

How do we support  
innovation?

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# LANDING PROGRAM





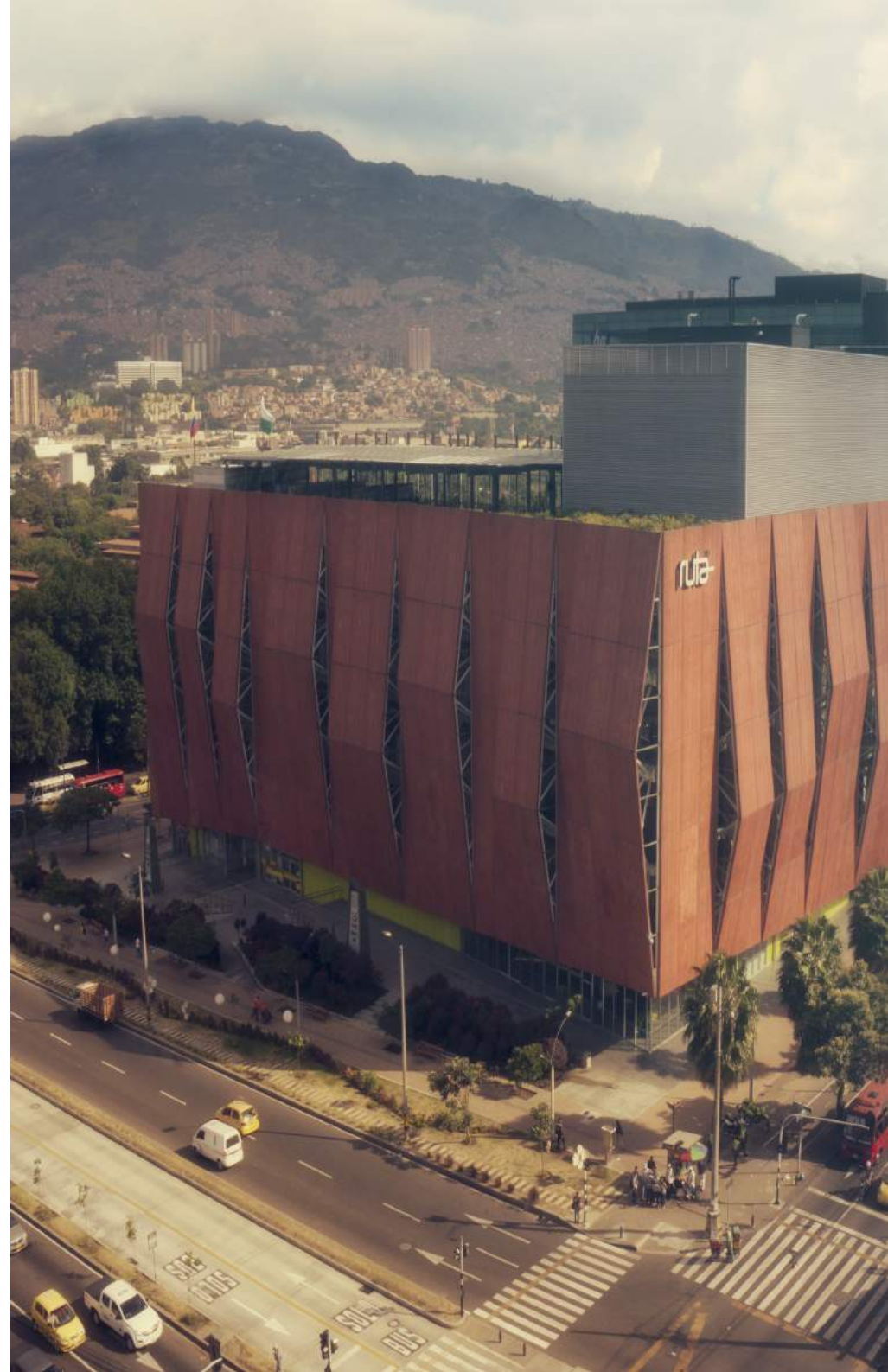
# LANDING PROGRAM

Starts in 2012.

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.



# ESPACIOS N

ESPACIOS

N

COWORKING  
PARA EL  
COWORKING

COWORKING  
SPACES  
NETWORK

22 associated  
coworking spaces to  
get the benefits of  
RutaN spaces in  
whole city.

