



GLOBAL INSTITUTE FOR  
DIGITAL COMPETITIVENES

GLOBAL DIGITAL  
WEEK 2023



**Max Rivera**

Global Expansion



**Snap Inc.**



[www.gidcomp.org](http://www.gidcomp.org)



hey.



**Max Rivera**  
Global Business Expansion  
Snap Inc

Augmented Reality  
is the **digital layer**  
**that enhances the**  
**world** around you.







**YOUR CUSTOMERS  
ARE USING AR TODAY**

# AR usage is widespread — and growing.

By 2025, nearly 75% of the global population\* and almost all people who use social / communication apps will be frequent AR users.<sup>1</sup>

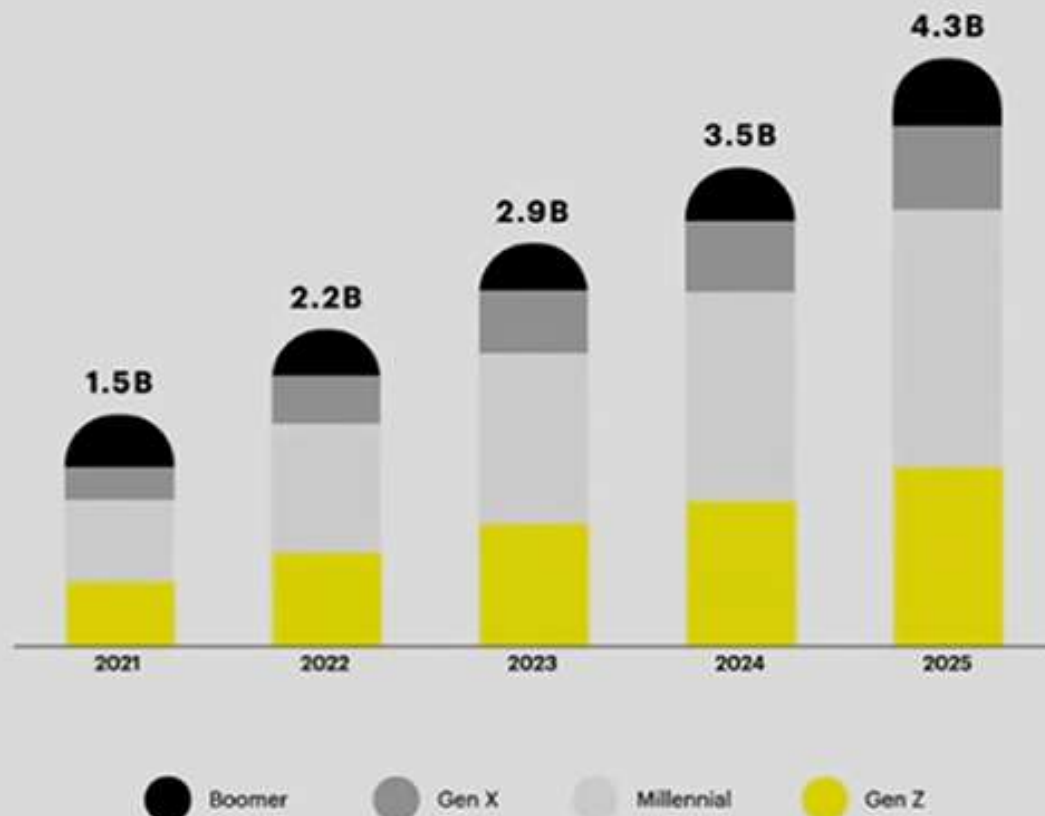
2021 AR Consumers based on people who use AR weekly or daily from 2021 Global Deloitte Digital Study commissioned by Snap Inc. 2022 to 2025 forecasted in line with 2000-2003 growth rate of smartphone users since AR is in the Toy-launched phase of adoption; if we look at where this transition took place with mobile phones, one can argue that this was when games like 'snake' started being available (e.g., 1997) Nokia 6110 device released, 1999, emojis were invented, 2000, Nokia 3310, and the first commercially available camera phone launched in Japan.

CONFIDENTIAL



## Frequent AR Consumers

*Based on people aged 13-69 who use social / communication apps.*





OLD MEDIA  
**STORYTELLING**



AR  
**STORYLIVING**

MAMMA MIA!



