

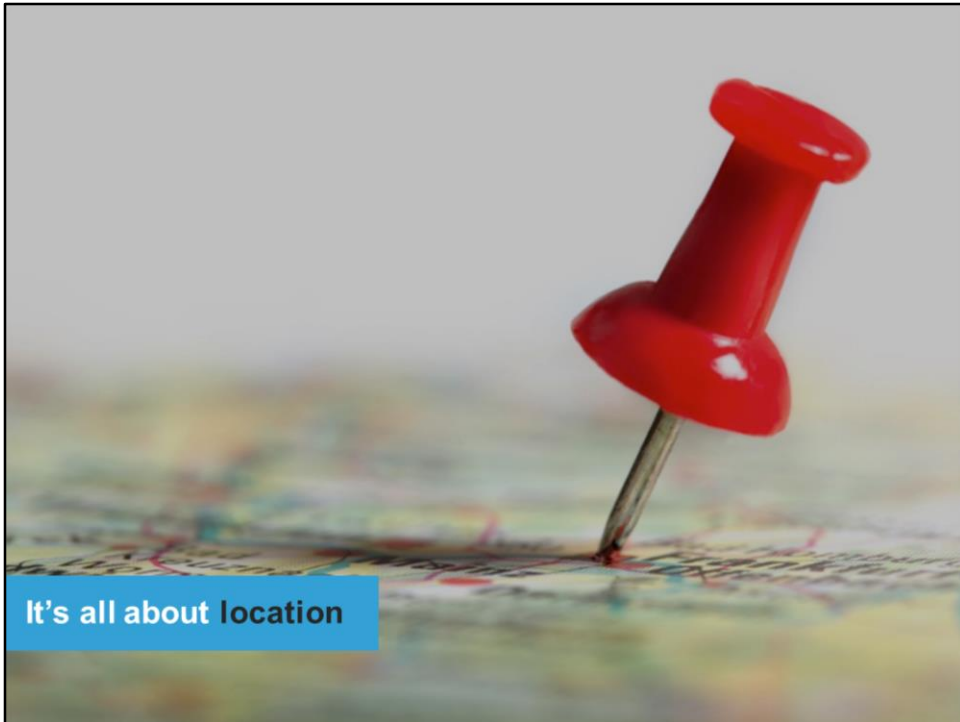
# ST>RT-UPCHILE

CHANGING A COUNTRY'S FUTURE,  
THROUGH THE SUCCESS OF  
GLOBAL STARTUPS



**Let me start with a question: Have you ever heard about a Chilean technology corporation?** *(Are there any big and iconic companies that you can relate to Chile as you do with Google to the U.S; Sony to Japan, Philips to The Netherlands, and even Nokia to Finland!)*

**... Five years ago, no one was associating Chile with innovation, this is why the Chilean Government started executing different public policies in order to boost the entrepreneurial ecosystem. One of these policies is the Start-Up Chile program.**



**In order to innovate and create something new, you need to be in a place that boosts your creativity and that stimulates your imagination**



**...and the best way to promote that, is by bringing together talented people to work at the same place. And that is the key: bringing talent home.**

**And in order to bring talent, you need to give opportunities to anyone...because after all, talent is not something that is determined on your race, gender or birthplace...**



**... it's something that springs everywhere and we just needed to create the right environment.**

**I mean, if in our own Atacama Desert, the driest in the world, the flowering desert does occur, how will we not be able build the right (entrepreneurial) ecosystem to nourish entrepreneurs?**



**So that's how Start-Up Chile was born. The Chilean Government, started attracting talented entrepreneurs from all over the world, with its main objective posed in positioning Chile as the leading innovation and entrepreneurial hub of Latin America.**



