

What's going on in Chile?

(And what's there for you)

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INNSPIRAL

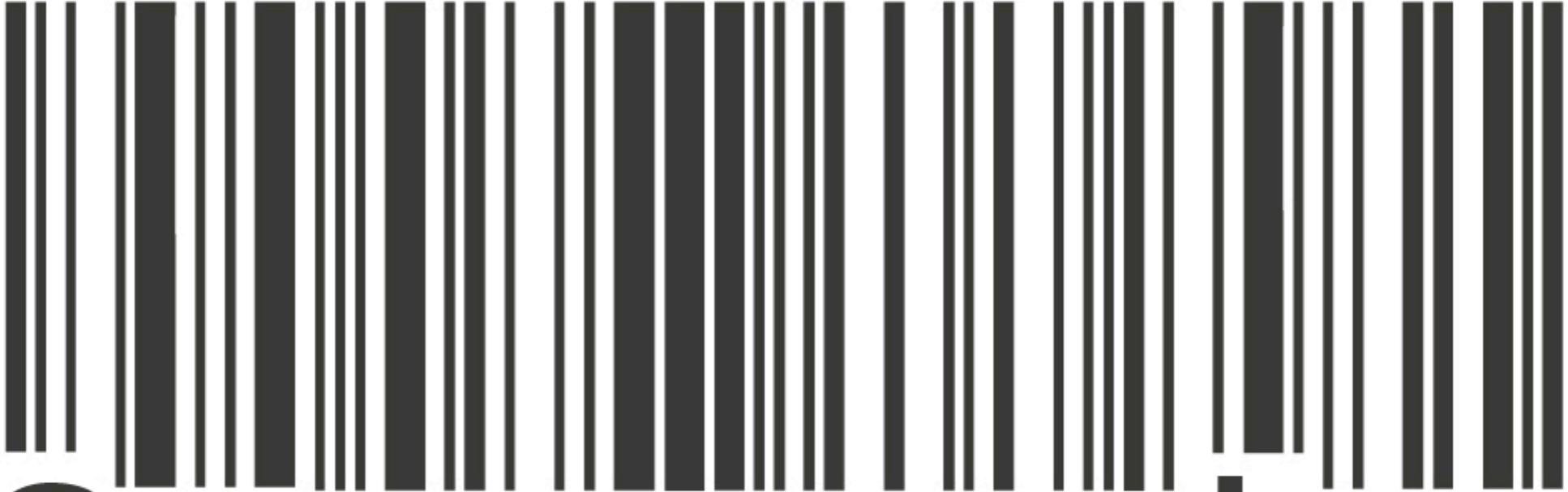
Innovation Consultant
for Big Companies
(since 1989)



