



LATAM STARTUPS



LATAM STARTUPS PROGRAMS

2017

BUILDING BRIDGES



We connect the Canadian and Latin American startup ecosystems, promoting international trade, creating jobs, and developing a knowledge-based economy.

LatAm Startups is proud to announce its 2017 initiatives:

- Our flagship event, the LatAm Startups Conf 4.0
- LatAm 101 workshops for Canadian startups
- Webinars for Canadians and Latin American startups looking to scale

and NEW this year:

- Week-long boot camps for Canadian startups to help them scale into Latin America
- Week-long boot camps for Latin American startups ready to scale globally using Canada as a launching pad.

LatAm Startups are the experts in growing bilateral trade between Canada and Latin America.

Want to know more? Contact us today!



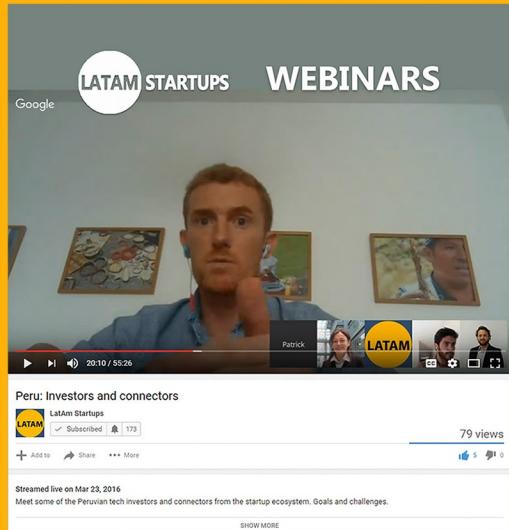
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LATAM STARTUPS



WWW.LATAMSTARTUPS.BIZ



LATAM STARTUPS PROGRAMS 2017

LATAM STARTUPS CONF 4.0



What's the best way to connect the Canadian and Latin American startup ecosystems in order to increase bilateral trade?

The LatAm Startups Conference attracts investors, startups, incubators, accelerators, and public policy officials from across North and South America for an exclusive two-day event.

The LatAm Startups Conference:

- promotes Canada as the leading destination for Latin American startups to scale globally
- connects the Canadian and Latin American startup ecosystems
- promotes Latin America as a profitable destination for Canadian startups scaling globally
- encourages Latin American startups to bring their development teams to Canada
- connects investors and startups

The **LatAm Startups Conf 1.0** took place at the Innovation Centre in Santiago, Chile, on September 2014. Leading speakers included Victoria Lennox of Startup Canada, Sebastian Vidal of Startup Chile, Felipe Matos of Startup Brasil, Lisa Besserman of Startup Buenos Aires, Marcus Dantus of Startup Mexico and other programs from LatAm and Canada. The event was the first of its kind in Latin America, and included a successful round of matchmaking sessions between investors and startups.

The **LatAm Startups Conf 2.0** took place at the MaRS Innovation Centre in Toronto on July 2015. The Governor-General of Canada, His Excellency David Johnston, delivered the opening remarks.

The **LatAm Startups Conf 3.0** takes place in Mexico City in October, 2016, and brings together investors, startups, and thought leaders from across Canada and Latin America.

The **LatAm Startups Conf 4.0** will take place in Toronto in 2017 in celebration of Canada's sesquicentennial as a nation.

LATAM STARTUPS



LATAM 101



Why are so many startups leaving money on the table?

Canadian startups need to go global from day one.

Latin America is a huge market, and for many Canadian startups, an opportunity to gain significant market share by getting in early.

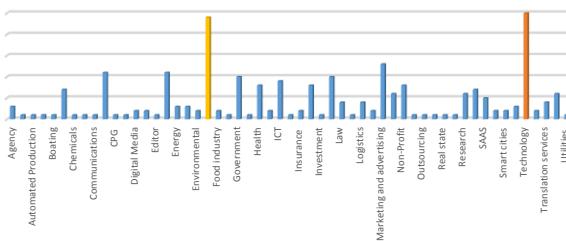
In 2016, Export Development Canada (EDC) paid us to deliver a series of free LatAm 101 workshops to startups across Canada. Go South! Consulting, the predecessor to LatAm Startups, organized the workshops in partnership with Startup Canada.

