

“The Start-Up Chile Model”

Camila Postigo | Marketing & Communications Director
camila@startupchile.org

CONTEXT



WINE



COPPER



EARTHQUAKES



Atacama Desert



The Pacific Ocean



The Andes



Antarctica



IT MUST BE LIKE DOING BUSINESS ON AN ISLAND



TRADITIONAL





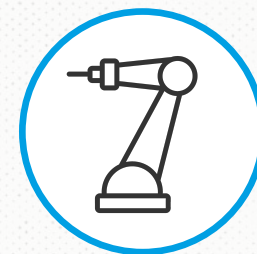
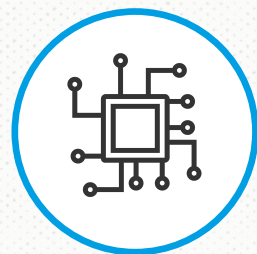
Ministry of Economy



Fourth Industrial
Revolution



DIVERSIFY



THE CHILEAN EXPERIMENT



STRICT U.S. IMMIGRATION POLICIES



Ministry
of Economy

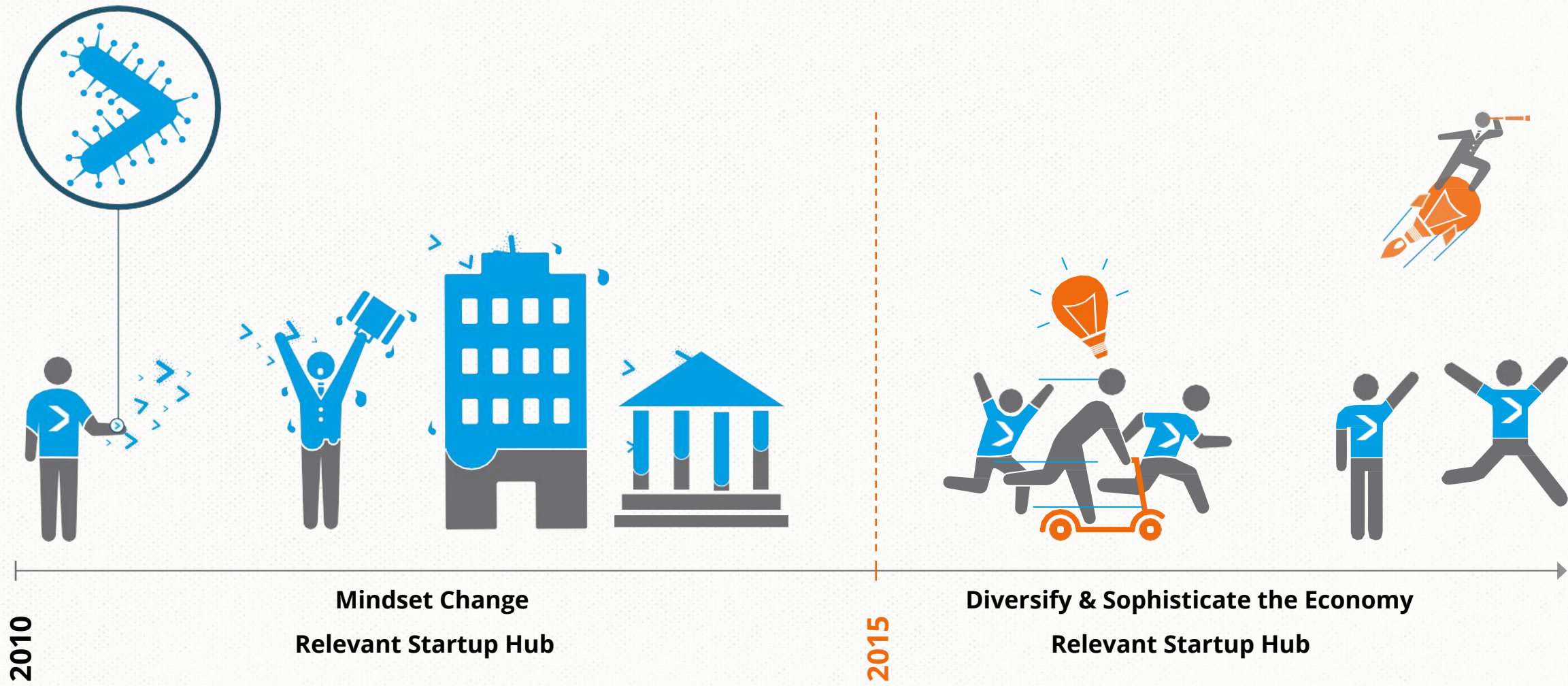


Production
Development
Corporation

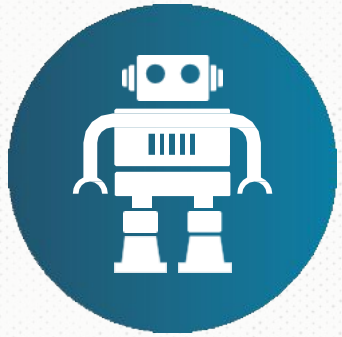
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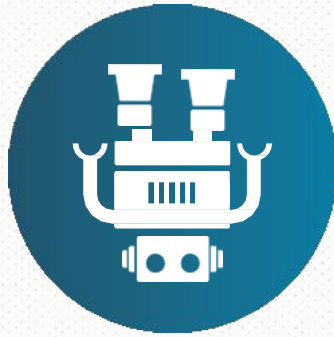
**FIRST GOVERNMENT RUN ACCELERATOR
AND ONE OF THE MOST BIG AND DIVERSE STARTUP
COMMUNITIES IN THE WORLD**