CLUB DE INNOVACIÓN

Over 40 Big Companies





Super**man**kett

Where **women** are clients
and **men** are the products



CASSIUS
LAY

CARTAGENA
De Indios



COLOMBIA

ambiti
crunch disrupt
San Francisco 2012



fcfm

FACULTAD DE CIENCIAS FÍSICAS Y MATEMÁTICAS
UNIVERSIDAD DE CHILE

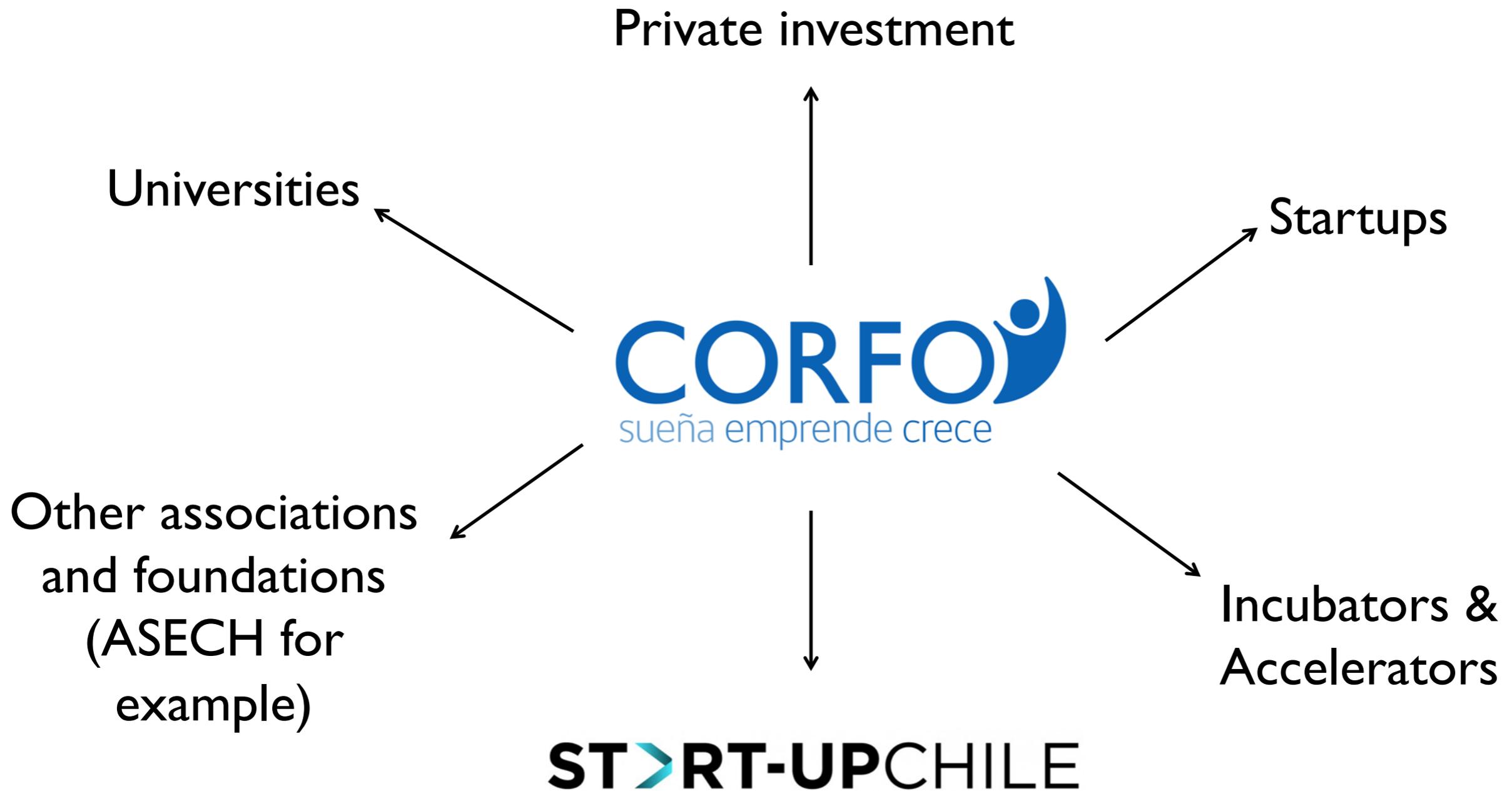




MAGICAL STARTUPS

**Aceleradora de
Negocios Digitales**

Who is who in Chile



ST > RT-UPCHILE

ST>RT-UP CHILE



Sebastián Vidal

<http://www.startupchile.org/>

(Apply until Sept. 30th)

- **Government program** focused on putting together an entrepreneurial ecosystem in Chile.
- **Started in 2010** and is totally oriented to take foreign talent to Chile.

ST>RT-UP CHILE

What's the deal?

- They give you **USD\$40,000**
- The program lasts **6 months** (You need to stay in Chile)
- You need to put **10%** of the total money (Around **USD\$4,444**)
- You need to **earn points** by making workshops/lectures/press appearances
- **NO EQUITY**





Movistar Innova

Movistar Innova



OBISPO PEREZ DE ESPINOZA

los cafés
by andrés

PLATO
de
Paleta de
carne
y
patatas
fritas

SEHA CONTROLADA POR
SERVIDOR DE VIDEOCAMERAS
CALLE OBISPO PEREZ DE ESPINOZA



ST>RT-UP CHILE

Some numbers

10.475

applications submitted

732 startups

participated in the program
(7% acceptance)

