



GROWING TOGETHER IN THE AMERICAS

DIGITAL TRANSFORMATION CHALLENGE FOR
INTERNATIONALIZATION



Important announcements



Group Challenge 'Elevator pitch'
Delivery Date: July 15th



We will have our next inspiration session on July 6 with Pepa Pombo, do not miss it



Feedback from the "Operating Model" group challenge is now available on the ConnectAmericas Academy.



In case you have any problems, please contact us at: creciendojuntas@connectamericas.com



Remember that in **ConnectAmericas Academy** in the Section Topic 5, Class 2 this material is available in English, Spanish and Portuguese



This is a learning environment, we come to learn, to make mistakes, to reflect, to change our minds, and **everything is good!**

Mateo De Los Ríos

Executive Director – Business Consulting

Mateo is an Economist and Business Administrator with a Master's Degree in Applied Finance.

He has more than 15 years of experience in consulting, project structuring, public-private partnerships, investment banking and financial risks.

He has held management positions in the private and public sectors.

He is characterized by his commercial skill, emphasis on detail and entrepreneurial spirit.





**A venture without
traction has a
valuation close to
"zero"**

What is traction?

- It is the way we show that what we are creating is valuable to someone else (ally, user, investor)
-
- It is the ability to generate new users, new income, to bring on board the right people to our venture
-

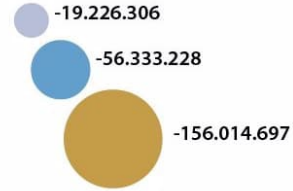


AND SO HAS GROWTH BEEN OF RAPPI

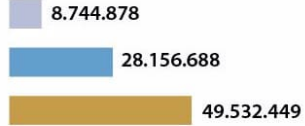


● 2016 ● 2017 ● 2018
(Values in millions of pesos)

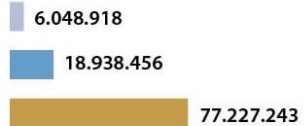
• PROFITS / LOSSES



• PATRIMONY



• ENTRIES



• VALUES 2018 (values in pesos)

• Current assets	77.456.461
• Non-current assets	1.882.647
• Total Assets	79.339.108
• Liabilities	29.806.659
• Sales expenses	125.694.017
• Administrative expenses	94.813.414
• Indebtedness	37,57%
• ROE	(3,15)
• ROA	(1,97)