VR

**ESCAPING FROM**

CONFIDENTIAL



AR

**ENGAGING WITH**



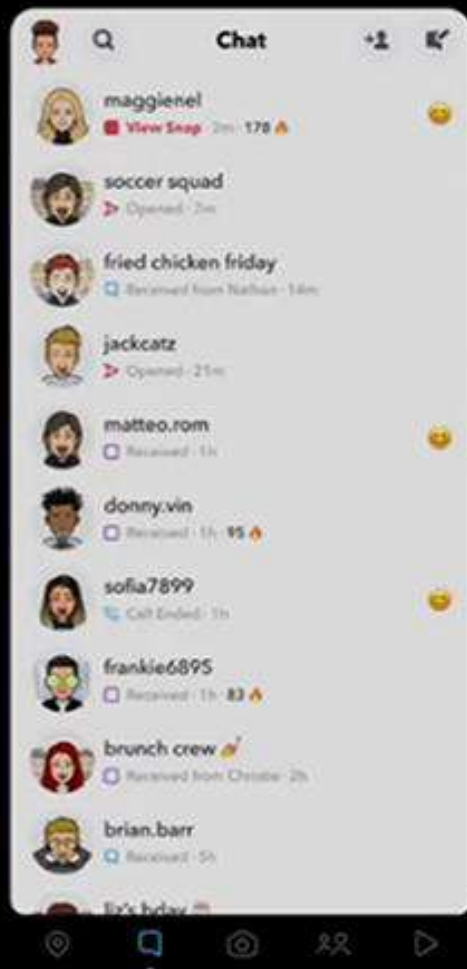


# Snap Inc.

A Camera Company



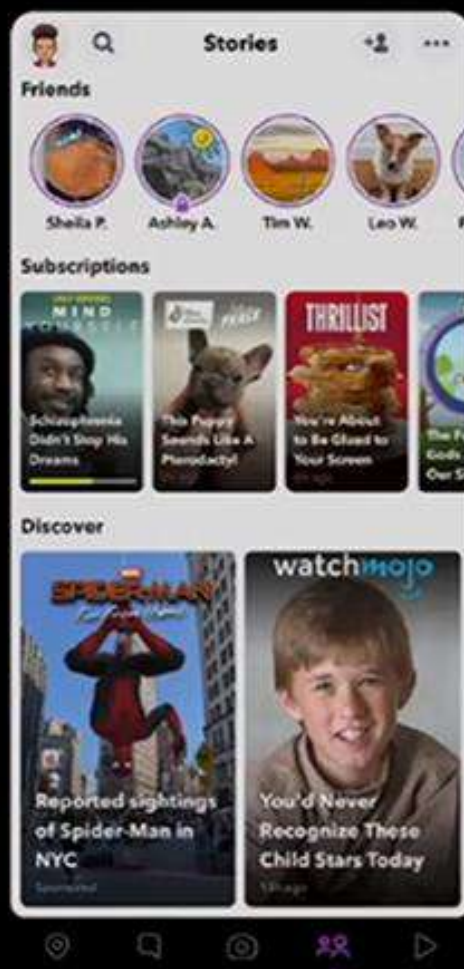
Map



Chat



Camera



Stories



Spotlight

# Spectacles



2016




2021



Narrated by Don Allen III  
AR Creator and Educator







## What is Augmented Reality?

Use of Machine Learning to track and identify objects in the Camera view (a face, mouth, eyes, head, hands, wrist, feet, a surface, the sky, a dog, etc..). The technology is able to trigger special effects, such as overlaying digital 3D assets that are mapped to the identified objects. For example, dog ears on top of the head; or wrapping a 3D model of a pair of shoes around the user's feet for virtual product try-ons.







250,000,000

use AR  
every day





People interact with AR Lenses on Snapchat

6 billion

times a day.

## Snap AR beyond Snapchat





**Creation**  
Lens Studio  
Lens Web Builder



**Snap AR**

**Distribution**  
Snapchat  
Snap Camera  
Spectacles  
Camera Kit



# Lens Web Builder

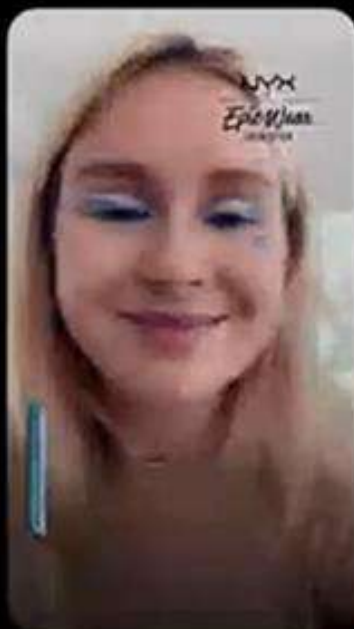
The new AR creation tool built on Snap's extensive library of AR Lenses

- Hundred of AR templates
- Easy customizations with images and audio
- No 3D or coding skills needed
- Accessible through Snapchat Ads Manager
- Any budget. Any time.









**74%** of Snapchatters  
who use AR use it  
for shopping.



2021 Global Deloitte Digital Study commissioned by Snap Inc.  
Base = Snapchatters - Retail (n=185), Beauty and wellness (n=130), Household goods (n=123),  
Telecommunications (n=117), Restaurants / food delivery (n=92), Entertainment (n=120), Home  
decor (n=170), Automotive (n=122), Travel (n=119) Q: AR Shopping Categories | A: Total Used AR