110 startups

raised private investment

USD\$50MM

total money raised

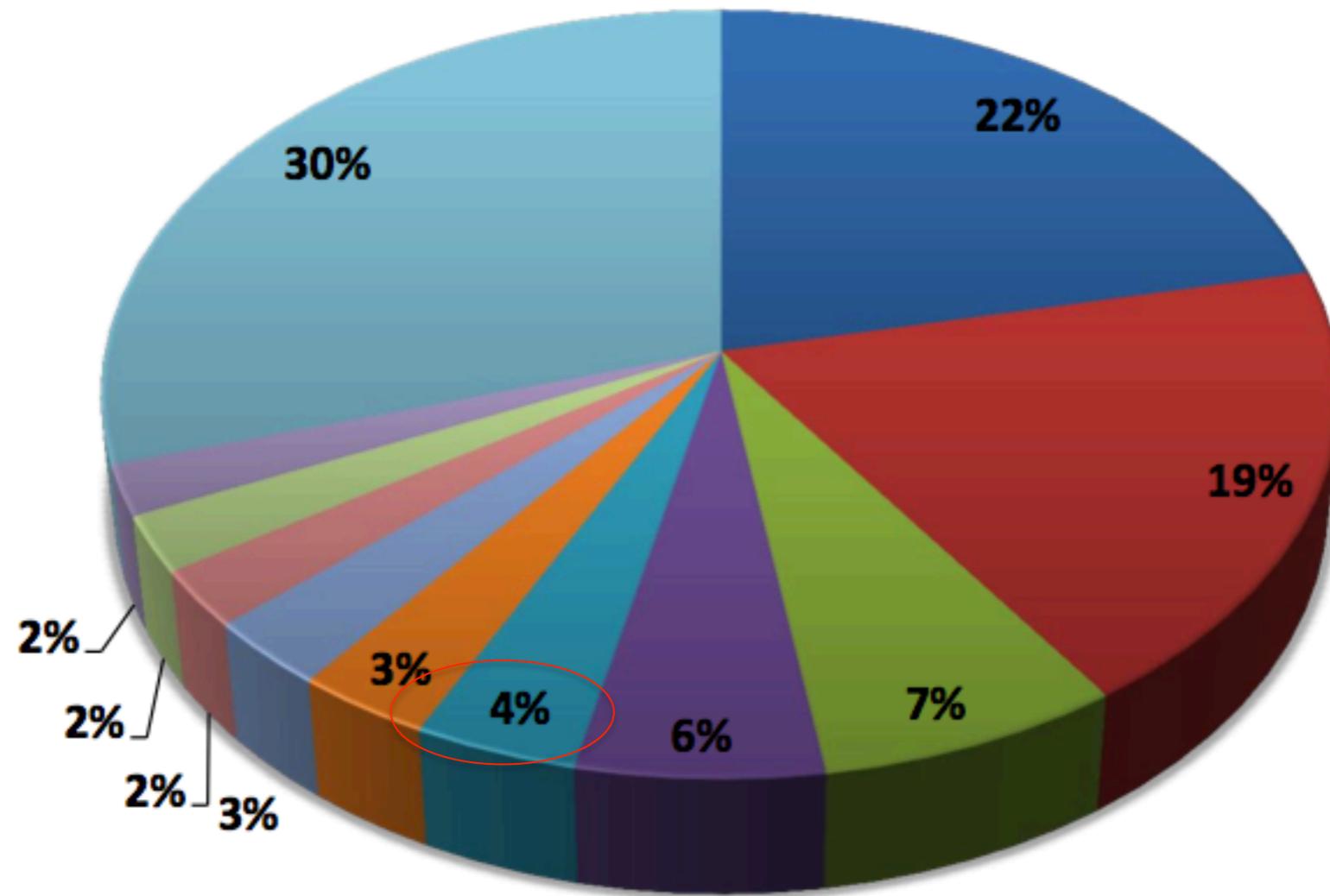
ST>RT-UP CHILE

Success stories

Aceleradora	Aceptados
	6
	3
	3

START-UP CHILE

And Brasil?



United States

Chile

Argentina

India

Brazil

Canada

Spain

United Kingdom

Mexico

Germany

Otros (62)

What are they looking for?

- 1) Quality of the team
- 2) Team's network
- 3) Market and competitive position
- 4) Product or service

What else has **Chile** to offer?