6,38%  
ENT LANDING  
CUPATION

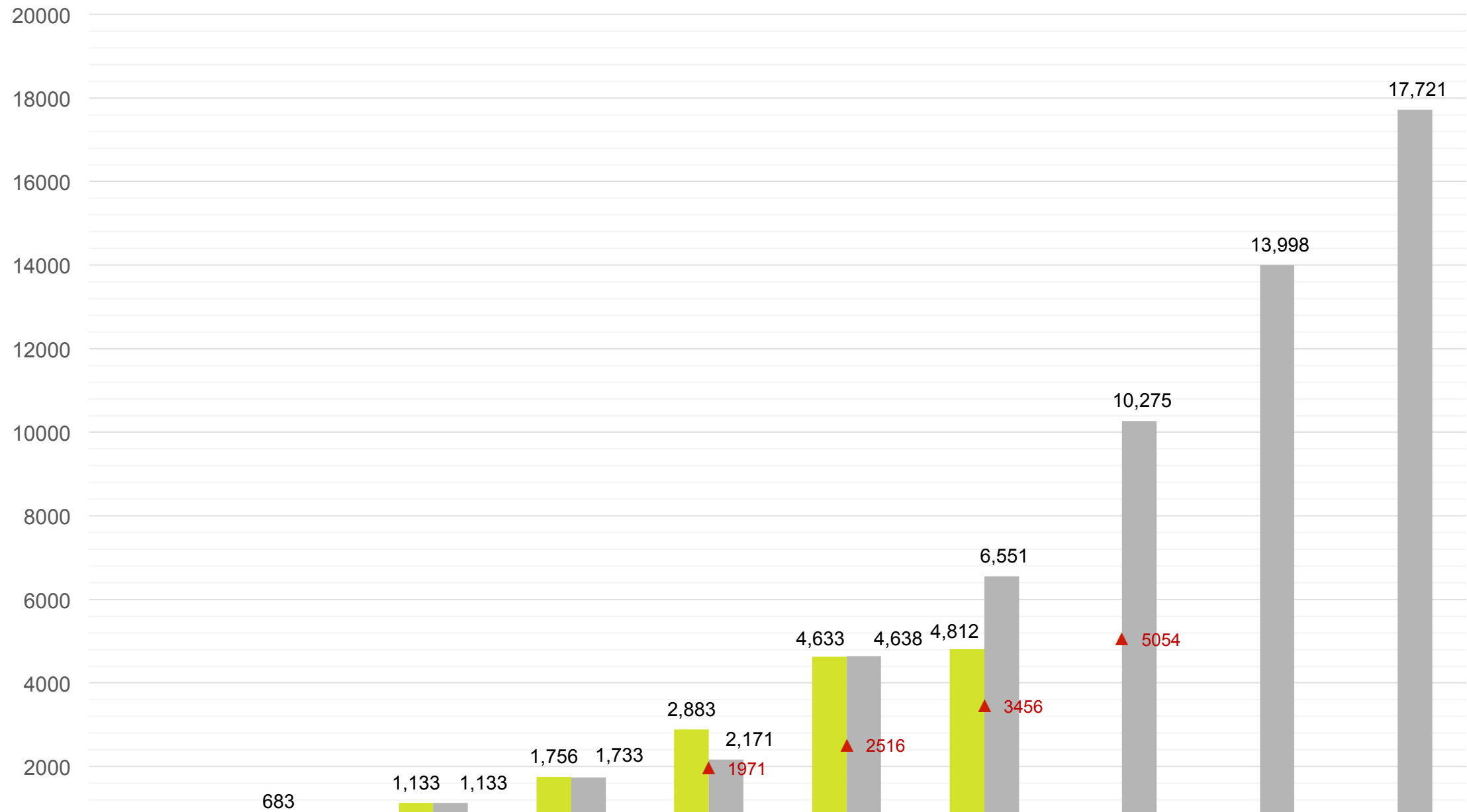


70  
COMPANIES  
LOCATED IN  
RUTAN COMP

70%  
OF COMPAN  
START THE  
OPERATIONS  
LANDING PRO

# EMPLOYMENT GOALS

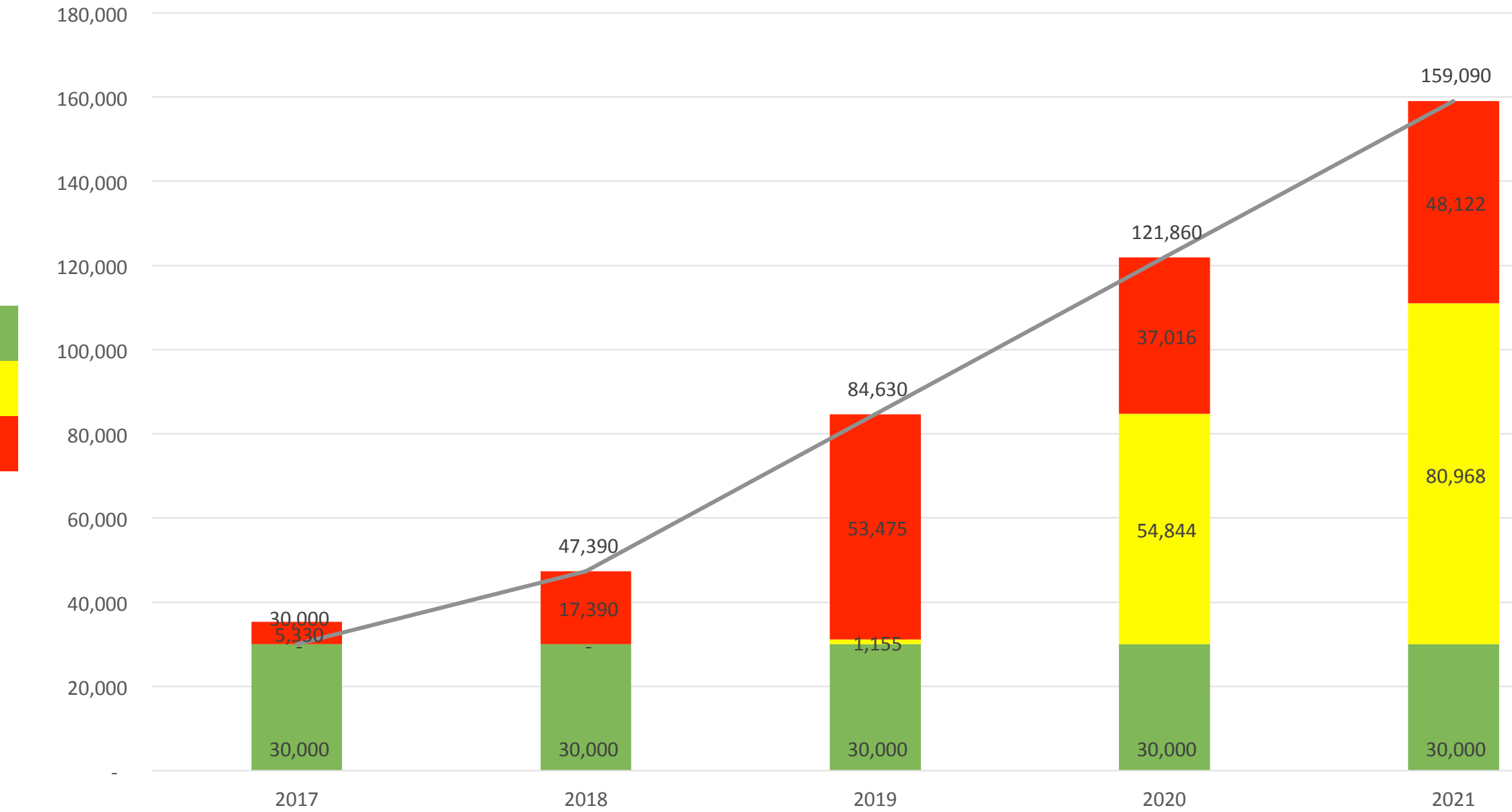
GOAL FOR 2018: 940 (Concerted with the City administration)



# DEMAND FORECAST (IN M2) FOR ENTERPRISE SEATING

EACH SEAT USES 10M2 APROX. THE  
WILL AN ADDITIONAL DEMAND OF 129.0  
M2 FOR 20

MAND FORESCAST IN M2 FOR OFFICCES





A man wearing a brown fedora and a blue and white patterned shirt is sitting at a counter, looking down at a tablet. He is wearing glasses and has a mustache. The background is a blurred cafe interior with a sign that says "assorted Berry Tarts".