**We just want you and your team to come to Chile. We give you \$ 33K, a year working Visa and a Soft Landing\*....also, we provide mentorship and we give you a cool workplace where you have the chance to build your company surrounded by peers from all over the world, everyone working in their own game changer dreams... from Chile to the world! In return, Start-Up Chile doesn't ask for any equity. Just your commitment and contribution to the Chilean entrepreneurial ecosystem is needed. The way you pay back to Chile is by doing social impact activities that promote innovation among Chileans. And that's Start-Up Chile's equity.**

*\* Soft-Landing consists in: helping the entrepreneurs to get a Chilean ID card in 2 days, open a personal bank account in a week, get a cellphone, contacts of available properties to get an apartment where to live (only contacts), among others.*

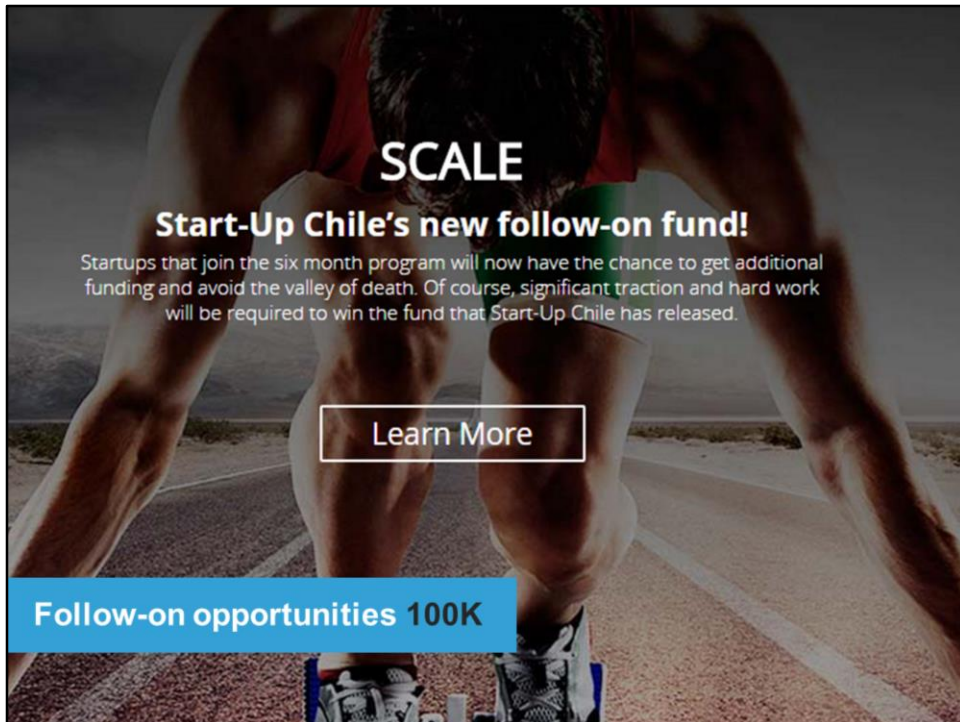




**That's Start-Up Chile!**

**Sounds like a perfect deal, no? And that's not all of it!**



A photograph of a person in a starting crouch on a track, with text overlay for Start-Up Chile SCALE fund.