Fuente: Superintendencia de Sociedades

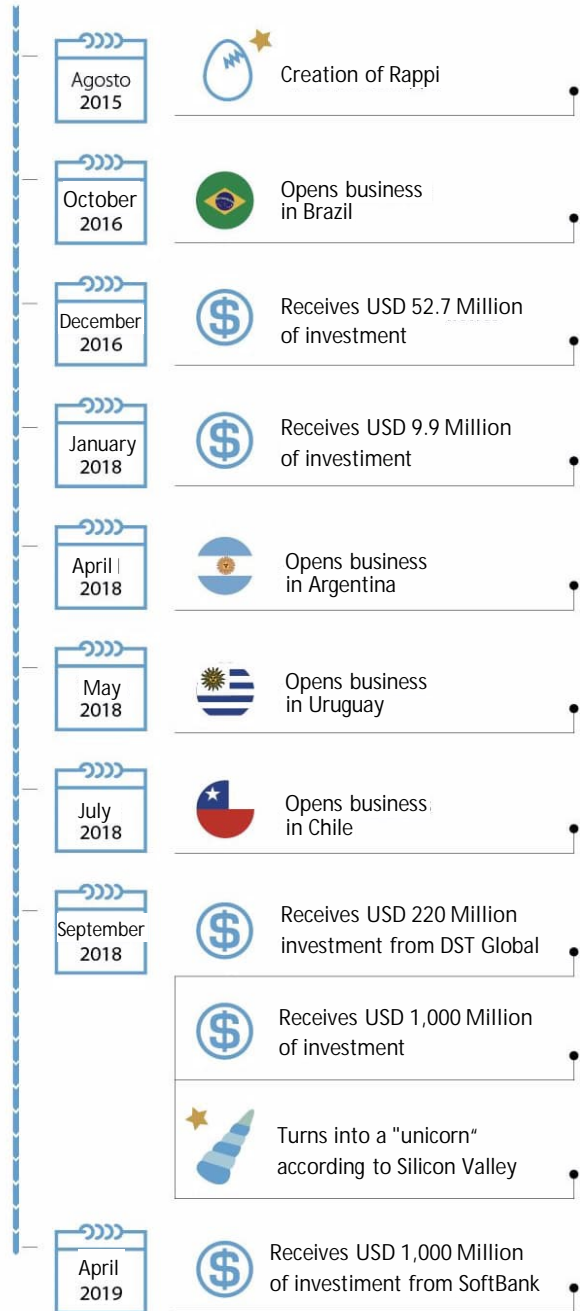
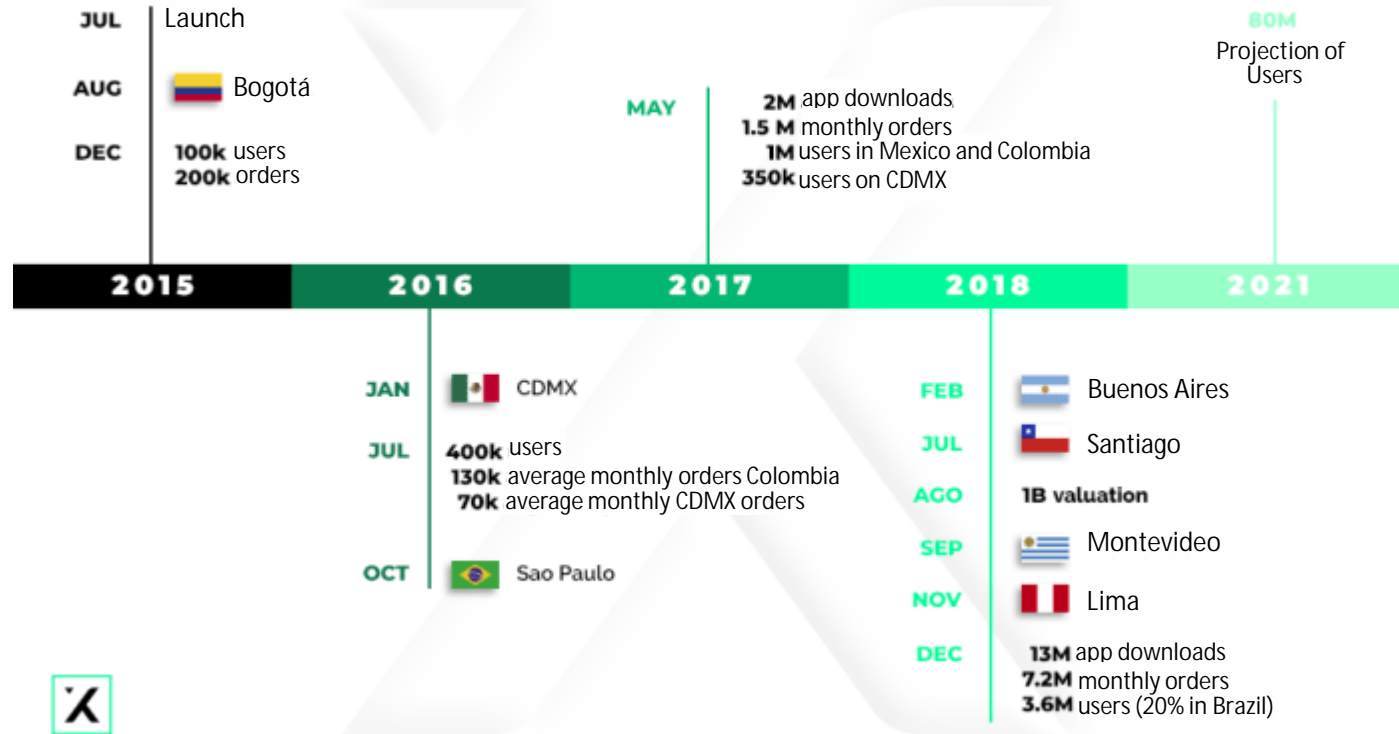


Gráfico: LR, VT



Basic Financial Objective



Maximization of the wealth or patrimony of the owners (shareholders)

Distribution of profits
(dividends)



Increase in the market value
of the company (increase in
the share price)