SMART  
CAPITAL

ENTREPRENEUR  
AND INVESTMENT

2018



# SMART CAPITAL

ANGEL INVESTORS NETWORK

We connect national  
and international  
investors with start-ups

i n v e s t i c i ó n q u e c o n e c t a



David Osorio  
Arboleda

Jessica Mercedes

Elisabet G

Marcelo



A man in a dark jacket and jeans walks down a long, brightly lit office hallway. The hallway has a polished floor and modern lighting fixtures on the ceiling. The image is used as a background for the text overlay.

# RUTA N CAPITAL PROG

RutaN loan with  
non refundable  
option

Bank loan with interest  
rate for start-ups



# SMART CAPITAL SUMMIT

Joining start-ups  
and investors



Experienced  
speakers

# SMART CAPITAL SUMMIT

## Dialogues





# SMART CAPITAL SUMMIT

Workshops for  
start-ups &  
investors.

## 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)





# SMART

start-up pitches

# CAPITAL

i n v e r s i ó n u e





# SMART CAPITAL SUMMIT

Doing business







SMART CAPITAL SUMMIT

Networking




A photograph of two men in dark suits and ties, smiling and engaged in conversation. The man on the left has dark, wavy hair and is wearing a pink patterned tie. The man on the right has grey hair and a goatee, and is wearing a purple patterned tie. They are standing in a large, dimly lit room with other people and tables visible in the background. The text 'SMART CAPITAL SUMMIT' is overlaid in the top right corner.

SMART CAPITAL SUMMIT

Institutional  
support

FEDERICO GUTIÉRREZ, MAYOR OF MEDELLÍN AND  
KEVIN WHITAKER, USA AMBASSADOR IN COLOMBIA



A close-up photograph of two women with blonde hair, both smiling. The woman on the left is in profile, looking towards the right. The woman on the right is wearing glasses and looking towards the camera. The image is darkened, with the text overlaid at the bottom.

For us each \$1 public investment  
means \$20 private investment in



# SMART CAPITAL NETWORK

## 20 MEMBERS

(VCs, Angels, structured debt,  
among others)

