STEP 1 - Genesis of an idea

- **Identify a problem - something you have seen or experienced**
  - noise and interest (especially from angels and VCs) shouldn't be taken as signal. Don't start a company because you need to start one. Start one because customers want you to exist.

- **Do Research. Then do more research!**

  - **Avoid Availability bias**

  - In psychology, the availability bias is the human tendency to rely on information that comes readily to mind when evaluating situations or making decisions. Because of this bias, people believe that the readily available information is more representative of fact than is the case.

STEP 1 - Genesis of an idea

- **Technological advances exponentially - make sure you are aligned with evolving trends**

  - *"If we believe that 10-20 years from now, there will be some new and highly successful companies that were built in the years around COVID-19; what would their product or services be?"*

- **Avoid designing your business around VC**

  Too many founders orient their businesses around venture capital from day one. Startups used to figure stuff out and then ask for money. Today, they ask for money to figure things out. In fact, making progress without resources is the best way to get VCs to take an interest in your company.

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STEP 2 - Begin venture building (on paper)

- **Create a basic pitch deck / business plan before building technology**

  - Forces you to think about *minutiae* - the small, precise, or trivial details of something.

  - Make sure to cover details of Product/Service features, timeline to build MVP/Commercially deployable version of product/service, Go-to-market strategy, Cost feasibility and Profitability analysis, Customer segments, TAM/SAM/SOM, Core Value propositions that will drive sale, Roadmap to scale (with and without funding (private equity/venture debt) scenarios), what is the competitive advantage? How much capital to raise? What is the use of proceeds?

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STEP 2 - Begin venture building (on paper)

- **Building a narrative of the company**

  - **very** important
  - We live in a day and age where people (both investors and customers buy something based on how they perceive a particular company - aka - what the story makes them feel inside
  - The people who have the best networks and who are the best storytellers get the money.
  - This is true of startup founders and this is true of VCs (don't forget that VCs raise from LPs).
  - You don't even have to always be good at building startups to get money.
  - Personally, I loathe this part of it and wish it was better, but founders need to accept that this is the reality.

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1. Are you working on breakthrough technologies instead of incremental improvements?
(The Engineering Question)

2. Is this the right time to seek VC funding for your particular business?
(The Timing Question)

3. Are you starting a big share of a small market?
(The Monopoly Question)

4. Do you have the right team?
(The People Question)

5. Do you have a way to not just create but deliver your product?
(The Distribution Question)

6. Will your market position be defensible 10 and 20 years in the future?
(The Durability Question)

7. Have you identified and leveraged a unique opportunity that others don't see?
(The Secret Question)

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65%

In his book, *The Founder's Dilemma*, best-selling aluthor and Harvard Business School professor Noam Wasserman claims that 65% of high-potential startups fail due to conflict among co-founders.

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STEP 3 - Build a team

- **Building a high performance, well rounded Founding team that is aligned with the vision of the startup**

  - **very** time consuming
  - **very** difficult
  - **very** important, nonetheless!

- **What are the some of the key skills and qualities of a successful co-founder?**