Creating shareholder value



Time: 15
minutes

Apps

Go to www.menti.com with the following access code: **8718 9708**

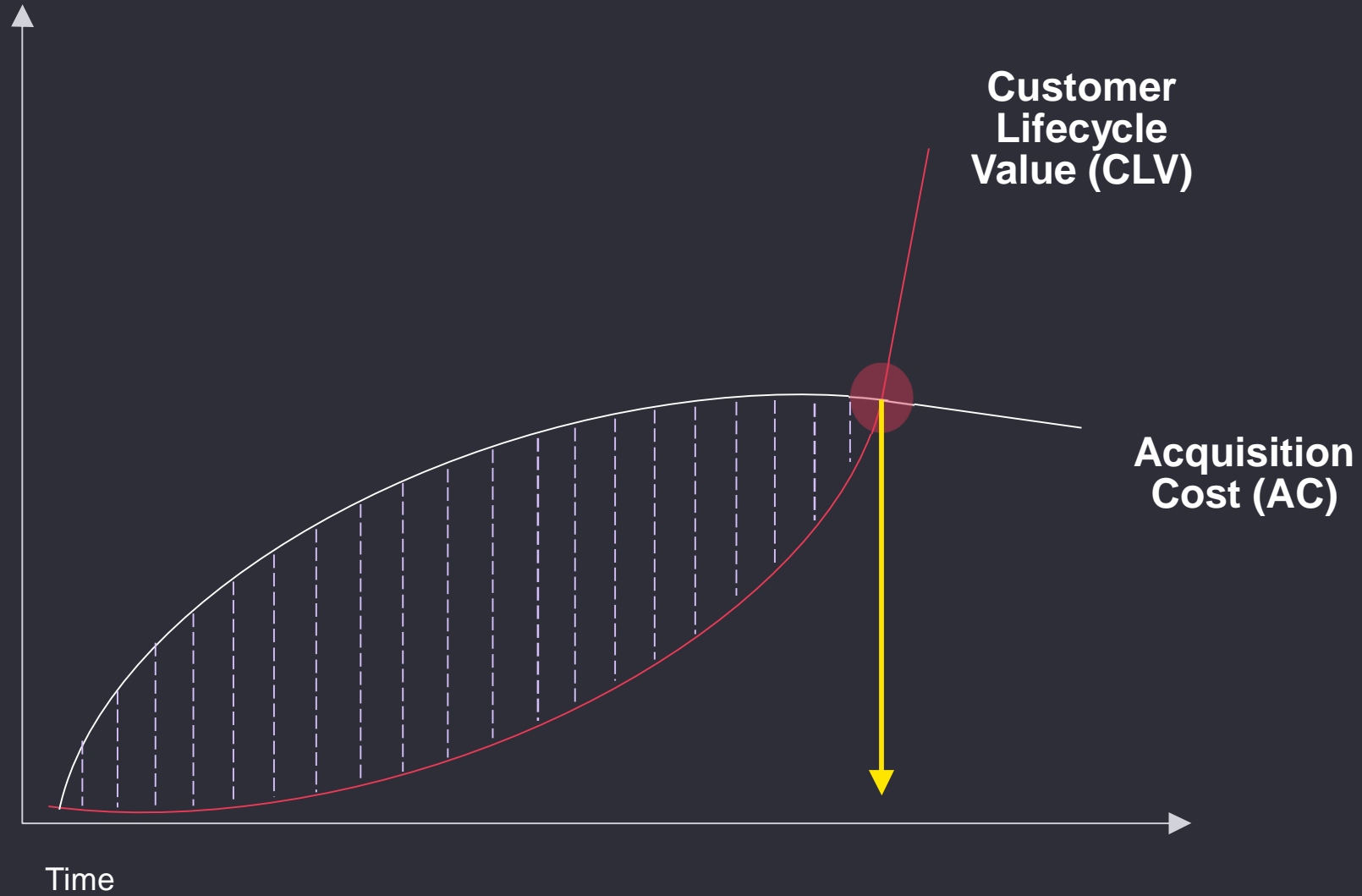
Or scan this **QR code**



And answer the proposed questions

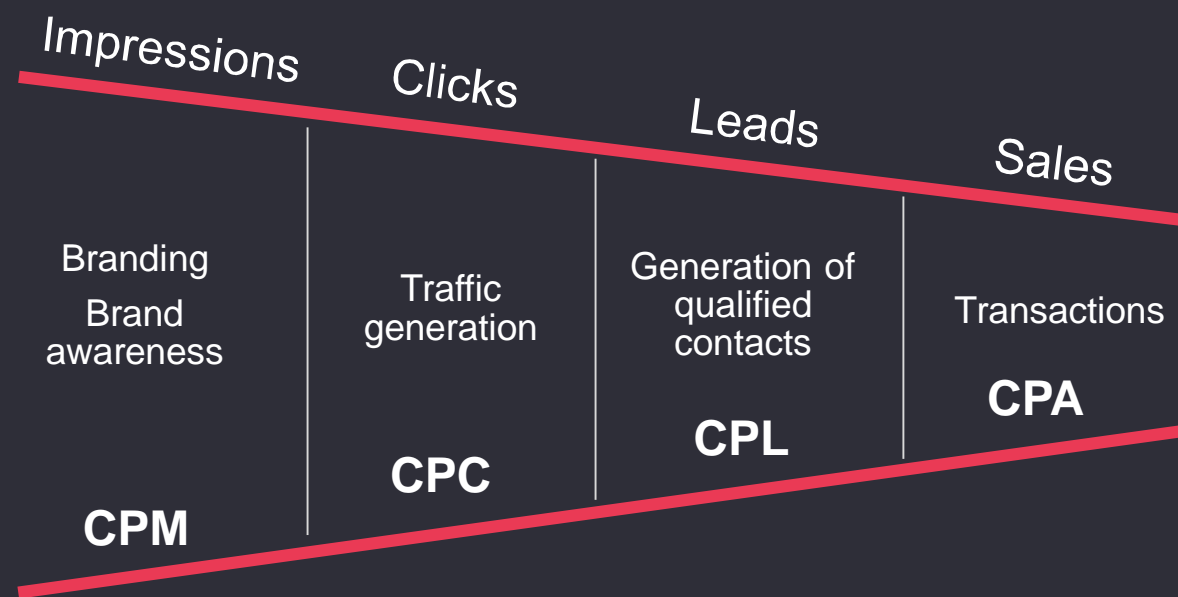
