

# Michelle Boisier

Araucanía Yarns



“ I saw an opportunity to be one of the world’s leading producers of hand-dyed knitting yarn. ”

<b>COUNTRY</b>	Chile
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	30
<b>YEAR SELECTED</b>	2007
<b>PARTNER</b>	Rodrigo Boisier
<b>WEBSITE</b>	<a href="http://www.araucaniayarns.com">www.araucaniayarns.com</a>

## COMPANY SNAPSHOT

Knitting is hip once again. Michelle, along with her brother Rodrigo, are transforming the cottage knitting business started by their mother into a professionally managed, international venture. Araucanía Yarns’ unique color combinations, innovative dyeing techniques, and carefully-chosen, hand-dyed knitting yarns have won a growing legion of fans around the world.

## ENDEAVOR AND ARAUCANÍA YARNS

With the assistance of an eMBA, Araucania Yarns successfully revised its business model. The Entrepreneurs have also benefited from interaction with several Endeavor mentors and VCs, the Pathways to Prosperity program, Ernst & Young Fellows program, and Endeavor Forum.