

Adding value to your company

What clients say about us:

“the information [in the market assessment] strengthened our project from the business concept through to the market launch, and was indispensable”

“I gained international recognition . . . So I am very happy, I mention this because your contribution was invaluable, a very good job on the studies.”

“The study validated our understanding of the market and helped establish the necessary groundwork for new projects”

Advantages

- ✦ Uncover market opportunities for new enterprises in different markets and/or countries of interest.
- ✦ Expert counsel on focusing business strategies and identifying markets with the potential for R&D (research and development).
- ✦ Identify international business partners and provide guidance on business plans to help obtain funding.
- ✦ Business strengthening, through intellectual property protection strategies, for knowledge based companies.

Relevant Solutions

- **Market and Innovation Studies:** Studies conducted to different depth levels, to determine market opportunities for innovation, to guide business strategies, find initial partners, and product development.
- **Business Plans and Financing:** *Business Plans* to create marketing strategies and raise financing funds.
- **Intellectual Property:** Evaluation of patentability and recommendations on strategies to protect intellectual property, as an integral part of the Market and Innovation Studies and Business Plans and Financing.

Financing Avenues

- InnovaChile from CORFO: Capital Semilla (Seed Capital) and Empaquetamiento Tecnológico (Technology Development), among others
- Angel investors and venture capital networks

Experience

Helped clients obtain more than **\$ 6 million dollars** in funding.

Frequent collaboration with **business incubators and investment networks:** IncubaUC, 3ie, Innova-USACH, Ángeles DICTUC, among others.

Created and evaluated **over 300 business plans**

Strengthened around **40 ventures** that have won InnovaChile funding, providing expert assessments that include Market Studies (*Market Profile*), Business Plans, Market Validation and Partner/Client Prospecting.

Developed more than **80 qualified leads** for our clients, from a large database of contacts in Chile and around the world.

Project Examples

- Diverse studies for companies in the **agrofood** industry, analyzing markets and identifying interested parties in **Chile and Europe**.
- *Go To Market* study for an **information technology** company, analyzing the possibility of expanding the business to Latin America.
- Market Study and Business Plan developed for multiple university start-ups in the area of **biotechnology**, focusing on **European and Chilean markets**.