# SCALE

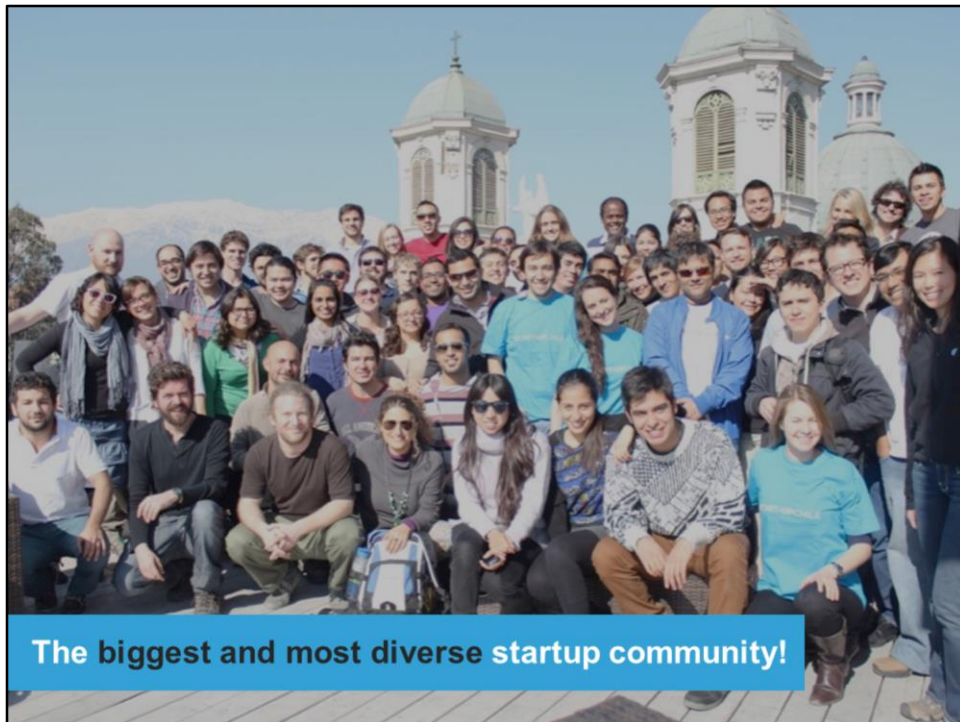
## Start-Up Chile's new follow-on fund!

Startups that join the six month program will now have the chance to get additional funding and avoid the valley of death. Of course, significant traction and hard work will be required to win the fund that Start-Up Chile has released.

[Learn More](#)

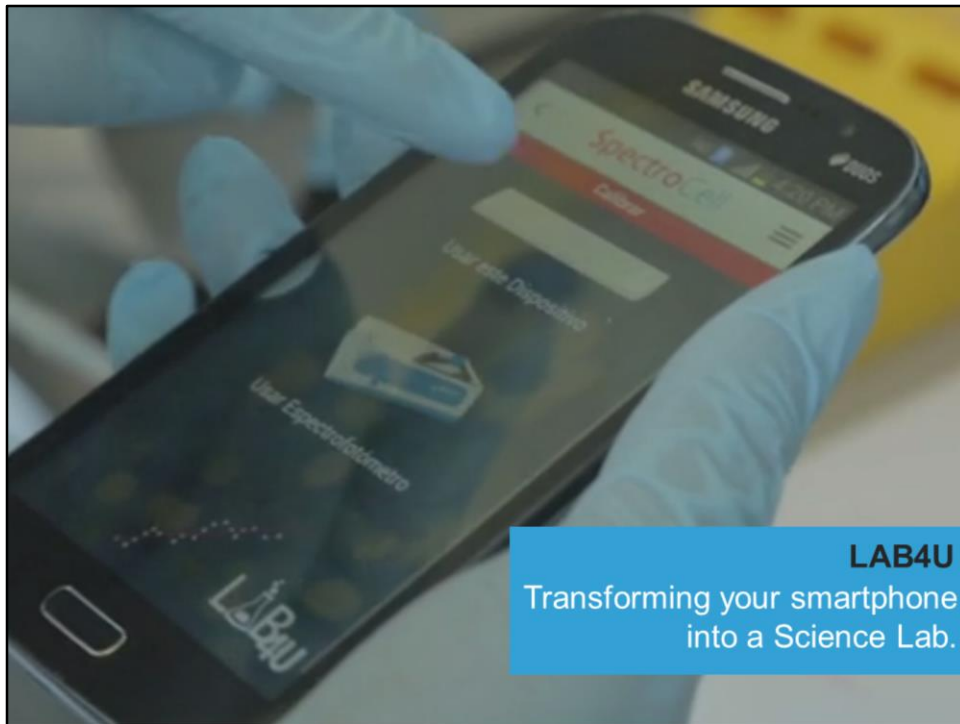
**Follow-on opportunities 100K**

**After Start-Up Chile program, you have the chance to be part of Start-Up Chile SCALE. About 10 top companies from Start-Up Chile are selected (3 times a year) and receive up to 100K, again, equity free!!**