The workshops took place in Toronto (x2), Waterloo, Ottawa, and Montreal. Over 200 companies attended the sessions in summer 2016.

LatAm Startups plans to continue the LatAm 101 workshops, and also offer advanced courses, LatAm 201, perhaps even a LatAm 301 if there is sufficient demand.

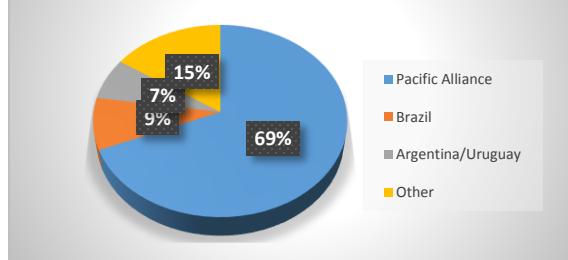
Latin America is a good fit for many Canadian startups. With more than 800 million consumers, and governments spending billions of dollars on modern infrastructure, there is high demand in Latin America for quality high-tech solutions.

General attendees list - Industry



Technology companies were those with the most interest in attending LATAM 101

Pacific Alliance countries vs other Latin American countries



After the sessions in 2016 69% of the attendees showed interest in scale in Pacific Alliance countries.



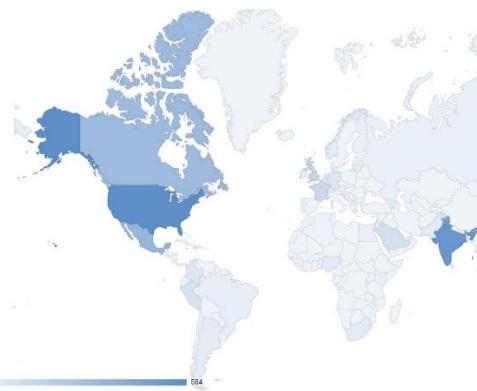
WEBINARS FOR STARTUPS IN LATIN AMERICA

What's the best way to build a pipeline of great startups from Latin America?

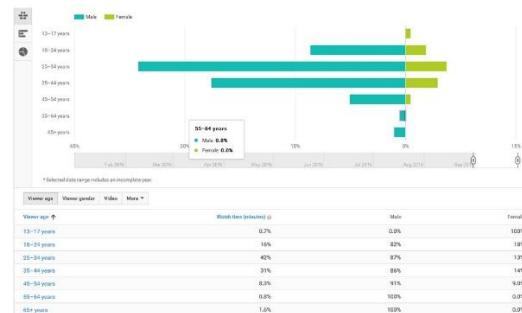
LatAm Startups has built a grassroots movement across Latin America using free, weekly webinars. Startups in Latin America tune in to learn the basics of how to scale their businesses, and to ask questions of our guest experts.

In 2016 our guest experts included thought leaders from across Canada and Latin America. Our webinars are a proven way to build awareness and loyalty among startups in Latin America.

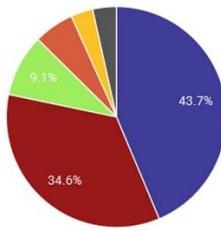
LatAm Startups also offers webinars for Canadian startups who want to learn more about opportunities to scale into the booming Latin American markets.



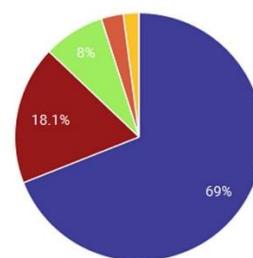
47% of our audience is in USA, India, Mexico and Canada



The major part of our audience are people between 25 and 44 years old.



