

Penn
UNIVERSITY *of* PENNSYLVANIA

PENNVENTION

JuntoSalimos

Visibility, Ideas and Connections

www.juntosalimos.org

Team Leader: Miguel Gonzalez WG17 G17

I - Opportunity – Problem

There are **100M** Spanish-speaking Early-stage Entrepreneurs in the World

90%

ST>RT-UPCHILE



JuntoSalimos serves this **90M** of
Spanish-speaking early-stage entrepreneurs that need
visibility, ideas and connections to succeed

eNdeavor

10% are in
this red area, where
they have visibility,
knowledge and
connections

Idea

Business Plan

MVP

Product Market Fit

Customers

II - Solution – Technology + Service

JuntoSalimos (JS) is the **first social-online-gamified-technological** platform that helps Spanish-speaking **early-stage** entrepreneurs **anytime & anywhere** through:

OPEN PLATFORM

Where entrepreneurs receive for free direct **promotion**, expert **knowledge** from advisors and key **connections**

GAMIFICATION

Proprietary gamification system that allows to **rate** user's content and build **online reputation** per **industry** and **discipline**

MATCH-MAKING

Proprietary **machine-learning** algorithm that **matches** entrepreneurs with advisors, and **assigns** questions based on online reputation and preferences

As **Google** has both users (individuals) and customers (publishers), JuntoSalimos' has users (entrepreneurs) and customers (**entrepreneurship clusters** – incubators, accelerators, VC funds, universities) paying for:

ADMIN TOOL

Proprietary **technological platform** allowing clusters to:

- **Create** their online ecosystem, **manage** it centrally and **interconnect** it with the broader JuntoSalimos
- Closely **monitor** activity and **measure** business progress of their start-ups + **assess** impact of their advisors
- **Understand** their entrepreneurs' needs and **take** proactive **actions** to help them succeed
- **Access** other start-ups in JuntoSalimos and **attract** new into their own clusters

III - Market & Revenue Model

We'll charge **Entrepreneurship Clusters** for the access to our **Admin Toolkit**



Note 1: numbers on this slide are based on proprietary surveys

Note 2: we will start to monetize before 2017 but have included numbers for when we expect to be serving our target market

IV.I - Team



Javier García Rodrigo

COO

BSc + MSc EE & CS



Manuel Botija Ródenas

CTO

BSc + MSc EE & CS



Miguel González Herranz

Founder & Chief Strategy Officer

BSc + MSc EE & CS



Félix González Herranz

Founder & CEO

BSc + MSc EE & CS



Félix González González

CFO

BSc + MSc CS



Manuel Ruiz Izquierdo

CMO

BSc + MSc Industrial Engineer.