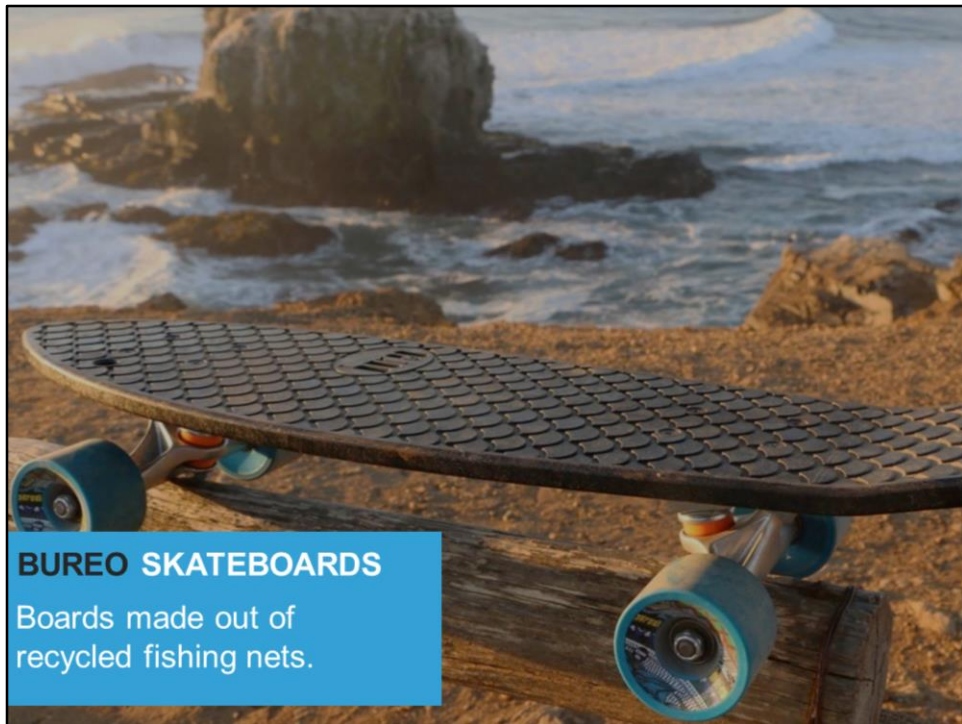


**Today, we can proudly say that Start-Up Chile has grown as the biggest and most diverse startup community, with more than 2700 entrepreneurs.**

**Our entrepreneurs have raised Millions of dollars (more than 110 million dollars in total). Some of our startups have been acquired by bigger corporations (12 startups, such as WeHostels, acquired by Student Universe, CruiseWise ,acquired by TripAdvisor, Aventones, acquired by Bla Bla Car, among others), they all have created new Jobs (+1600)...and some really cool stuff has been made in here**



