



SOMOS #UV



UTEC
VENTURES



A USER INTERFACE IS LIKE A JOKE. IF YOU HAVE TO EXPLAIN IT, IT'S NOT THAT GOOD.

DO THINGS THAT SCALE DON'T SCALE

'LIKES' DO NOT PAY THE BILLS. SALES DO.

Start Up
Mentorship
Program

OVER THE HILL LOVE



04 meses: Producto, ejecución, mentores y \$50 000 (\$15 000 en efectivo + \$35 000 en servicios)

STARTUP^{PERU} = s/. 50, 100, 137 k





¿De qué vamos a hablar hoy?

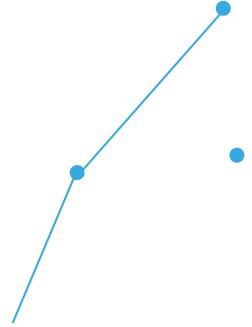
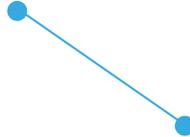
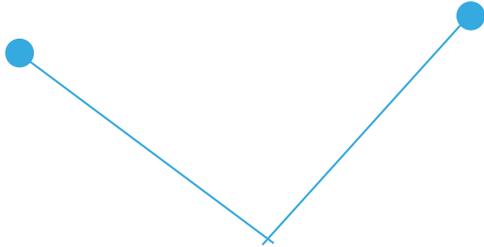
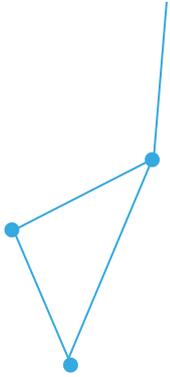
¿Qué es innovación? ¿Qué es una startup?

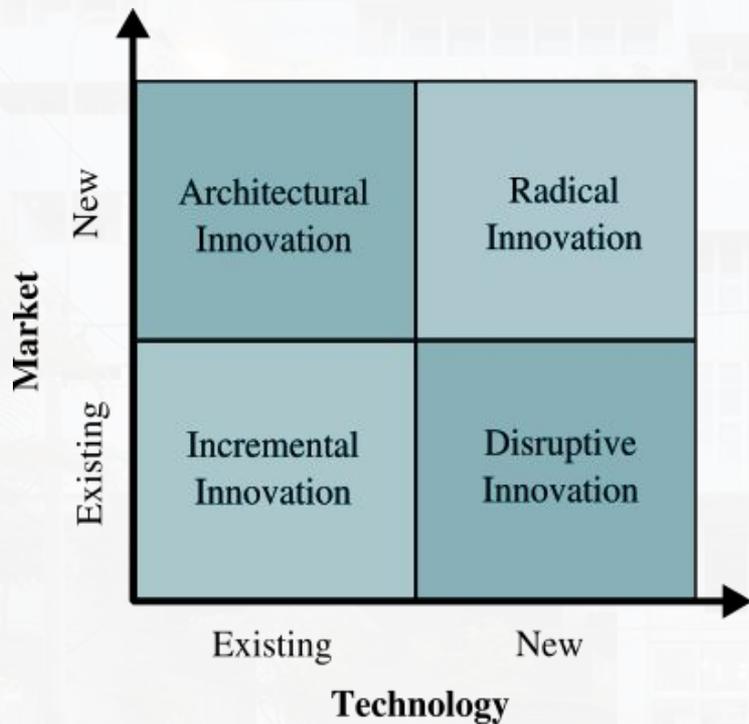
¿Por qué empezar una startup? ¿Cómo empezar una startup?

¿Qué es innovación social? ¿Por qué hacer innovación social en startups?

Landscape de Innovación social ¿Qué podemos hacer hoy para cambiar el mundo?

¿Qué es innovación?





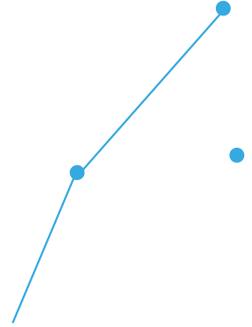
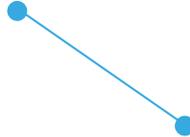
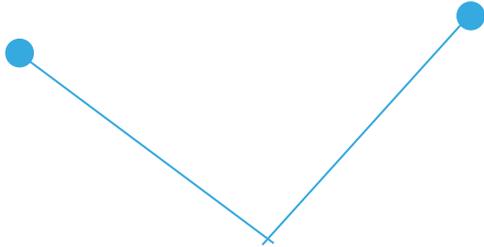
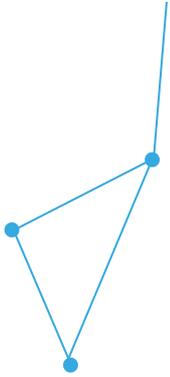
Innovación

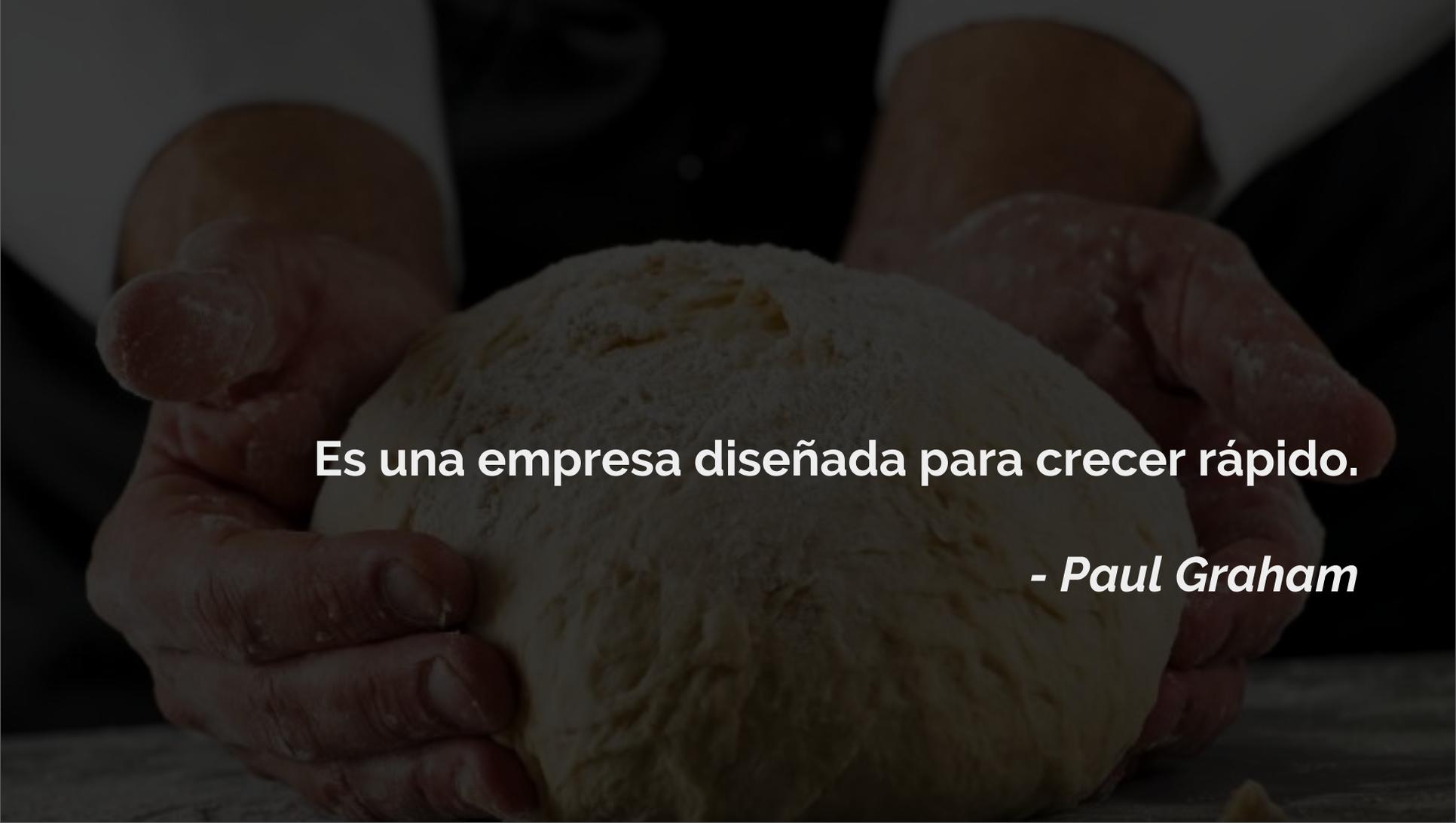
Cambio que supone una mejora de elementos existentes para solucionar un problema.