## Discover and browse





# Try-On & Shopping







# Going from 'this looks good' to 'this looks good on me'

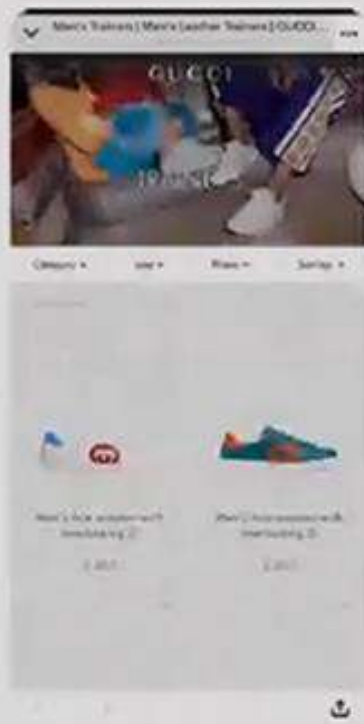
BEAUTY



GLASSES



SHOES



BAGS



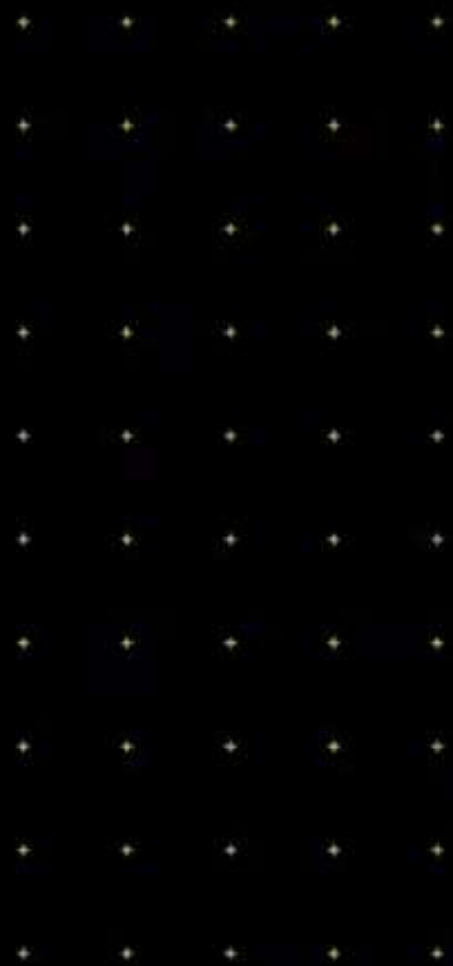
WATCHES



CLOTHING



# Digital AR Wardrobe





**+1 BILLION**  
Bitmoji Avatars  
Created to date





**Creation**  
Lens Studio  