Requirements & Offer

**TECHNOLOGY**

**Tech-based
products or
services**

**INNOVATION**

**Technological, in
business model or
growth/marketing
strategy**

**GLOBAL**

Born global

**IMPACT**

**Impact in
Chile/Region**

EARLY STAGE

INDUSTRY AGNOSTIC

NATIONALITY AGNOSTIC



THE S FACTORY

Prototype

20-30 startup/batch
From 15K up to 22K USD



SEED

Validation

60 - 70 startup/batch
From 37K up to 75K USD

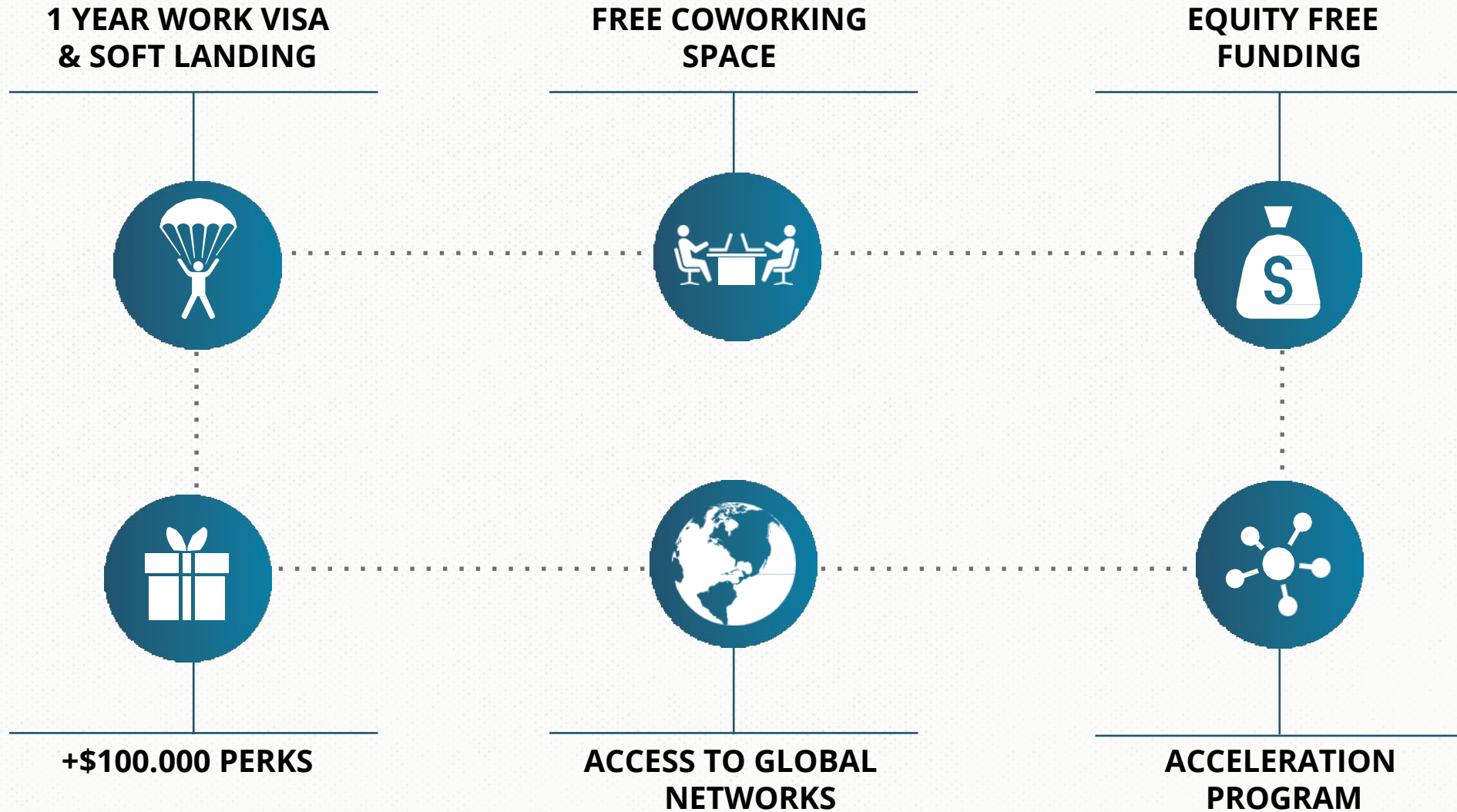


HUELLA

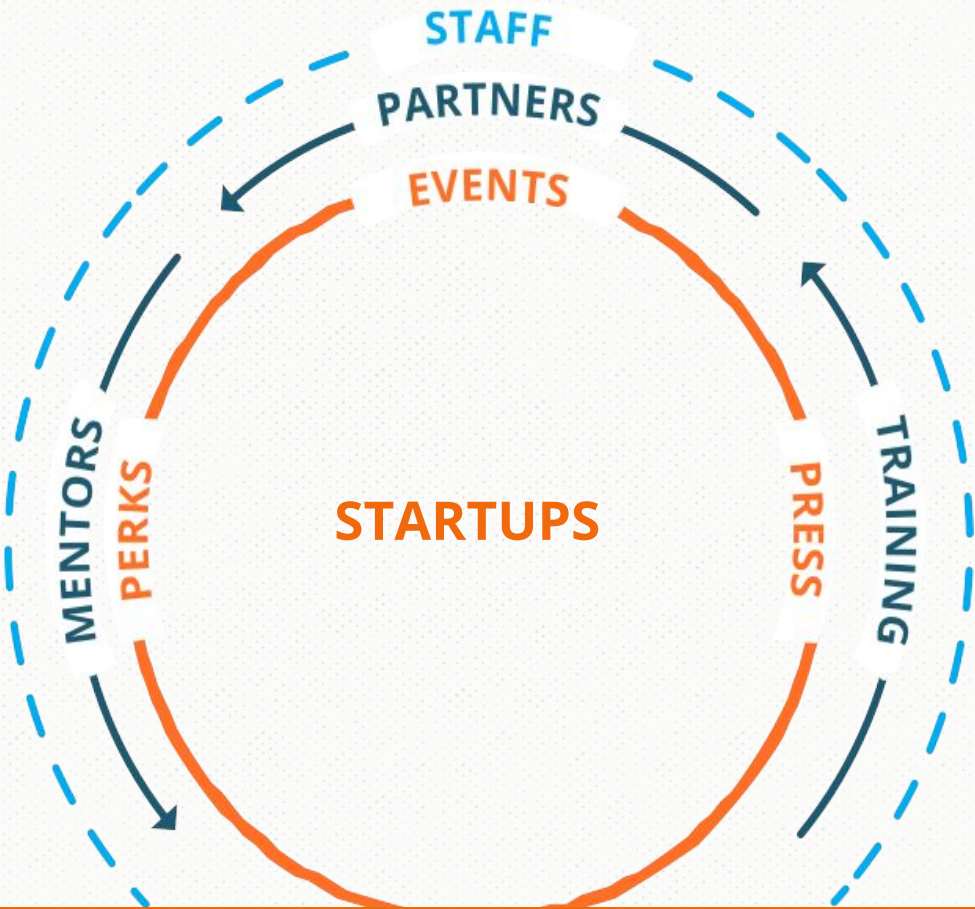
TRIPLE IMPACT

10 - 12 startup/batch
From 37K up to 75K USD

200 STARTUPS/YEAR | 2 BATCHES/YEAR EACH



OUR METHODOLOGY



Corporates

Government

Accelerators