  - Vision and Alignment
  - Complementary Skills and Expertise
  - Commitment and Accountability
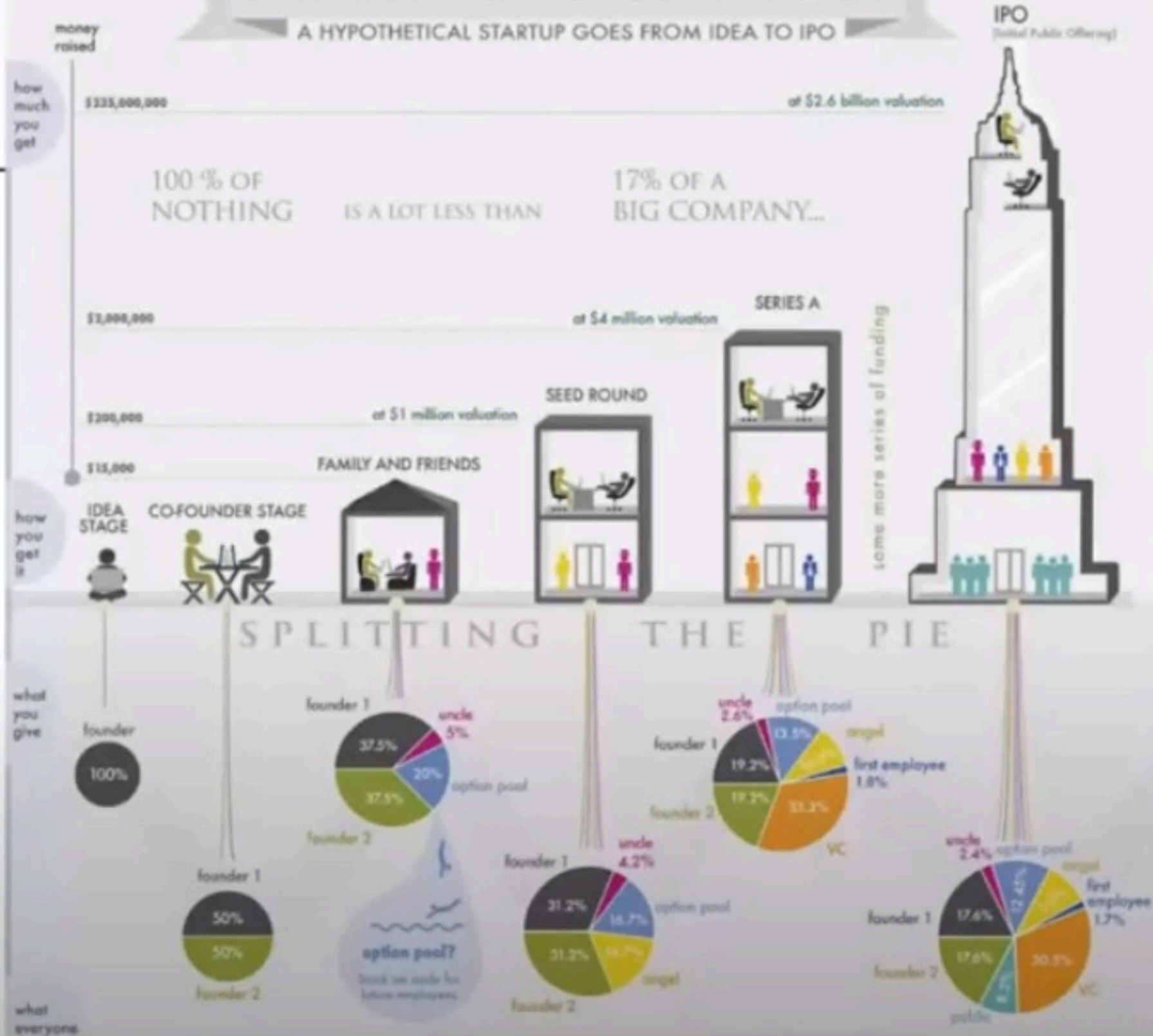 - Well defined Roles and Responsibilities

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STEP 3 - Build a team

- **Cap table formulation**

STEP 4 - Begin venture building (working MVP)

- **Build a Minimum Viable Product**

  "MVP stands for Minimum Viable Product. It is a product with enough features to satisfy early adopters, and to provide feedback for future product development. It is a version of a product that can be released to the market to test its viability and to determine if further investment in its development is warranted."

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- [Global VC funding has dropped](#)

- LPs are not investing as actively in VC funds

- Startups that are getting funded need to PROVE value proposition of their technology or have Intellectual Property (IP)

- [Valuations need to be right for VCs to get involved](#)