Lens Web Builder



**Snap AR**

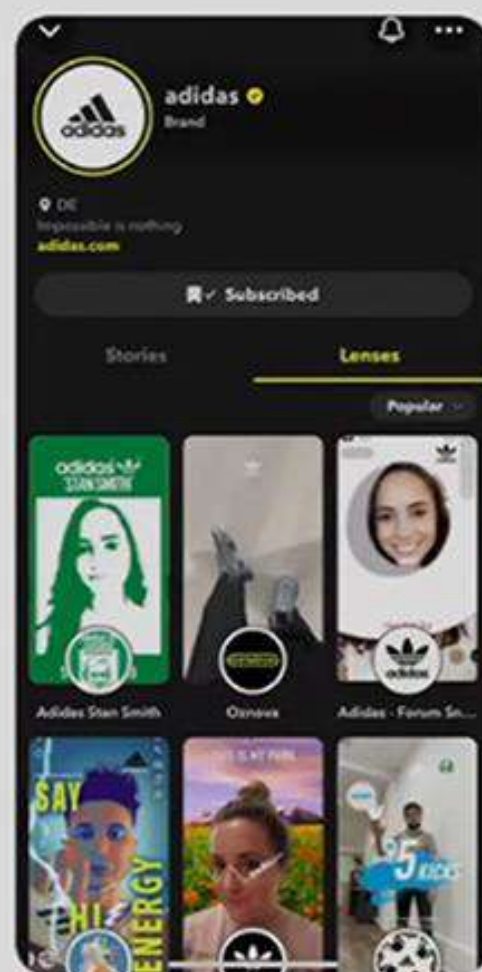
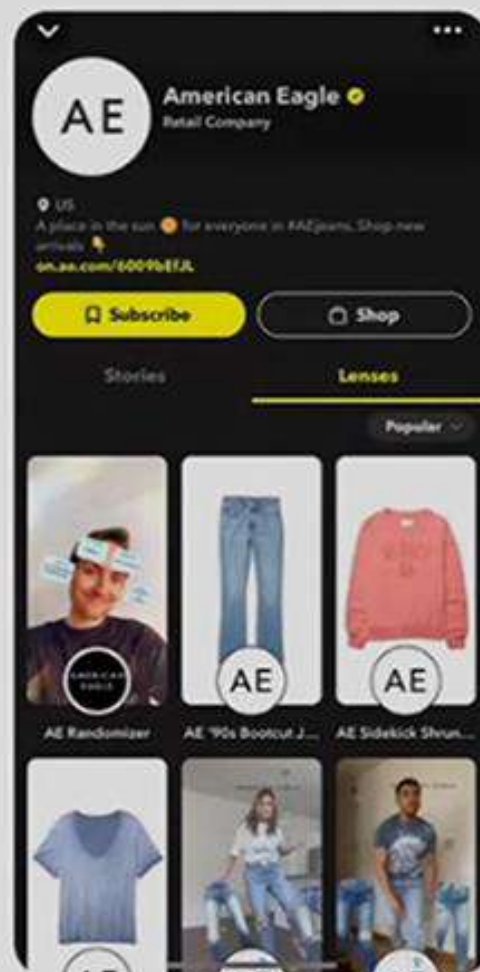
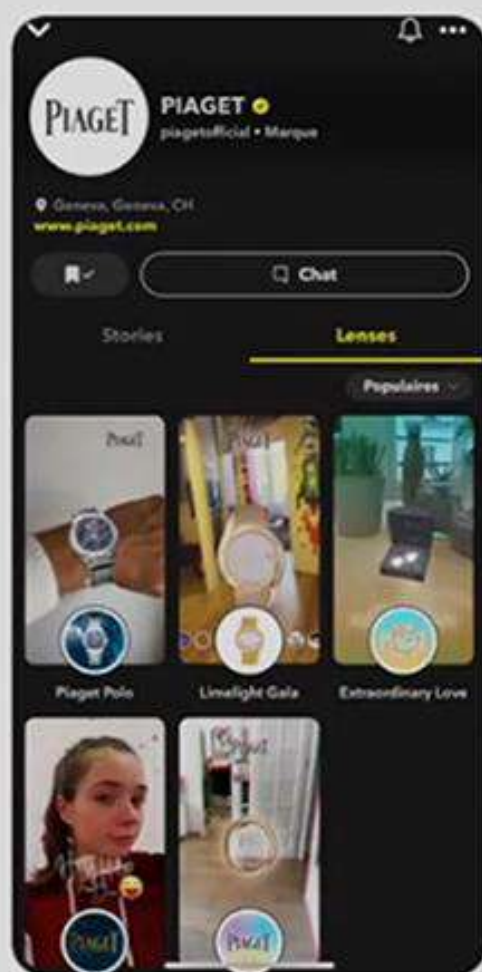
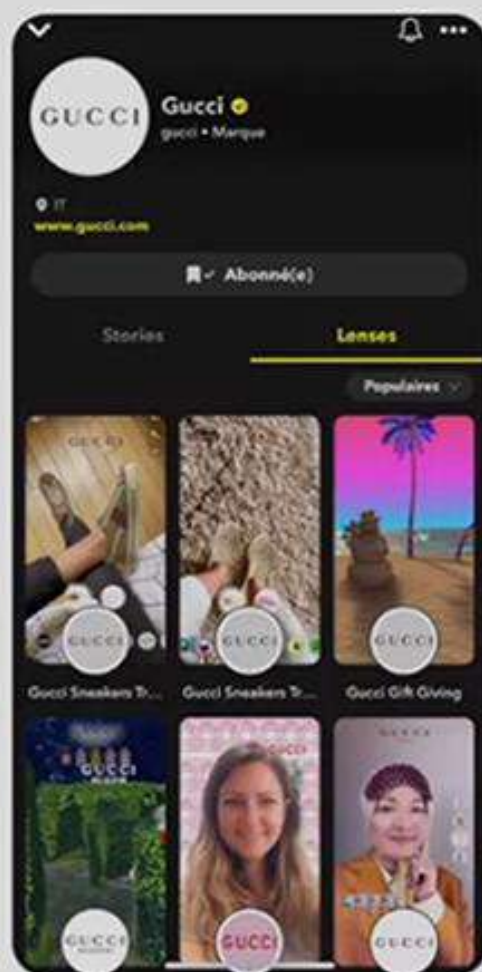
**Distribution**  
Snapchat  
Snap Camera  
Spectacles  
Camera Kit



Public Profiles for Businesses provide organic distribution of AR experiences.

