

Innóvate^{Perú}

STARTUP^{PERÚ}

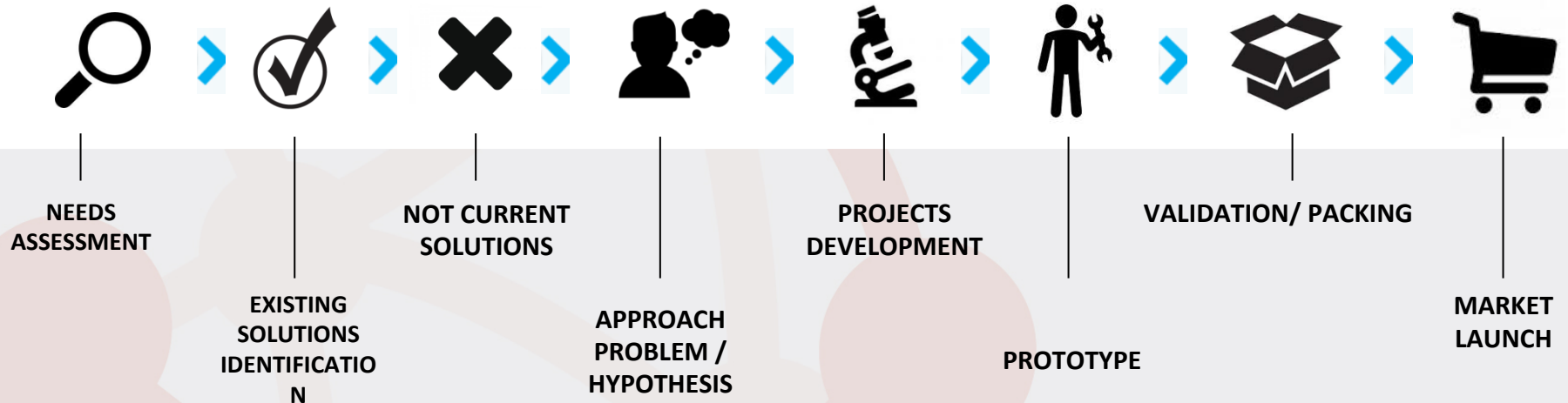
Oct 2014



PERÚ

Ministerio
de la Producción

PHASES OF INNOVATION IN BUSINESS



PHASES OF INNOVATION IN BUSINESS



1. INNOVATION PROJECTS
2. HIGH IMPACT INNOVATION
3. STARTUP PERÚ

1. PATENT SERVICE
2. VALIDATION AND PACKING

1. STRENGTHENING EXTENSIONISM CENTERS
2. LABORATORY ACCREDITATION
3. STRENGTHENING TECHNOLOGICAL DIFFUSION CAPABILITIES
4. SME's TECHNOLOGICAL TRANSFER PROJECTS
5. QUALITY IMPROVEMENT
6. TECHNOLOGIC UPGRADE

1. MISSIONS AND INTERNSHIPS
2. TECHNOLOGICAL INNOVATION AGENDAS
3. SURVEILLANCE TECHNOLOGY SERVICES
4. MARKET RESEARCH FOR INNOVATION
5. MANAGEMENT SYSTEMS OF INNOVATION

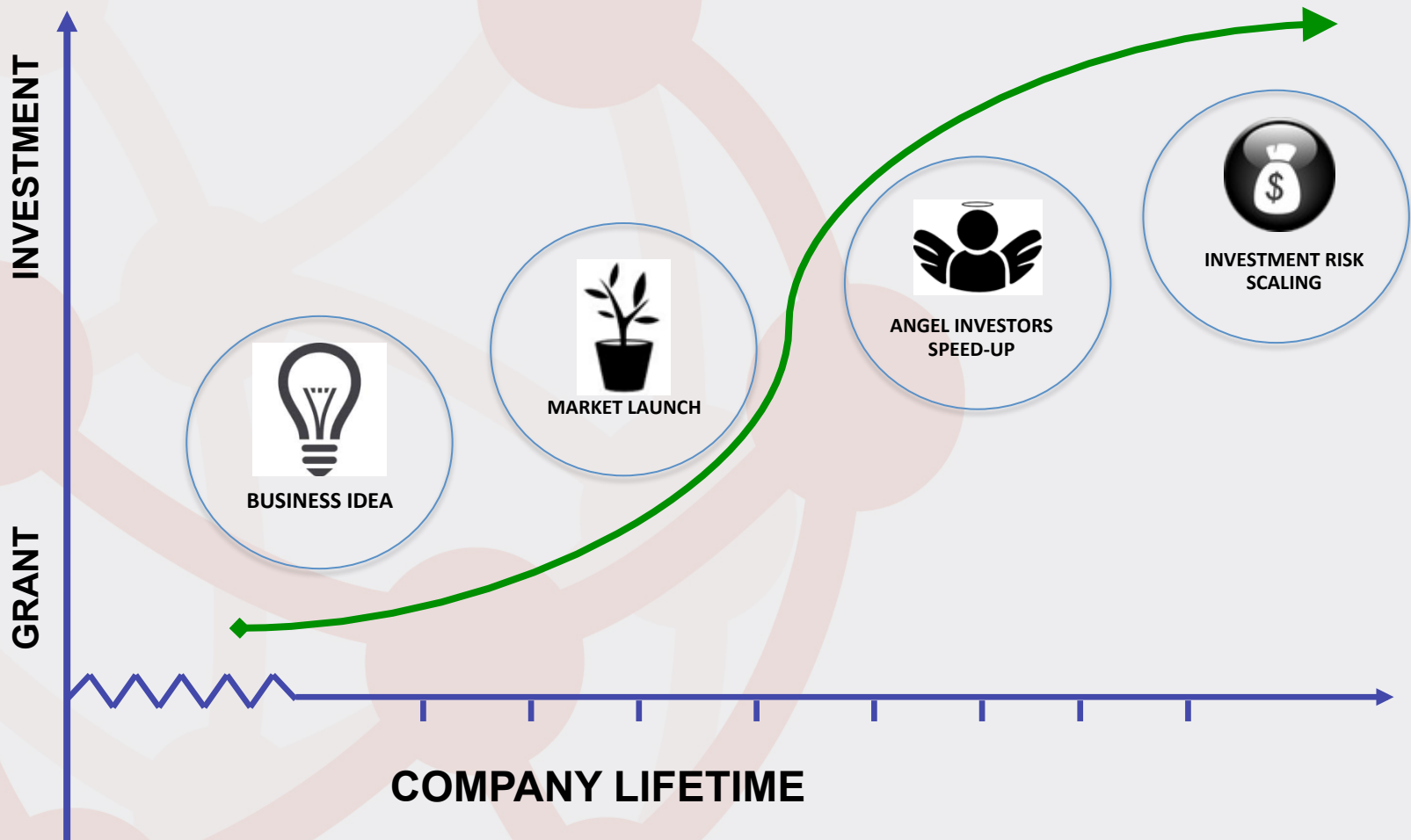


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Is an initiative of the Peruvian Government that aims to promote the emergence and consolidation of new Peruvian companies that offer innovative products and services with high technological content, projection to international markets and involving the generation of quality jobs.