Universities

Others



**NETWORKS &
RESOURCES**



TRACKING



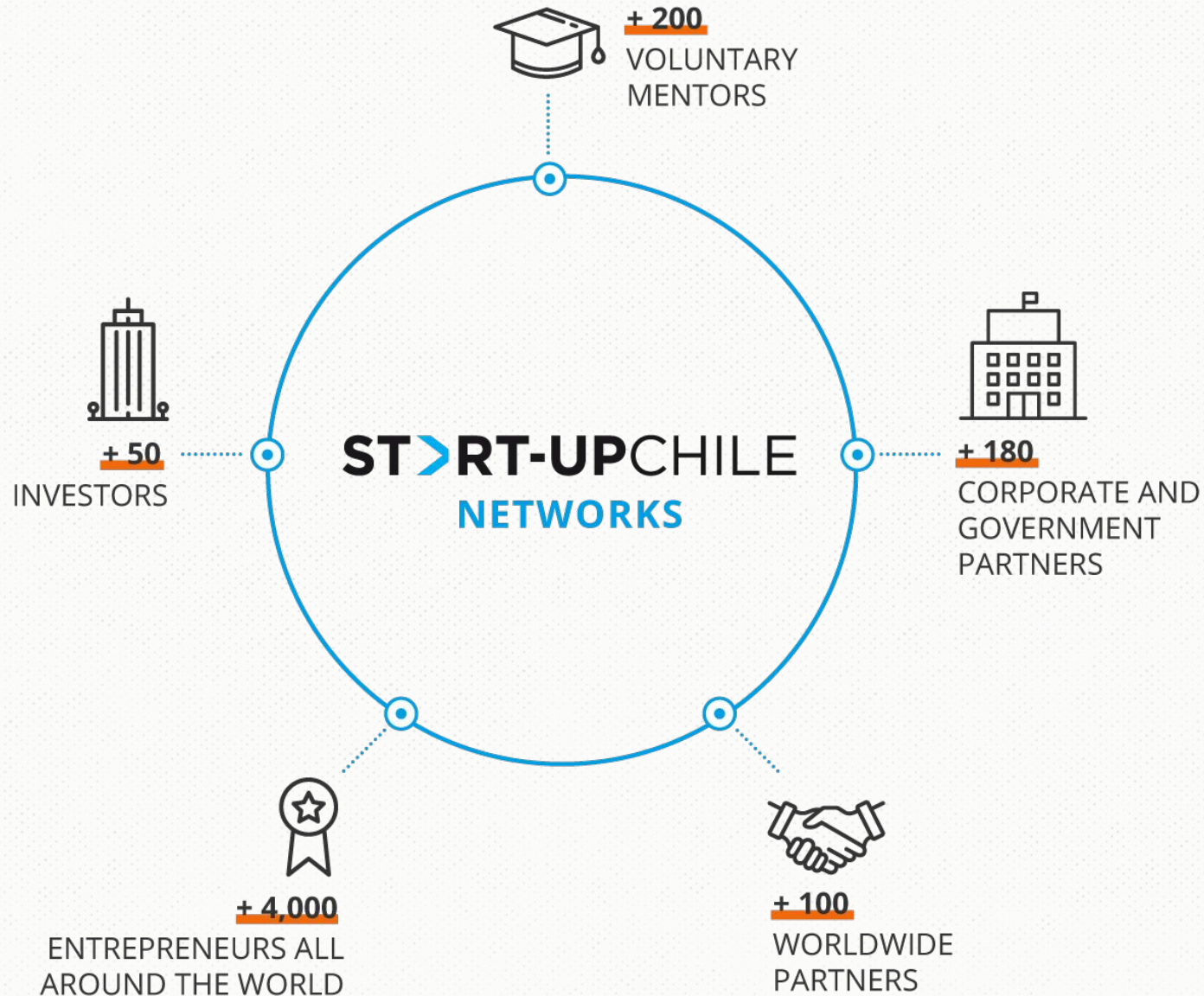
ACADEMY



COMMUNICATION & MEASURE & COMMUNITY



NETWORKS & RESOURCES



- **Decision makers**
- **Match & knock on doors**
- **Meet quickly**
- **Improve international chances of success**
- **Create investor readiness**