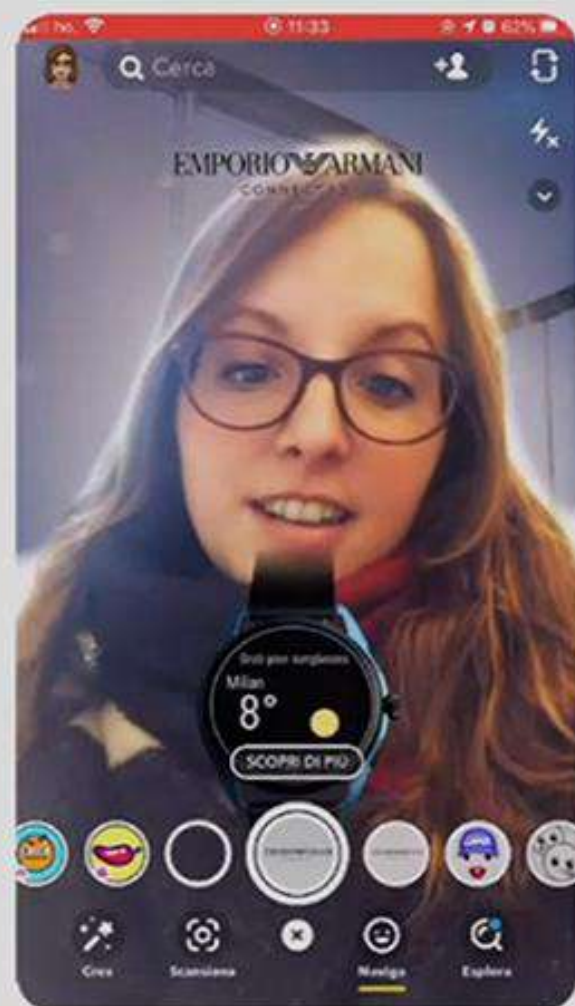
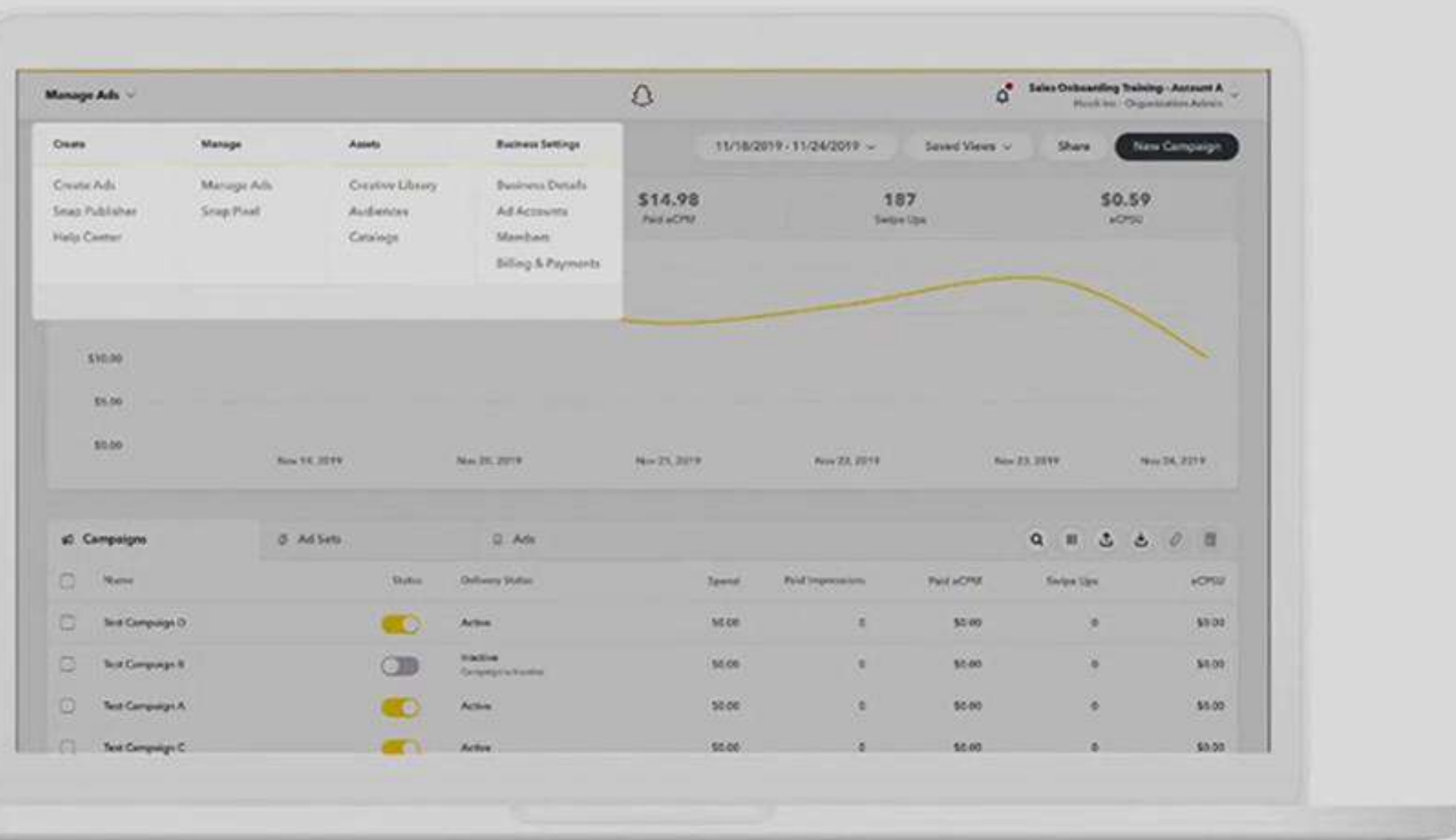








## AR Advertising on Snapchat



## Share outside of Snapchat



Social / Email / Web



In Store



Print



On Product





Interacting with products that have AR experiences leads to a **94% higher purchase conversion rate**, as individuals can better assess them and feel connected with brands.



