



How do we support
innovation?

LANDING PROGRAM

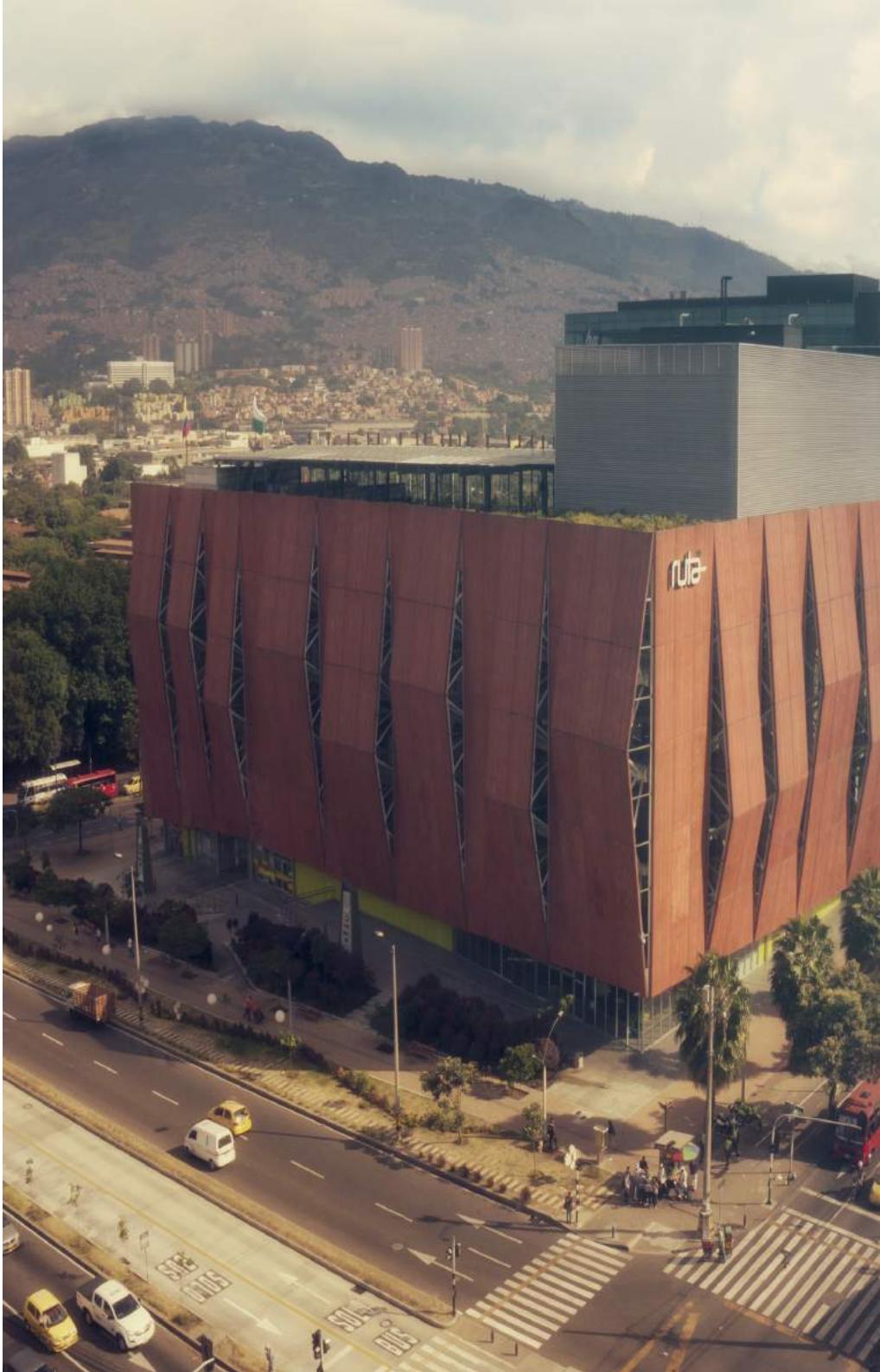
LANDING PROGRAM

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



COWORKING