**+160 worldwide
partners**

Incubators & Accelerators
Innovation Centers
Softlanding programs

REFERRAL PARTNERSHIP AGREEMENT

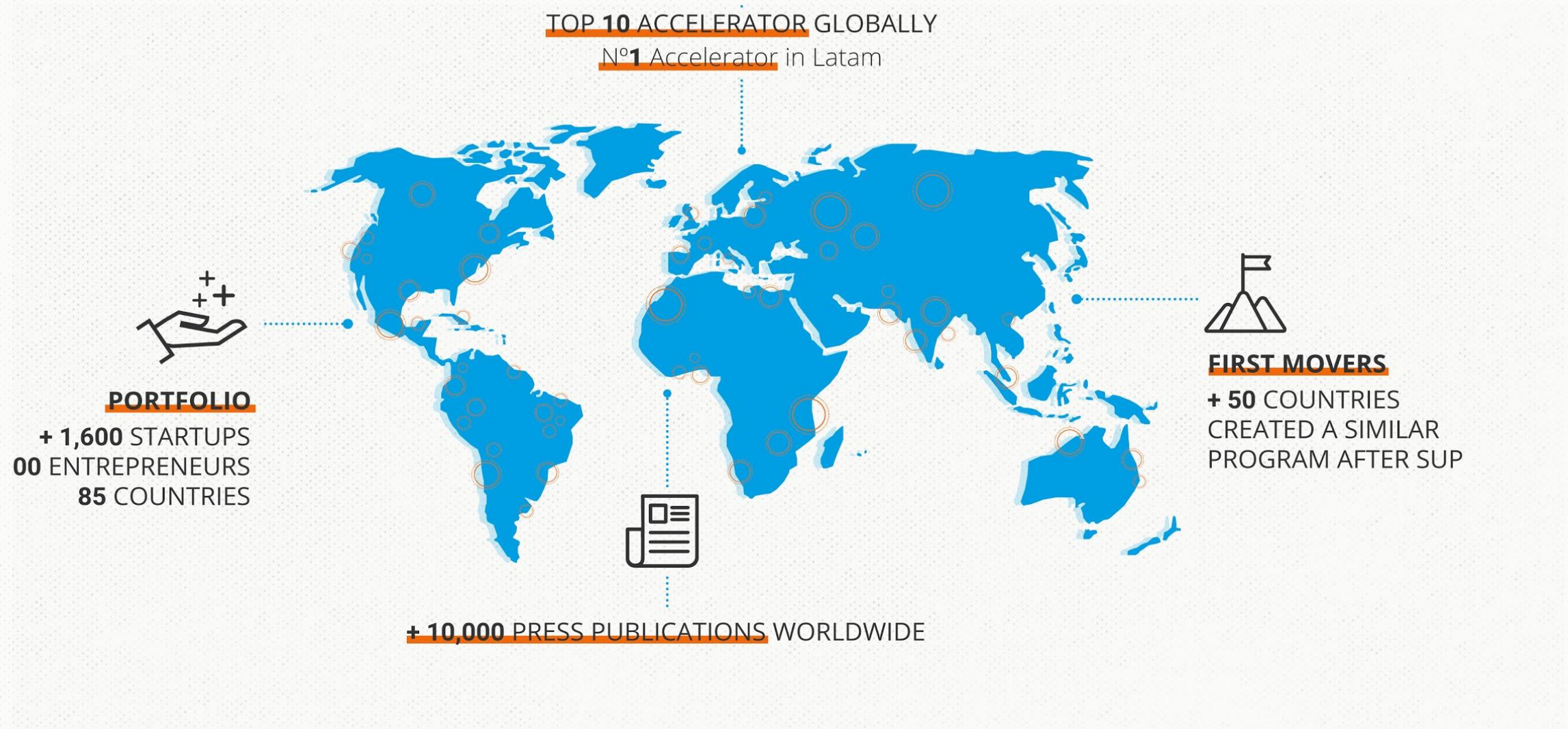
Our Offer:

- Access to information of our portfolio (+1.600 startups)
- Customized Referrals
- Promotion of your calls or events to the whole community
- Exposure on Start-Up Chile's website
- Network newsletter with relevant information about worldwide ecosystem.

