

BOOTCAMP FOR SCALEUPS

LatAm Startups Hub is a non-profit organization and a Toronto-based accelerator that scales Latin American startups globally from Canada. We also offer programs helping international startups to scaleup in emerging markets in Latin America. The Guadalajara Bootcamp for Scaleups is an intense program (1 week – 35 hours of training and connections)

Cost related with this program US 1,500 (flights and accommodation is under the responsibility of the startup - Space for 1 cofounder, US 2,000 (for 2 cofounders)

PROGRAM

This program covers:

- ✓ Training sessions (coffee breaks are included)
- ✓ Mentoring
- ✓ Special networking events
- ✓ Connections with the ecosystem
- ✓ First approach to contacts leading to potential customers/users

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Business Cultural Behavior in Latin America <ul style="list-style-type: none"> • Pacific Alliance • Brazil • Argentina & Uruguay 	Marketing directed to Latin America	Startup Ecosystem Tour Guadalajara <i>Transportation and food are provided</i>	Customer profile & competitors	Incorporating & partnering opportunities Taxes, grants and loans
Exploring the market to scale Definition of your next market – Business opportunities & Challenges	Marketing plan Specific workshop to create your marketing strategy	Meetup with the ecosystem Pitch Night and community meetup	Plan to reach customers and first testing	Angel Investment & Venture capital