PARA EL
COGROWING

ESPACIOS N

COWORKING
SPACES
NETWORK

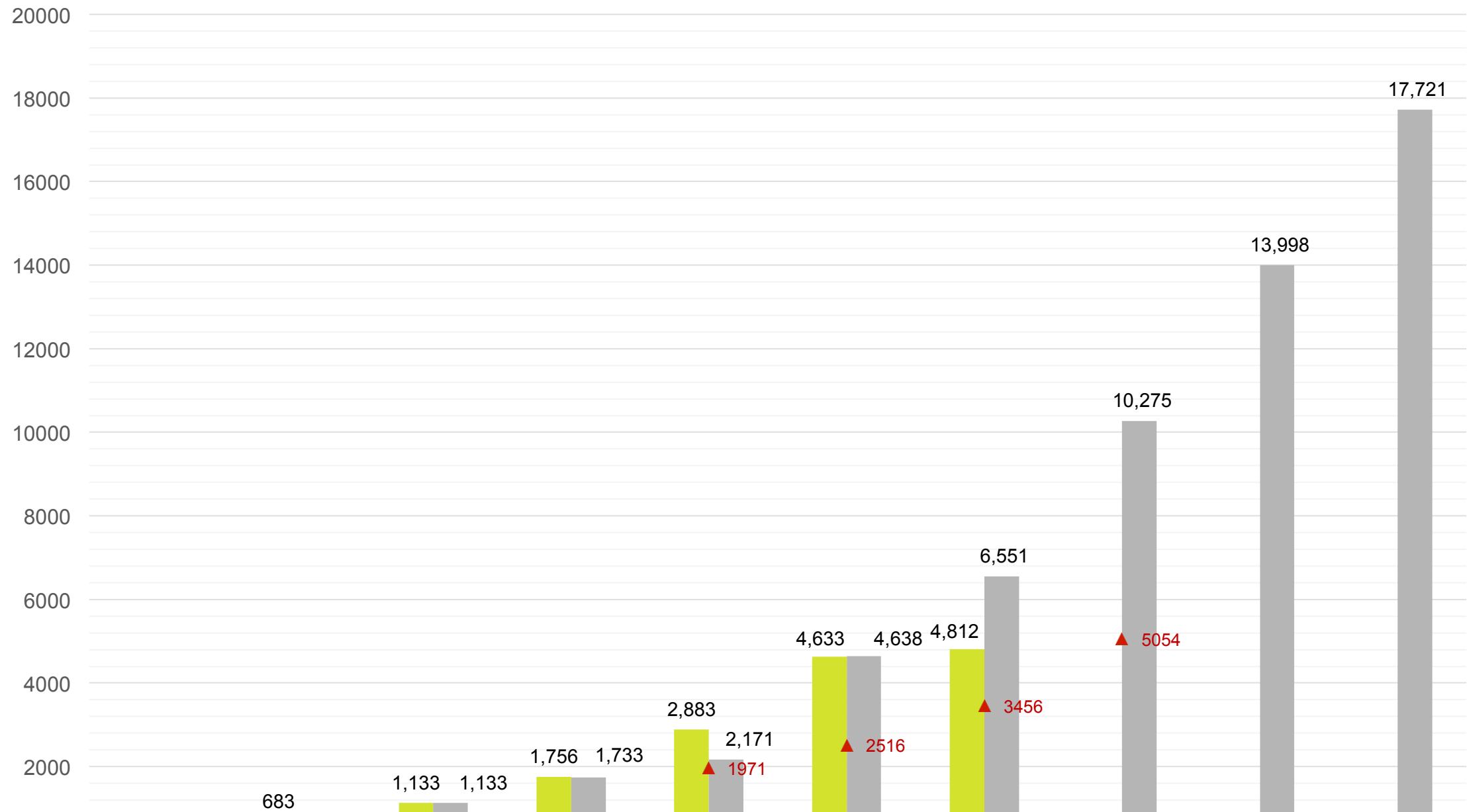
22 associated
coworking spaces to
get the benefits of
RutaN spaces in
whole city.