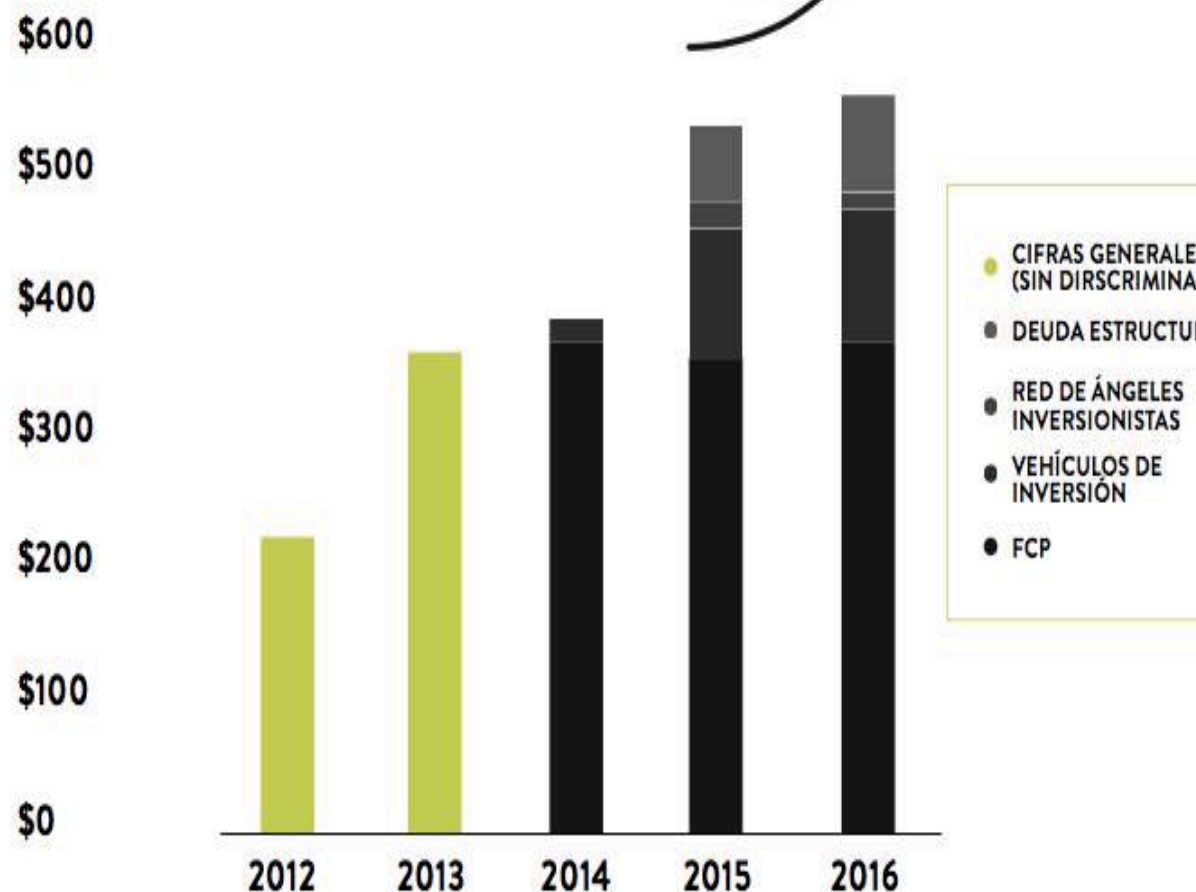
Aims to connect

**\$1.5 BILLION COP**  
**BY 2021**

## 113 COMPANIES

have received investment

## CONNECTED CAPITAL



\* VALUES IN THOUSAND MILLION COP

# BUSINESSES



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*For Ruta N a disruptive project business is one that challenges statuo quo of region.*

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

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

*In some cases, Ruta N acts as Company Builder in early stages to support the solution.*





# ***DISRUPTIVE BUSSINESSES***

## **Sustainability**

- Financial
- Environmental
- Social

## **Scalability**

- Minimum LATAM market
- Pull out other new business opportu
- Associated roadmap of STI

## **Quality employment**

- High potencial of employment generation

## **Solve regional problems**

- Developing capabilities
- Social inclusion
- Networking between actors

## **Key Enable Technologies used**

Micro and nano electronics	VR y AR
Nanotechnology	Analitics
Industrial biotech.	Fotonics
Advanced materials	Advaced manufacturing tech
Artificial Intelligence	
Internet of Things	

## **Market profile**

- Identified need
- Potential customers with money a purchase desition.

# BUSINESSES



## Projects pipeline

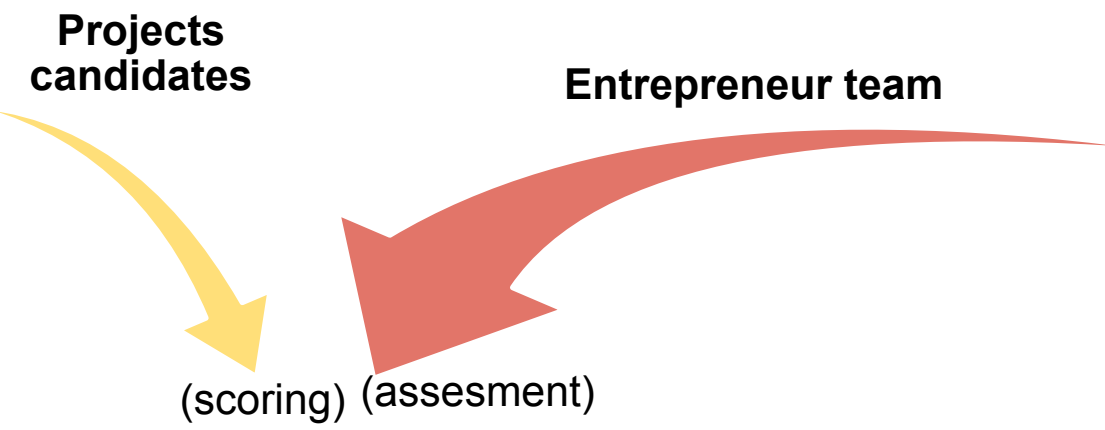
1. Talent Broker (**ict**)
2. Mobility as a Service (**energy, ict & other sectors**)
3. Hemoderivatives (**life sciences**)
4. CDI energía (**energy**).
5. Medellín's ICT Infraestructure for equity (**ict**)
6. Telemedicine and home telecare (**ict & health**).
7. Simulation Based Training (**life sciences, ict & other sectors**)
8. DAPI – AI. (**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?