\$1.7 billones en el mundo

\$312 millones en Perú

¿Qué es una startup?

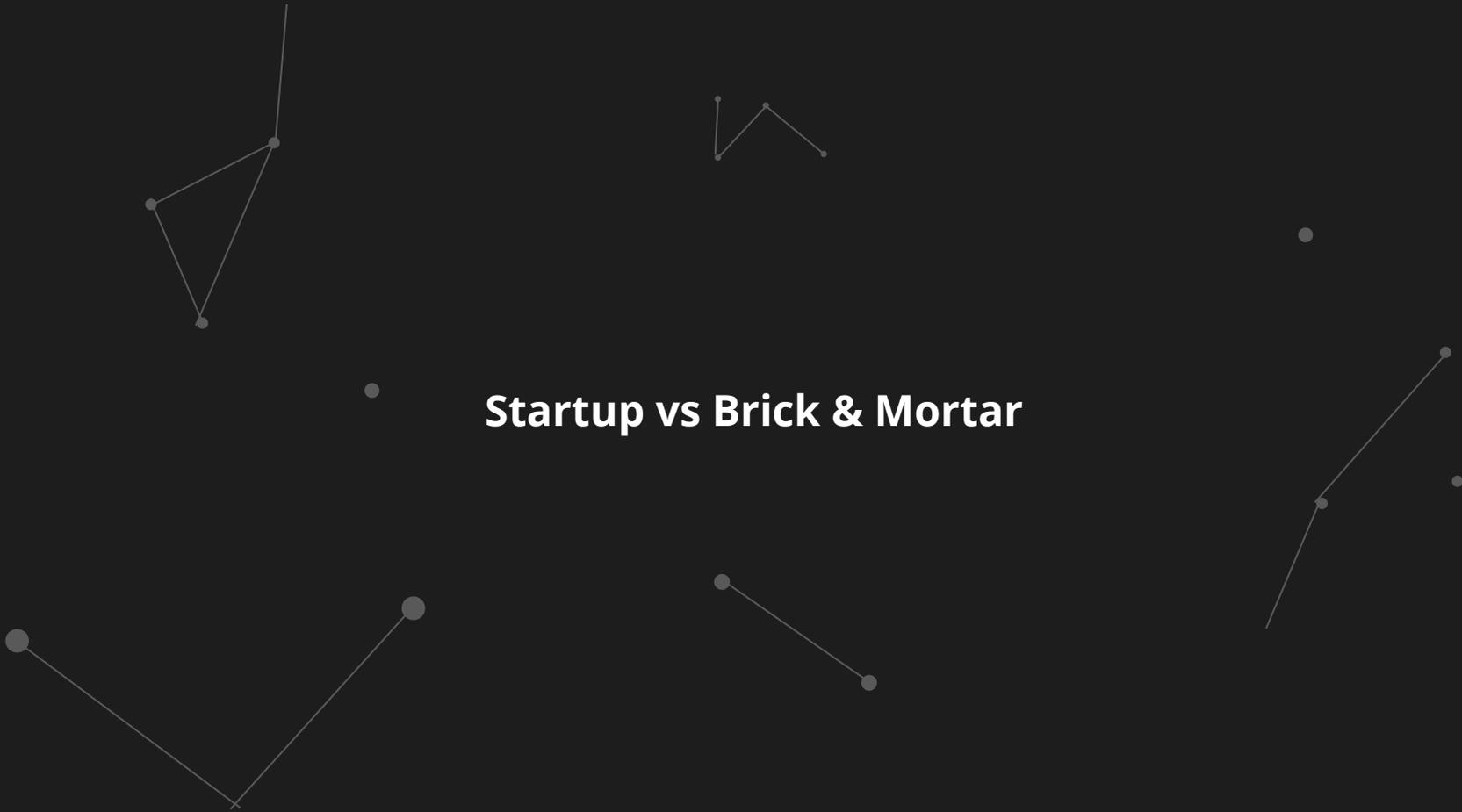


A close-up photograph of a person's hands kneading a large, round ball of dough. The dough is light-colored and has a slightly textured surface. The hands are positioned around the dough, with fingers and thumbs visible, actively working it. The background is dark and out of focus, showing what appears to be a white surface, possibly a table or counter. The overall lighting is soft, highlighting the texture of the dough and the skin of the hands.

Es una empresa diseñada para crecer rápido.

- Paul Graham

Startup vs Brick & Mortar







KIA PRESENTA

Happy Ending
END OF SUMMER MINI FEST

SUBLIME WITH ROME
CARIBOU - BOMBA ESTÉREO

+  **QUANTIC (UK) - SOFIA KOURTESIS (GER)**
ANIMAL CHUKI (PE) - HOLY SIX (PE)
+ ARTISTAS NACIONALES INVITADOS

JUEVES 23 DE MARZO | PARQUE DE LA EXPOSICIÓN



Eventos Destacados



LA RESISTENCIA SALSERA DEL CALLAO

ZAPEROKO

TE TOCA TU DESCARGA - MARTES 14 DE MARZO



libido  **GAIAS**

JUE. 16/3 JUNTOS EN EL CONCIERTO 

C.C. BARRANCO ARENA



Claro tv | HBO presenta:

RAVE OF THRONES
KRISTIAN NAIRN
aka HODOR / C. C. BARRANCO

Producción: Toyoshi

18 MAR



LA BONBONNIERE

LA BONBONNIERE

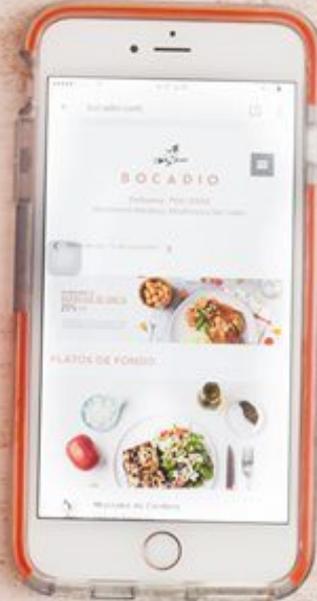
LA BONBONNIERE

Bodega de la Trattoria

Bodega de la Trattoria

300
Platos diarios

US\$ 600 k



2250
Platos diarios

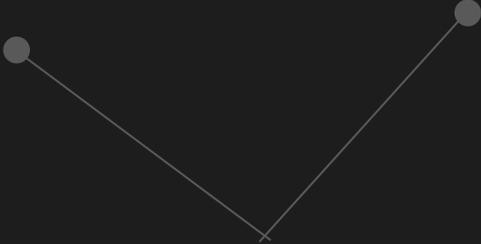
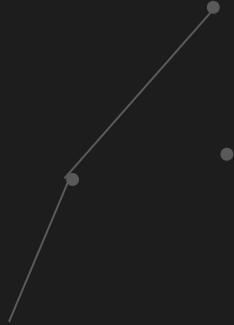
US\$ 400 k

The background is a dark charcoal grey. It features several abstract geometric elements: a triangle with a vertical line extending from its top vertex in the upper left; a small zigzag line in the upper center; a single dot in the upper right; a line segment with a dot at its end in the lower left; a line segment with a dot at its end in the lower center; and a line segment with a dot at its end in the lower right. The text is positioned in the center-right area.

No necesariamente mejor que un negocio brick & mortar

Modelo de negocio comprobado, más predecible

Posibilidades de éxito



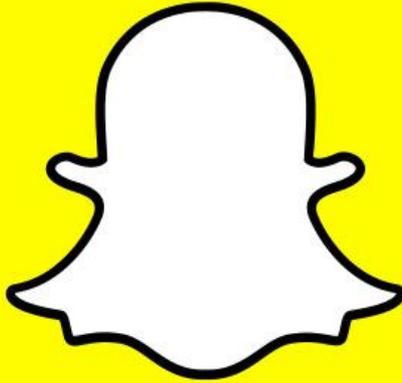
A blue-tinted photograph of a boxing match. A boxer is lying on the canvas in the center of the ring, appearing to be in a state of defeat or unconsciousness. A referee in a white shirt and dark pants stands over the boxer, with one hand on the ropes. In the foreground, a man wearing a hat and a suit jacket is leaning forward, looking towards the boxer. The background shows a crowd of spectators watching the match. The overall scene is dimly lit, with the blue tint giving it a somber and dramatic feel.