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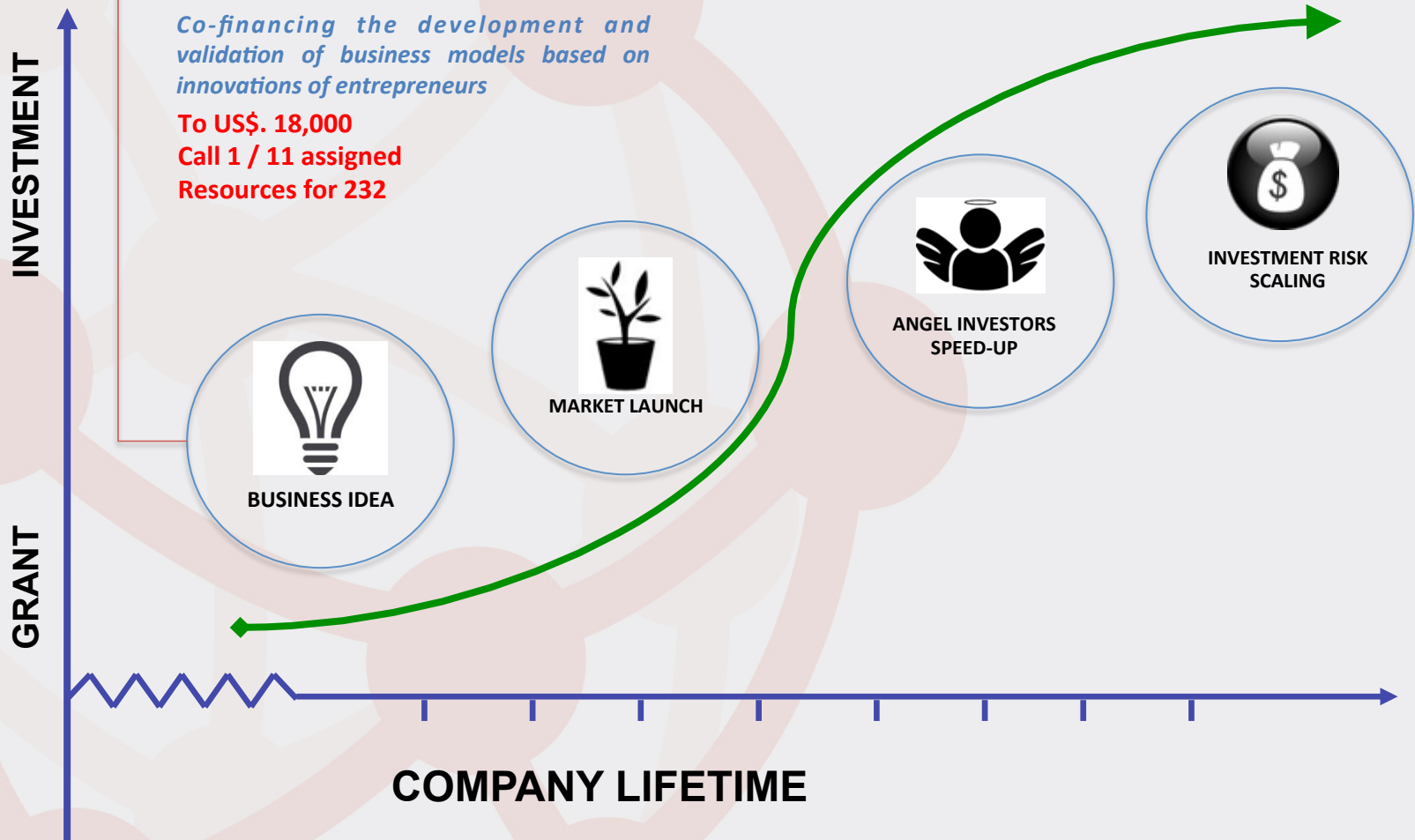
→ INNOVATIVE ENTREPRENEUR

Co-financing the development and validation of business models based on innovations of entrepreneurs