6,38%
ENT LANDING
CUPATION



IMPLEMENTATION GOALS

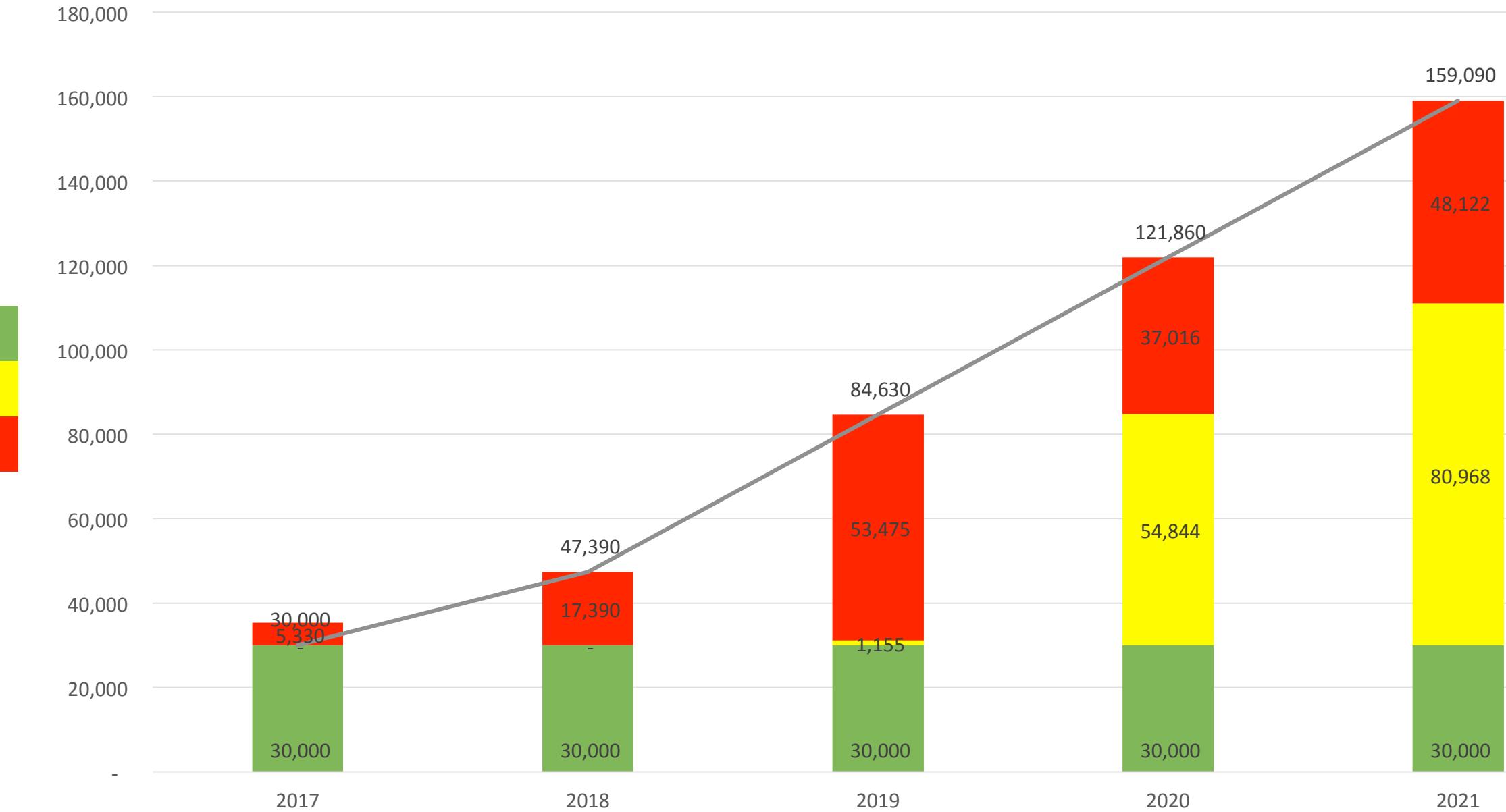
GOAL FOR 2018:940 (Concerted with the City administration)



FORECAST (IN M2) FOR ENTERPRISE LANDING

MAND FORECAST IN M2 FOR OFFICES

EACH SEAT USES 10M2 APROX. THE
WILL AN ADDITIONAL DEMAND OF 129,000
M2 FOR 2021





SMART
CAPITAL

ENTREPRENEUR
AND INVESTMENT

2018



SMART CAPITAL

ANGEL INVESTORS NET

We connect national
and international
investors with start-ups

inversión que conecta



David Osorio
Arbolesia

Elizabeth So

Marco

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

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)

CAPRIA

Workshops for
start-ups &
investors.





