand for our platform and the loyalty of our customer base.

## Lifetime Traction

**\$2M**  
Revenue

**100K+**  
Books Sold

**40K+**  
Customers

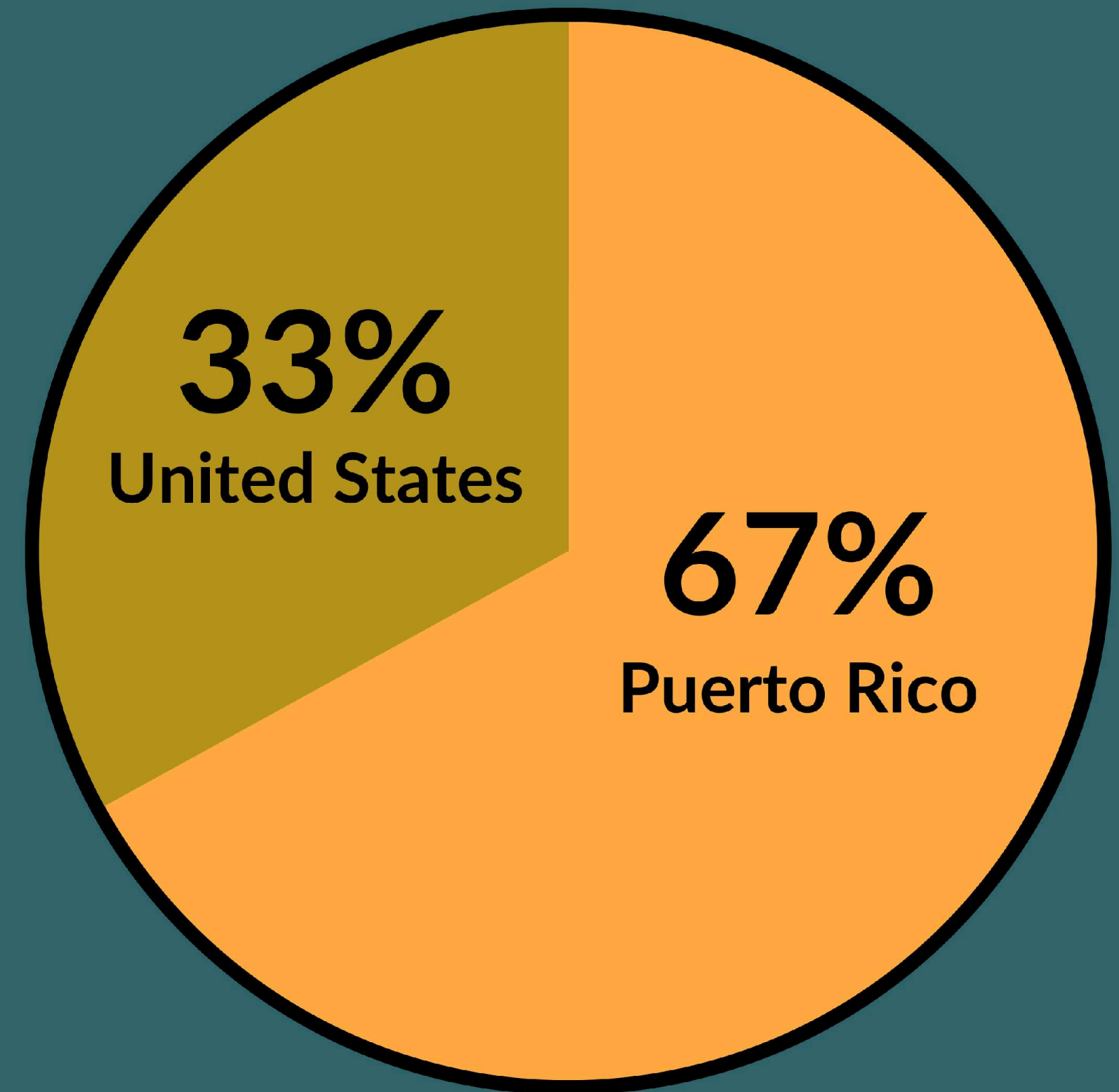


# Orders by region (2022)

**8,564 orders** 

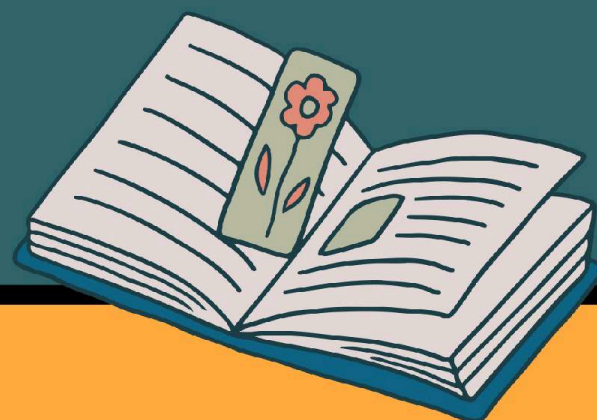
This distribution of orders highlights the strong demand for our platform in Puerto Rico, where we have a well-established customer base.

However, it also highlights the significant growth potential that we have in the U.S. market, where only a third of our orders are coming from.





# The **largest and fastest** growing blindspot of the American Economy



**\$4.8  
Billion**

**TAM**

Total Addressable Market

The **Latinx Community** in the United States is one of the fastest-growing and most dynamic populations in the country, making up nearly 19% of the total population and contributing over \$2 trillion to the economy each year.

Projections show that by 2050, Latinx will make up for 29% of the total U.S. population. ([www.pewresearch.org](http://www.pewresearch.org))



# 2023 is the year

Our growth plan for the year is focused on optimizing our marketing efforts, expanding our product offerings, and increasing our reach and accessibility.