VC Fund Return on Investment

- Even a 3X return, given today inflation rate is 12% ROI over a 10 year fund lifecycle
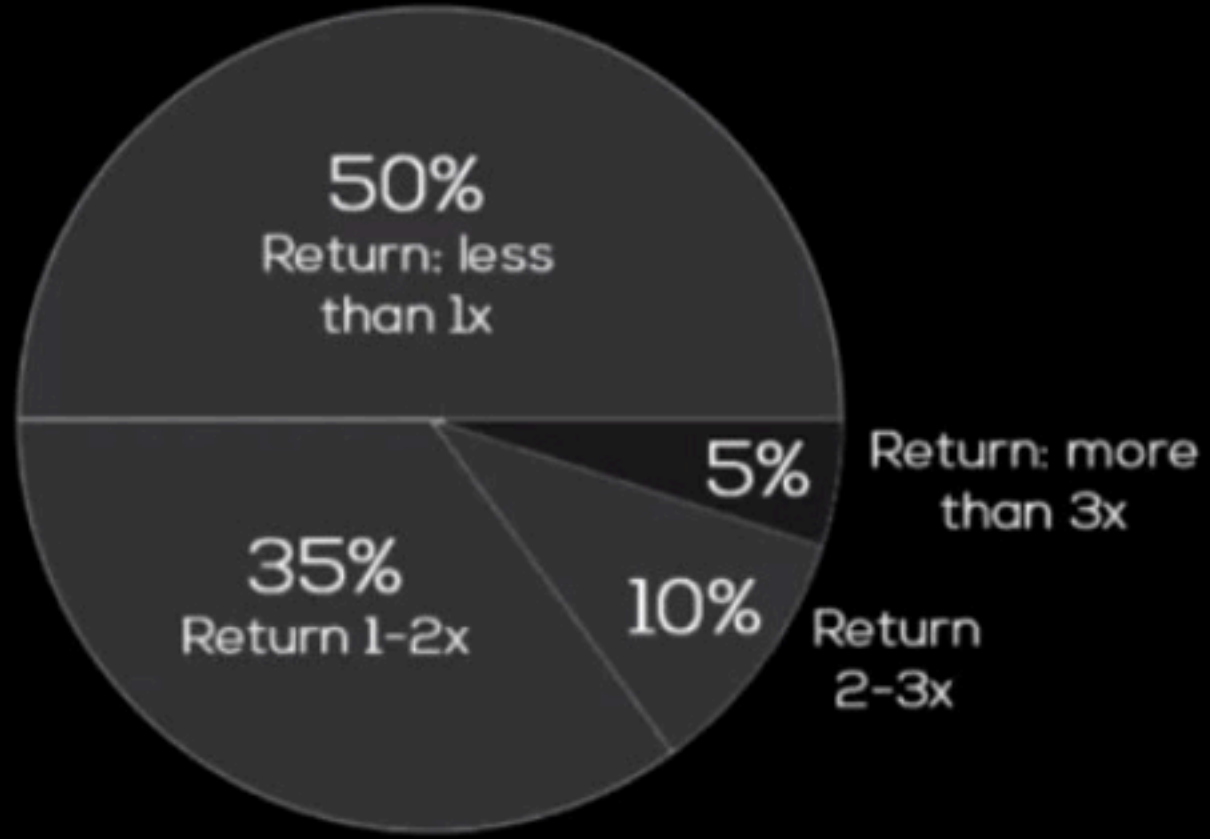
  ○ Venture capitals get their money from limited partners, who are usually traditional investors such as banks, institutions, pension funds, etc. In their eyes, throwing $50 million into a startup fund is "risky" business compared to their other options, such as the stock market/real estate, which are lower cost, liquid and could "safely" return 7-8 percent per year. For them, 12 percent return on their money per year is good. Anything below that? Not worth the high risk they're taking.

Pie chart:
- 50% Return: less than 1x
- 35% Return 1-2x
- 10% Return 2-3x
- 5% Return: more than 3x

$$1.12^{10} = \times 3.10$$

fund length / annual return = total return

STEP 5 - Preparing for a VC raise

XXXXX

- **Build momentum ahead of reaching out to investors!**

  - PR is proof of entrepreneurs ability to make the company visible

  - pulling in high quality Advisors/Mentors is proof of resourcefulness

  - traction is undeniable proof of product-market fit (pilot customers, LOIs, MoUs, Freemium user base, etc.)

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STEP 5 - Preparing for a VC raise

- **Apart from understanding the VC Investor mindset, make sure to understand the basic terminology**

  - Most favored nation (MFN), stock warrant, restricted stock, stock warrant, registration rights,lead investor, secondary, SPAC, syndicate, liquidation preferences, Qualified Small Business stock (QSBS)

- **Construct a defense for your valuation keeping in mind how VCs calculate a valuation for private market companies**

  - **READ:** *"Various start-up valuation methods used by VCs"*

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STEP 6 - Begin outreach

- **Reach out to a large number of Investors**
  - (Early stage/first check VC firms, Angel investors - both individual and networks, accelerators, Corporate incubators)
  - **IMPORTANT NOTE: Hunt - not fish!**

- **Iterative outreach is better than broadcast marketing**

- **Creating a sense of inevitability about the future**
  - You need to speak with unshakeable conviction.
  - You need to deliver your story with extreme confidence.
  - You need to create the right metaphors to make it understandable.
  - You need to show them that you will stop at nothing to make the future happen.