SSAF-I:
Subsidio **S**emilla
de **A**signación **F**lexible

SSAF-I

Government fund managed
by **incubators** and
accelerators in Chile
(open for foreign startups too)

SSAF-I

Up to **USD\$ 120,000***
+ an acceleration program

*You need to put **25%** of the total
(Around **USD\$40,000**)

Incubators/accelerators



90% of the startups die

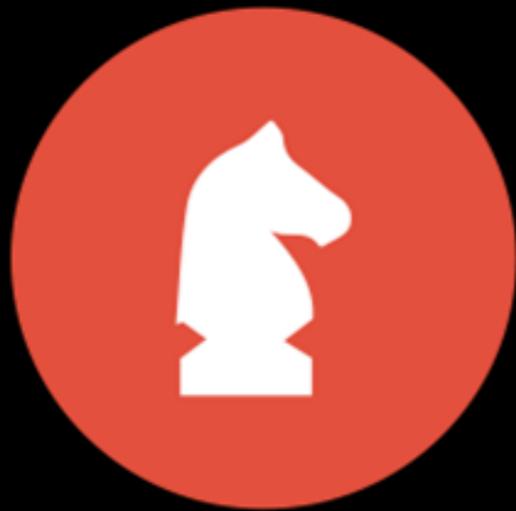
During the first 5 years



MAGICAL STARTUPS

**Aceleradora de
Negocios Digitales**

Value proposition



Strategy: Maximize the time each entrepreneur spends selling and learning about their client in order to accelerate the validation of their business model.



Focus: Access to the next level of capital to help escalate their business.

Smart Money



Efficiency in the use of resources

Network of Experts



Outsourcing non-core tasks

Business Alliances



Accelerating market entry

Application process

1. Apply (<http://www.magicalstartups.cl/en/postulacion>)
2. Interview with the team
3. Director's board presentation
4. Done!

What are we looking for?

- Digital startups with **global focus**
- You need a **full time developer** of your own
- You need a “**secret sauce**”
- A **launched product** (More than an MVP)
- We are aiming for a **USD\$3MM valuation** for our exit
- A team that is available to **move to Santiago, Chile**

What is Corfo looking for?