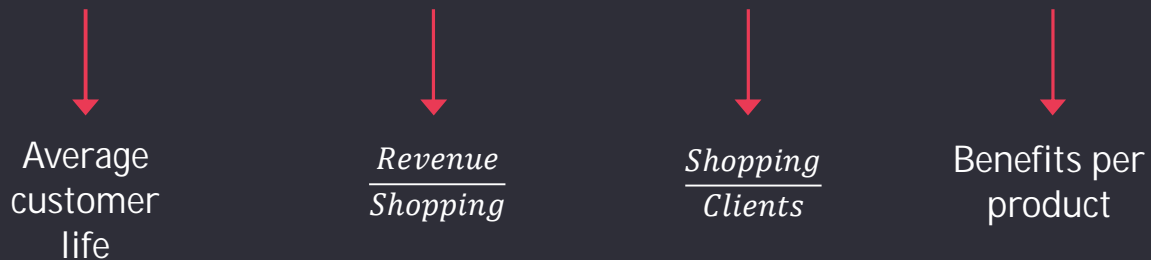


Long-term profitability

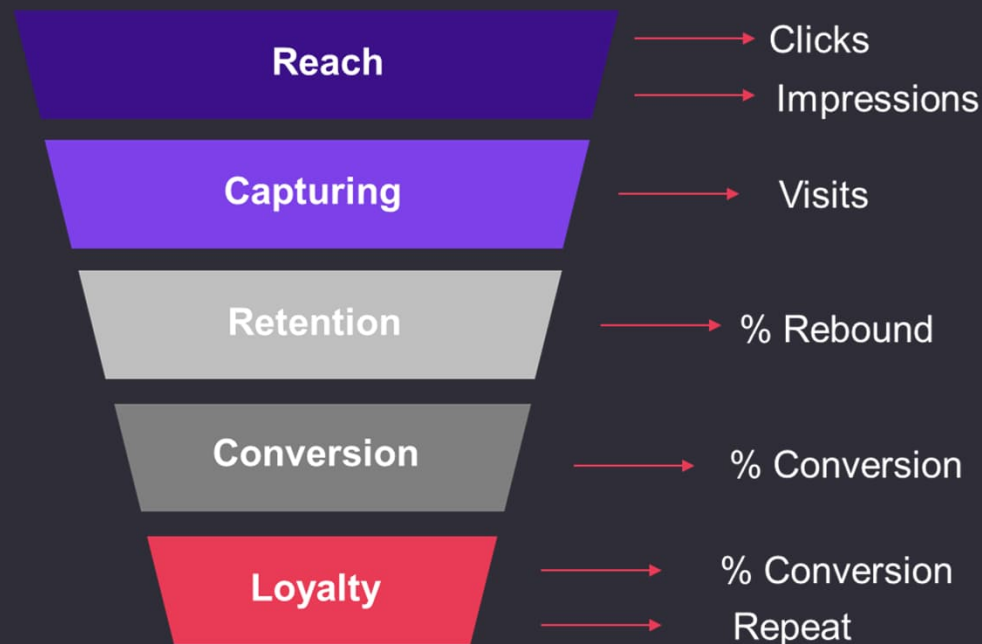


Real CLV =

$$\text{Average life} * (52 * \frac{\text{Revenue}}{\text{Shopping}} * \frac{\text{weekly purchase}}{\text{Shopping Clients}} * \text{margin})$$