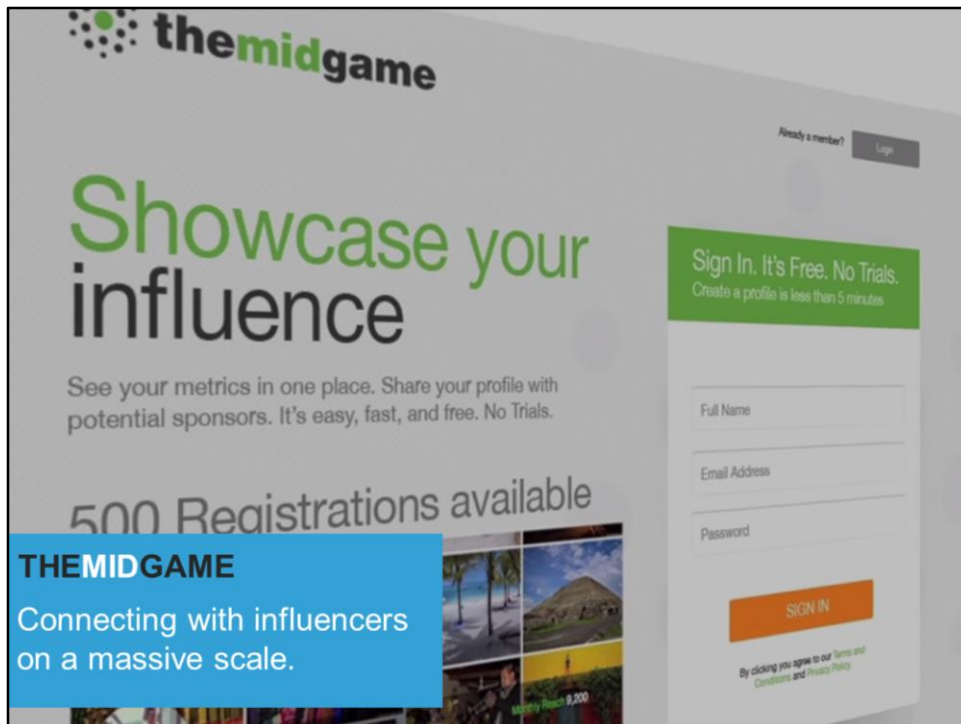
**Like Lab4U, a...great App that it's been awarded by Intel, that transforms any smartphone into a Science Lab...affecting, this way, thousands of students by making science into something that anyone can experiment**



**BUREO SKATEBOARDS**

Boards made out of  
recycled fishing nets.

**Or like Bureo Skateboards, from the USA...a skateboard company that makes their boards out of recycled fishing nets that has partnered with Patagonia and that is saving the planet!**



**Or like themidgame, from Colombia... a marketplace where advertisers have access to relevant information about influencers in every industry.**



**Or BabyBe, from Germany and Chile...a groundbreaking device that allows premature babies to be in contact with their mothers right after the birth**





**All of these Startups are affecting people's lives in different parts of the globe...they all are making a difference! and they all have been made from people with different backgrounds and parts of the World....but with a couple of things in common: GREAT TALENT...And they all have been made in Start-Up Chile.**





**and even more important, they all have succeed on adding their own seed to this new ecosystem that have sprung.**



5 years ago, no one was associating Chile with innovation, and now, even The Economist has referred to Us as: “Chilecon Valley”  
And more important, through a great public policy, Chile as given the chance to thousands of entrepreneurs the possibility pursue their dreams and begin their companies regardless their nationality, based only upon merit and talent.  
*(The logos of this slide show the media where Start-Up Chile has been mentioned. In average it's more than 3 publications a day).*



**Start-up Chile has not only built a great community from scratch, but also has affected many people's lives, allowing them to fail, all this in an environment that empowers their talents. We don't ask anything in return, just the commitment to contribute building an entrepreneurship ecosystem....one Startup at the time....and from Chile to the world.**

## Are you really going to miss this revolution?

**Dates:** Application process will be open from **September 1<sup>st</sup> to September 29<sup>th</sup>**

**How to apply:** [www.startupchile.org/apply](http://www.startupchile.org/apply)

**Questions:** [stgo@startupchile.org](mailto:stgo@startupchile.org)

**Contacts:**



@StartUpChile



Start-Up Chile



@StartUp\_Chile



Startupchile



StartUpChile  
Corfo

**Come and be part of this revolution!!**

**Apply from Sep 1<sup>st</sup> until Sep 29<sup>th</sup>.**

**To apply, simply visit our website [startupchile.org/apply](http://startupchile.org/apply) and if you have any questions, you can contact us by email or social networks.**