Traffic comes from Youtube suggested videos and searching in this network



69% of the time our audience is using computers to watch our webinars.



BOOTCAMPS FOR CANADIAN STARTUPS



Ready to scale into Latin America, but need more detailed information?

Many Canadian startups who attended our LatAm 101 courses had questions about specific markets or verticals that could not be answered in a single workshop.

To satisfy this demand, LatAm Startups will run Boot Camps in 2017 to provide a week-long intensive course for Canadian startups looking to scale into Latin America.

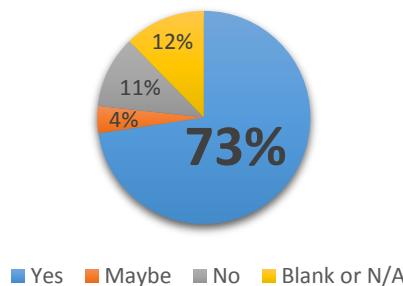
For many lean startups, it makes more sense to attend such a boot camp than to spend money hiring a consultant directly.

Increasing high-tech exports from Canada creates jobs and benefits the local economy.

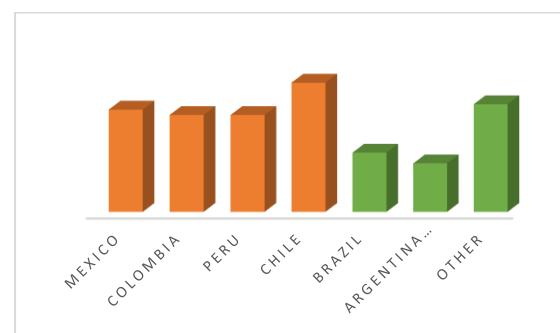
The program will help Canadian startups:

- Identify which markets to target
- Prepare an international business development strategy
- Tailor their marketing to each market
- Identify key partners in Latin America
- understand the financial and regulatory environment in Latin America

Facts:



73% of the attendees of LATAM 101 are willing to attend extended training sessions



Canadian companies were more interested in expanding to Pacific Alliance countries than Brazil, after that there's a high interest in the Caribbean.

BOOTCAMPS FOR LATIN AMERICAN STARTUPS



Why is Toronto the best place for Latin American startups to scale into North America?

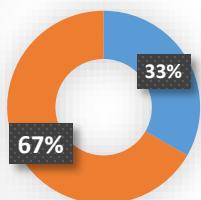
Startups in Latin America need to scale rapidly into the North American markets to prove they have traction. But what's the best strategy to do so? And why is Canada the best launching pad for their success?

In 2017, LatAm Startups will launch a series of Boot Camps for Latin America startups. During these week-long intensive courses, Latin American startups will learn how to:

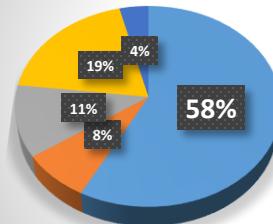
- Adapt their prototype to the needs of the North American markets
- Customize their marketing for the local language and culture
- Successfully pitch their startups to angel and VC investors
- Seek out feedback from potential North American clients
- Iterate faster and accelerate their success—or failure

Based on our survey of startups ready to scale, we found:

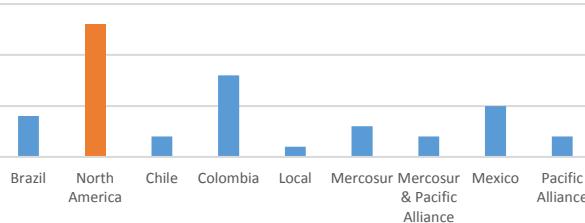
Access to international markets



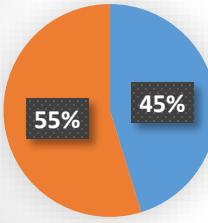
Top excuses why startups don't go global



Next market



Do you know other startup ecosystems in latam?