Guzmán González-Torres

Chief Content Officer

PhD Economics

IV.II - Advisors



Víctor Mulas
JD / MBA

Program Officer



Carlos Avendaño
Entrepreneur

CEO



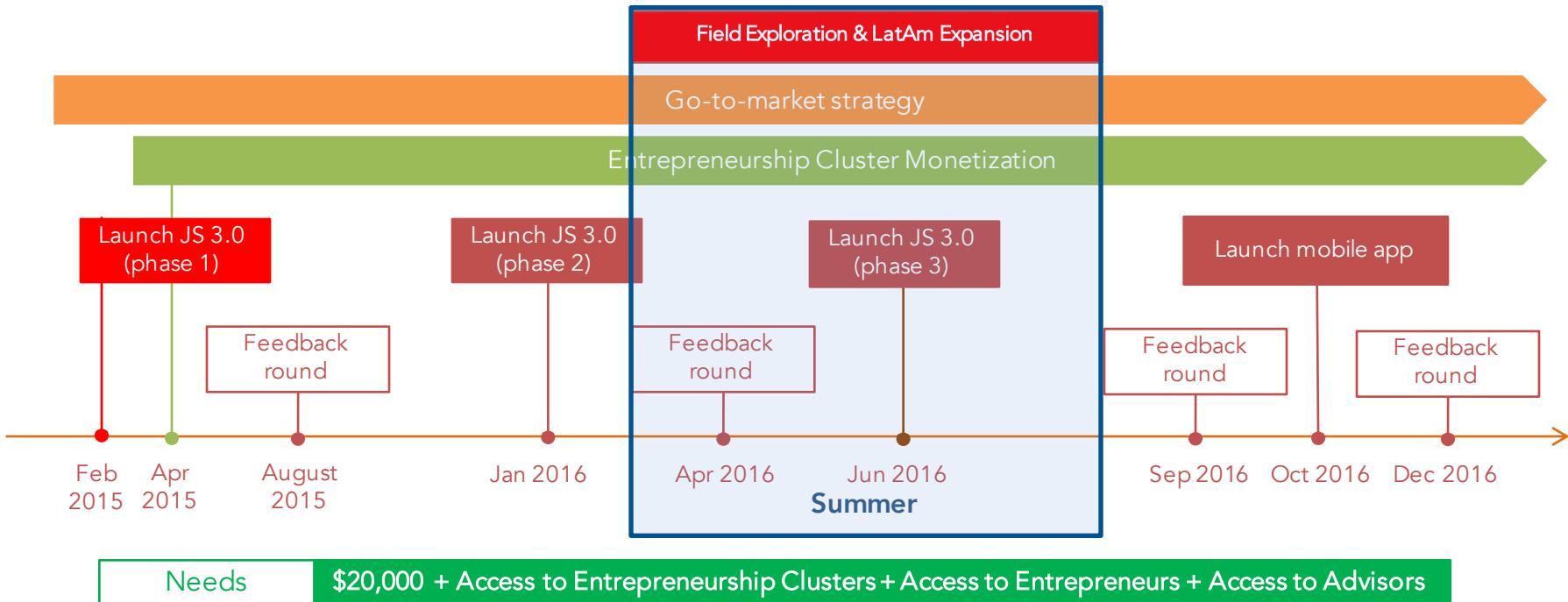
Rubén San Segundo
PhD Speed Technology

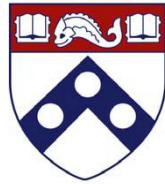
Professor of
Electronics



V - Major Milestones

We're now ready to **scale up JuntoSalimos**





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PENNVENTION

JuntoSalimos

Visibility, Ideas and Connections

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Appendix

There are more than **150 million** Spanish-speaking entrepreneurs



34% of entrepreneurs
need to **promote** their startups to
attract customers and funding

52% of entrepreneurs
have a **knowledge gap** that
jeopardizes their success

70% of entrepreneurs
have **never** met another
entrepreneur



Entrepreneurs, **We** need **Visibility, Ideas** and **Connections** to Succeed

Source: Global Entrepreneurship Monitor Report (2013) and JuntoSalimos' calculations

Solution – User Experience

1 POST YOUR START-UP

The screenshot shows a post from the WIMy app. The post features a photo of a woman smiling next to a brown dog. The text reads: "WIMy - No vuelvas a perder nada." Below the photo is a video player showing a video of the same woman and dog. The post has 0 likes and 0 comments. A sidebar on the right lists categories: Start-up, Información, Lugares, Objetivo, Web de, Vigencia, Empleo, and Empresa.

Descripción de la start-up
WIMy: Where Is My...?
WIMyapp.com
Un año perdido

Algunos estudios dicen que pasamos un año entero de nuestra vida buscando objetos perdidos. Cosas que sabemos que tenemos pero no encontramos o incluso hemos perdido.

Para ayudarnos con estas situaciones, nace WIMy, un dispositivo, poco más grande que una moneda, que se empareja con tu smartphone para evitar que pierdas de vista objetos valiosos (llaves, carteras, etc.) y/o seres queridos (niños pequeños, mascotas, etc.) o a encontrarlos más rápidamente, haya o no cobertura.

De esta forma, ahorraremos tiempo y ganaremos en comodidad y tranquilidad.

2 ASK QUESTIONS

The screenshot shows a forum post titled "Pregunta Destacada" with the question: "¿Cómo conseguimos aumentar el número de contribuciones a la campaña de crowdfunding de WIMy?". The post has 2 likes and 0 comments. The text discusses various online actions like SEO, Facebook Ads, press releases, and YouTube videos. It notes a 2% increase in visitors to the campaign page but a 0.5% conversion rate. A second comment by user JS suggests linking to existing markets.

Pregunta Destacada

g¿Cómo conseguimos aumentar el número de contribuciones a la campaña de crowdfunding de WIMy?

Por Alex Sánchez Sastre

2 Pregunta, 0 y

3 Ideas recibidas

Start-up

Información

Lugares

Objetivo

Web de

Vigencia

Empleo

Empresa

Outra ideas

0 comentarios

2 Interesante iniciativa.

Creo que, en parte, estás intentando dinamizar un mercado nuevo, aún incipiente. Eso es muy difícil incluso para los grandes (hacer publicidad de algo de lo que no hay demanda explícita). Hay que adaptar mucho mensajes a necesidades e inquietudes existentes.