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STEP 6 - Begin outreach

- **Important soft skills when you do land an Investor meeting**
  - ○ **Control the frame control and never put the investor in a higher status position. REMEMBER: Be respectful but not weak.**
  - ○ Story of a Founder who had good numbers, principles, metrics and team but were struggling to fundraise. When their investor calls were reviewed, there was a lot of:

    "Thank you so much for taking time to talk today"
    "I'm so excited to talk with you"
    "Please don't hesitate jumping in at any point"
    "If there's anything I can do let me know"

  - ○ Every single one of these statements tells the investor that they are more important. During the conversations the founder would answer every question directly. In other words they accepted the frame of the investor every time. Learn how to control the frame. Learn how to maintain status.
  - ○ Investors aren't looking for a weak founder.
  - ○ They want a peer. They want someone they can respect.

STEP 6 - Begin outreach

- **Give the raise a timeline**

    - ○ **Remember some of the best and most successful companies in the world today have not had to raise VC.**

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NetworkVC.org is a Startup Advisory and Corporate Innovation Consulting platform backed by a group of venture capitalists and successful entrepreneurs in United States.

outreach@networkvc.org

Our story began in 2019, when we decided to embark on a new, exciting journey. We wanted to bring great ideas into the spotlight, and create a community with our shared vision for finding and supporting those ideas that will come out as clear winners in a post COVID world.

We have developed this global network with a vision for helping 600+ companies in their fundraising efforts over the next 4 years

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TECHNOLOGY FOR INCREASE EFFICENCY

Just one goal,
Create value with technology.

Through 5 different specific strategies:

1 **Spreading and encouraging the use of technologies to increase the efficiency of organizations from all over the world**

2 **Connecting 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 **Bring 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.**
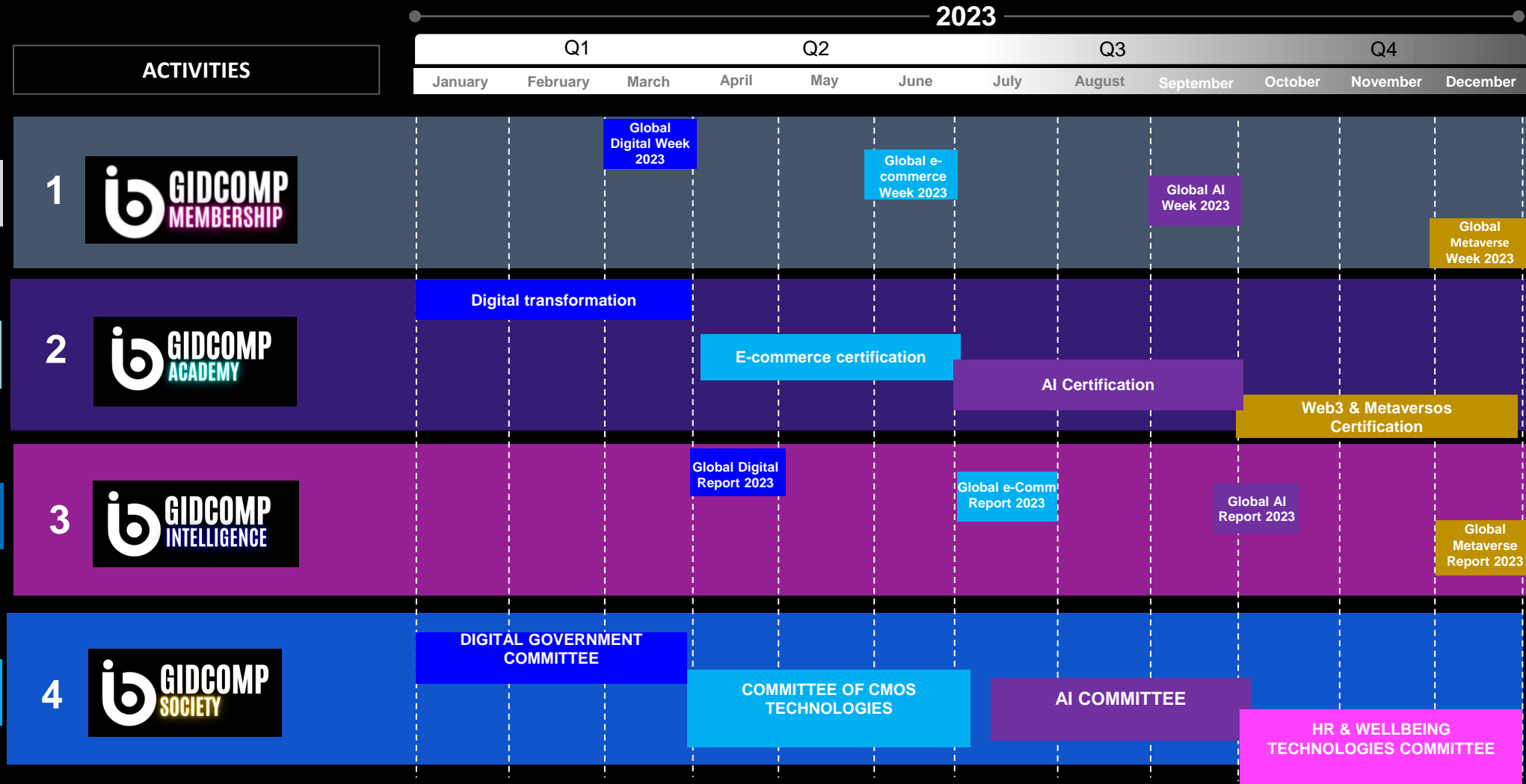
Some brands that are part of our international ecosystem