To US\$. 18,000

Call 1 / 11 assigned

Resources for 232



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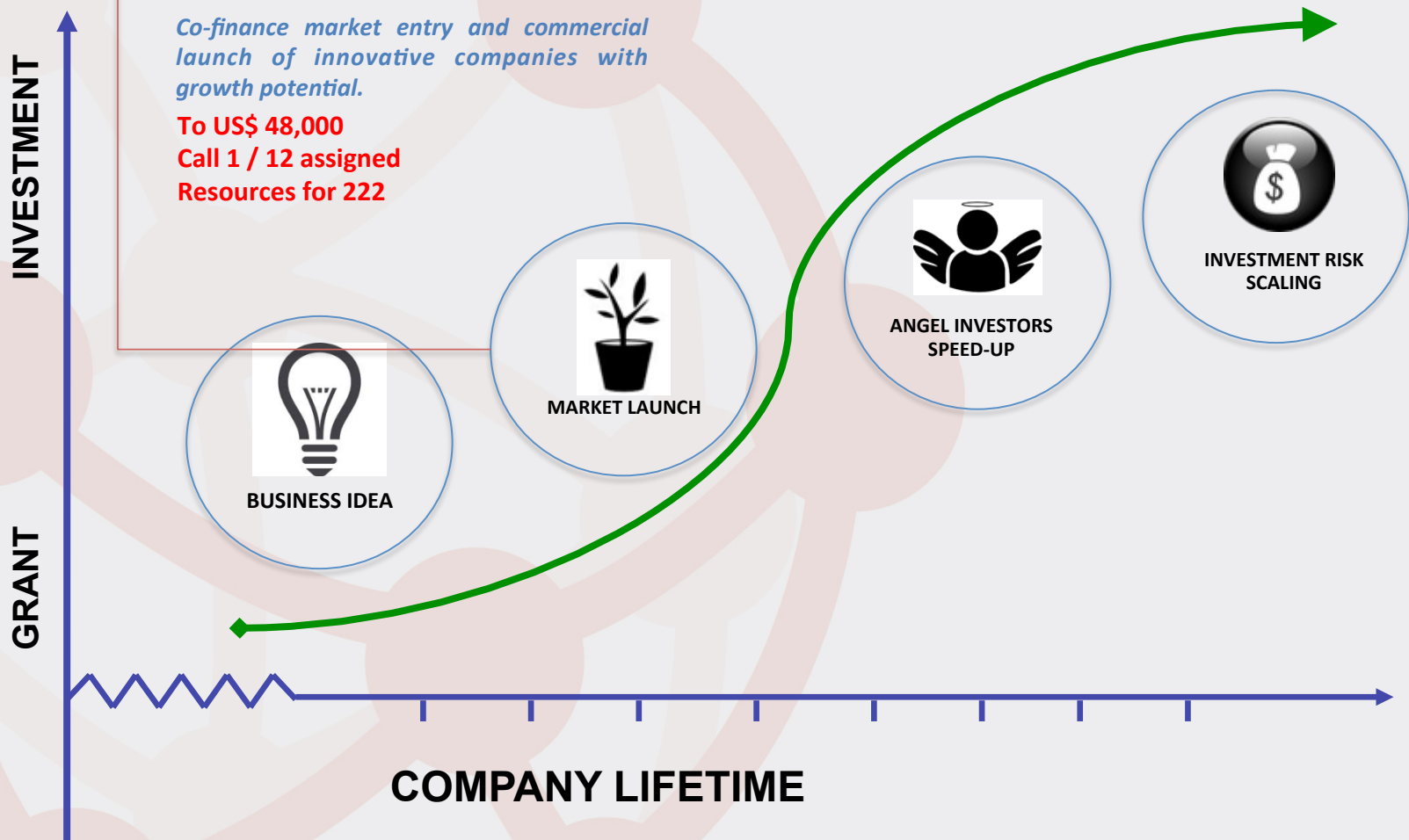
HIGH IMPACT START-UP

Co-finance market entry and commercial launch of innovative companies with growth potential.

To US\$ 48,000

Call 1 / 12 assigned

Resources for 222



Two modes of competition:

INNOVATIVE ENTREPRENEUR

- INDIVIDUALS WITHOUT BUSINESS
- TEAMS: 2-5 PERSONS
- HAVE A **BUSINESS IDEA** BASED ON INNOVATIVE PRODUCTS, SERVICES OR FORM OF MARKETING

HIGH IMPACT START-UP

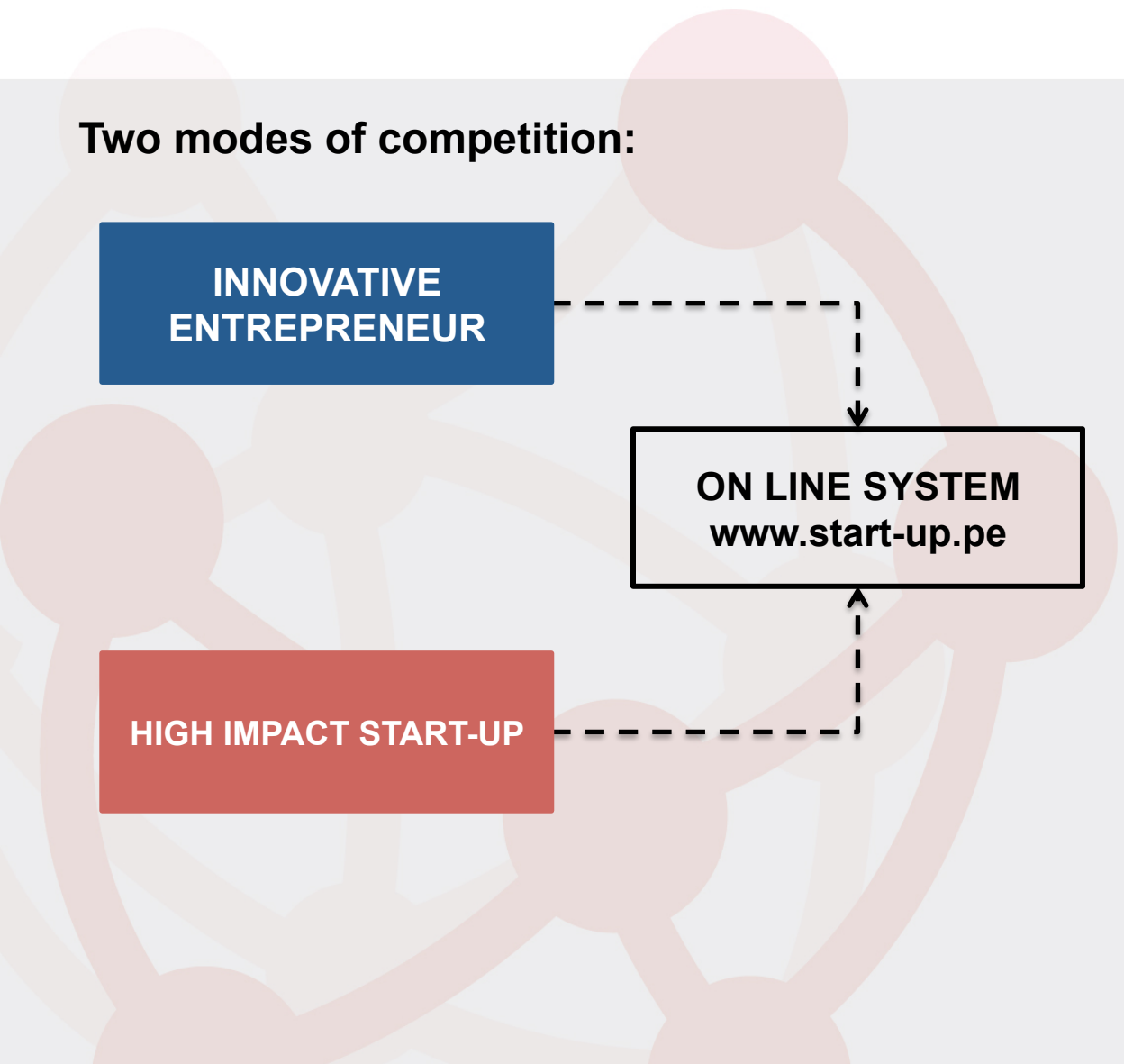
- PRIVATE COMPANIES WITH MAXIMUM 5 YEARS OLD.
- THE COMPANY SHOULD HAVE HAD BUSINESS OR PREPARING FOR MARKETING RESPECT TO THE PRODUCT, SERVICE OR MARKETING FORM WANTING TO BE PRESENTED.