Sales

Show scalability more than traction

Raise capital

Best if are traditional funds

Internationalization

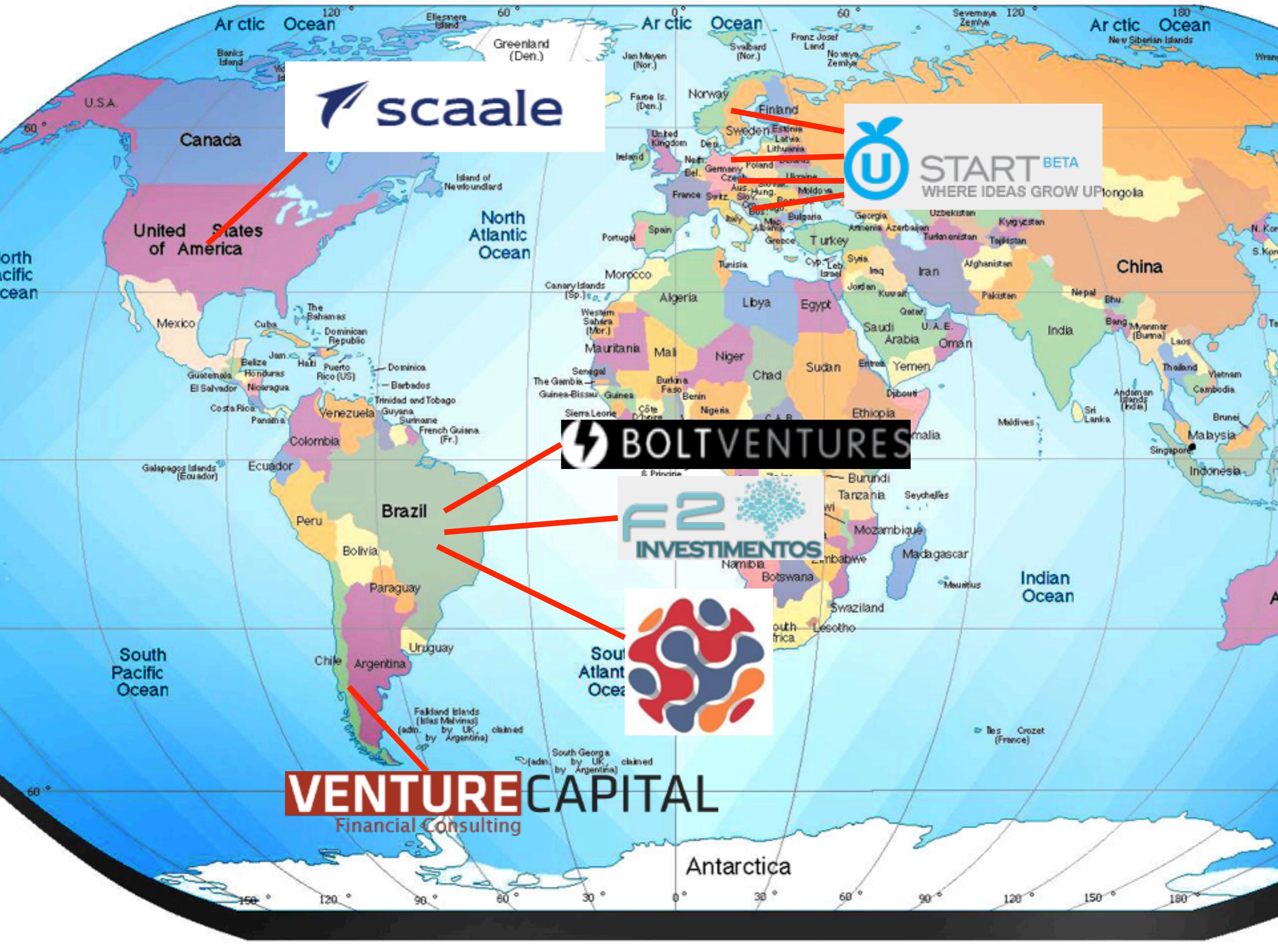
Sales overseas

New jobs

How many new jobs will you generate?



VENTURE CAPITAL
Financial Consulting



What do we charge?

No upfront money

Option over **7%** of equity

4% of sales until USD\$180,000 are recovered

Our secret: **Small** batches/
Strong help

The background of the image is a blurred version of the Chilean flag. It features a white five-pointed star on a dark blue field, a white diagonal band, and a red upper triangle. The text "So why Chile?" is centered in white.

So why Chile?

Growing opportunities with big companies

Big companies are being affected by the digital revolution



INNOVATION DAY FALABELLA

Tiempo Restante: ⌚ 18 días 07:45 hrs.



¡Participa en el primer concurso de soluciones con tecnología para Falabella!

Las **seis mejores** soluciones serán **premiadas**

Estos son los desafíos que Falabella tiene para ti

- a** Desarrollar una manera novedosa y efectiva para comunicar las ofertas y promociones a nuestros clientes cuando visitan una tienda Falabella.
- b** Presentar un desarrollo digital que complemente la experiencia de compra de los clientes de Falabella, como por ejemplo: probadores virtuales, vitrinas inteligentes, espejos
- c** ~~Presentar~~ una manera fácil y creativa para que nuestros clientes elaboren una lista de productos favoritos en Falabella.com (wishlist) y la puedan compartir viralmente con sus amigos.