The 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

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Free inmersive festivals by streaming in english and spanish

GLOBAL DIGITAL WEEK 2023

International experts

Día 1. Smart Cities
Día 2. Public Policies
Día 3. e- Commerce
Día 4. Disruptive Business
Día 5. Wellness Technologies

Marzo 27 al 31

GLOBAL E-COMMERCE WEEK 2023

Internanional experts

Día 1. Marketplaces
Día 2. Digital Commerce
Día 3. Omnichannel
Día 4. Metacommerce
Día 5. Customer Experience

Jun 26 al 30

GLOBAL AI WEEK 2023

International experts

Día 1. Robotics & AI
Día 2. IOT
Día 3. Automation
Día 4. AI Performance
Día 5. Machine Learning

Sept 11 al 15

GLOBAL METAVERSE WEEK 2023

International experts

Día 1. Immersive Technologies
Día 2. Omnichannel
Día 3. NFTs & Blockchain
Día 4. 3D & Web 3.0
Día 5. Artificial Intelligence

Diciembre 4 al 8

The Academy Division seeks to bring international experts in practice together to share their pragmatic and tactical execution lenses in leading global companies.
The main mission is for executives to develop the skills in practice in order to increase the efficiency and sales of brands.

2

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ACADEMY

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GIDCOMP ACADEMY HELPS PROFESSIONALS BECOME MORE COMPETITIVE

CERTIFICATION IN: DIGITAL TRANSFORMATION

The digital transformation certification seeks to help decision makers to digitize business. In order to develop skills to add value and differentiation through innovation in brands.

See agenda

UPCOMING START DATES:

Beginning

JANUARY 14, 2024

Closing of admissions

DECEMBER 15, 2023

CERTIFICATION IN: E-COMMERCE AND OMNICHANNEL

The certification in e-commerce & Omnichanality seeks to help decision makers to digitize businesses. In order to develop skills to add value and differentiation through innovation in brands.

See agenda

UPCOMING START DATES:

Beginning

APRIL 16

Closing of admissions

MARCH 20

AI CERTIFICATION APPLIED TO MARKETING AND BUSINESS

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

See agenda

UPCOMING START DATES:

Beginning

AUGUST 15

Closing of admissions

JULY 30

CERTIFICATION IN: WEB 3 AND METAVERSES

This certification seeks to provide the tools for executives to take their organizations to web3 and metaverses. Immersive technologies will allow superior experiences both at the retail level with augmented and mixed reality and on the web3 with virtual stores and specialized metaverses.

See agenda

UPCOMING START DATES:

Beginning

OCTOBER 01

Closing of admissions

SEPTEMBER 3RD

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Global Metaverse Report 2022
Release for November 2022

