How do we support innovation?
LANDING PROGRAM
Starts in 2012.
It is focused on attracting new businesses to the Innovation District of Medellin / tech-based enterprises and I+D centers to add knowledge and capacities to the city.

The program helps international and national enterprises to establish in Medellin and engage them with the innovation and business ecosystem.

It is a win-win program.
SPACES NETWORK

22 associated coworking spaces to get the benefits of RutaN spaces in whole city.
220 enterprises / 31 countries / +5,000 quality jobs

96.38% current landing occupation
70% of companies start their operations in Landing Program
70% of companies are located in Rutan Complex
EMPLOYMENT GOALS

GOAL FOR 2018: 940 (Concerted with the City administration)
## Demand Forecast (in M2) for Enterprise Landing

Each seat uses 10 M2 aprox. There will be an additional demand of 129,090 M2 for 2021.

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seats</td>
<td>30,000</td>
<td>17,390</td>
<td>53,475</td>
<td>121,860</td>
<td>159,090</td>
</tr>
<tr>
<td>M2</td>
<td>5,330</td>
<td>47,390</td>
<td>84,630</td>
<td>121,860</td>
<td>159,090</td>
</tr>
</tbody>
</table>

**Note:** Each seat uses approximately 10 M2. There will be an additional demand of 129,090 M2 for 2021.
SMART CAPITAL

ENTREPRENEURSHIP AND INVESTMENT

2018
We connect national and international investors with start-ups.
RUTA N CAPITAL PROGRAM

RutaN loan with non-refundable option

Bank loan with interest rate for start-ups
SMART CAPITAL SUMMIT

Joining start-ups and investors

Experienced speakers
LatAm Fund Manager Survey:
Top 5 “Knock-Out” Questions:
1. How long team together and how much time/money already committed?
2. Customer traction
3. Trailing 12 month revenues
4. Unit economics
5. Potential to exit (return funds)
Medios:

Start-up pitches
SMART CAPITAL SUMMIT

Doing business
SMART CAPITAL SUMMIT

Networking
For us each $1 public investment means $20 private investment in STI.
SMART CAPITAL NETWORK

20 MEMBERS
(VCs, Angels, structured debt, among others)

Aims to connect
$1.5 BILLION COP
BY 2021

113 COMPANIES
have received investment

CONNECTED CAPITAL

4%


$0 $100 $200 $300 $400 $500 $600

* VALUES IN THOUSAND MILLION COP
For Ruta N a disruptive project or business is one that challenges the status quo of a region.

That kind of projects need innovation to approach the way to solve problems, connect actors and activate the STI capacities.

In general terms, disruptive projects try to solve problems that an isolated actor cannot solve alone.

In some cases, Ruta N acts like a Company Builder in early stages to start the solution.
**DISRUPTIVE BUSINESSES**

**Sustainability**
- Financial
- Environmental
- Social

**Quality employment**
- High potential of employment generation

**Key Enable Technologies used**
- Micro and nano electronics
- Nanotechnology
- Industrial biotech.
- Advanced materials
- Artificial Intelligence
- Internet of Things
- VR y AR
- Analytics
- Fotonics
- Advanced manufacturing tech

**Scalability**
- Minimum LATAM market
- Pull out other new business opportunities
- Associated roadmap of STI

**Solve regional problems**
- Developing capabilities
- Social inclusion
- Networking between actors

**Market profile**
- Identified need
- Potential customers with money and purchase decision.
1. Talent Broker (ict)
2. Mobility as a Service (energy, ict & other sectors)
3. Hemoderivatives (life sciences)
4. CDI energía (energy).
5. Medellin’s ICT Infrastructure for equity (ict)
6. Telemedicine and home telecare (ict & health).
7. Simulation Based Training (life sciences, ict & other sectors)
8. DAPI – Al. (ict)
9. CDI Advanced Manufacturing (ict & other sectors)
10. Hemocentre. (life sciences & ict)
11. PITS. (ict & life sciences)
12. Digital packaging (ict & other sectors).
13. Cognitive charge with drones (energy, ict & other sectors)
How we do?
Projects candidates → Entrepreneur team
(scoring) → (assessment)
Entrepreneur team

Disruptive projects

Ruta N’s support
Company builder is the answer
ENTREPRENEUR TEAM

For 4 or 6 six months:

- Senior entrepreneur
- Junior entrepreneur
- Office, internet, telephony, etc
- Advise in Strategy, Financial, Tax and accounting, Legal, Marketing, Tech (max U$8.000)
- Pay direct expenses for entrepreneur team (max. U$20.000)
- Help to raise money with investors network

RUTAN’S SUPPORT INSTRUMENTS
They structure the factibility of projects. They add thematic experts for building the business case.

- The team verify accomplishment goals, schedule and quality of factibility.
THE TEAM

JORGE SUAREZ
JORGE AREIZA
JULIANA ZAPATA
SEBASTIAN DÍEZ

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