What do we expect:

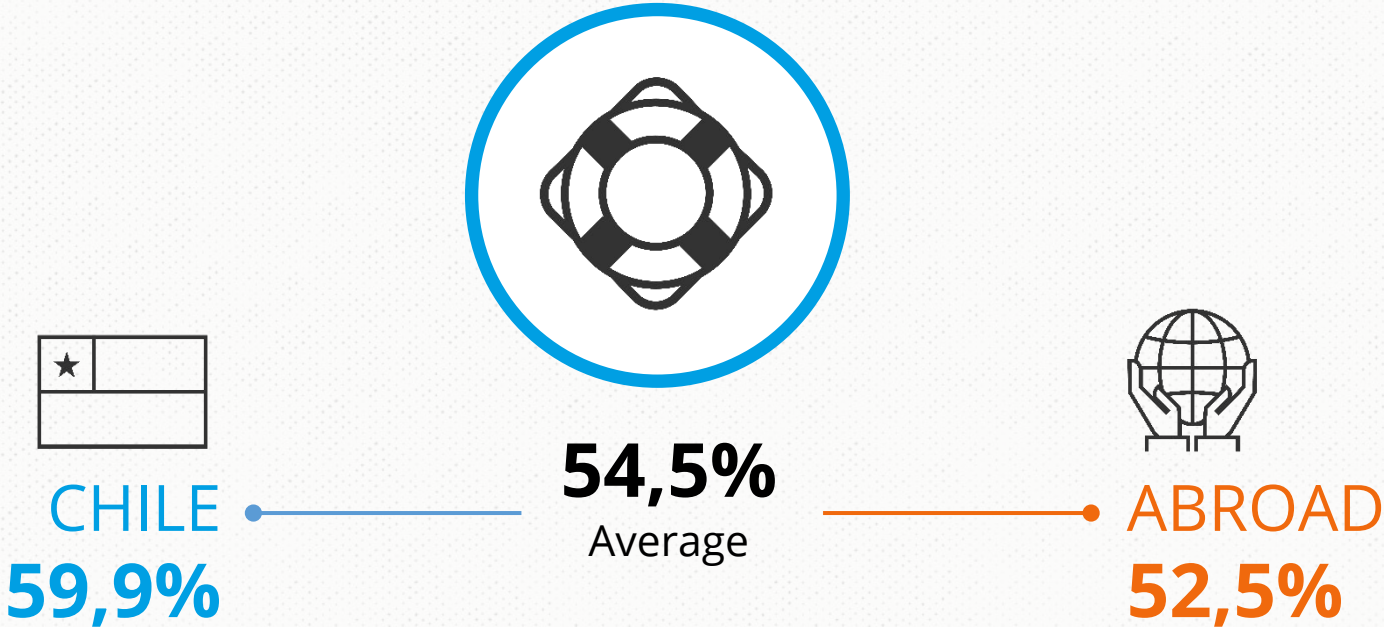
- 2 quality referrals per year for our programs
- Spreading the word about open calls (share media pack)