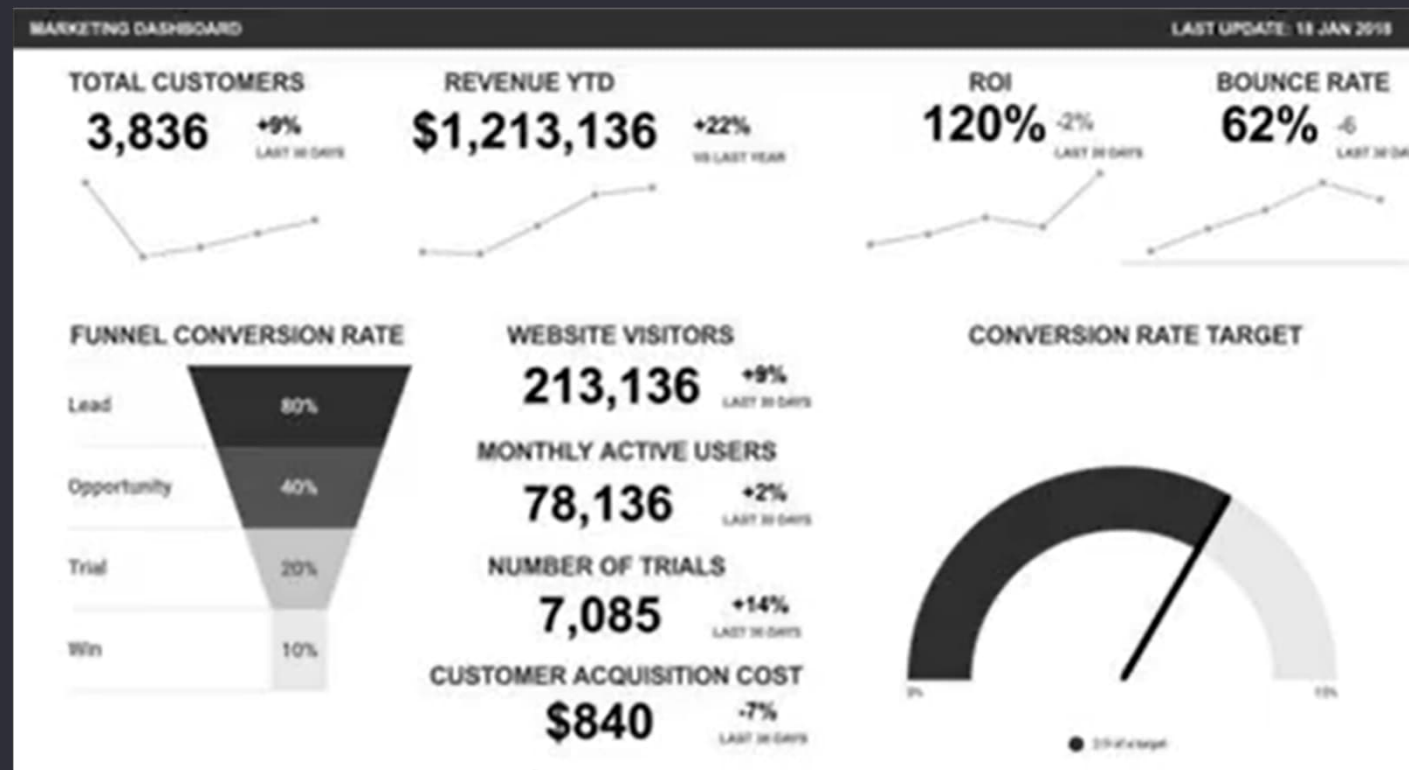


Conversion funnel



Metric

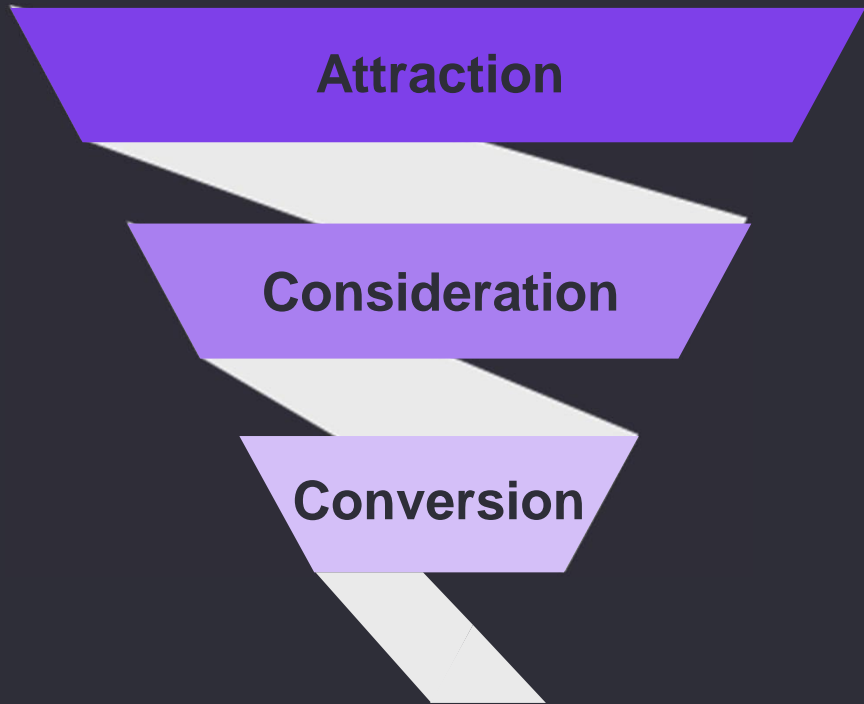
- ▶ CSC (Customer Service Center)
- ▶ LTV
- ▶ Burn rate
- ▶ Churn rate
- ▶ MRR
- ▶ ARR
- ▶ New customers / Growth rate
- ▶ Reinstated customers
- ▶ % Conversion
- ▶ Months to recover CSC