**Start-Up Chile has 3 application processes in a year.**  
**If you apply in September, results will be announced in December, and you will be starting the program in February 2016. The founder (beneficiary) must be living in Chile for 7 months.**

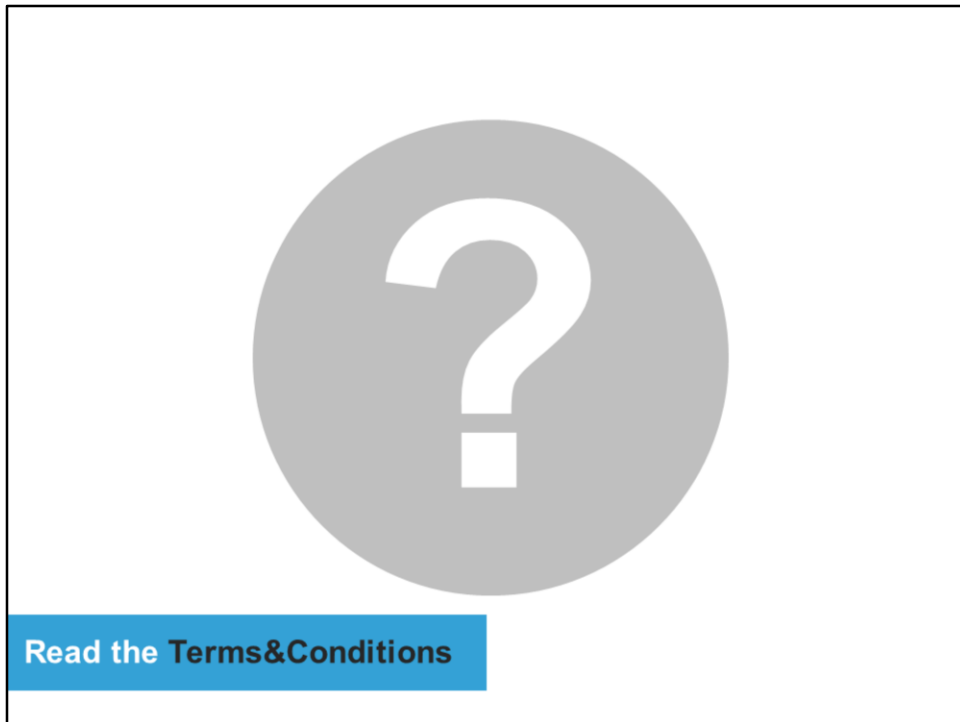
**If you apply in January 2016, results will be announced in April 2016, and you will be starting the program in June 2016.**  
**Etc.**

## Selection criteria

Criterion	Description	Weighting
Participants	<b>Composition, qualification and experience of the beneficiary (15%)</b> → Demonstrable achievements, Number of times founding a start-up, Background and make-up of the team <b>Beneficiary networks (15%)</b> → Communities they participate, Contact networks, Impact they could achieve in the Entrepreneurship Ecosystem in Chile <b>Composition, qualification and experience of the executor(s) (10%)</b> → Demonstrable achievements, Number of times founding a start-up, Background and make-up of the team <b>Executor(s) networks (10%)</b> → Communities they participate, Contact networks, Impact they could achieve in the Entrepreneurship Ecosystem in Chile	50%
Value of Project	<b>Market and competitive position (25%)</b> → Target segment, Market size, Product testing, Competitors <b>Product or service (25%)</b> → Attractiveness to investors, Existing mentors, Global Impact, Importance of the problem the project aims to solve, Competitive Advantage	50%

This is what Start-Up Chile considers when evaluating the projects.

Each application is evaluated by 3-4 judges provided by Younoodle. (In general, one academic, investor, serial entrepreneur, or expert from the industry you are applying). Then, there is a Committee in Chile that makes the final decision, considering the information provided by Younoodle.



**Don't forget to read the Terms & Conditions in our website.  
Any questions?**



# ST>RT-UPCHILE

LIVE THE EXPERIENCE!

**Thanks!**