JS 6 de mar. de 2015

2 Interesante iniciativa.

Creo que puede ayudar que os vinculéis a mercado existentes. Por ejemplo, fundas de móvil. Sacar una funda para iPhone 6 (por mercado) que por una cantidad ligeramente superior a una funda Premium, te ayude a encontrar el móvil incluso cuando esté sin batería (el móvil ya te permite encontrarlo cuando tiene batería).

Miguel Ramos Fernández 6 de mar. de 2015

2 Interesante iniciativa.

Muchas Gracias Miguel por tu feedback. Como bien comentas, vincularlo con mercados existentes puede servir para saltar el freno psicológico del consumidor, así como reducir el grado de incertidumbre que supone el binomio producto nuevo-mercado nuevo. Es una opción a tener muy en cuenta.

Alex Sánchez Sastre 9 de mar. de 2015

1 comentarios

JS

3 MAKE CONNECTIONS

The screenshot shows a comment section with two comments. User JS suggests linking to existing markets, and user Miguel Ramos Fernández agrees, mentioning the psychological barrier of a new market and the need to adapt messages to existing needs. A third comment by Alex Sánchez Sastre expresses gratitude for the feedback.

Interesante iniciativa.

Creo que, en parte, estás intentando dinamizar un mercado nuevo, aún incipiente. Eso es muy difícil incluso para los grandes (hacer publicidad de algo de lo que no hay demanda explícita). Hay que adaptar mucho mensajes a necesidades e inquietudes existentes.

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Utiliza los comentarios para pedir más información a la persona que haya escrito la pregunta o la respuesta. No uses los comentarios para dar respuestas.

Enviar

We target **two** types of **entrepreneurs**

90% SPANISH-SPEAKING EARLY-STAGE

e

Home-alone Entrepreneurs

A Home-alone Entrepreneur is an entrepreneur that has never applied to an incubator or accelerator and that does not have access to professional or mentorship services

e

Entrepreneurs Rejected by Entrepreneurship Clusters

An Entrepreneurship Cluster is an ecosystem dedicated to the development and success of selected start-ups. Examples: incubator, accelerator, Wharton Venture Lab, Y Combinator, Endeavor, etc.

SCALABILITY

We target **two** types of **advisors**



Solution – One Online Community



Solution – Incentive System

JuntoSalimos' **secret sauce** is the incentives it offers to:

Entrepreneur

- Free access to the visibility, knowledge and connections that you need to succeed
- Inclusion in an international community of 1,100+ members present in 13+ countries
- Access to top Entrepreneurship Clusters and leading Investors

Advisor

- Growth of your online reputation
- Promotion of yourself and your company as a new business stream for you
- Connection with an international network of 950+ professional experts
- Access to start-ups in which to invest or to which to offer your services

Entrepreneurship Cluster

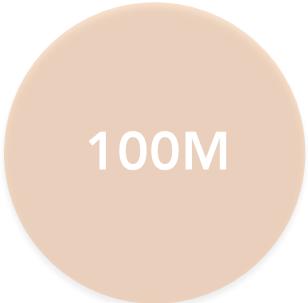
- Creation of your online entrepreneurship ecosystem and inclusion in an international entrepreneurial network
- Activity monitoring and impact assessment
- Data mining to take proactive actions on needs
- Attraction of new talent (entrepreneurs and advisors)

The result is a **network effect** that is exponentially growing JuntoSalimos' **community**

OUR MARKET IS...

... THE 90% SPANISH-SPEAKING EARLY-STAGE ENTREPRENEURS, WHO ARE...