**Más riesgoso
(9/10 fracasan)**



Éxito
(1/10)

IPO: Aprox. \$30 mil millones



Evan Spiegel: Aprox. 5 mil millones

ROI: \$485 000 - 1.4 mil millones = **2087 veces su inversión**

one tiny drop changes everything.

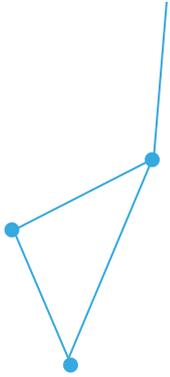
At Theranos, we're working to shape the future of lab testing. Now, for the first time, our high-complexity CLIA-certified laboratory can perform your tests quickly and accurately on samples as small as a single drop.



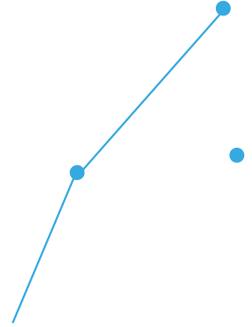
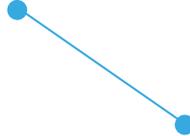
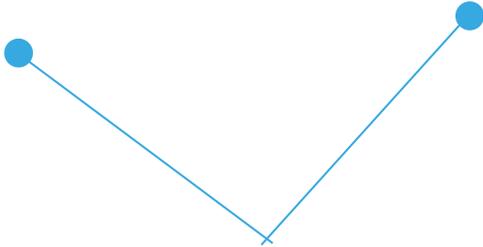


9 mil millones

0



¿Por qué empezar una startup?





ONE HUNDRED DOLLARS
UNITED STATES FEDERAL RESERVE NOTE
SERIAL NUMBER FF 66418857 B

ONE HUNDRED DOLLARS
UNITED STATES FEDERAL RESERVE NOTE
SERIAL NUMBER HB 186333

ONE HUNDRED DOLLARS
UNITED STATES FEDERAL RESERVE NOTE
FOR ALL DEBTS, PUBLIC AND PRIVATE
Anna Escobedo Cabral
Treasurer of the United States
SERIAL NUMBER HC 489 G7
2009

ONE HUNDRED DOLLARS
UNITED STATES FEDERAL RESERVE NOTE
SERIAL NUMBER FF 66418857 B



No hay \$

A person with blonde hair is sleeping in a bed, wearing blue eye masks. A ginger cat is sitting on the bed next to them, looking towards the left. The scene is dimly lit, suggesting a bedroom at night. The word "Flexibilidad" is overlaid in white text in the center of the image.

Flexibilidad

A person wearing glasses and a dark jacket is sitting at a desk in a dimly lit room. They are looking down at papers on the desk, with one hand near their face. The desk is cluttered with papers and a black object. A desk lamp with a blue glow is positioned behind the desk. To the right, a large, glowing orange heater is visible. The overall atmosphere is one of quiet, focused work in a dark environment.

Siempre trabajando



CEO

People have this vision of being the CEO of a company they started and being on top of the pyramid. Some people are motivated by that, but that's not at all what it's like.

What it's really like: everyone else is *your* boss – all of your employees, customers, partners, users, media are your boss. I've never had more bosses and needed to account for more people today.

The life of most CEOs is reporting to everyone else, at least that's what it feels like to me and most CEOs I know. If you want to exercise power and authority over people, join the military or go into politics. Don't be an entrepreneur.

- Phil Libin, Evernote

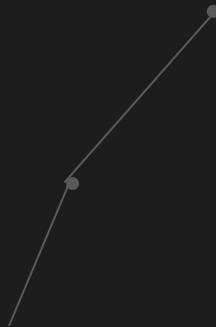
A group of young people are celebrating in a living room. A man in a dark jacket is standing on the right, laughing and holding a glass. A woman in a blue dress is sitting on a couch, holding a champagne glass and looking surprised. Two other men are sitting on the couch, one holding a champagne bottle and the other holding a glass. A man in a dark shirt is in the foreground, pointing towards the group. Confetti is falling from the ceiling. The room has a warm, dimly lit atmosphere with a lava lamp and a framed picture on the wall.

“Cool”





¿?





apple computer

“Obsesionado”

“Tienes una mejor forma de solucionar un problema grande”



HERE I'VE FIG
THE OLD MOTOR.COM

"Bye-bye Bill"

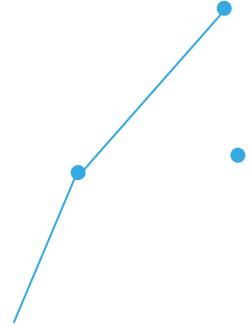
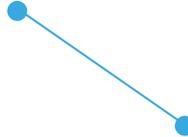
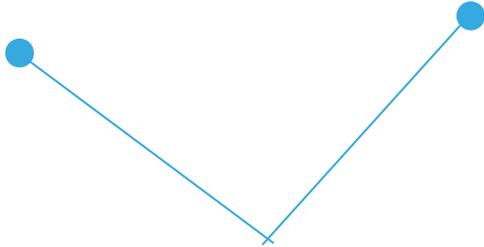
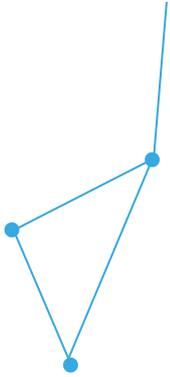
Yates
Photog.