Sube tu propuesta hasta el 23 de Septiembre

BBVA Open Talent ²⁰¹⁴

let's make
your project
take off



Lower costs of operation

Monthly life cost in SF/SV

USD\$4,000 to USD\$6,000

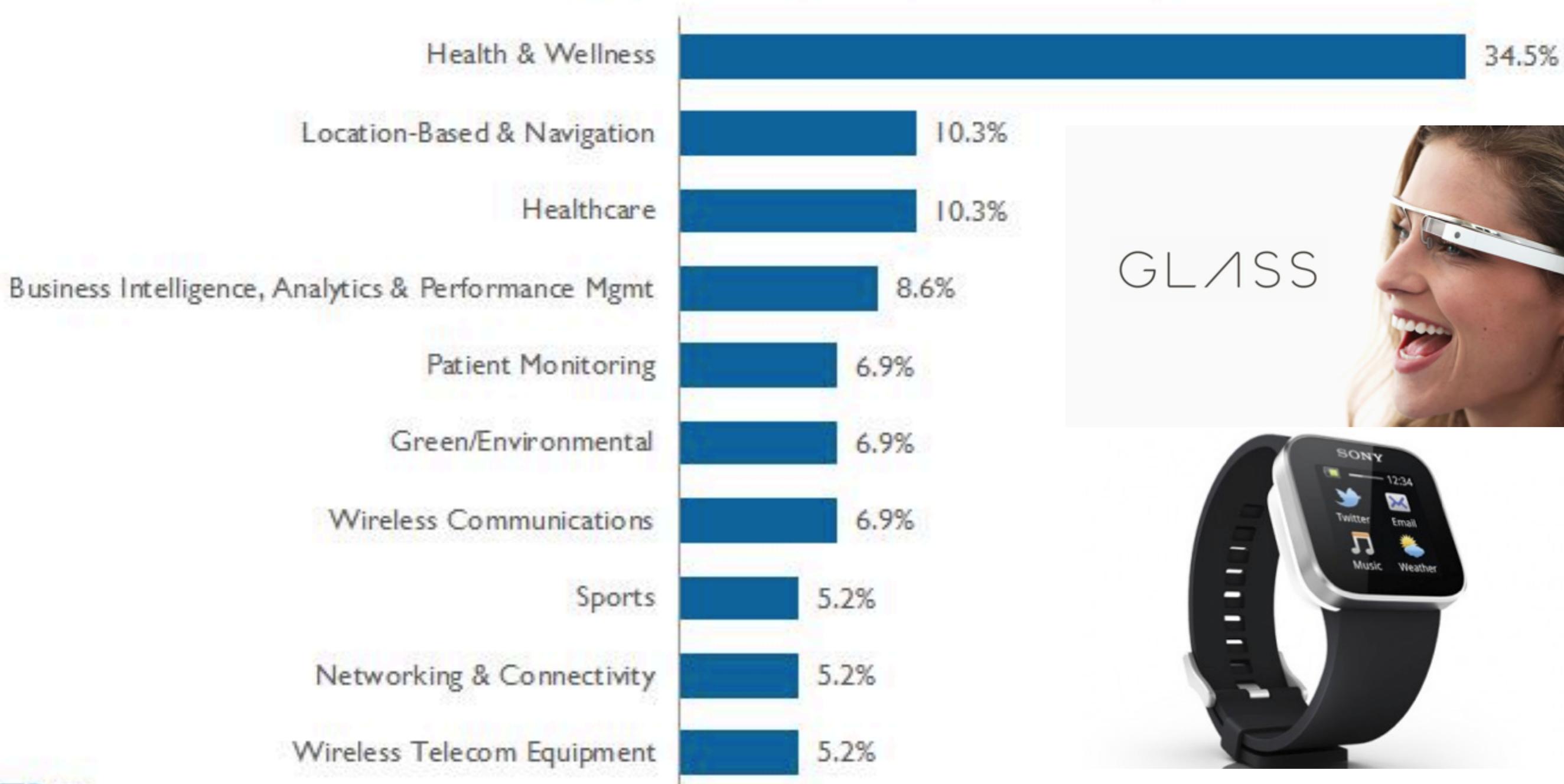
Monthly life cost in Santiago

USD\$1,000 to USD\$1,500

High technology means big advantage