Let's get to work!

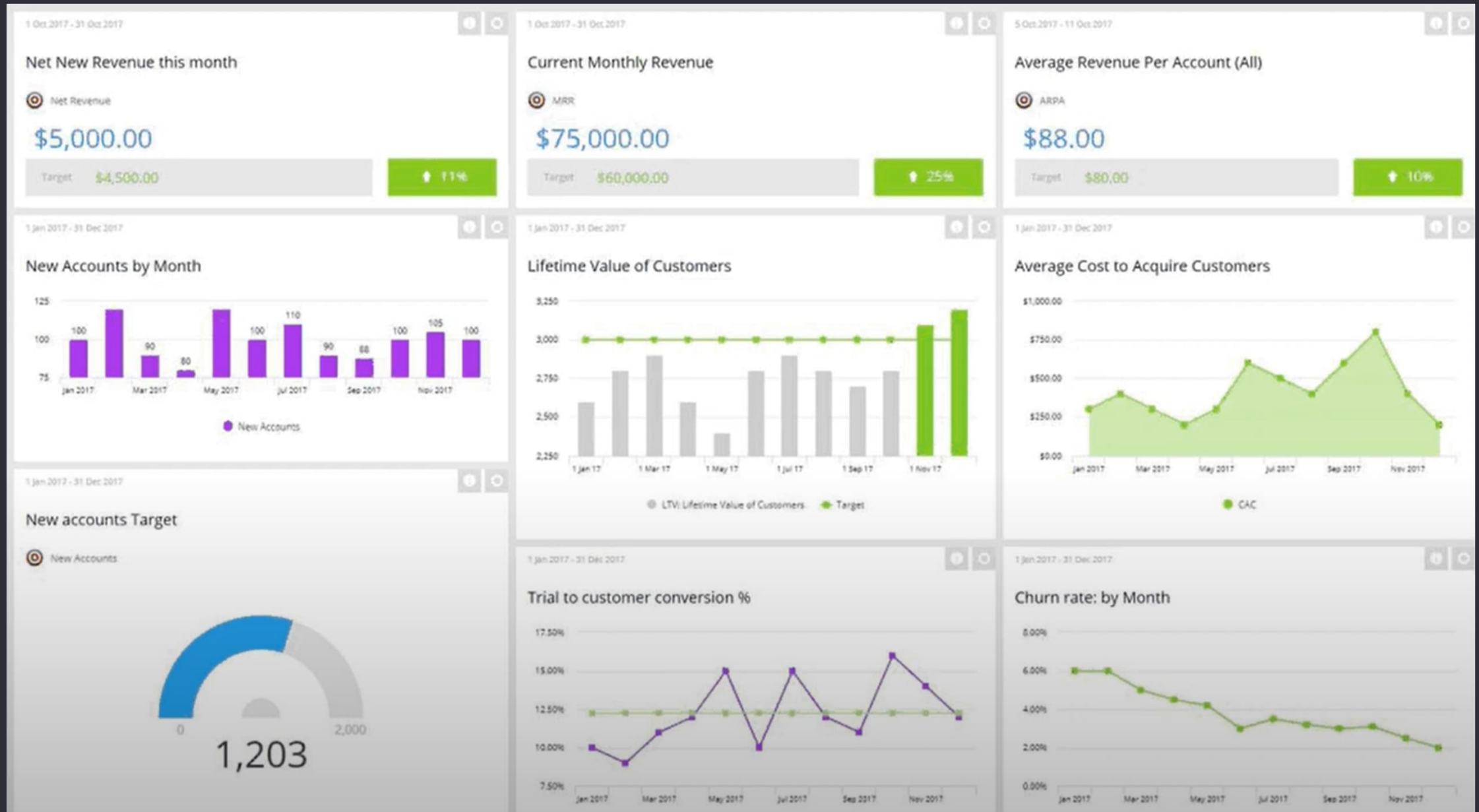


Experiment



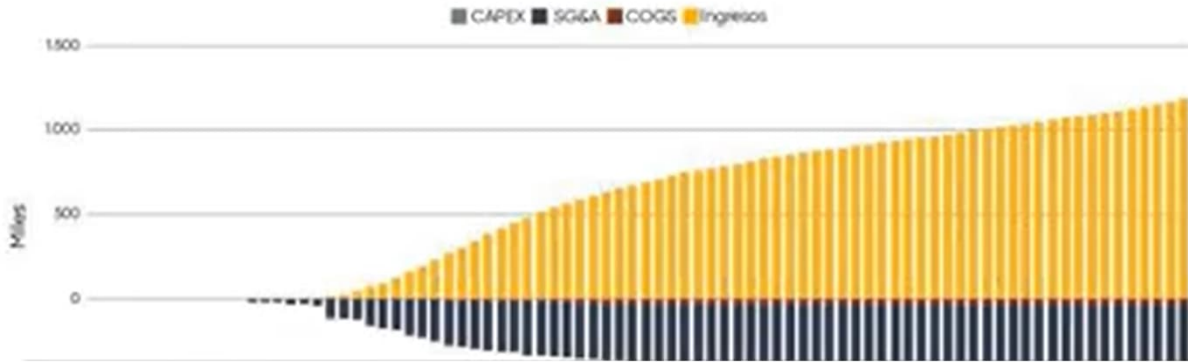
Outbound marketing / Go out to find customers and close deals
Inbound marketing / customers come to me, it is more common in the digital world