Home-alone Entrepreneurs



100M

Entrepreneurs Rejected by
Entrepreneurship Clusters

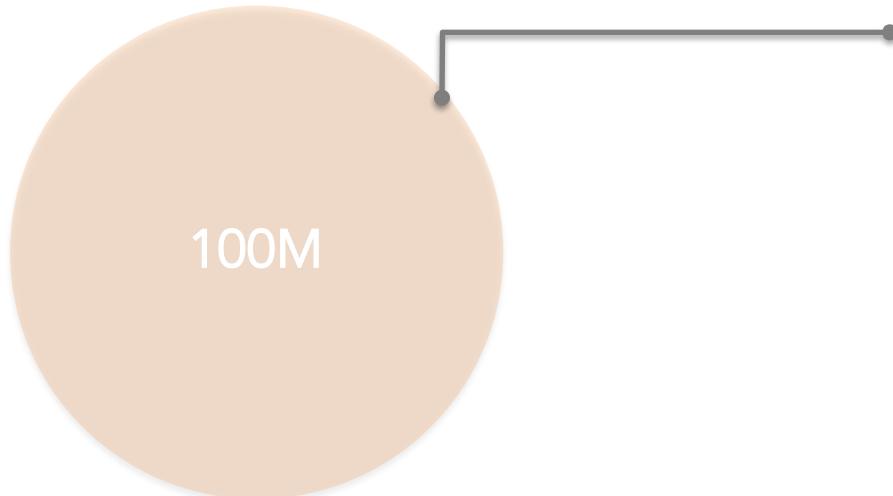


32,700

JuntoSalimos' Social Impact

JuntoSalimos' Market Opportunity

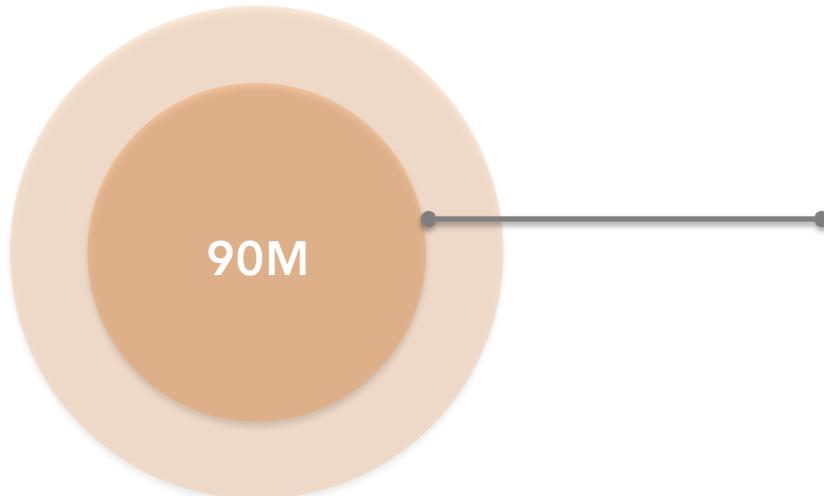
JuntoSalimos is Social



Total Available Market

Note: we have taken a conservative approach that is to assume that the TAM will not grow

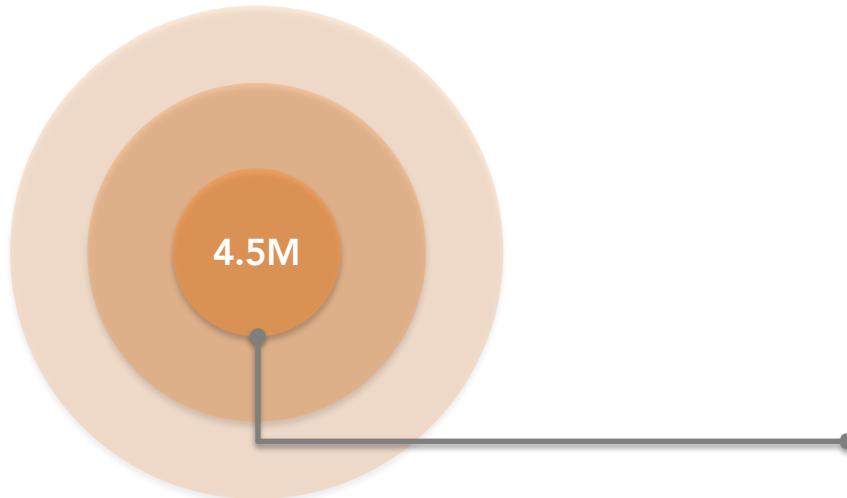
JuntoSalimos is Social



Servable Addressable Market
(90% of TAM)

Note: we have taken a conservative approach that is to assume that the TAM will not grow