Global Digital Report 2023
Release for February 2023

Meta Commerce 2023
Release for June 2023

Digital poles 2023
Release for November 2023

3

GIDCOMP INTELLIGENCE

Research, prototypes, tests, reports and Digital Laboratory

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POSITIONING AND BRAND PRESENCE IN METAVERSES

1   CONNECTING WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD OF CONSUMER INTELLIGENCE AT L'ORÉAL

2   MARKETING AND BRANDING – FERNANDO CANO, MANAGING DIRECTOR OF HAVAS METAVERSE

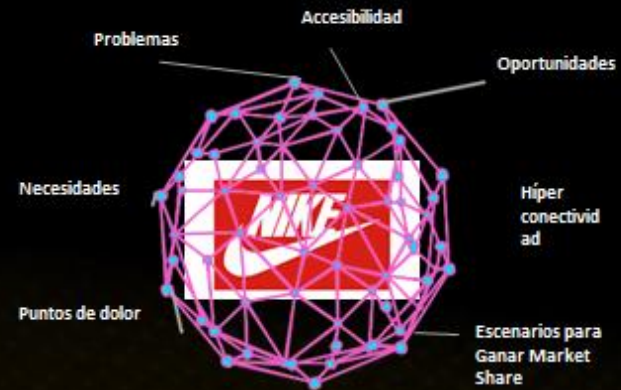**OMNICHANNEL COMMERCE**

1   VIRTUAL STORES – JONATHAN MÁSMELA, CEO DE LA COLONIA

2   SALES IN METAVERSES – THORSTEN WALTHER, CEO DE INSPIFY

MASSIVE METAVERSES

1   MANAGEMENT OF VIRTUAL COMMUNITIES, DANIELLE MCCONNELL, CMO DE VIRTWAY

2   SPECIALIZED METAVERSES, SORAYA CADALSO, CEO DE UTTOPION

Market fit. Short term
- Incorporate technological applications
- Prioritization in terms of sales impact

Market fit. Medium term
- Be the first to incorporate technologies
- Prioritization in terms of sales impact

Problemas   Accesibilidad   Oportunidades

Necesidades   Híper conectividad

Puntos de dolor   Escenarios para Ganar Market Share

Current Portfoilio
1. Tenis
2. Ropa
3. Accesorios

Tailored Portfolio (medium term)
1. NIKELAND
2. Clothing with technological applications.
3. Monitoring Accessories

Example: Non-exhaustive Business Unit NIKE.

Technology adoption diagnostics

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Reasons to join GIDCOMP:

4 GIDCOMP SOCIETY

1 To receive **information on Business Intelligence and Technology trends**

2 To **leverage existing technology** (leap Frog)

3 To generate *networking* / **community**

4 To have **visibility** of applications in the use of **technologies**

5 To inform me and keep abreast of the **latest news**

6 To receive **support or consultancy**

7 To **train** my team in the face of new market challenges

8 To generate **relationship with Authorities**

9 Access to **+300 Experts from more than 52 countries** and presentations of their models at our festivals

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Accompanied by senior international leaders who lead the committees

Smart Cities, Sustentabilidad & Industria 4.0, Public Policy, e-government &Ciberseguridad

Blockchain and NFT. Digital Economy, Artificial Intelligence

Data Science & Big data, RH & Well-being Technologies, Education Technology

Metaverses, inmmersives Technologies (RA, 3D, RM, RV), Experiences Omnicanal & Digital Commerce

Social enterprises, Sustainability, Social Digital Business, Social responsibility

Governments, Int. Agencies

CTOs, CDOs, CIOs

CRHOs, COOs, CHOs.

CEOs, CMOs. CSOs.

CSR, ONGs,

Macro - - - - - - - - - - - - - - - - | **Application of technologies** | - - - - - - - - - - - **Micro**

Affiliates will live an international Figital experience

Meetings are held weekly as follows: E.g. Metaverse Committee

Canal	Hours	Assistants	City	Physical host
Metaverse	1.5 hours	**10**		
physical	30 min	4	CDMX	Sura
		2	Bogotá	Coats
		4	Madrid	Let me Park

❖ **ANNUAL OBJECTIVES OF THE COMMITTEES:**
❖ Publish trends by technology.
❖ Collaborations with media.
❖ Working papers.
❖ Video Cases and documentaries.
❖ International networking.
❖ Coordination of Roadshows.
❖ Support to associations, international organizations, governments, chambers, universities with the digital knowledge bank and global network of experts
❖ Recognition of executives and exposure of brands that collaborate in the integration of knowledge.
❖

Social responsibility activities of access to the public, via streaming and technological platforms with co-organizing brands.