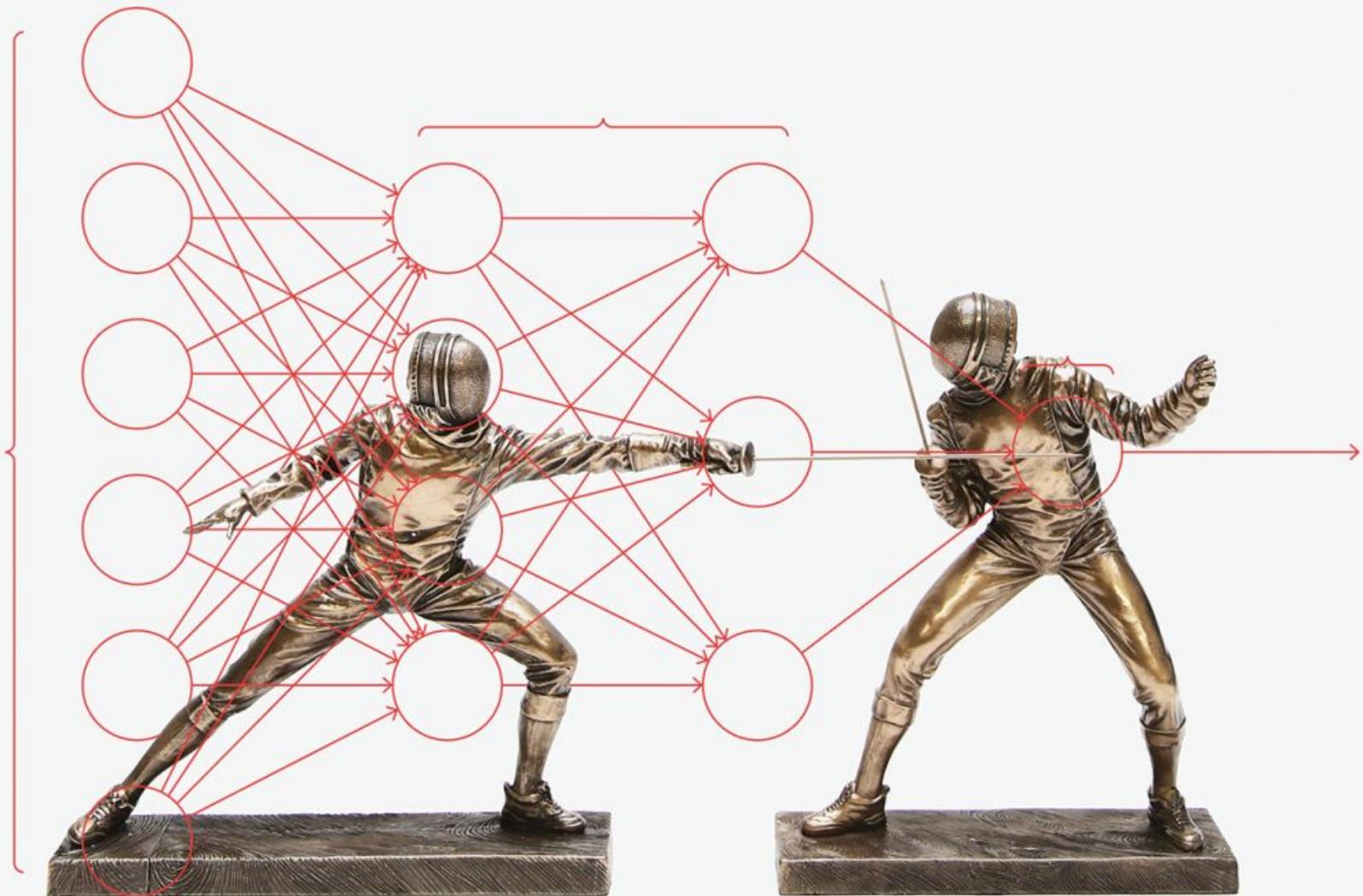
Farmers Hotel

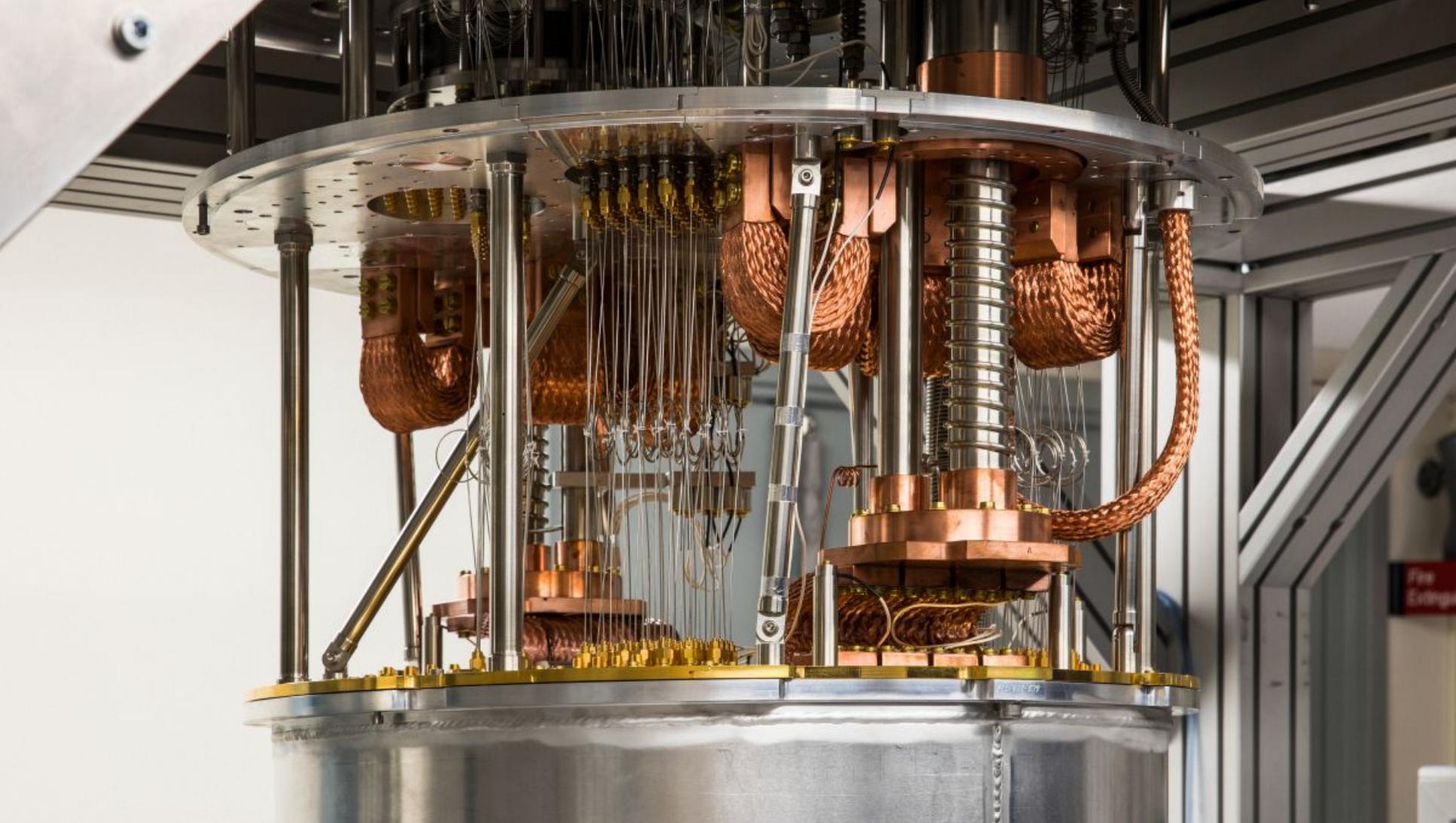
Annapolis, Royal, N.S.

Wm H Edwards, Propr.

¿Cómo empezar una startup?







I have a
technological
breakthrough!



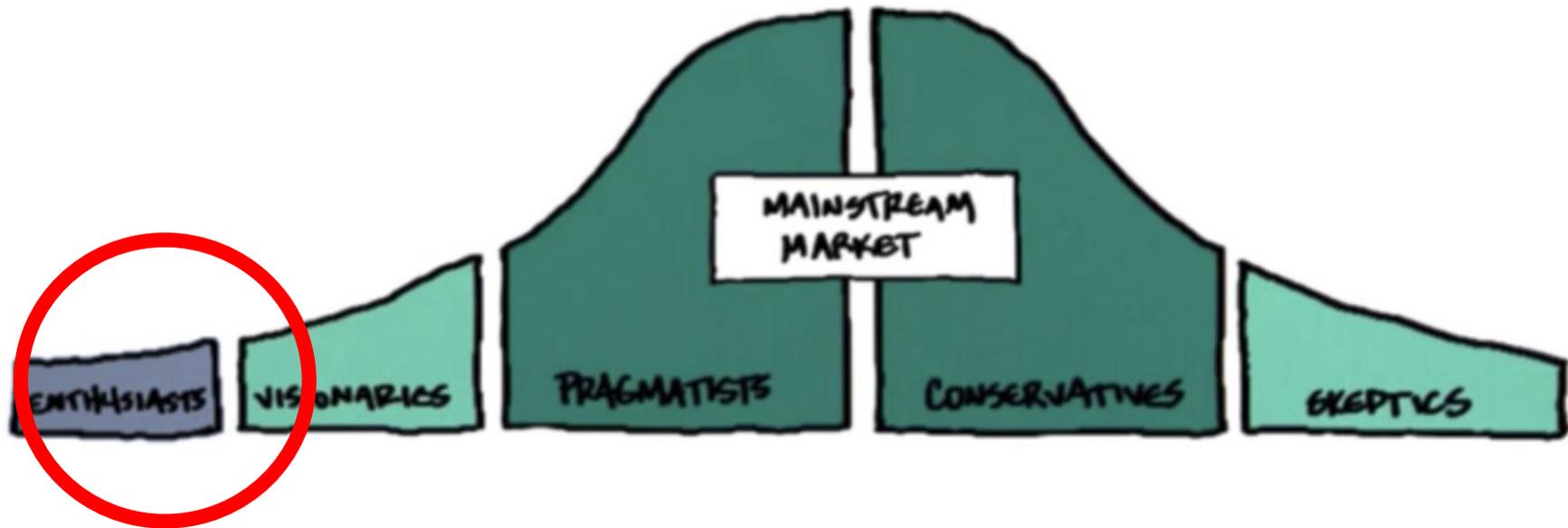
I have
an idea!



I have
a passion!



Three ways
to start a new venture



A young man and woman are sitting at a table, looking at a laptop. The man is wearing a dark t-shirt with an Apple logo and a lanyard with a badge. The woman is wearing a light-colored jacket. They are both smiling. The background shows other people in a classroom or meeting setting.

Tienes que ser un experto.





**WORK UNTIL YOU NO
LONGER HAVE TO
INTRODUCE YOURSELF**



Vas a necesitar un equipo.

An idea is less valuable than a good team.