JuntoSalimos is Social

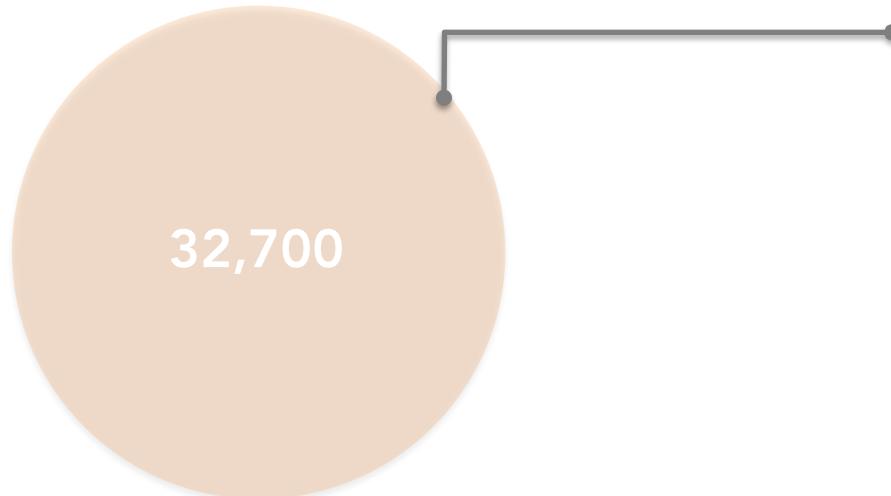


WHO COME TO
JUNTOSALIMOS

Target Market
(5% of SAM - EoY 2018)

Note: we have taken a conservative approach that is to assume that the TAM will not grow

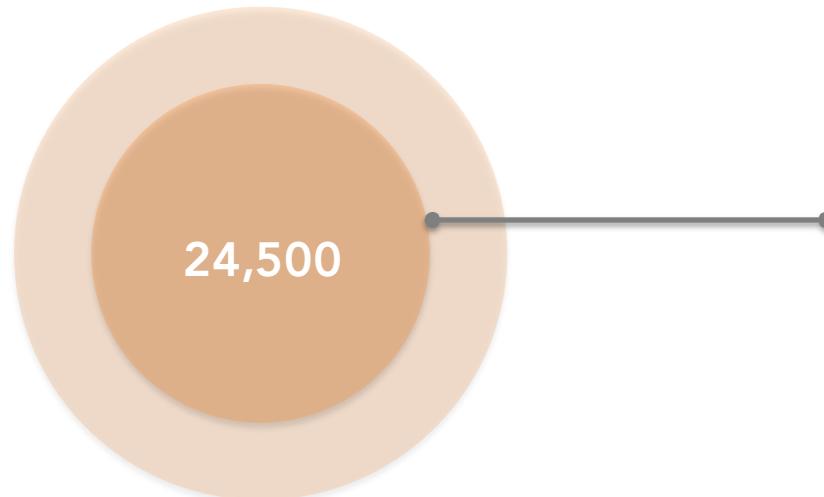
We will go after the **Big Market**



Total Available Market

Note: we have taken a conservative approach that is to assume that the TAM will not grow

We will go after the **Big Market**



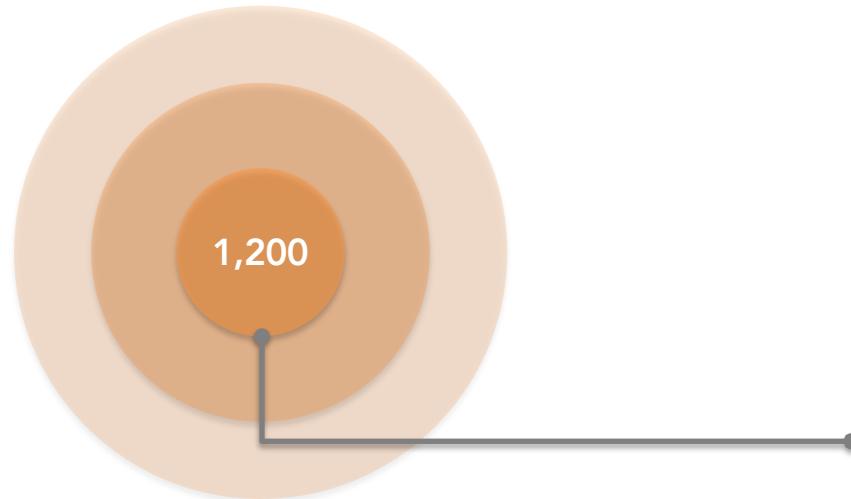
SPANISH-SPEAKING
ENTREPRENEURSHIP
CLUSTERS INTERESTED IN
OFFERING ONLINE HELP

Servable Addressable Market
(75% of TAM)

Note: we have taken a conservative approach that is to assume that the TAM will not grow