Dashboard - KPIs

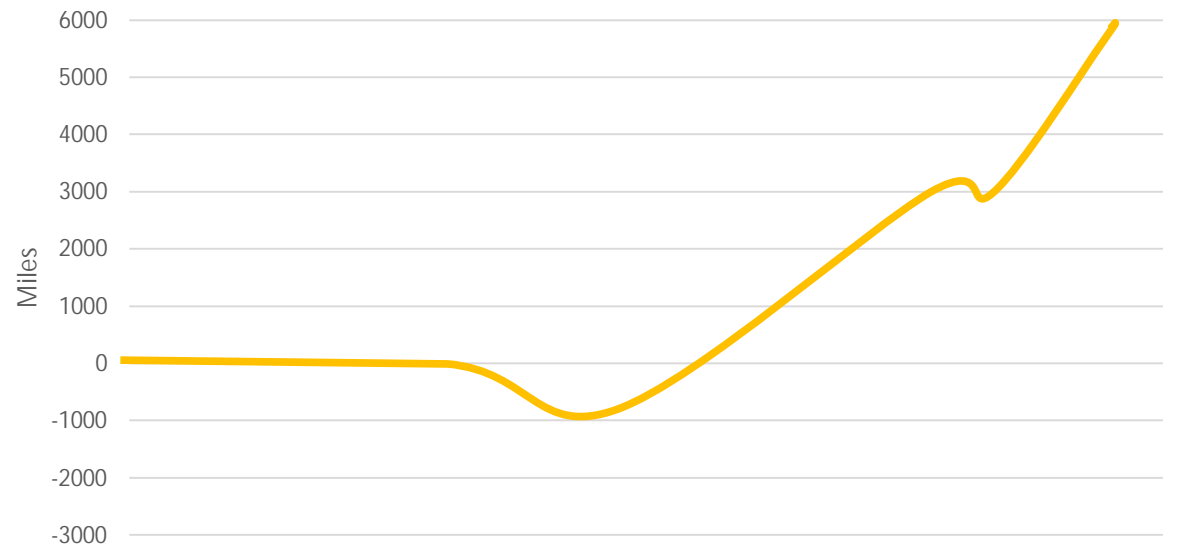


Entrepreneurship plan

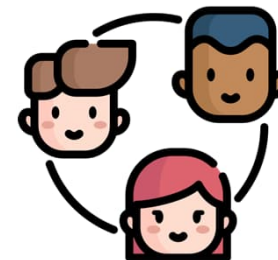
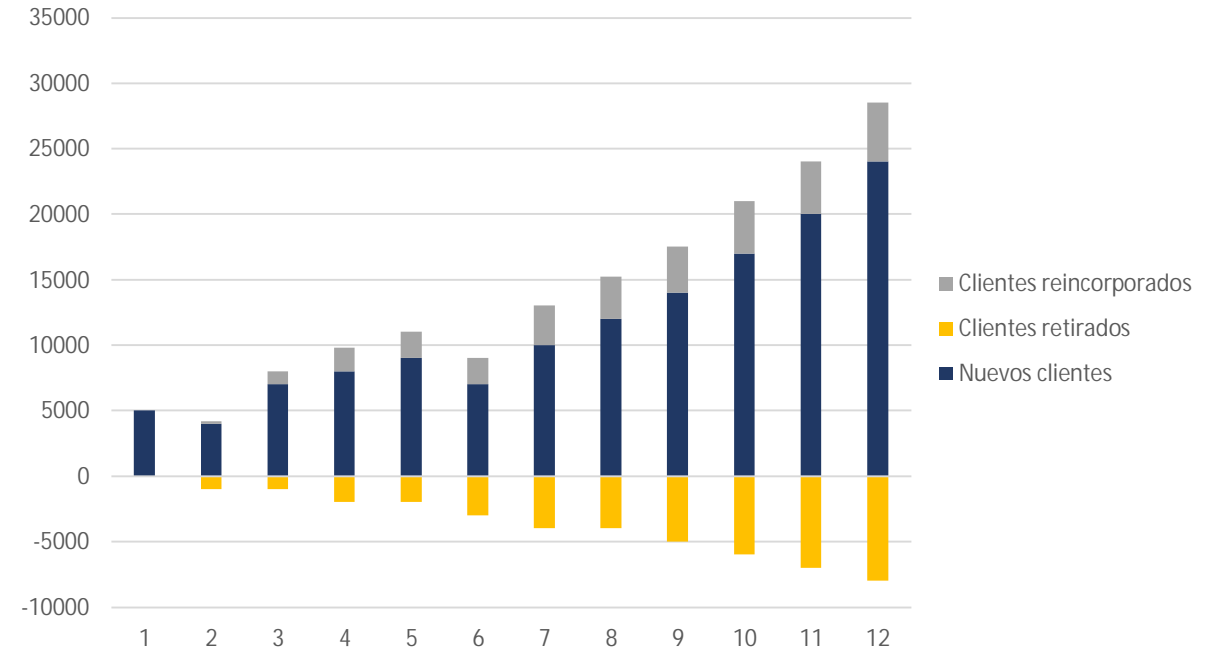
Ingresos vs gastos mensuales - Proyección 5 años



Cash in bank - 5 year projection



Customer evolution



Let's get to work!



Elevator pitch

Who Are You? Write one sentence about yourself. For example, you might introduce yourself as a consultant to small business owners.

What You Do or Offer? Using your product or service as a guide, write a sentence about what you do every day in your business. If your emphasis is on time-saving techniques, state briefly how your strategies work.

What Problem Do You Solve? Identify the value you offer to your customers or clients. Avoid listing only your features, and instead, translate them into benefits for your listener.

How Are You Different? Write about what sets you apart from every other business. Perhaps you've had relevant experiences and overcome them yourself, or your company has a unique strategy.