SMART

Start-up pitches

CAPITAL

inversión u e



SMART CAPITAL SUMMIT

Doing business





SMART CAPITAL SUMMIT

Networking

SMART CAPITAL SUMMIT

Institutional
support



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

A dark, moody photograph of two women smiling. The woman on the left is in profile, looking towards the right. The woman on the right is partially visible, wearing glasses and a floral top. Their expressions are joyful and intimate.

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

SMART CAPITAL NETWORK

20 MEMBERS

(VCs, Angels, structured debt,
among others)

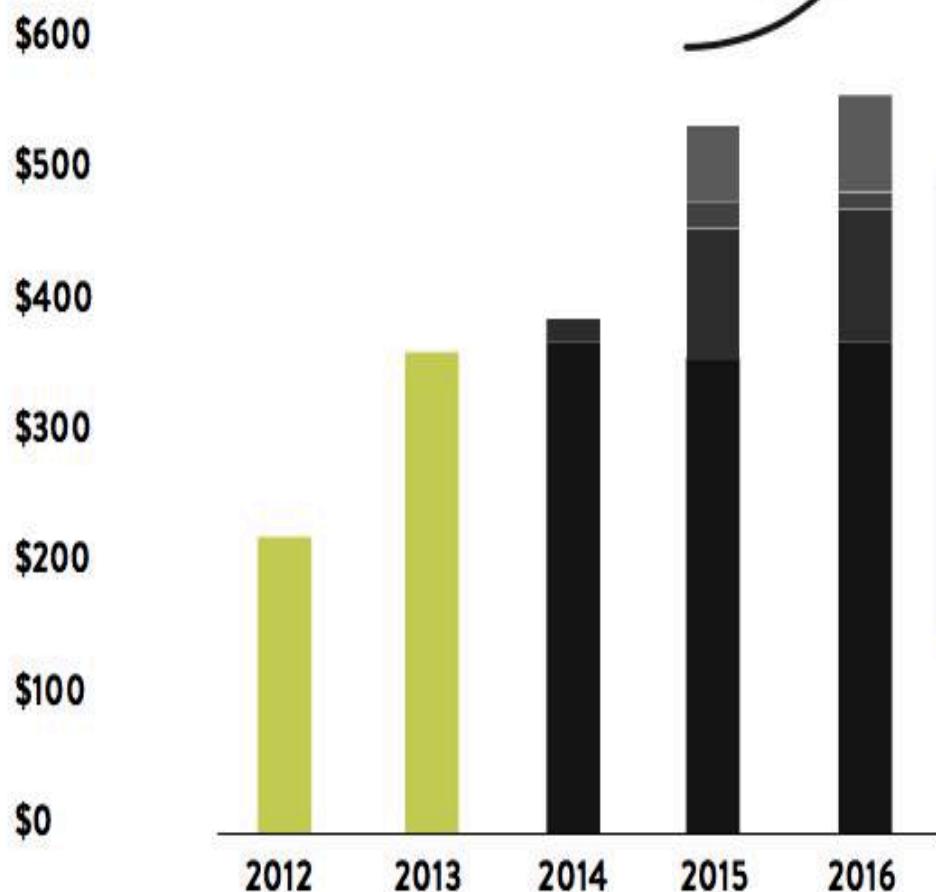
Aims to connect

**\$1.5 BILLION COP
BY 2021**

113 COMPANIES

have received investment

CONNECTED CAPITAL



* VALUES IN THOUSAND MILLION COP

- CIFRAS GENERALES (SIN DIRSCRIMINA)
- DEUDA ESTRUCTURADA
- RED DE ÁNGELES INVERSIONISTAS
- VEHÍCULOS DE INVERSIÓN
- FCP

BUSINESSES



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

That kind of projects need innovative 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 BUSSINESES

Sustainability

- Financial
- Environmental
- Social

Quality employment

- High potencial of employment generation

Key Enable Technologies used

- Micro and nano electronics
- Nanotechnology
- Industrial biotech.
- Advanced materials
- Artificial Intelligence
- Internet of Things

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 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. Medellin'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](#))

A close-up photograph of a family of four. A man with short dark hair and a woman with long dark hair and a pink headband are smiling and hugging. They are holding two young girls: a girl in a white patterned top and a girl in a yellow top. The background is a soft-focus outdoor scene with blue and green tones.