Two modes of competition:

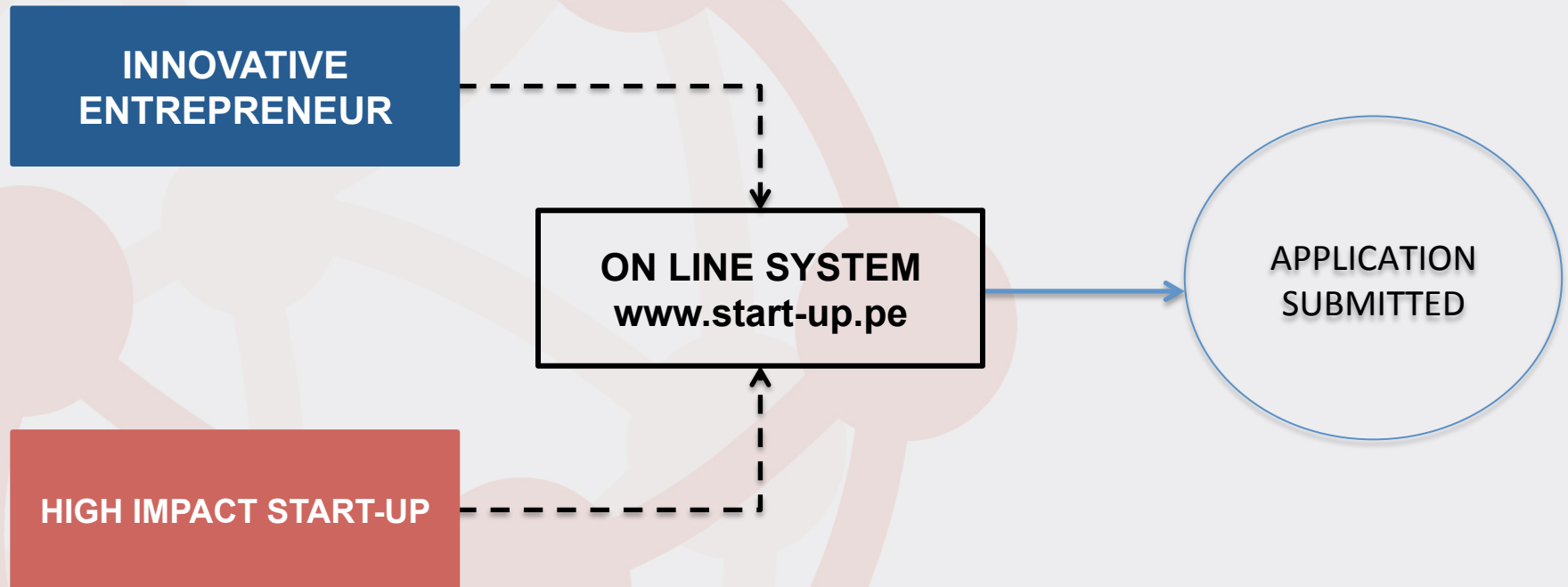
**INNOVATIVE
ENTREPRENEUR**

ON LINE SYSTEM
www.start-up.pe

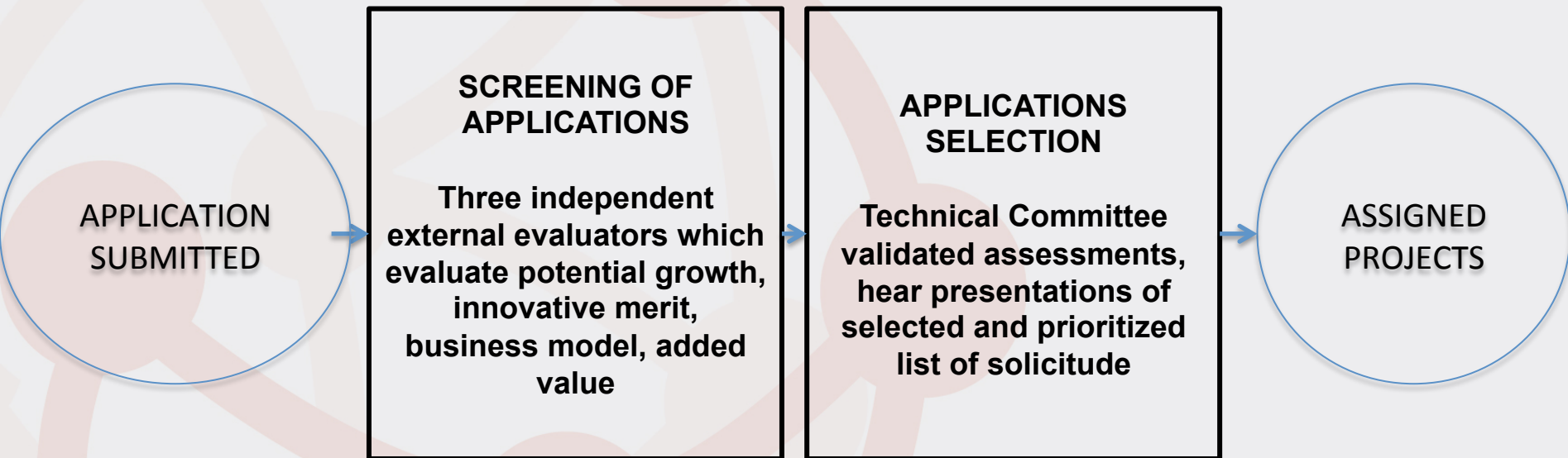
HIGH IMPACT START-UP



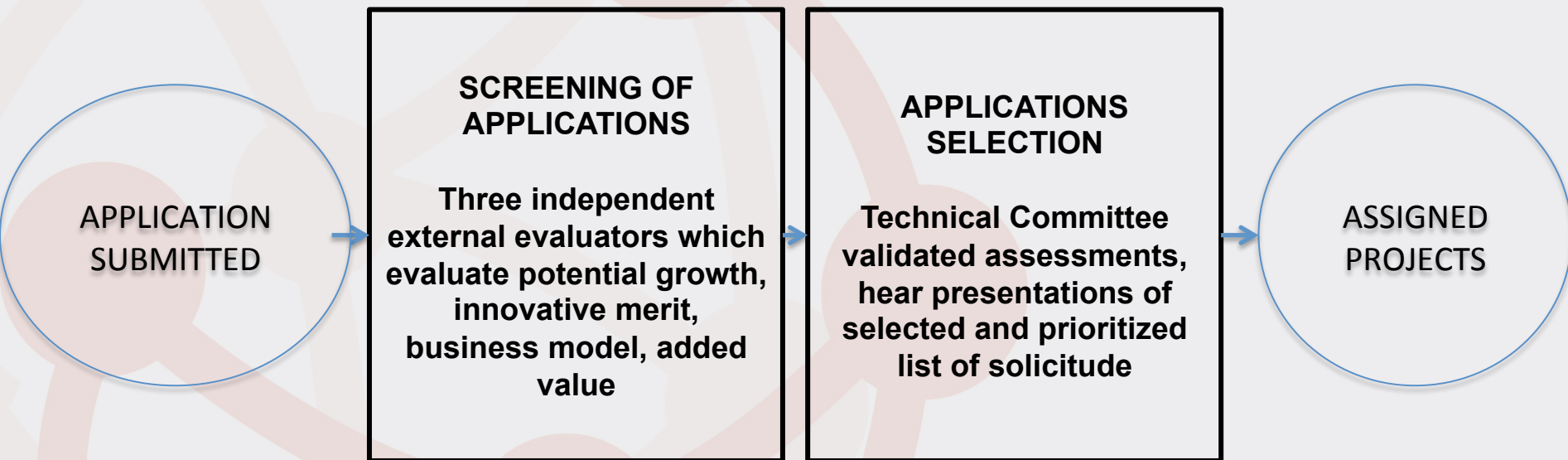
Two modes of competition:



Evaluation Process:



Evaluation Process:



younoodle

1st Call:

2,421
applications



510
projects



50
projects



23
projects

Project Implementation:



ASSIGNED
PROJECTS

Project Implementation:

ASSIGNED
PROJECTS



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graph LR; A((ASSIGNED PROJECTS)) --> B[Receive up to US$ 18,000, which represent the 70% of the Project (maximun). INNOVATIVE ENTREPRENEUR  
Receive up to US$ 48,000, which represent the 70% of the Project (maximun). DINAMIC AND HIGH IMPACT VENTURES];