Try

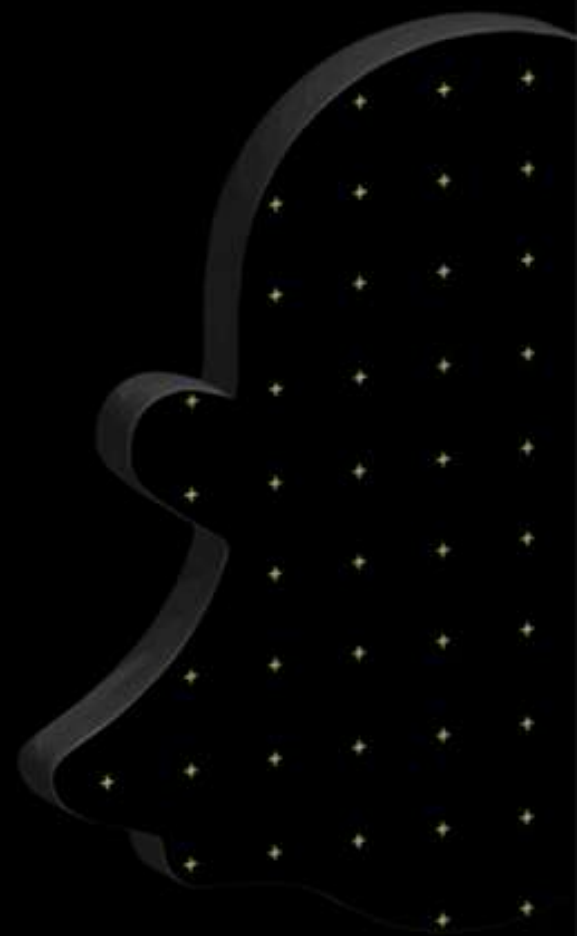
it.





AR is here Today

# The Future Today with Snap AR



**Max Rivera**  
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# **ABOUT GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS**

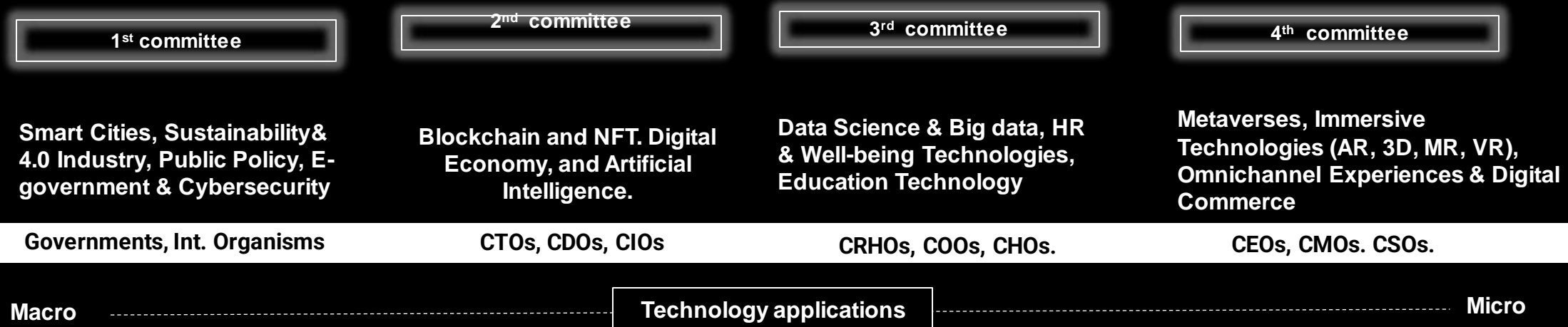
INSTITUTO DE INVESTIGACIÓN TECNOLÓGICA DE ALTO IMPACTO

# One goal, Create value through technology.

Through 5 different specific strategies:

- 1 **Spread and promote the use of technologies** to increase the efficiency of organizations regardless of their geographic location.
- 2 **Connect the organizations and executives to create more value**, sell more in an **omnichannel** and geopolitically fragmented world.
- 3 Work together with **authorities and institutions** to **remove barriers to technologies and trade**.
- 4 **Bringing experts, knowledge and cases** to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.
- 5 **Establish Committees by type of technology** to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field.

# Accompanied by international senior leaders who manage committees



## Affiliates will live an international Digital experience

Meetings will be held every 15 days as follows: E.g., Metaverse Committee

Channel	Time	Attendees	City	Face-to-face host
Metaverse	1.5 hours	10		
Face-to-face	30 min	4	CDMX	Sura
		2	Bogota	Coats
		4	Madrid	Let me Park

- ANNUAL OBJECTIVES OF THE COMMITTEES:
- ❖ Publish trends by technology.
  - ❖ Collaborations with the media.
  - ❖ Working papers.
  - ❖ Video Cases and documentaries.
  - ❖ International networking.
  - ❖ Coordination of Roadshows.
  - ❖ Recognition of executives
  - ❖ Exposure of the brands that collaborate in the integration of knowledge.

# Calendario GIDCOMP 2023

		2023											
		Q1			Q2			Q3			Q4		
ACTIVIDADES		Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre
1	GIDCOMP FEST			Global Digital Week 2023								Global Metaverse Week 2023	
2	GIDCOMP ACADEMY CERTIFICACIONES	Transformación digital			Certificación en e-commerce			Certificación en AI			Certificación Web3 & Metaversos		
3	GIDCOMP ACADEMY ON DEMAND		Academy on Demand – Transformación Digital			Academy on Demand e-commerce			Academy on Demand – AI			Academy on Demand web3 & Metaversos	
4	GIDCOMP R&D				Global Digital Report 2023			Polos digitales 2023		Meta-Commerce 2023			Global Metaverse Report 2023
		Consultoría - Diagnósticos de Oportunidades, diferenciadores y monetización en la Web 3.0											

Actividades de responsabilidad social de acceso al público, vía streaming y plataformas tecnológicas con marcas co-organizadoras.



GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting Senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies.

1

# GIDCOMP Immersive Festivals

# GLOBAL DIGITAL WEEK 2023

+ 100 experts

[Check international experts](#)

Day 1. Smart Cities  
Day 2. Public policies  
Day 3. Digital Commerce  
Day 4. Disruptive Business  
Day 5. Wellness Technologies

From March 27 th to March  
31st, 2023

# GLOBAL METAVERSE WEEK 2023

+ 100 experts

[Check international experts](#)

Day 1. Immersive technologies  
Day 2. Omnichannel  
Day 3. NFTs and Blockchain  
Day 4. 3D and Web 3.0  
Day 5. Immersive experiences

From November 11th to  
November 15th 2023



# 2

## Digital Knowledge Bank

[www.gidcomp.online](http://www.gidcomp.online)

+200 Replays:

Keep your brand leaders up to date on technology trends.

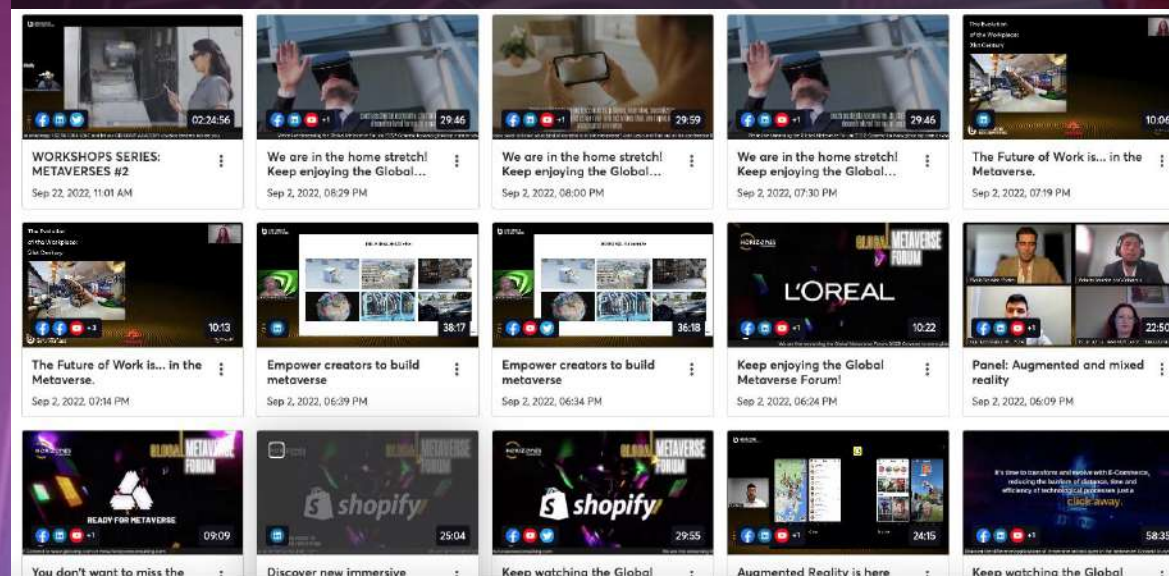
Global Digital Week 2022-2023 Replays

Global Metaverse Week Replays 2022-2023

Marketplace for technology providers.

Don't miss the opportunity to be in touch with the leaders of large companies and organizations, get in touch with the leading brands!

The committees via their member brands will continuously broadcast the advances and trends in order to continue showing new applications to the audience and at the same time will be strengthening the digital knowledge bank for affiliates, which currently has more than 200 conferences, Mini MBA on demand, master classes, MOOCs, with more than 200 uninterrupted hours of content.







# 3 GIDCOMP ACADEMY

The Academy Division seeks to bring international practice experts together to share their pragmatic and tactical execution insights with leading global companies.

The main mission is for executives to develop practical skills in order to increase the efficiency and sales of brands.

# CERTIFICATION IN IA APPLIED TO MARKETING AND BUSINESS

Certification in AI for marketing and sales aims to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

## Certification options

### A. Certification via applied project.

Mentors who are leaders in the subject matter of the project

### B. Immersive certification in Dubai.

Includes visits to companies in the city, developing a proposal applied to your company.

## NEXT START DATES

Summer  
2023

Start: July 1st  
Admissions closing  
MAY 15TH



Contactar aquí

# 16 COURSES TO BECOME AN EXPERT

## 12 COURSES CORE

## 4 COURSES ELECTIVE

### MARKETING TECHNOLOGY

- Data analysis with AI
- Product strategy
- Research with AI
- Personalization with AI
- Journey optimization
- Consumer behavior with AI
- Content marketing AI
- Customer service

### CORE SKILLS

- Digital shift
- People Analytics
- Innovation culture
- Sensory technology
- Virtual stores
- Implementation of AI projects
- Open innovation

- Search Engine Optimization (SEO)
- Powering your CRM
- Sales funnel conversions with AI
- Lead creation with AI
- Customer success
- Automating the sales process
- Trademarking AI

### SALES LEADERSHIP

"Boost your career in Marketing and Sales with our AI certification and learn from global brands."