A good team with a bad idea can change the idea.

A bad team with a good idea won't work.

**Successful
entrepreneurship
requires people willing to
work hard and work smart.**

Smart = Discipline





www.projectcartoon.com

How the customer explained
it



www.projectcartoon.com

How the team designed it



www.projectcartoon.com

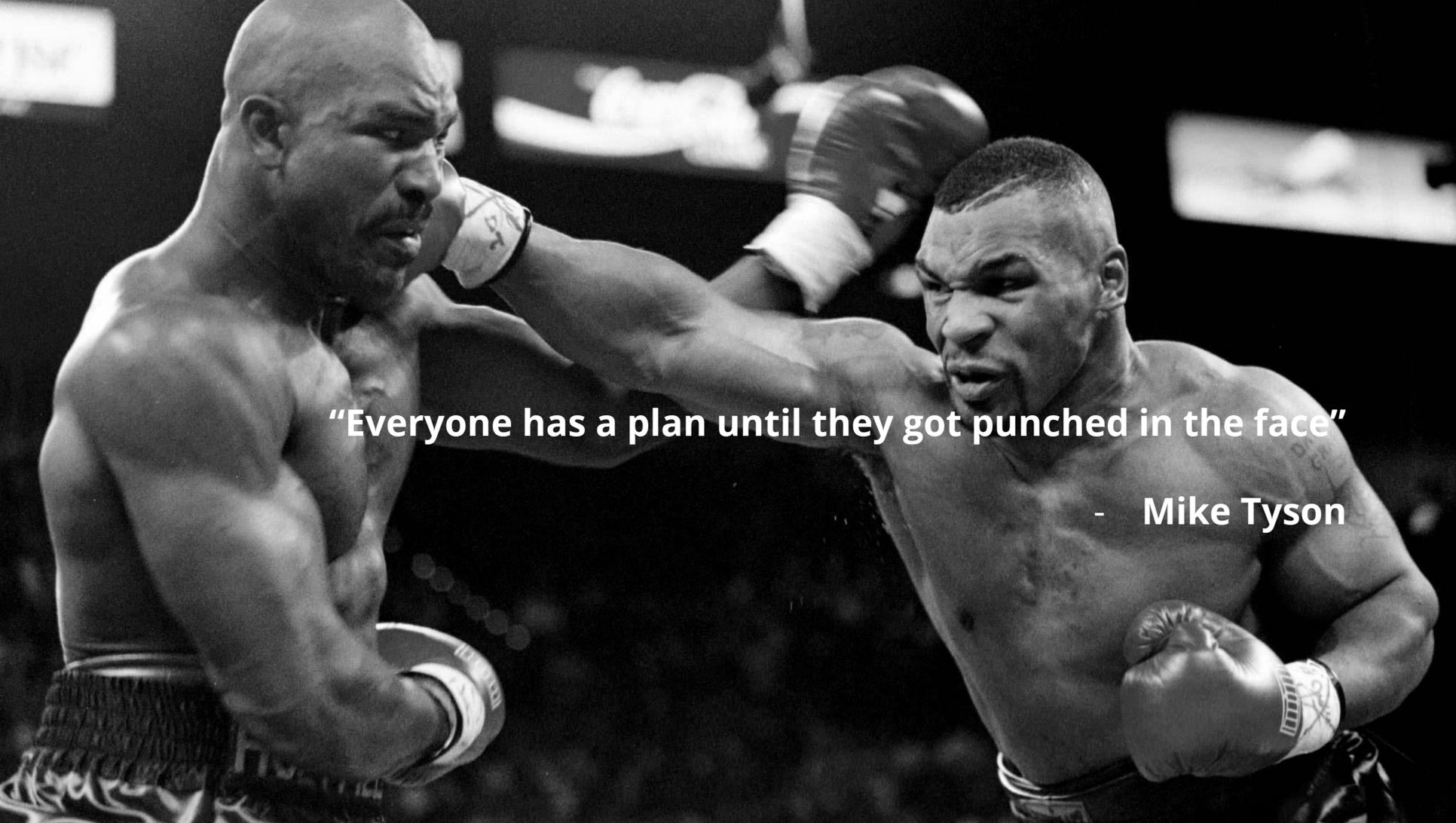
What the customer really
needed

I have a plan!



In real life!