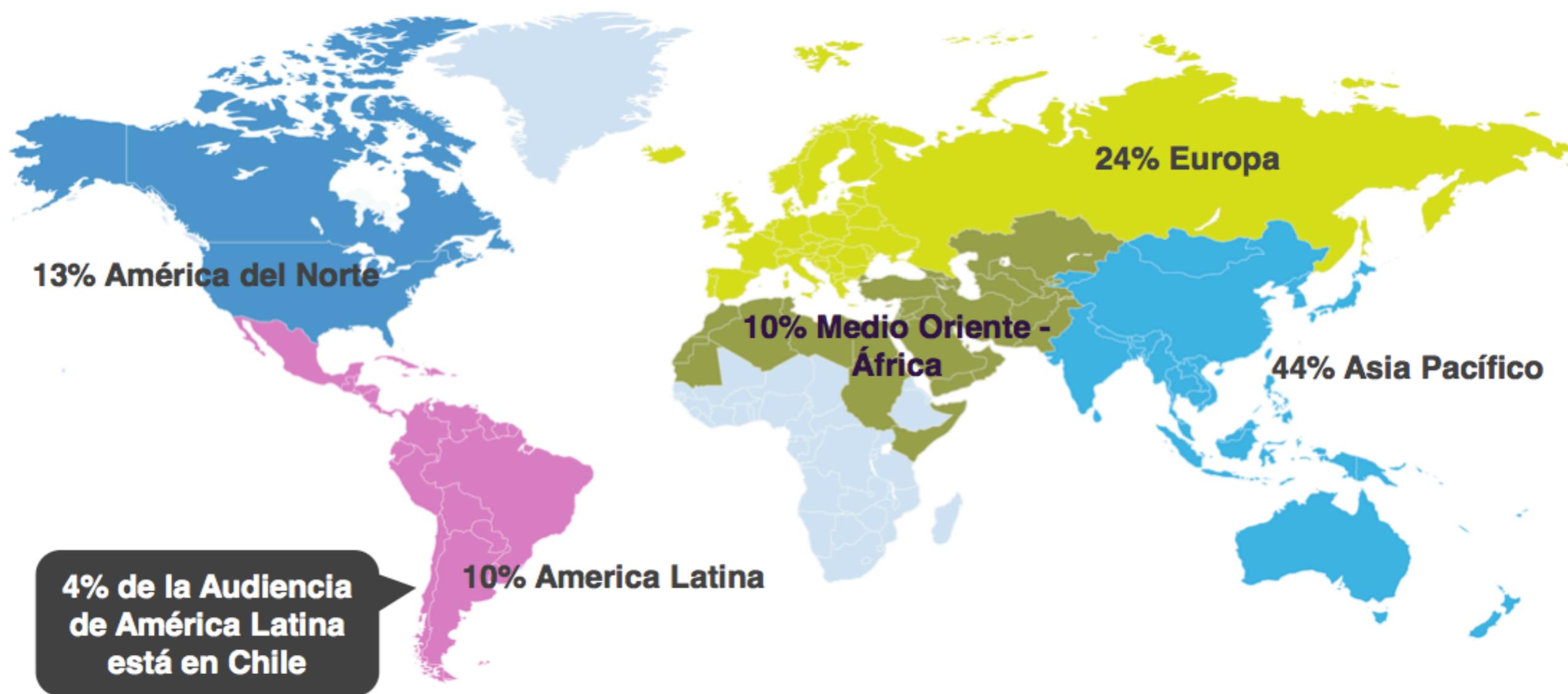
Internet of Things Early-Stage Financing Trend

By share of top unique company sub-industries, 2011-2013



Strong web and mobile penetration

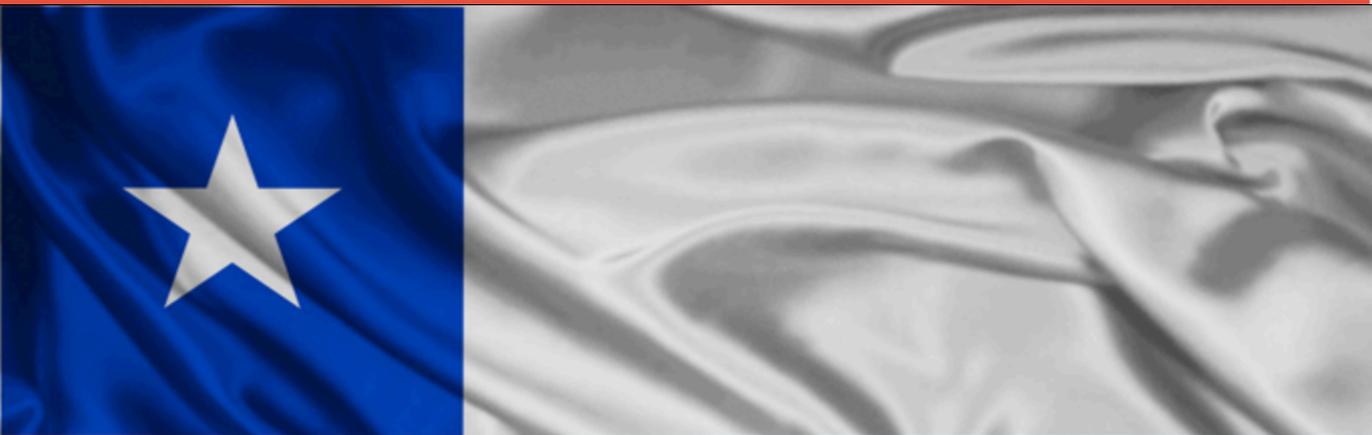
Distribución de la Audiencia Digital Online Asia Pacífico y Europa Lideran el Universo Online