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VICE PRESIDENTES
DIGITAL GOVERNMENT

Committee 1

Objective:
The Digital Government committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

1. SOSTENIBILIDAD

2. SMART CITIES

3. FINTECH

4 . CIBERSEGURIDAD

ROBERTO HERNÁNDEZ
FORMER CEO LATAM OCDE
PUBLIC POLICY GIDCOMP VP

HÉCTOR CARDENAS
CEO THE ERGO GROUP
E-GOVERNMENT COMMITTEE VP

JUAN CARLOS REYES
CEO ANTI FRAUDE
CIBERSECURITY GIDCOMP VP

LUIS GODOY
FORMER CEO DE INTELIGENCIA ECO GLOBAL
PUBLIC POLICY GIDCOMP VP

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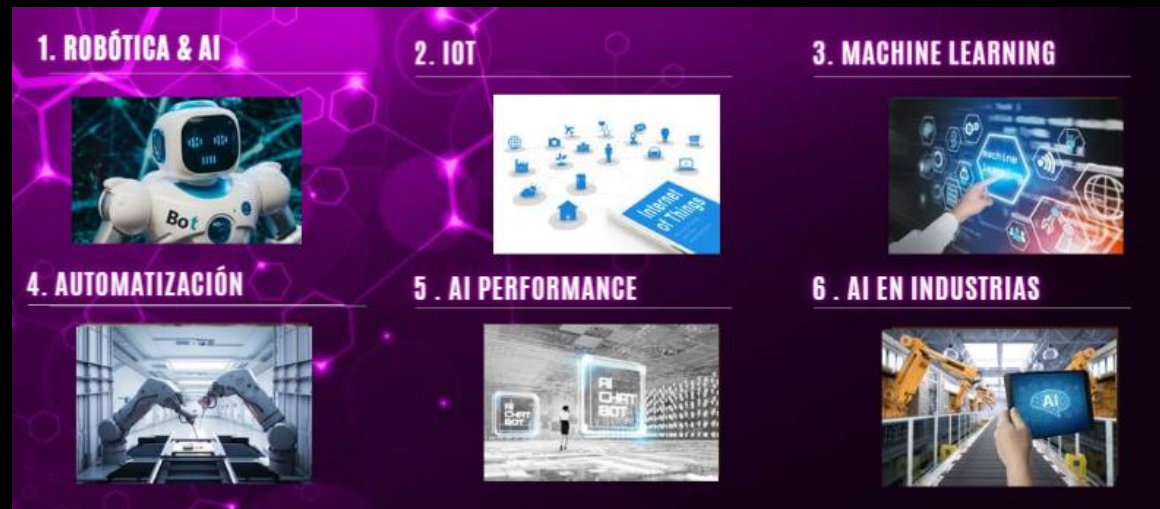# ARTIFICIAL INTELLIGENCE & DISRUPTIVE TECHNOLOGIES

Committee 2

Objective:

The Artificial Intelligence & Disruptive Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

1. ROBÓTICA & AI
2. IOT
3. MACHINE LEARNING
4. AUTOMATIZACIÓN
5. AI PERFORMANCE
6. AI EN INDUSTRIAS

FERNANDO CARRIO
O2O MARKETING EXECUTIVE
AI GIDCOMP VP

MIRIAM ESPICHÁN
ANALISTA DE MARKETING & CONTENIDOS
DISRUPTIVE TECHNOLOGIES GIDCOMP VP

MARISOL CAPETILLO
CEO OF VERSE TECHNOLOGY
INDUSTRY 4.0 GIDCOMP VP

RAMÓN MARTÍNEZ
CEO DE HIRXLAB
TECNOLOGÍAS DISRUPTIVAS GIDCOMP VP

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Committee 3

Objective:

The HR & Wellbeing Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:.

1. HR AGILE
2. PEOPLE ANALYTICS
3. WELLBEING TECHNOLOGIES
4. FOW 2050
5. TECH TRAINING
6. EMPLOYEE CX

MONTSERRAT CAZORLA
GLOBAL LEAD ATTRACTION & RETENTION CHG-MERIDIAN
HR TECHNOLOGY GIDCOMP VP

SUSANA NILA
FUTURE EMPLOYABILITY EXPERT
FOW 2050 GIDCOMP VP

JULIÁN VARAS
CEO OF C1DO1
ED TECH GIDCOMP VP

EMILIO SERRA
DATA & ANALYTICS ONE SR. MANAGER DANONE
BIG DATA & DATA SCIENCE GIDCOMP VP

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VICE PRESIDENTES
DIGITAL COMMERCE

Objective:

The Digital Commerce committee of GIDCOMP aims to share best practices, analyze technological trends, create articles and reports to different stakeholders.