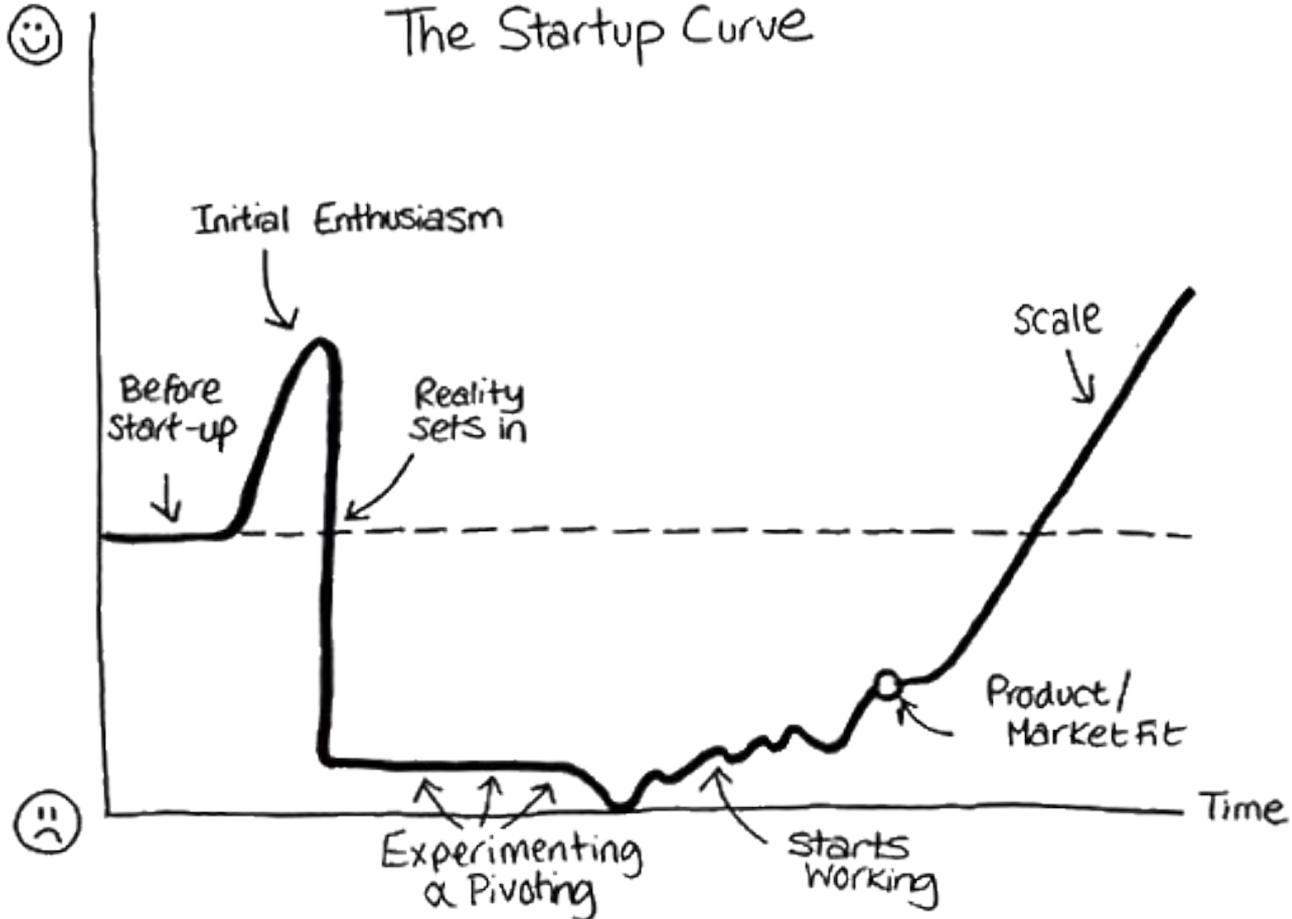


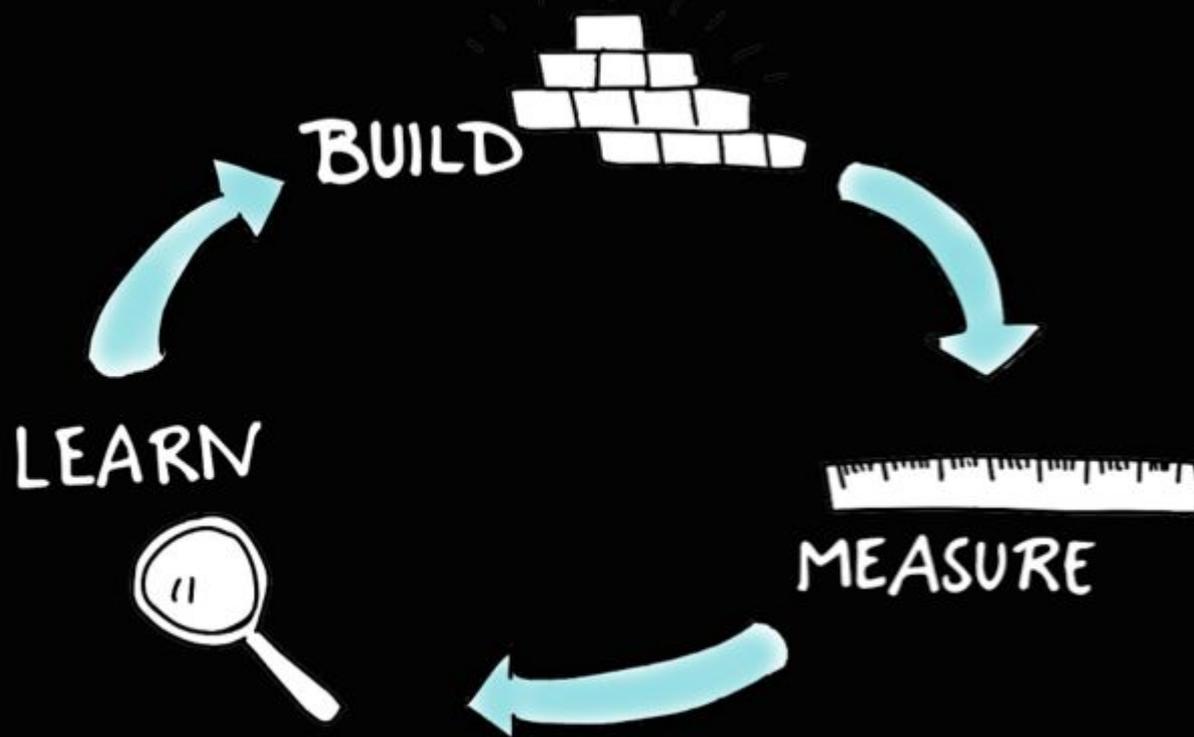
“Everyone has a plan until they got punched in the face”

- Mike Tyson



The Startup Curve





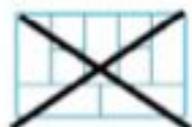
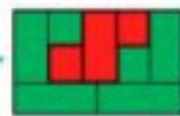
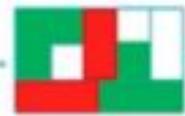
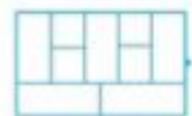
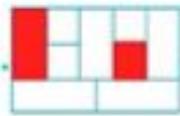
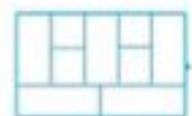
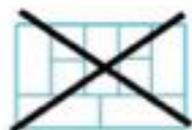
Iniciando el StartUp

Pivote 1

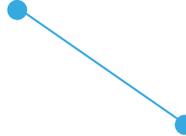
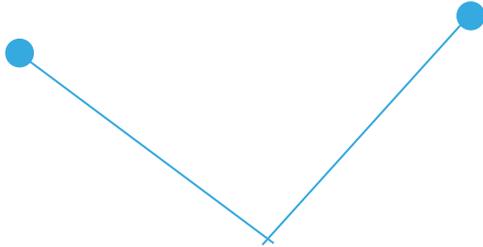
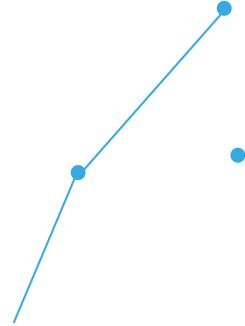
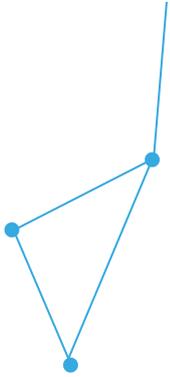
Pivote 2

Pivote N

Go!



¿Qué es innovación social?



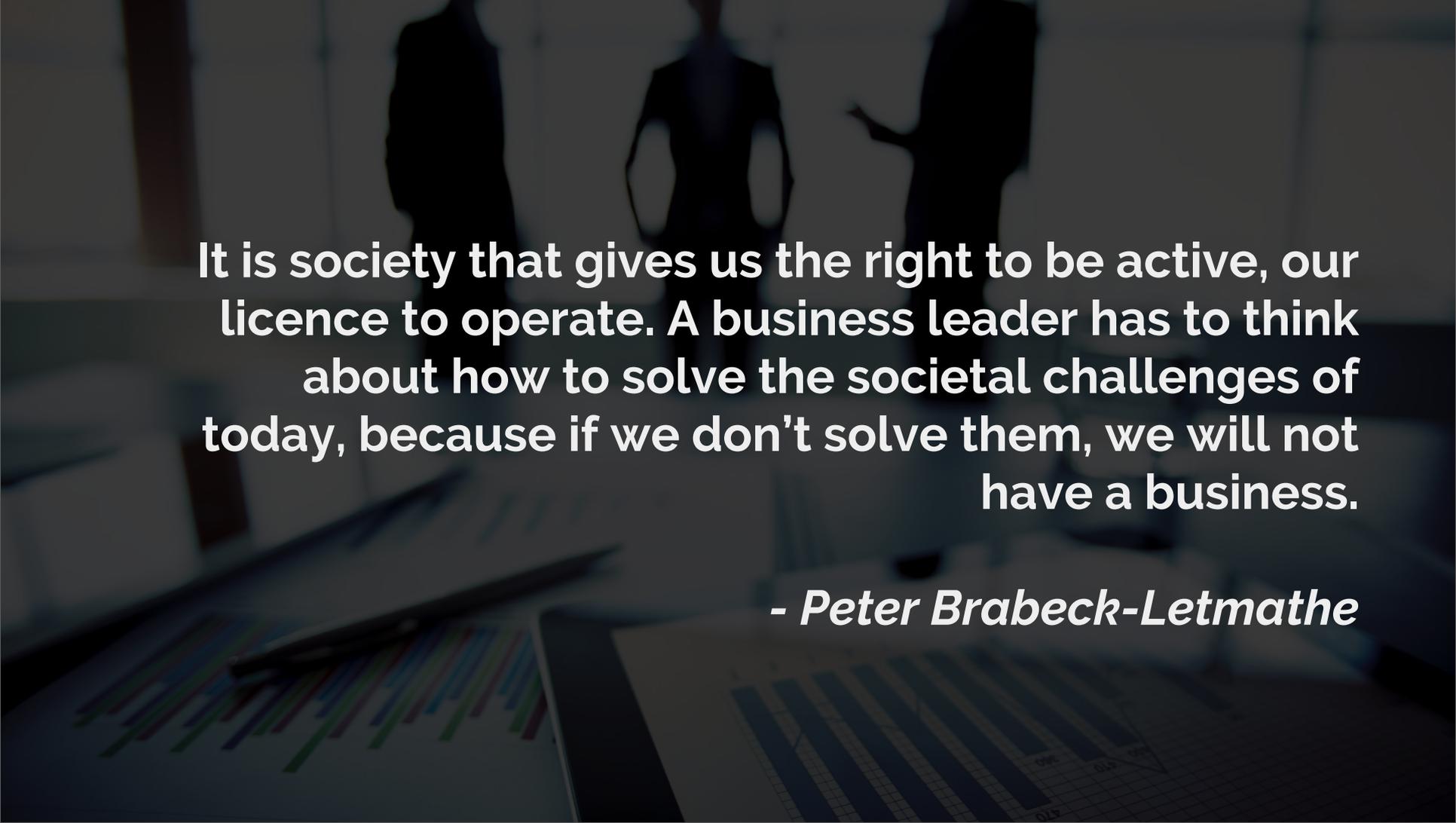




¿Por qué hacer innovación social en startups?