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- Receive up to US\$ 18,000, which represent the 70% of the Project (maximun). **INNOVATIVE ENTREPRENEUR**
- Receive up to US\$ 48,000, which represent the 70% of the Project (maximun). **DINAMIC AND HIGH IMPACT VENTURES**

What could be financed with the money:

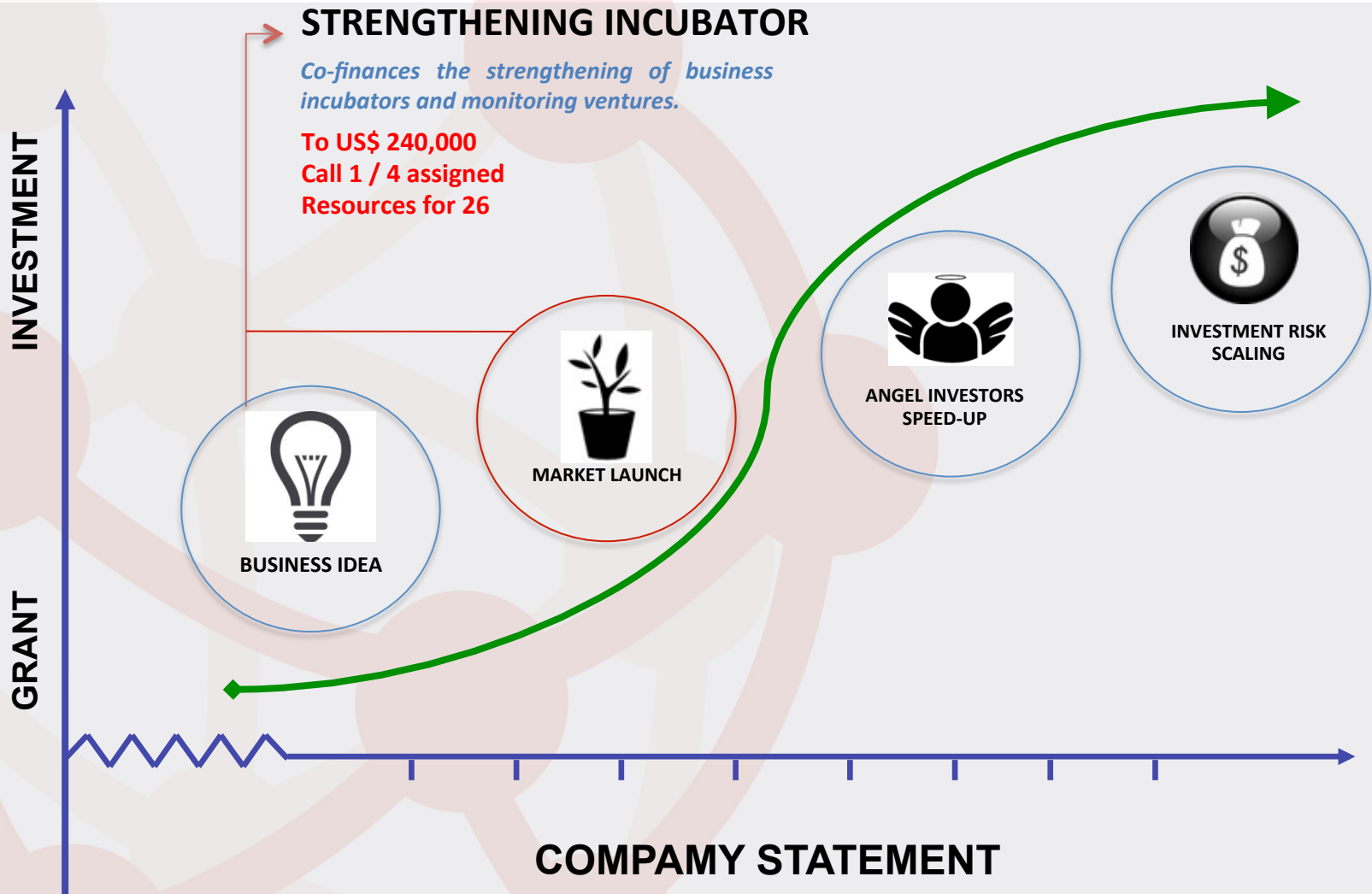
- **Consulting, consultancy, specialized services for business modeling**
- **Market research, focus groups and other studies to validate the business model**
- **Prototyping and development scale model, simulations and other**
- **Validation and testing of prototypes**
- **Business or networking events or participation in programs incubation / acceleration business abroad**
- **Fees and incentives for Entrepreneurial Team**
- **Materials and supplies for the project activities**
- **Expenses IP**