Better entrepreneurship ecosystem

Top quintile			Second quintile			Third quintile			Fourth quintile			Bottom quintile		
Country	GEDI points	GEDI rank	Country	GEDI points	GEDI rank	Country	GEDI points	GEDI rank	Country	GEDI points	GEDI rank	Country	GEDI points	GEDI rank
United States	82.5	1	Lithuania	49.6	25	Croatia	40.9	49	Nigeria	31.6	73	Cameroon	24.6	97
Australia	77.8	2	Poland	49	26	South Africa	40.3	50	Jamaica	31.4	74	Liberia	24.5	98
Sweden	73.7	3	Latvia	48.4	27	Cyprus	40.2	51	India	31.3	75	Iran	24.1	99
Denmark	72.5	4	United Arab E	48.2	28	Montenegro	39.5	52	Moldova	31.1	76	Honduras	23.9	100
Switzerland	70.9	5	Oman	47.6	29	Brunei Daruss	39.2	53	Bolivia	31.1	77	Kenya	23.8	101
Taiwan	69.5	6	Portugal	46.9	30	Lebanon	38.9	54	El Salvador	31	78	Tanzania	22.5	102
Finland	69.3	7	Spain	46.8	31	Barbados	38.5	55	Kazakhstan	30.6	79	Nicaragua	22.1	103
Netherlands	69	8	Korea	46.7	32	Argentina	38.4	56	Brazil	30.4	80	Rwanda	21	104
United Kingdc	68.6	9	Hong Kong	46.5	33	Mexico	38.2	57	Trinidad & Tot	30.3	81	Gambia	21	105
Singapore	67.9	10	Slovakia	46.5	34	Greece	37.7	58	Ukraine	30.2	82	Malawi	20.8	106
Iceland	67.5	11	Japan	46.1	35	Tunisia	37.2	59	Morocco	29.5	83	Guatemala	20.7	107
France	67.2	12	Bulgaria	45.4	36	Costa Rica	37.2	60	Ecuador	29.2	84	Mozambique	20.6	108
Belgium	66.5	13	Bahrain	45.4	37	Namibia	36.8	61	Algeria	29.1	85	Burkina Faso	19.8	109
Norway	65.1	14	Uruguay	45.3	38	Macedonia	36.1	62	Swaziland	29	86	Ethiopia	19.8	110
Chile	65	15	Turkey	44.7	39	Botswana	35.6	63	Paraguay	28.8	87	Madagascar	19.5	111
Germany	64.6	16	Romania	44.6	40	Thailand	35.5	64	Angola	28.7	88	Côte d'Ivoire	19.4	112
Austria	63.9	17	Czech Republ	44.5	41	Panama	34.8	65	Philippines	28.5	89	Uganda	19.3	113
Ireland	61.8	18	Hungary	44.5	42	Dominican Re	34.3	66	Zambia	28.4	90	Mali	18.8	114
Puerto Rico	61.7	19	Kuwait	44.2	43	Indonesia	34.2	67	Bosnia and He	27.7	91	Pakistan	18.7	115
Israel	59.6	20	Malaysia	44.1	44	Serbia	33.9	68	Venezuela	26.4	92	Mauritania	18.5	116
Estonia	58.9	21	Saudi Arabia	43.4	45	Russia	33.2	69	Ghana	26.2	93	Sierra Leone	17.6	117
Slovenia	52.7	22	China	41.6	46	Gabon	32.7	70	Egypt	25.2	94	Burundi	15.5	118
Qatar	52.6	23	Peru	41.3	47	Albania	32.6	71	Senegal	24.7	95	Chad	15	119
Colombia	49.8	24	Italy	40.9	48	Jordan	31.7	72	Benin	24.6	96	Bangladesh	13.8	120

The 4 LATAMers



200MM ONLINE



So that's going on in Chile

(Thanks)

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