The background features several abstract geometric elements: a triangle with a vertical line extending from its top vertex in the upper left; a small zigzag line in the upper center; a single dot in the upper right; a line with three segments and four dots in the lower right; a line with two segments and three dots in the lower left; and a line with two segments and three dots in the lower center. The text is centered in the middle of the page.

Toda innovación debería ser **social**.



**It is society that gives us the right to be active, our
licence to operate. A business leader has to think
about how to solve the societal challenges of
today, because if we don't solve them, we will not
have a business.**

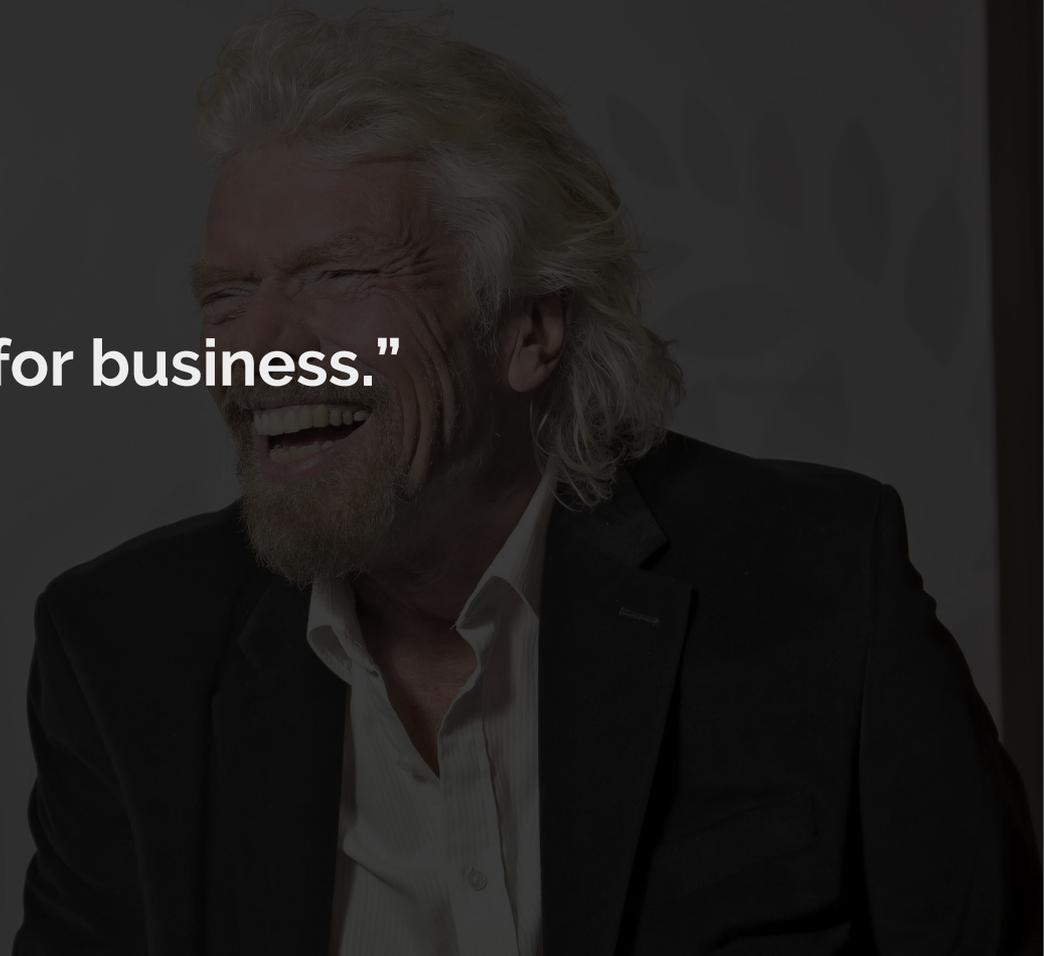
- Peter Brabeck-Letmathe

onstruyendo
os *para la Paz*

“Doing good is good for business.”

- Richard Branson

Building
ths to Peace



What are the business benefits to pursuing social innovation?

Build future markets

- Design new products and services: BD
- Serve new geographies or customers: Allianz
- Expand sales and distribution: Novo Nordisk



Strengthen supply chains

- Ensure stable supply and prices of raw materials: Jollibee Foods Corporation
- Increase product quality and price premiums: Nestlé
- Enhance customer engagement: C&A



- Explore new sources of talent: SAP
- Build tomorrow's workforce: Intercorp



Invest in talent

- Gain market insights and brand recognition: Telefónica
- Generate financial returns: Morgan Stanley



Leverage finance

BlackRock

Larry Fink to CEOs: Contribute to Society or Lose BlackRock's Investment

BlackRock CEO Larry Fink has written a letter to CEOs detailing his requests for corporate stewardship as the firm moves toward shareholder activism year-round.

January 6, 2018



— a \$1 billion impact investor explains how she makes money while making the world a better place

the conscious investor | screens



How Impact Investing can tackle the plastic crisis

Profit for purpose organisation ClimateCare is creating mini economies that deliver social and environmental benefits in hard-to-reach areas.

18th November 2018 | 10:18 AM



Is Betting Big On Impact Investing In Renewable Energy

Garav Sharma Contributor
Commodities & Currencies
I cover commodities, mostly oil & gas, often delving into risk premium.

The concept of impact investing is hardly new and one that is refreshingly simple. It is simply about funneling investment dollars into companies established with the intention of generating a quantifiable, visible and broadly beneficial social impact alongside a financial return.

RealLeaders

Pope Francis Ditches Charity in Favor of Impact Investing

By Thomas Reuters Foundation | Sep 6, 2018



IMPACT ALPHA
INVESTMENT NEWS FOR A SUSTAINABLE EDGE

Features 17

Podcasts | May 1, 2018

Pain Killers: How can impact investors help stop the opioid addiction epidemic?



Stanford SOCIAL INNOVATION Review
Informing and inspiring leaders of social change

SOCIAL ISSUES | SECTORS | SOLUTIONS | MAGAZINE | MORE

A New Impact Investing Model for Education

School entrepreneurs in India have a new option, with loans that encourage better test scores.

SHARE | COMMENT | PRINT | ORDER REPRINTS

By Rahul Rangwala | Jan 15, 2018

On the outskirts of Bangalore, India, Sri Vidya Bharathi Matriculation School is part of a new wave of men-and-pop-low-for private schools that now serve roughly 50 percent of



IMPACT INVESTING | COMMUNITARIAN | COMMUNITY DEVELOPMENT | EDUCATION | ENVIRONMENT | FINANCE | HEALTHCARE | INFRASTRUCTURE | POLICY | REAL ESTATE | TECHNOLOGY | TRANSPORTATION | WATER

Impact Investors Turn to Women-Run Businesses in the Philippines

Women in the Philippines have often struggled to get loans from banks to start their social enterprises. But impact investors around the world are stepping up to fill that gap.

Never miss an update.

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Who Will Be the Next African Entrepreneur?



Generosity

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Aug 26, 2018 10:00 AM

Investing to end poverty: On fostering economic growth and mobility in Philadelphia

Federal Reserve Bank of Philadelphia community development advisor and outreach manager, Heidi Brizzi, writes about new models of housing targeted for social good.