Project Implementation:



Project Implementation:





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- EUROBIOMED
- Universidad de Concepción



- Singularity University
- Harvard School of Engineering and Applied Sciences
- Sausalito Ventures
- Massachusetts Institute of Technology - Science and Technology Initiatives



- Corporación Incubadora de Empresas de Base Tecnológica de Antioquía - CREAME
- Universidad Técnica Federico Santa María - Instituto Internacional para la Innovación Empresarial
- Lead To Change S.L.
- Fundación Comunitat Valenciana Ciudad Politécnica de Innovación



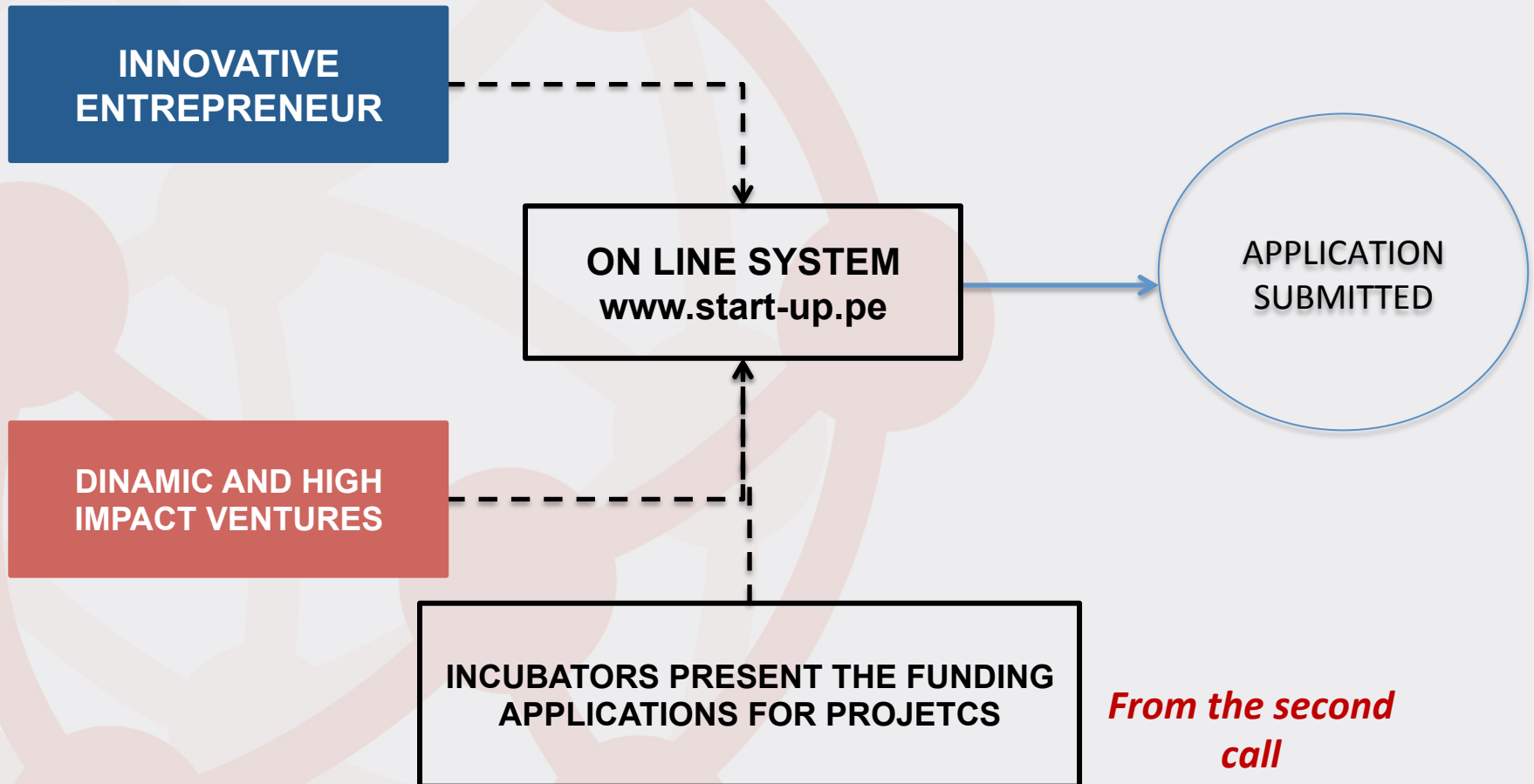
- PONTIFICIA UNIVERSIDAD CATÓLICA DE VALPARÍSO, Chile
- VARELA CONSULTING, Estados Unidos

What does the incubators offer?:

- **Support in the development and implementation of the business plan.**
- **Development of corporate image.**
- **Participation Support and support for international events and competitions.**
- **Accessible to physical office space**
- **Consultancy specializing in intellectual property, legal, business and accounting advice.**
- **Accounting service enterprise.**
- **Opportunity to access the co-incubation service with nets**
- **Support and guidance in negotiation.**
- **Identification of specialized venture capital**
- **Institutional support.**