GLOBAL INSTITUTE FOR  
DIGITAL COMPETITIVENESS

[www.gidcomp.org](http://www.gidcomp.org)  
[be.digital@gidcomp.org](mailto:be.digital@gidcomp.org)



Contact here

# 4

# GIDCOMP R&D

## Trend Studies, Reports and Digital Labs



### Global Metaverse Report 2022

Release due November 2022

### Global Digital Report 2023

Release due February 2023

**Meta  
Commerce 2023** Release  
due June 2023

### Polos digitales 2023

Release due November 2023



**BRAND POSITIONING AND PRESENCE IN THE METAVERSES**

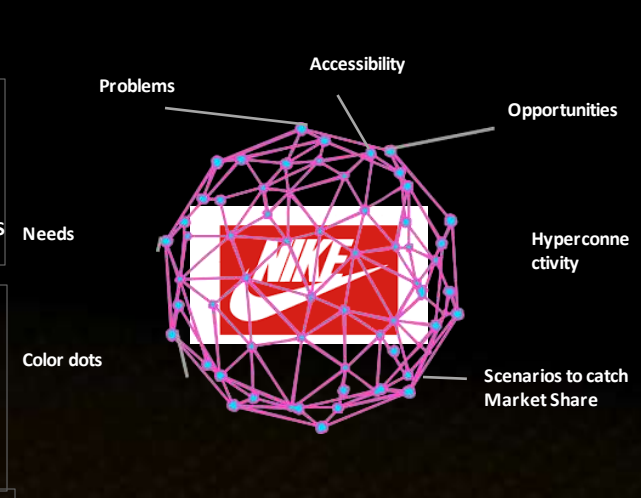
- 1. CONTACT WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD DE CONSUMER INTELLIGENCE DE L'ORÉAL
- 2. MARKETING Y BRANDING – FERNANDO CANO, MANAGING DIRECTOR DE HAVAS METAVERSE

**OMNICHANNEL TRADE**

- 1. VIRTUAL STORES – JONATHAN MÁSMELA, CEO OF LA COLONIA
- 2. SELLS IN THE METAVERSES– THORSTEN WALTHER, CEO OF INSPIFY

**MASSIVE METAVERSES**

- 1. VIRTUAL COMMUNITIES MANAGEMENT, DANIELLE MCCONNELL, CMO FROM VIRTWAY
- 2. SPECIALIZED METAVERSES SORAYA CADALSO, CEO OF UTOPION



- Current Portfolio
- 1. Sneakers
  - 2. Clothes
  - 3. Accessories

- Adapted portfolio (medium-term)
- 1. NIKELAND
  - 2. Clothes with technology applicatives
  - 3. Monitor accessories

ILLUSTRATIVE  
EXAMPLES

**Market fit. Short-term**

- Incorporate technology applicatives
- Prioritization in terms of sales impact

**Market fit. Medium-term**

- Being the first to incorporate technologies
- Prioritization in terms of sales impact

Note: Clic on the links to watch the international leaders' lectures.

Example: NIKE of non-exhaustive business units.

# Technology adoption diagnostics

# Some brands that are part of our international ecosystem



# Reasons to join **GIDCOMP**:

- 1 To receive **information on Business Intelligence and Technology trends**
- 2 To **leverage** existing **technology** (leapfrog)
- 3 To generate **networking / community**
- 4 To have **visibility** of the applications in the **use of technologies**
- 5 To keep you informed and up to date with the **latest news**
- 6 To receive **support or consulting**
- 7 To **train** my team to face new market challenges.
- 8 To generate a **relationship with Authorities**
- 9 Access to **+200 Mentors from 52 countries** and presentations of their models at the Global Digital Week & Global Metaverse Forum.







[gidcomp.spanish](https://www.facebook.com/gidcomp.spanish)

[company/gidcomp/](https://www.linkedin.com/company/gidcomp/)

[gidcomp.spanish](https://www.instagram.com/gidcomp.spanish)

[gidcomp.spanish](https://twitter.com/gidcomp.spanish)

[gidcomp.spanish](https://www.youtube.com/gidcomp.spanish)

[www.gidcomp.org](http://www.gidcomp.org)  
[be.digital@gidcomp.org](mailto:be.digital@gidcomp.org)



## How to become a member?

Send us an email to [be.digital@gidcomp.org](mailto:be.digital@gidcomp.org) or a WhatsApp to: **+52 56 1463 3902**

The GIDCOMP seeks to unite and relate organizations linked to the international technological ecosystem to promote and develop digital capabilities in any location in the world.

The membership begins with the date of accreditation of payment in the bank account.

Valid 12 months from the date of payment.

Renewals begin to run from the expiration date of the current membership.



**More Information**