Technological themes:

1. TECNOLOGÍAS INMERSIVAS
2. OMNICANALIDAD
3. WEB 3.0 & METACOMMERCE
4. MARKETPLACES
5. DIGITAL COMMERCE
6. COSTUMER EXPERIENCE

FERNANDO CANO
METAVERSE GENERAL DIRECTOR
GRUPO HAVAS MEDIA
BRAND & METAVERSE GIDCOMP VP

JENIFER SAMANIEGO
VIRTUAL REALITY HEAD CLUB
CATHOLIC UNIVERSITY OF LOJA
REALIDAD VIRTUAL GIDCOMP VP

RANDY CRUZ
CITI MANAGER RAPPI
DIGITAL COMMERCE GIDCOMP VP

ELADIO GONZÁLEZ
EDITORIAL DIRECTOR AT FORBES
CENTRAL AMERICA
DIGITAL MEDIA GIDCOMP VP

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VICE PRESIDENTES
ONGs & RSC

Committee 5

Objective:

The NGO & CSR committee of GIDCOMP aims to share best technological practices, analyze trends, create articles and reports to different stakeholders.
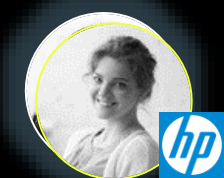
Technological themes:

KELLY DUQUE
DIRECTOR OF PROJECTS AND PUBLIC RELATIONS
ONGs & CSR GIDCOMP VP

JULISSA JIMENEZ
DIRECTORA DE LMD
POLITICAS SOCIALES GIDCOMP VP

JOSÉ QUESADA
FOUNDER WORLD COMPLIANCE FORUM
TECH & COMPLIANCE GIDCOMP VP

MONICA LÓPEZ
CO-MARKETING MANAGER IN HP
MEJORES PRÁCTICAS DE RSC GIDCOMP VP

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Reasons to become a member of
GIDCOMP:

1 To receive information on Business Intelligence and Technology trends

2 To leverage existing technology (leap Frog)

3 To generate networking / community

4 To have visibility of applications in the use of technologies

5 To inform me and keep abreast of the latest news

6 To receive support or consultancy

7 To train my team in the face of new market challenges

8 To generate relationship with Authorities

9 Access to +300 Mentors from 52 countries and presentations of their models at the Global Digital Week & Global Metaverse Forum.

*GIDCOMP SOCIETY ANNUAL INVESTMENT

	GIDCOMP FREE	GIDCOMP SOCIETY
TECHNOLOGY TRENDS		
Newsletter technology cases	x	x
Free transmission of our festivals	x	X
Short version of the **studies**	x	x
NETWORKING, ALLIANCES AND BRAND EXPOSURE		
Participation and collaboration in **Disruptive Technologies Committees**		x
Provide Master Classes, success stories and initiatives of your brand.		x
Participate in **international studies and reports.**		x
30% discount on Certifications		x
Approach to Investors to fund technological projects and Startups		x
Unlimited introductions to over 1,000 brands part of the GIDCOMP ecosystem		x
Space for a **commercial presentation** at our festivals		x
2-minute video space within the agenda of our festivals		x
List of speakers, people part of the GIDCOMP ecosystem		x
Put your brand on technology providers		x
PRICE	**FREE**	**500 – 4,000 USD**
		Annual by size*

Organization size	Number of collaborators	Investment in USD	Executives
Very large	More than a thousand	5,000	5
Big	501 -1,000	4,000	4
Median	251 a 500	3,000	3
Small	6- 250	2,000	2
Micro	1 -5	1,000	1

does not cause VAT / tax deductible

Important:

All values are expressed in U.S. Dollars (USD)

Company name: **Fundación Consultores Sin Fronteras A.C.**

RFC: **FCS190805FH9**

Bank: **BBVA**

Account Number: **0113640205**

Clabe Account Number: **012180001136402052**

Swift code for international payments: BCMRMXMMPYM

Mail: **be.digital@gidcomp.org**

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How to become a member?

Send us an email to be.competitive@gidcomp.org or a WhatsApp at: +52 56 1463 3902
GIDCOMP seeks to bring together and relate organizations linked to the international technological
ecosystem to promote and develop digital capabilities in any location in the world.
Membership begins with the date of crediting payment to the bank account.
Valid 12 months from the date of payment.
Renewals begin to run from the expiration date of the current membership.

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More information