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Impact investors flock to sustainable agriculture

Use Elaine Hall
Tuesday, October 24, 2017 - 12:30 AM



Want To Tackle Global Challenges? Think -- And Invest -- Differently

Lerin Fries Contributor
Food & Drink

Impact investing is reshaping financial markets. Hundreds of billions of investment dollars now focus on social and environment challenges. Philanthropies have increased impact



1322 views | Apr 13, 2017, 09:00 AM

10 Reasons Why You Should Consider Impact Investing

Forbes | Ibrahim AlHusseini | CommunityVoice
Forbes Finance Council

POST WRITTEN BY
Ibrahim AlHusseini
Investor | Philanthropist | Founder

1. Meet global challenges. The world's most pressing problems – climate change, extreme poverty, limited access to healthcare

Mercado de **\$12 billones**

380 millones de empleos

Landscape de innovación social



The Kiva logo is displayed in a bold, green, lowercase sans-serif font. The letter 'i' is stylized with a green dot above it and a green leaf-like shape on its left side. The background of the slide is a faded, light-colored image of a city street with buildings and trees.

kiva

81 países

1.8M beneficiados

\$1,260M en préstamos



+70% ingresos

450 familias al 2020

1.3 ton café producido



6 puntos

15K litros vendidos

+4K botellas por mes



\$228 mil millones

Impact investment

Fuente: Global Impact Investing Network - GIIN

1/3

**ARE SOCIAL
STARTUPS**

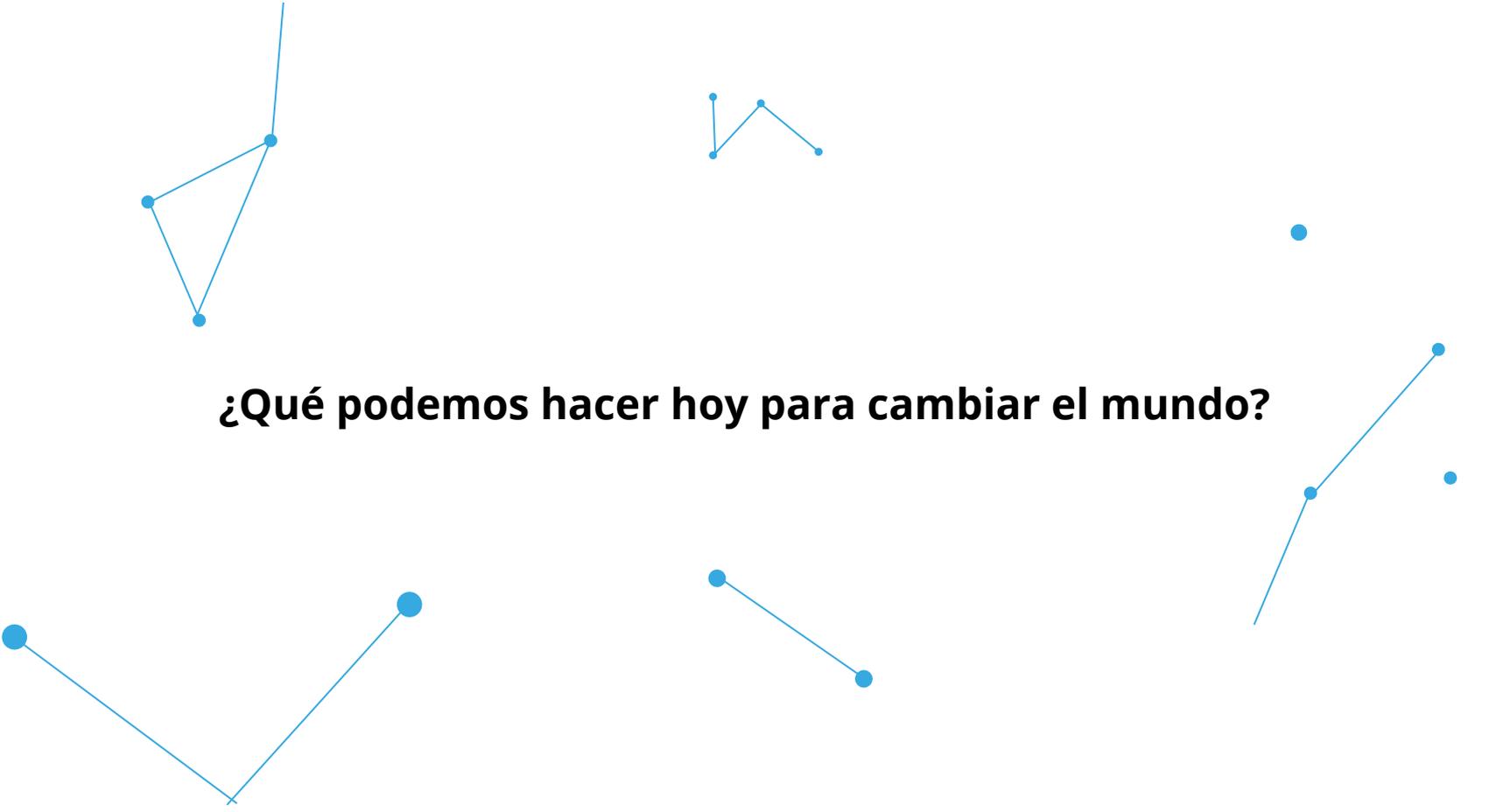
+100M

**NEW STARTUPS PER
YEAR**

+200,000M

**STARTUPS
IN THE WORLD**





¿Qué podemos hacer hoy para cambiar el mundo?

Gobierno/ Empresa

- Mentoría de su expertise
- Apoyo a políticas pro emprendimiento e innovación
- Difusión de lo que se está logrando
- Apertura a mostrar los retos que enfrentamos
- Propuestas internas de impacto social
- Colaboración con iniciativas sociales

Ciudadano

- Difusión de las soluciones que se están desarrollando
- Feedback real y argumentado
- Apoyo a iniciativas existentes y nuevas
- Propuestas de solución a problemas locales

Emprendedor

- Unión a las múltiples comunidades que existen
- Salir del edificio
- Medición de impacto
- Interacción con la población correspondiente

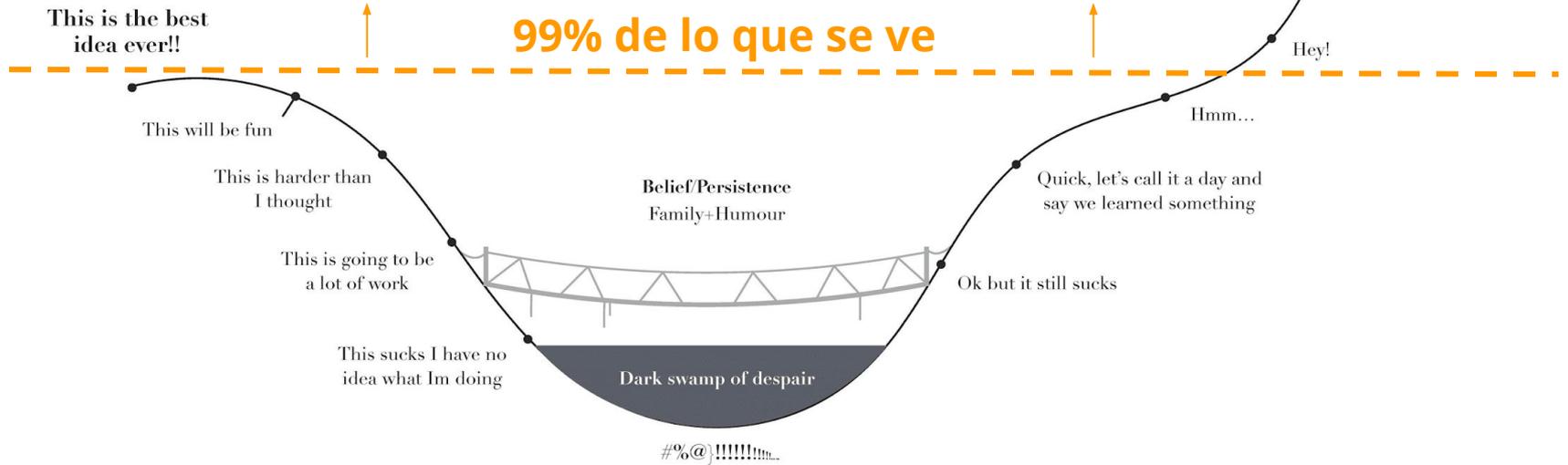


1. Enfócate en el problema
2. Trabaja duro
3. Sé disciplinado
4. Pivota cuando sea necesario
5. Falla rápido y barato
6. Aprende de las caídas
7. Adáptate lo más rápido posible

THE EMOTIONAL JOURNEY OF CREATING ANYTHING GREAT

This is one of the
things I am most
proud of

Family+Humour



THE EMOTIONAL JOURNEY IS INEVITABLE AND PERHAPS NECESSARY



"It's about winning a marathon."

A composite image featuring a heart shape formed by two views of Earth from space. The left half shows the Earth with a prominent orange and yellow landmass, likely Africa, against a dark blue ocean. The right half shows a more detailed view of the Earth's surface with swirling white clouds and blue oceans. The entire heart shape is set against a black background filled with numerous small white stars. Overlaid on the center of the heart is the text "WORLD CHANGING IDEAS" in a bold, white, sans-serif font.

WORLD CHANGING IDEAS



SOMOS #UV



UTEC
VENTURES