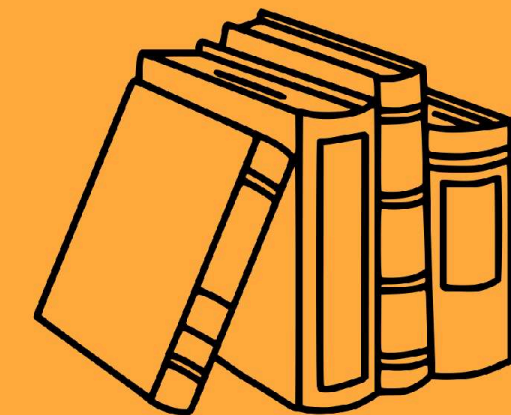
To achieve these goals, we are planning to launch several key upgrades and initiatives, including:

**1) Improved Marketing Efforts**



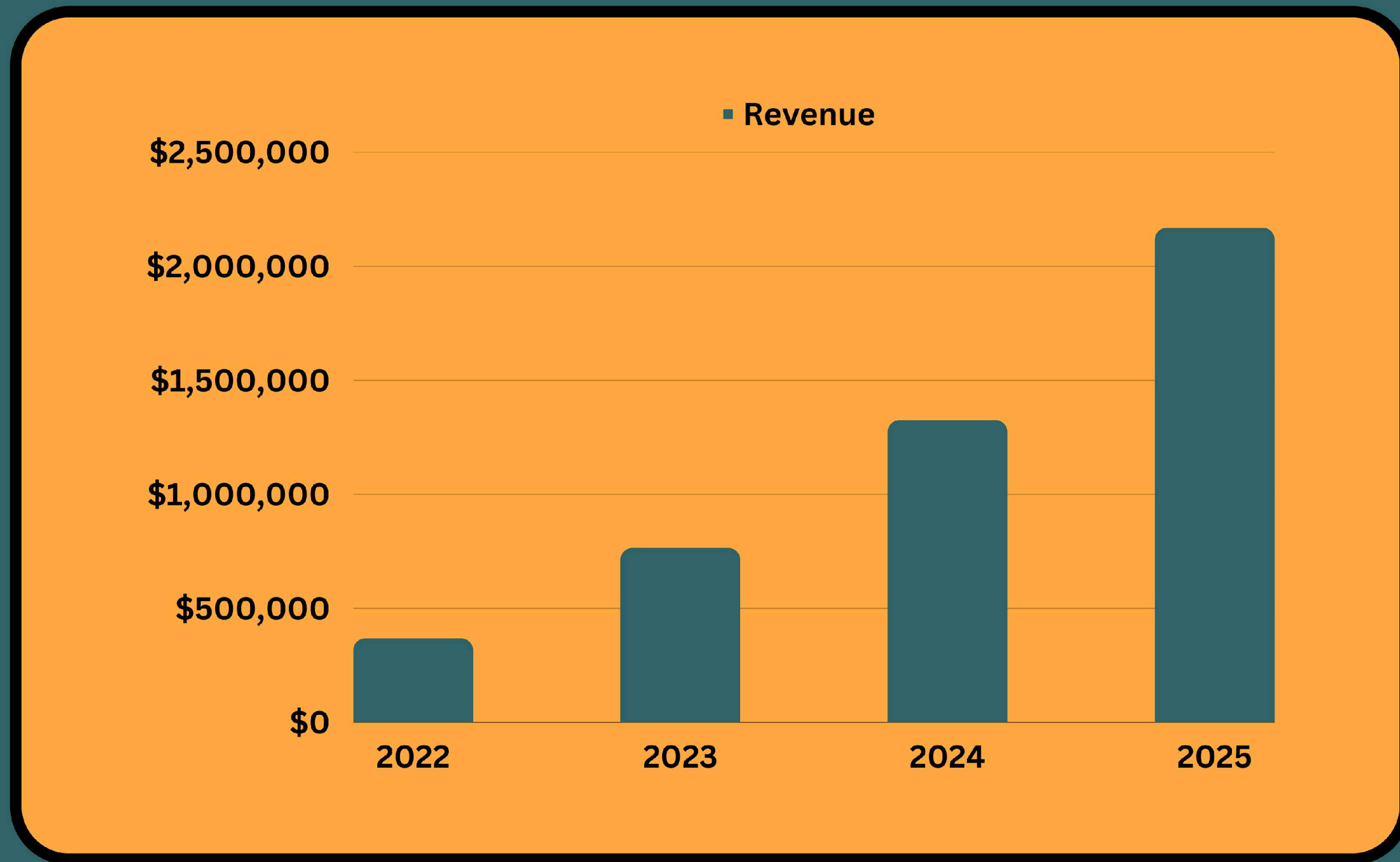
**2) Multi-Vendor Marketplace**

**3) Book Subscription Model**





# Three-Year Business Projection



*Forward-looking projections are not guaranteed.*



# Our founding team is truly **amazing!**



**Carlos A. Goyco**  
CEO & Co-Founder

After founding several startups, I entered the book selling industry with great ambition to disrupt such a traditional business (historically dominated by English-language books) and help Latinx get their stories out there.



**Gerardo M. Enríquez**  
COO & Co-Founder

During my last year of college, I started my entrepreneurial journey through an industry I've always felt passionate about: Books. Since co-founding Libros787.com, I've helped 300+ independent authors promote their work to readers across the globe.



# Invest in the **world** you want to **create**

We're excited to give our clients and supporters access to invest in **Libros787.com**. Together, we can promote diversity and provide access to Spanish language books for all.





¡Gracias  
por su apoyo!

*[WRITTEN IN NON-ENGLISH]*