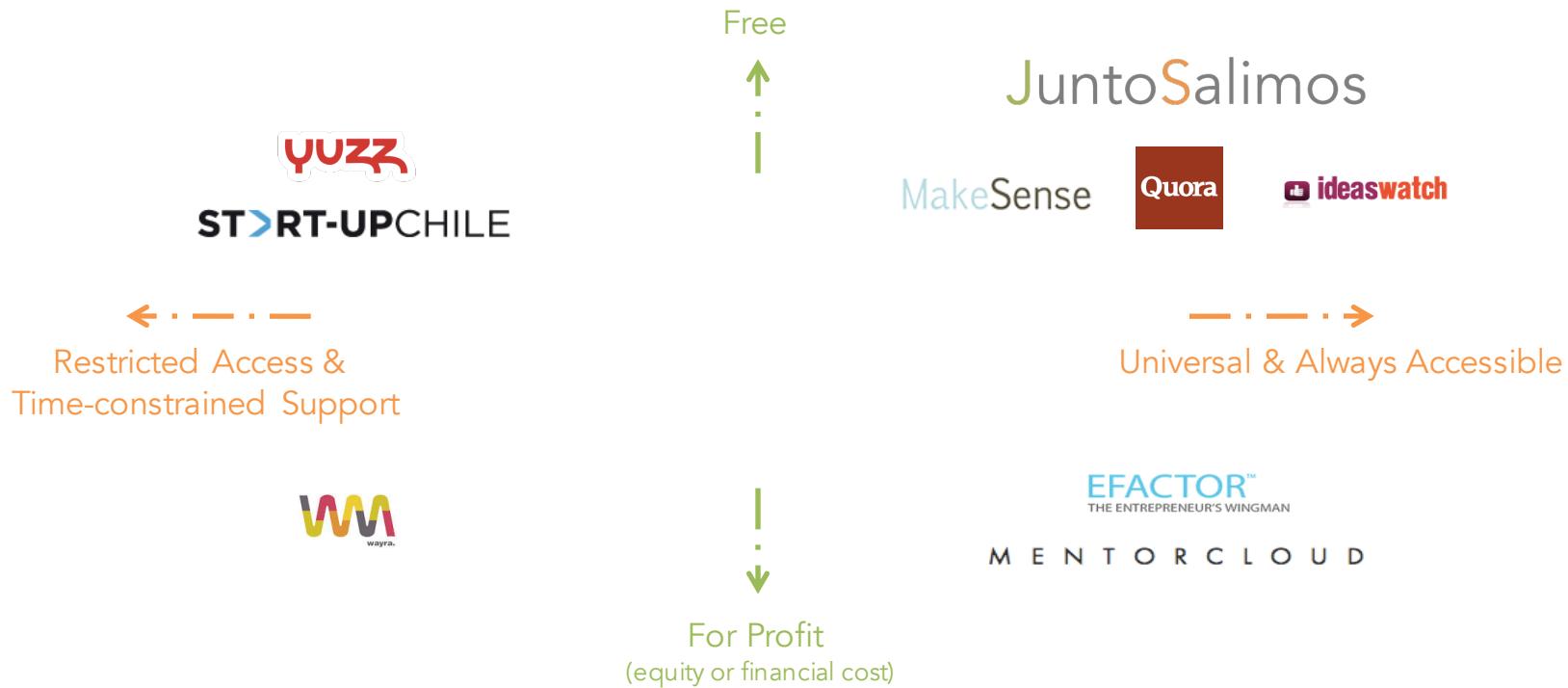
Market – Market Opportunity – Target Customer

We will go after the **Big Market**



Note: we have taken a conservative approach that is to assume that the TAM will not grow

Competition



Competition



Competition



JuntoSalimos

English-Only

Help for Anybody

No mapping of
Entrepreneurship Clusters

Spanish-Only

Help Specialized for
Entrepreneurs

Mapping of
Entrepreneurship Clusters

Sales & Marketing Plan – Customer Acquisition

Acquisition of Entrepreneurship Clusters (Channels)

Scalability

Partnerships with Governments & Multilateral Organizations



Partnerships with Universities



Partnerships with Incubators & Accelerators

eNDEAVOR

Partnerships with VC and Impact Investment Funds

Network of Ambassadors

Users' and Clusters' Referrals

Current Status – Since April 2015



Current Status – Since April 2015



Google

McKinsey&Company

1,000+



Advisors (investors, lawyers,
entrepreneurs, university professors,
freelancers, and more)