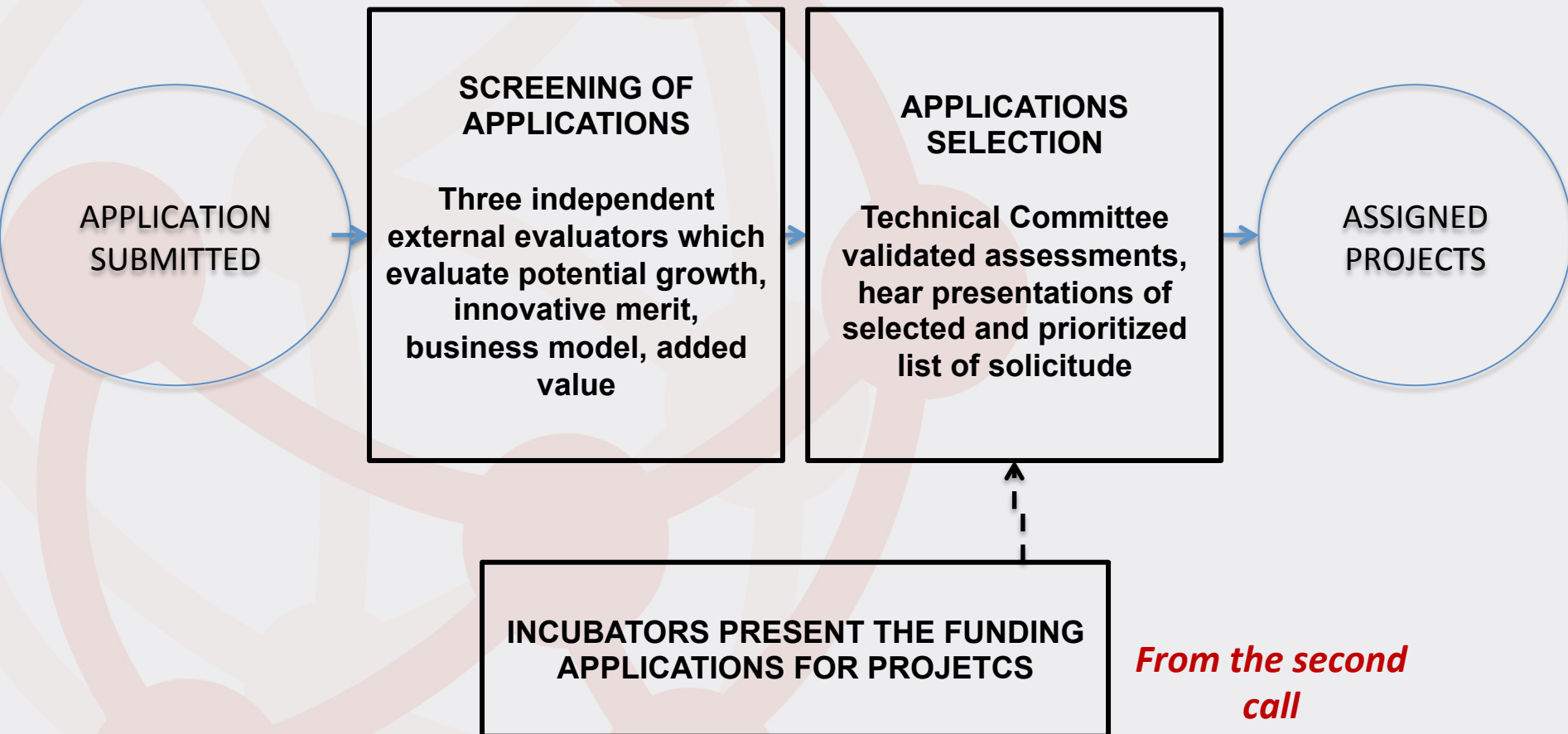
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Two modes of competition:



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Evaluation Process:



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It raises the sustainable production and export of silver Arawana as a mechanism for generating employment and improving productivity of Peruvian amazonic aquaculture.

Total Budget: US\$ 24,200

Innóvate Perú: US\$ 17,000



Intelligent Portal for e-commerce (B2C) specializes in pregnancy and babies.

Total Budget: US\$ 27,300

Innóvate Perú: US\$ 17,500

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Manufacture and sale of clean energy kits that integrates 6 modules: Turbine or Wind Turbine; Panel or Photovoltaic Module; Deep Cycle Batteries; Power Inverter; Driver and LED lighting.

Total Budget:	US\$ 24,500
Innovate Perú:	US\$ 17,150



Web platform that reach to the target customers the last minute offers made by merchants who seek to maximize their capacity, and to avoid losses or opportunity costs.

Total Budget:	US\$ 26,980
Innovate Perú:	US\$ 17,500

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Platform for online psychological consulting, through a friendly and interactive online platform, it is offered different communication mechanisms: video call, email, chat, phone calls or other.

Total Budget:	US\$ 25,880
Innóvate Perú:	US\$ 17,526



Platform for online learning, with the aim to define online education, ie: The New Educational Standard that will allow people to learn more and faster. FractalUp assists your search in learning, with a unique step-by-step way adapted and relevant results.

Total Budget:	US\$ 25,190
Innóvate Perú:	US\$ 17,540

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Mobile application which allows sending alerts through smartphones with internet, to a contact center that assigned ambulance to decentralized effectively and efficiently.

Total Budget:	US\$ 27,650
Innóvate Perú:	US\$ 17,190



POS Software, able to keep track and record daily sales operations in your business through the use of a tablet with a very low cost.

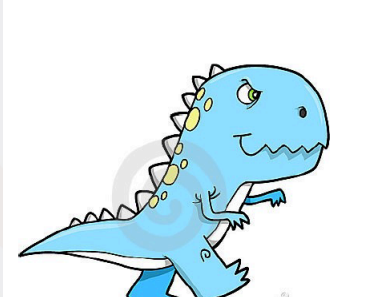
Total Budget:	US\$ 22,450
Innóvate Perú:	US\$ 15,790



Manufacture and sale of porridge made with certified organic ingredients from cultivation, produced under controlled aseptic and hygienic vacuum packaging without the addition of preservatives, coloring or flavoring and exclusive distribution line.