RESULTS

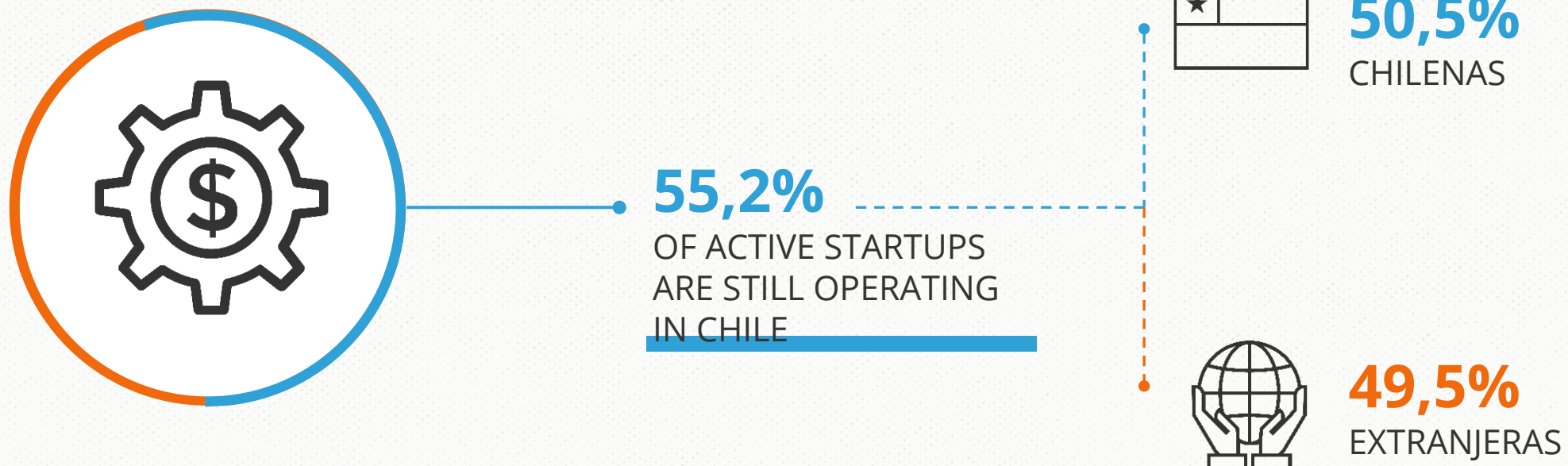




Survival Rate



Stay in Chile





Exits

42

STARTUPS HAVE BEEN ACQUIRED



Sales (USD\$)

| | | | | |
|---|------------------|---|------------------|-------------------------|
| <div><div><div>★</div><div></div></div><div></div></div> <div>CHILEAN</div> | \$121,283,835.00 | <div><div><div></div><div></div></div><div></div></div> <div>Abroad</div> | \$569,730,970.96 | TOTAL: \$691,014,805.96 |
|---|------------------|---|------------------|-------------------------|

Capital Raised

| | | | | |
|---|------------------|---|------------------|-------------------------|
| <div><div><div>★</div><div></div></div><div></div></div> <div>CHILE</div> | \$201,218,603.00 | <div><div><div></div><div></div></div><div></div></div> <div>Abroad</div> | \$796,355,669.00 | TOTAL: \$997,574,272.00 |
|---|------------------|---|------------------|-------------------------|

Valuation

| | | | | |
|---|---------------|---|-----------------|------------------------|
| <div><div><div>★</div><div></div></div><div></div></div> <div>CHILEAN</div> | \$239,425,000 | <div><div><div></div><div></div></div><div></div></div> <div>Abroad</div> | \$1,187,798,505 | TOTAL: \$1,427,233,504 |
|---|---------------|---|-----------------|------------------------|

Jobs

| | | | | |
|---|-------|---|-------|---------------|
| <div><div><div>★</div><div></div></div><div></div></div> <div>CHILE</div> | 4.933 | <div><div><div></div><div></div></div><div></div></div> <div>Abroad</div> | 5.691 | TOTAL: 10.684 |
|---|-------|---|-------|---------------|



SUCCESS CASES



Generation 0

Exit with “Secure Safe”

Founder lives in Chile

20+ Investments in LATAM

Active early stage investments



AI: “Giuseppe” the algorithm

Combines AI with food-science to craft cutting-edge plant-based foods.

Raised \$30M with Jeff Bezos



NEXT APPLICATION DATES

TSF G11

3 - 17
DECEMBER 2019

> **Starts on:** March 16th, 2020

Seed G24 & Huella G4

17 - 7
MARCH - APRIL 2020

> **Starts on:** July 21st, 2020

“The Start-Up Chile Model”

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TRACKING



**Initial
Meeting**



**Pitstops
(KPI's)**



**SUP
Boards**



Platoons



**Technical
Meetings**



**Financial
Tracking**



KNOWLEDGE



SUP Academy

“How to do business in Chile & LATAM”

- > Doing Business in Chile
- > Legal I: Setting up a Company in Chile
- > Legal II: Accounting & Taxes
- > Metrics for startups
- > Epic Connections
- > Pricing
- > Sales tips
- > Negotiation
- > Building the right team
- > Marketing Strategy
- > Communications & PR
- > Investor Tips
- > Valuation
- > Methods for Funding
- > Scaling to other markets

Pitch Training



3 minute pitch

3 STARTUPS – 3 MONITORES

Content Design Structure Non-verbal Storytelling Metrics

FEEDBACK



Problem/Market



Solution



Business Model



Traction



Progress



Team

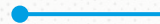
Pitch Quality



Office hours

30-Mins Meetings

START-UP CHILE
STAFF



EXPERTS