P&G



eNDeavor
ESPAÑA



Current Status – Since April 2015



15+

Entrepreneurship Clusters
(Partnerships & Clients) internationally



inesdi
Digital Business School



Colegio de Estudios
Superiores de Administración



LAUREATE INTERNATIONAL UNIVERSITIES®



Current Status – Since April 2015



Ambassadors to enhance local presence

Current Status – Since April 2015

13+

Countries where JuntoSalimos is present
(International & Intercultural)



Current Status – Since April 2015

20+

Workshops y Keynotes
delivered around the world



METRICS OF www.juntosalimos.org

63%

of 192 start-ups are active (i.e. post questions)

10.96

Ideas received per active start-up

4.84

Ideas received per question asked

3.26

Votes received per idea received

Current Status – Awards



8

Prices & Recognition



Current Status – Media Presence

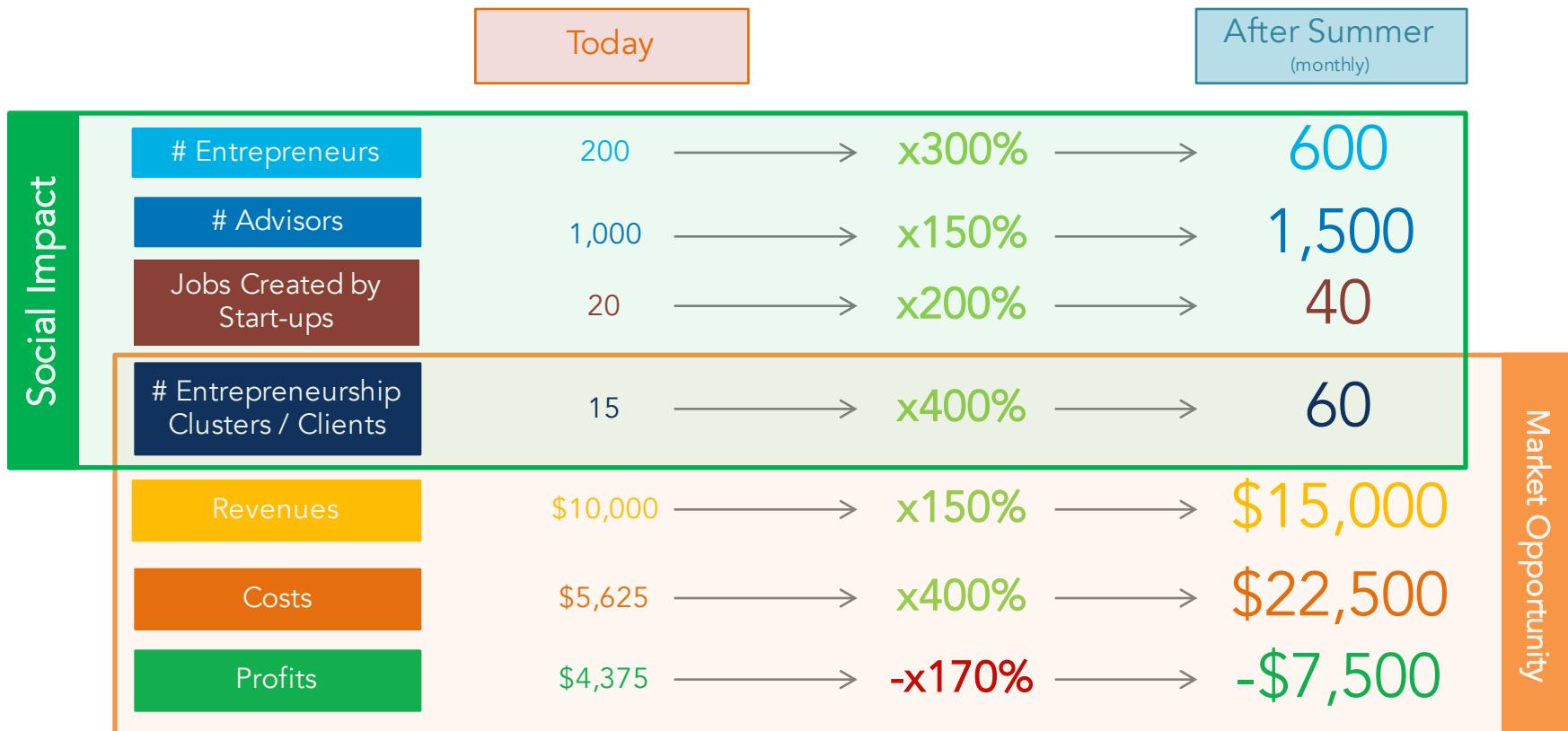


40+

Mentions in press & blogs



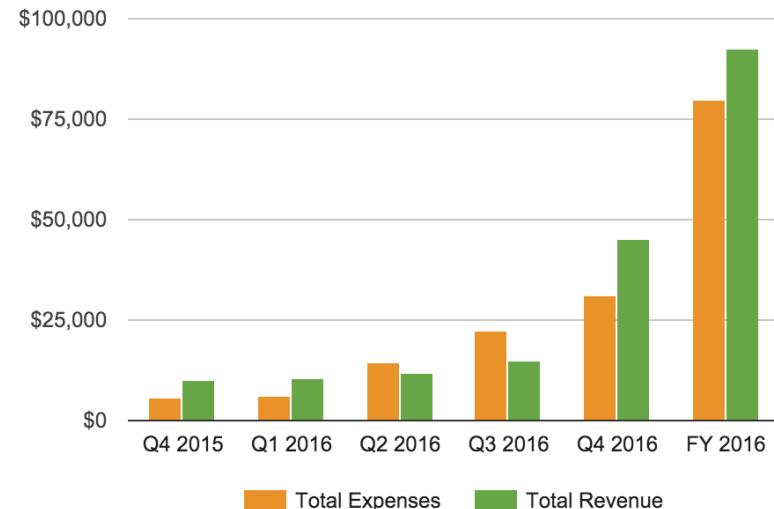
Major Milestones



Financial Projections

We Think **BIG**, We Start **small**

	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016	FY 2016
# Clients		7	8	10	30	55
Months / Quarter		\$3	\$3	\$3	\$3	\$3
Price / Month		\$500	\$500	\$500	\$500	\$500
Total Revenue	\$10,000	\$10,500	\$12,000	\$15,000	\$45,000	\$92,500
Web Development	\$4,125	\$4,500	\$6,000	\$9,500	\$10,500	\$34,625
Other IT Costs	\$1,500	\$1,500	\$3,000	\$4,500	\$4,500	\$15,000
Travel Costs	\$0	\$0	\$5,500	\$8,500	\$10,000	\$24,000
Marketing Costs	\$0	\$0	\$0	\$0	\$6,000	\$6,000
Total Expenses	\$5,625	\$6,000	\$14,500	\$22,500	\$31,000	\$79,625
Profit	\$4,375	\$4,500	-\$2,500	-\$7,500	\$14,000	\$12,875



Execution Plan – Entrepreneur Acquisition

Acquisition of Spanish-speaking Early-stage Entrepreneurs

Scalability

Partnerships with Entrepreneurship Clusters in Spain and Latin America