Ask a Question. Elevator pitches are generally delivered in-person, such as an elevator or at a networking event, which means you want to be social and engage in a conversation. A great way to involve your listener is to ask a question that relates to them and your business.

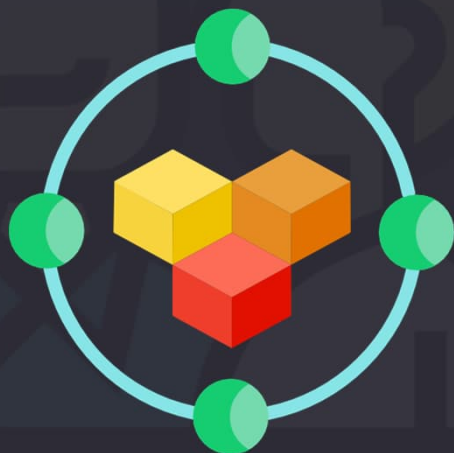
Give a Call to Action. To wrap up your pitch, give the lead something to do next in a call to action. Briefly let your audience know what they can do to follow up and hear more. Provide a means for further contact or to schedule a meeting.

Let's get to work!



It's time to work together!

GROUP CHALLENGE “Elevator Pitch”



In groups they will have to plan an elevator pitch for one of the selected companies and record a 1-minute video.

Delivery date: [Friday, July 15th](#)

[See detailed instructions at ConnectAmericas Academy](#)

Q & A

Thank you!

See you next Tuesday



Please access the following link and give us your opinion about today's class:

<https://forms.office.com/r/E31xqMVyzP>

Your opinion is very important to us.