Total Budget:	US\$ 38,700
Innovate Perú:	US\$ 17,540

Rocko Tools



Manufacture and marketing of interactive electronic products with entirely educational and environmentally friendly purposes. The first product is an interactive dump in double version: Robust and low-cost application.

Total Budget:	US\$ 24,560
Innovate Perú:	US\$ 17,190

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The product release is an integrated system Tag chipless direct application in the retail, logistics, industrial and commercial sectors of the Peruvian market to replace the barcode, product identification at a distance, volume and without aligning products with a reader.

Total Budget:	US\$ 52,630
Innóvate Perú:	US\$ 37,193



The project involves the desulfurization process of the solvent 3 which can be used in the food industry to have more power compared degreaser water based degreaser used frequently.

Total Budget:	US\$ 68,772
Innóvate Perú:	US\$ 48,034

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Dipoo (www.mydipoo.com) is a web platform that manages corporate profits HR areas offer their employees.

Total Budget:	US\$ 66,806
Innóvate Perú:	US\$ 47,754



SANAMakina seeks to improve the health of people by changing their eating habits. They installed vending machines with natural and healthy food inside companies, clinics, schools, public institutions, etc.

Total Budget:	US\$ 65,162
Innóvate Perú:	US\$ 45,614

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Web and Mobile Platform that connects people with the same interests allowing users to find group activities to participate in their city and organizers creation, dissemination, management and collection of group events simple, effective and free.

Total Budget:	US\$ 68,672
Innovate Perú:	US\$ 48,070



Traperas (www.lastraperas.com) is a platform that facilitates the buy and sell of clothes and accessories used by people. It's easy, fun, safe and "green", it keeps track of how many resources your purchases will save for the planet and how much money you are contributing directly to other Traperos.

Total Budget:	US\$ 70,547
Innovate Perú:	US\$ 48,070

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Social network and e-commerce platform that empowers artists to exhibit, and sell their original works and reproductions. Connect artists with potential buyers through the platform and social networking, interaction and generating sales.

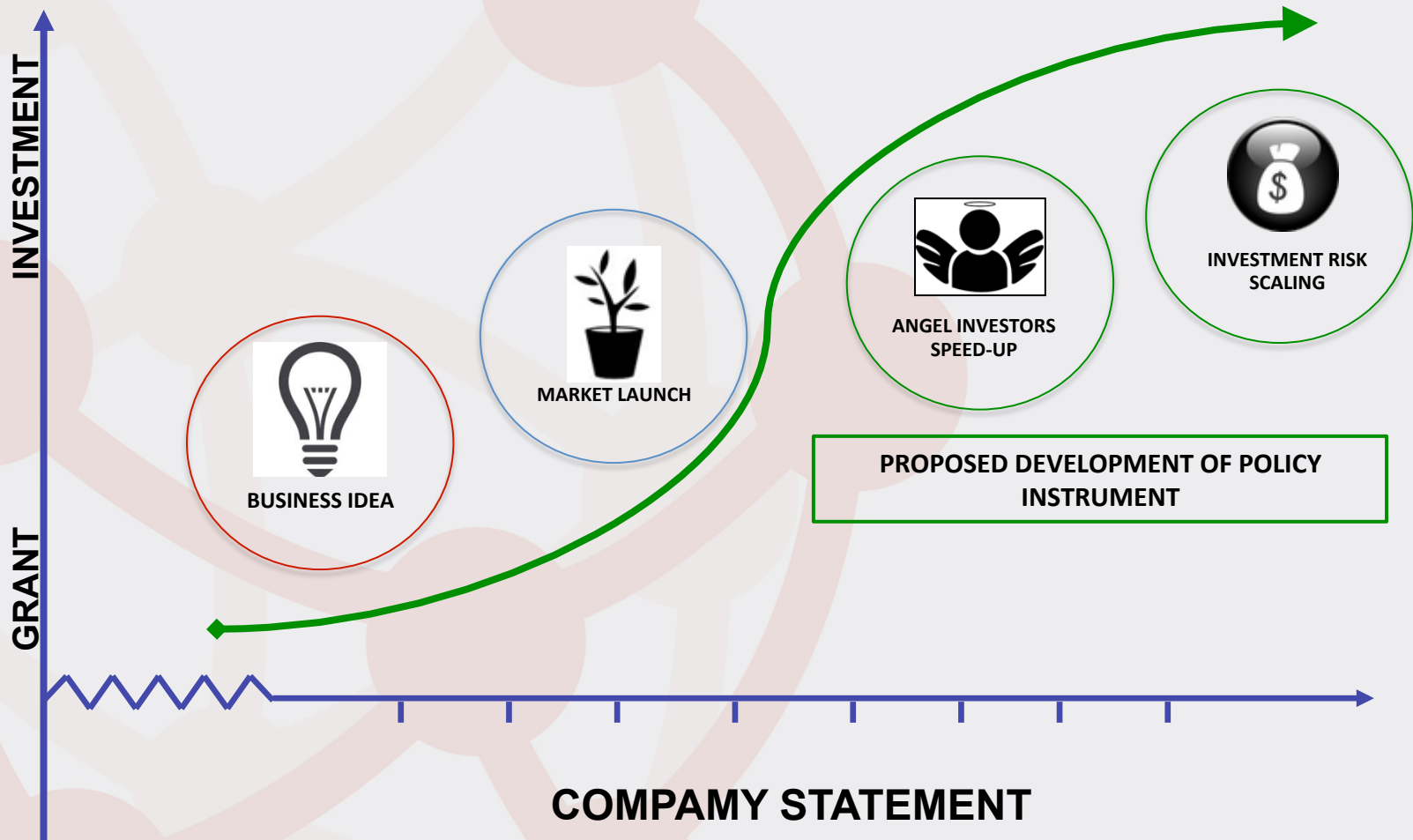
Total Budget:	US\$ 69,123
Innóvate Perú:	US\$ 48,070



Kux is a design project for profitable craft development which contributes to keep alive the magic of the Andean culture. Search repositioning in the market of millennial textile heritage with a modern, fresh and even fun style, always on the parameters approach of trend design.

Total Budget:	US\$ 48,105
Innóvate Perú:	US\$ 29,474

INNOVATIVE ENTREPRENEURSHIP STEPS





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www.innovateperu.pe

www.start-up.pe