How we do?

answer

Projects
candidates

Entrepreneur team

(scoring) (assessment)



Entrepreneur team



Disruptive

Ruta N's support

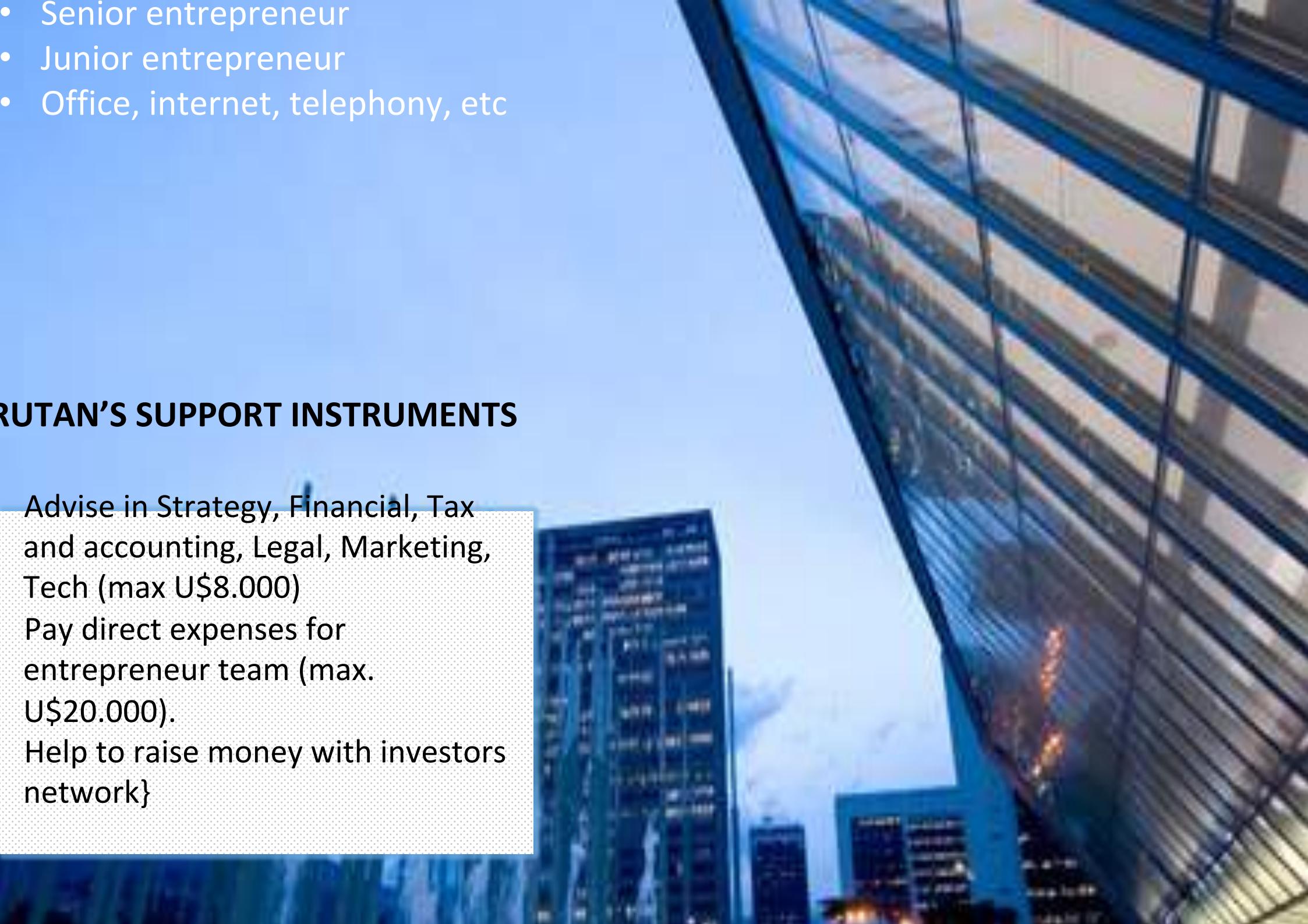
- Senior entrepreneur
- Junior entrepreneur
- Office, internet, telephony, etc