answer





- Senior entrepreneur
- Junior entrepreneur
- Office, internet, telephony, etc

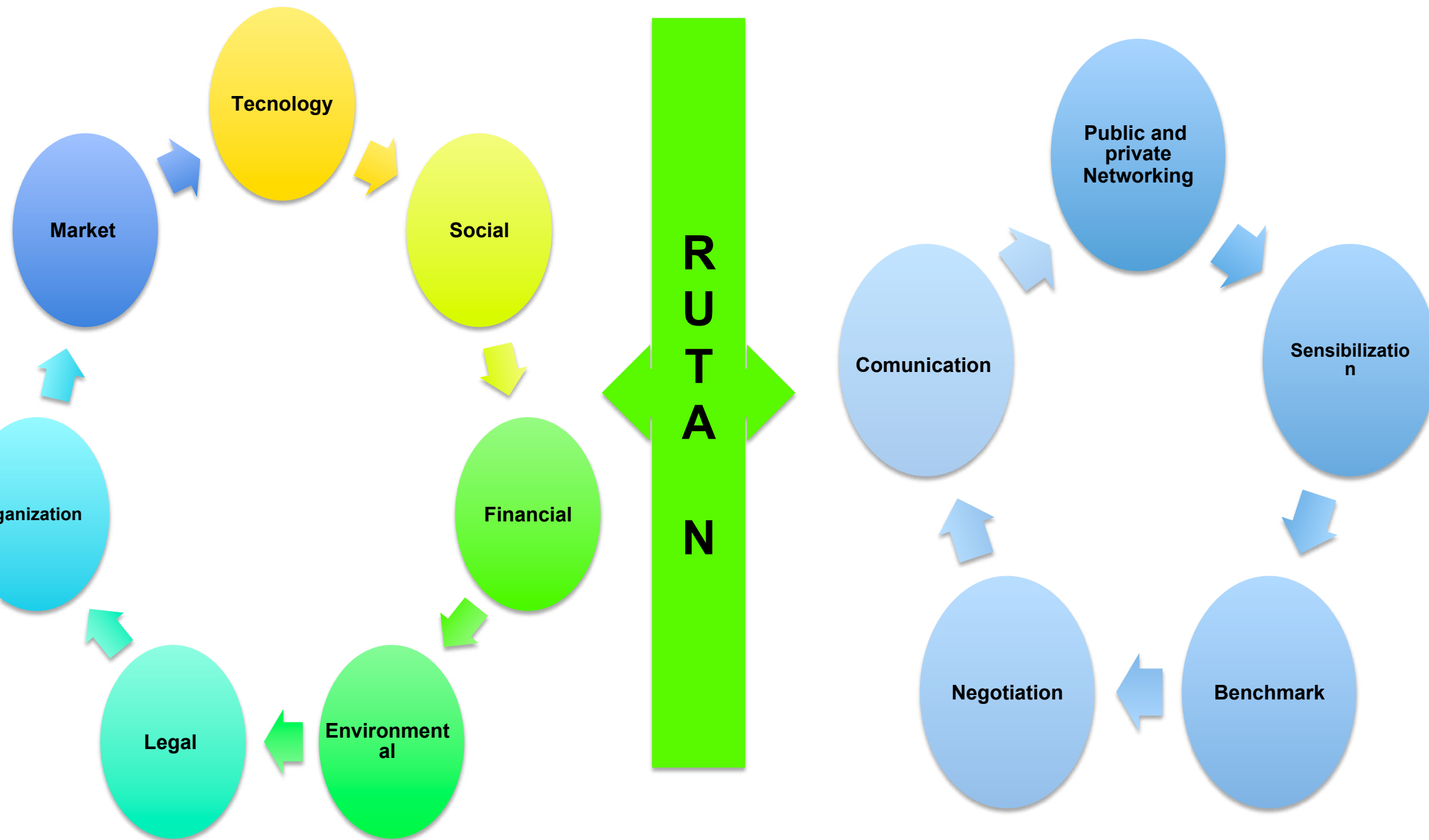
## **RUTAN'S SUPPORT INSTRUMENTS**

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}

# ROLES



They structure the factibility of projects.

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



# THE TEAM



**JORGE  
SUAREZ**



**JORGE  
AREIZA**



**JULIANA  
ZAPATA**



**SEBASTIAN  
DÍEZ**

**proyectosdpp@rutan.co**