SPONSOR PACKAGES 2017

Bronze \$2,500

- **Bronze** sponsor of 1 (of 5) programs
- **Bronze** social media
- Your logo in program selected
- 2 tickets to LatAm Startups Conf 4.0



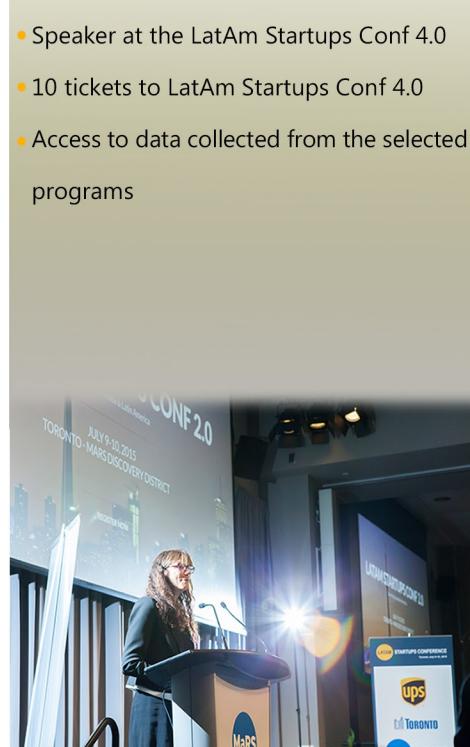
Silver \$5,000

- **Silver** sponsor of 2 (of 5) programs
- **Silver** social media
- Your logo in programs selected
- Sponsored content in the programs selected
- 5 tickets to LatAm Startups Conf 4.0



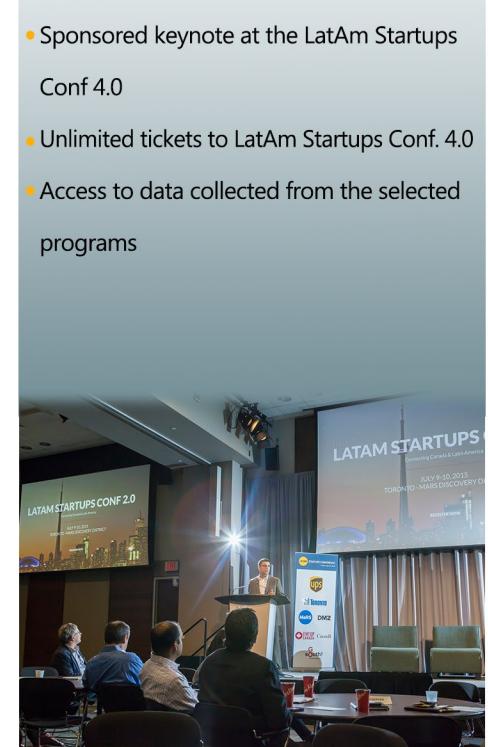
Gold \$10,000

- **Gold** sponsor of 3 (of 5) programs
- **Gold** social media
- Your logo in programs selected
- Sponsored content in the programs selected
- Speaker at the LatAm Startups Conf 4.0
- 10 tickets to LatAm Startups Conf 4.0
- Access to data collected from the selected programs



Platinum \$20,000

- **Platinum** sponsor of all 5 programs
- **Platinum** social media
- Your logo in all programs
- Sponsored content in all programs
- Sponsored keynote at the LatAm Startups Conf 4.0
- Unlimited tickets to LatAm Startups Conf. 4.0
- Access to data collected from the selected programs



SUPPORT OUR PROGRAMS THIS 2017!

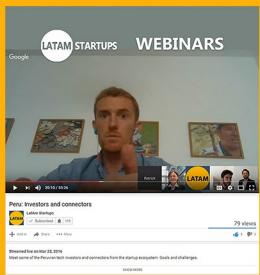
LATAM STARTUPS CONF 4.0



LATAM 101



WEBINARS



BOOTCAMPS FOR CANADA



BOOTCAMPS FOR LATAM



26
online events
in 2016

12
in-person events
in 2016

+7200
attendees
in 2016



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