Network of Ambassadors

Attendance to Entrepreneurship Events

Content Creation - Blog

Delivery of Workshops

Online Marketing (Google & Facebook Ads) & Traditional Marketing (Newspapers, Magazines)

Users' Referrals

Execution Plan – Advisor Acquisition

Acquisition of Advisors

Experienced Entrepreneurs

Experienced Professionals

Retired Professionals

University Professors

Mentors / Coaches

Investors

Freelancers

Scalability

Partnerships with Entrepreneurship Clusters in Spain and Latin America



CEU



Our network

Users' Referrals

Networks of Ambassadors

CSR Partnership with Major Firms

Risk Assessment

Likelihood	Impact				
	Trivial	Minor	Lost Time	Major	Fatal
Certain	Miguel spends summer working full-time on JuntoSalimos	Travel required to meet potential clients in Spain and LatAm	Hiring and on-boarding a full-time development team	N/A	N/A
Likely	Launch the platform in English	Launch the platform in other languages	Clients require the development of new functionalities	N/A	N/A
Possible	The team will grow to cater to the increase client base	Clients are widely widespread in LatAm	Change the name of the start-up to a more language-neutral name	Creation of <i>spammy</i> content requires manual moderation	N/A
Unlikely	Focus is narrowed down to a reduced subset of countries in LatAm	Hacking attack temporarily takes down the web	Unreal spike of user activations affects the platform's performance	Imbalance between # entrepreneurs & # advisors	New functionalities do not meet clients' needs
Remote	Wharton / Lauder work load obliges Miguel to reduce his involvement	Incipient financial crisis decreases entrepreneurship activity	Launch in Asia and Africa due to lack of activity in Spain and LatAm	Member of the team leaks out proprietary software	The team loses its passion to succeed