RUTAN'S SUPPORT INSTRUMENTS

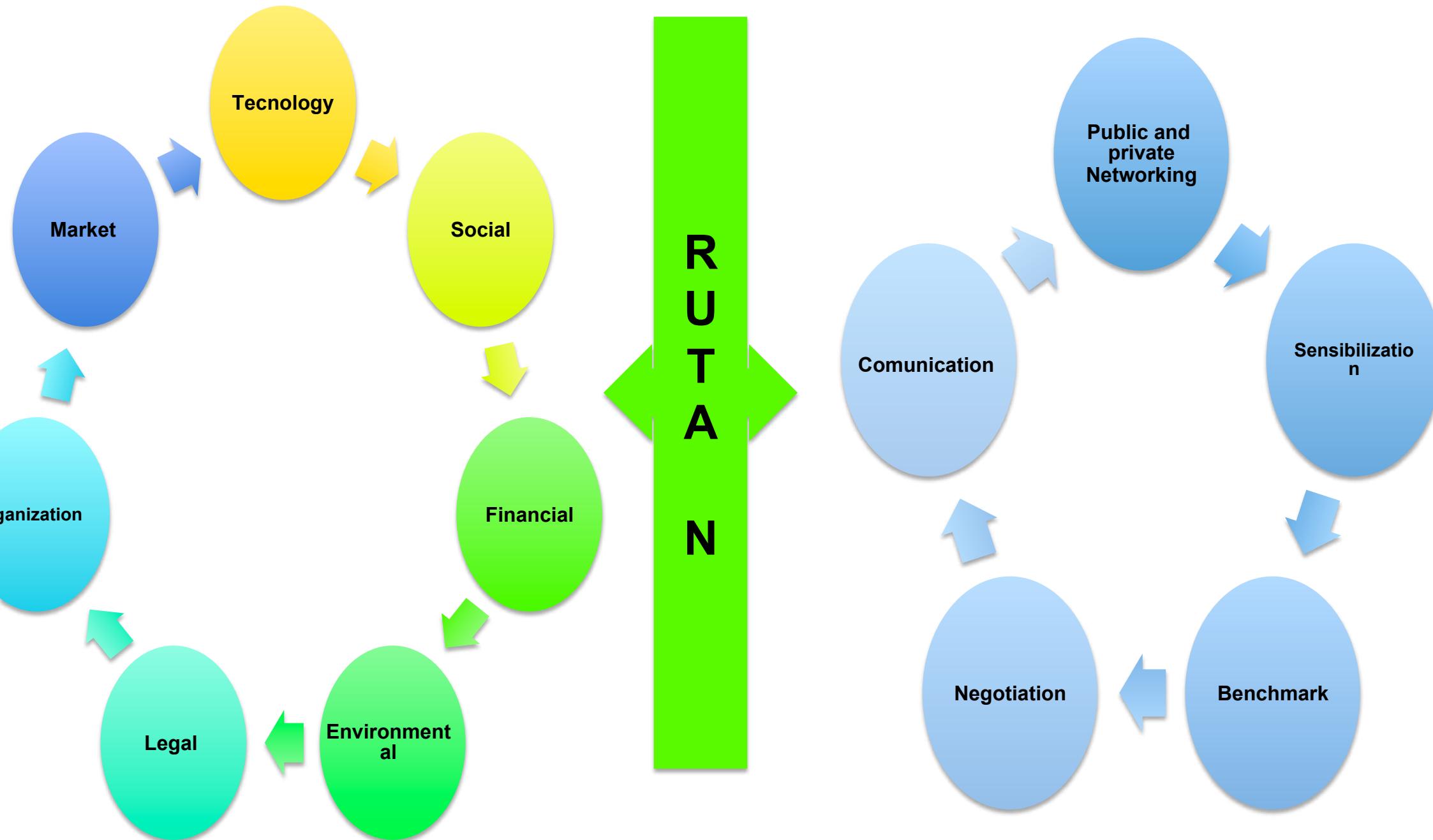
Advise in Strategy, Financial, Tax and accounting, Legal, Marketing, Tech (max U\$8.000)

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 right role can be used to build the project.

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

THE TEAM



**JORGE
SUAREZ**



**JORGE
AREIZA**



**JULIANA
ZAPATA**



**SEBASTIÁN
DÍEZ**

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