

# Starting a Cloud Company From Colombia.

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## The Process

1. Validate the opportunity
2. Choose a market/ get a team
3. Build a go-to market strategy
4. Get your first customers
5. Plan to scale

# 1. Validate the opportunity

If you are in the Cloud ...

Good news:

You can scale

You have access to the whole world

Bad news :

You have to compete against the whole world!!



# 1.1 Ideal Product or Service

Must solve a **big problem**

To a **big market**

With sustainable competitive advantages

( **Innovative** )

Big problem: Must have / nice to have

Big market: Billions of dollars

Innovation: Product / business model / segments/  
combination of technologies..

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## 1.2. Global Market Analysis

- Is that market big enough?
  - Technology for food industry is not food indus
- Is that market growing?
- Identify key players and main solutions
  - Big solution providers
  - Competitors
  - Channels
  - Influencers



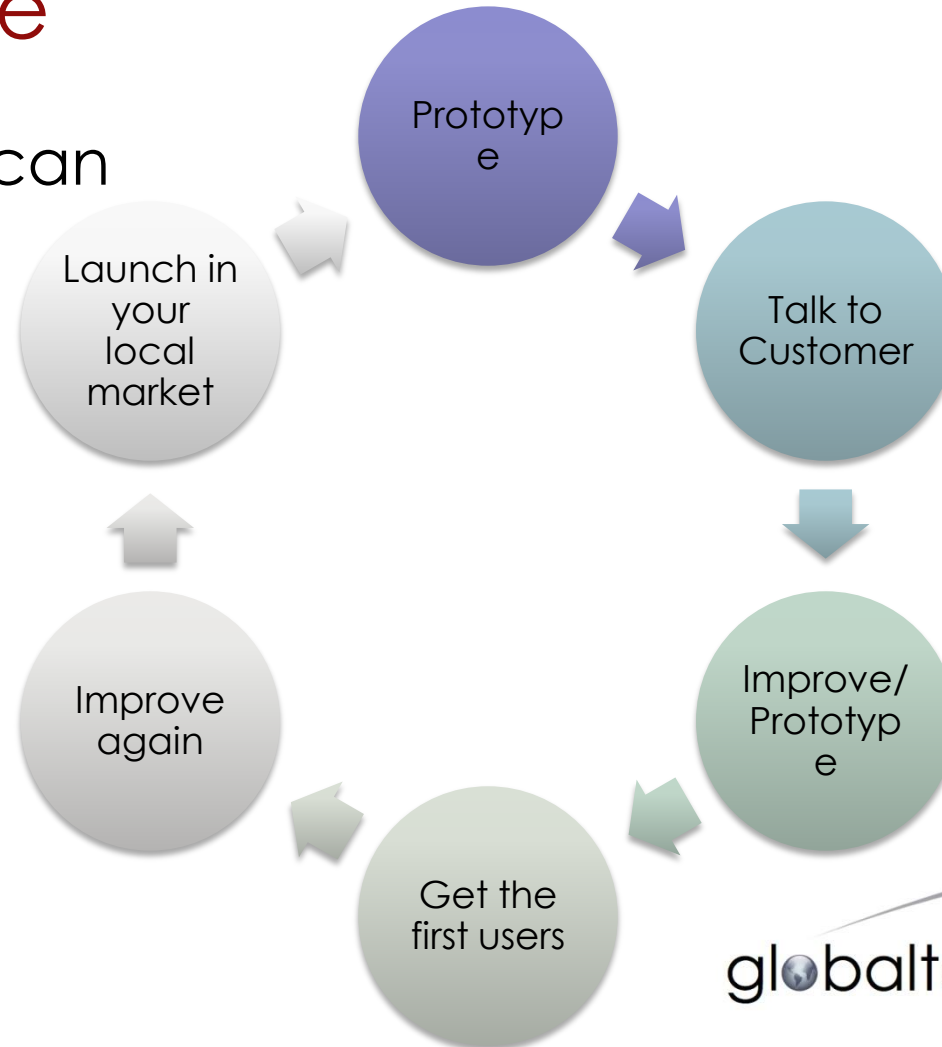
## 1.3 Sustainable Competitive Advantages

Compare your solution  
Identify your competitive advantages  
( Price is not sustainable)

- Intellectual property protected
- Market share : Grow as fast as you can
- Your Team: Protect your team- Share your company

## 1.4 Validate

As soon as you can  
(lean start up)



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## 2. Choose a market/ Get a team

Which market?

Easy to penetrate / more need/  
more competitive advan

Cloud = USA?

Create a Global team

1. R& D ( in your home country)
2. Manufacture ( China?)
3. Customer support (remote- cloud)
4. Market and sales strategies ( local market)



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## 3. Marketing and Sales Strategy

Identify initial segments

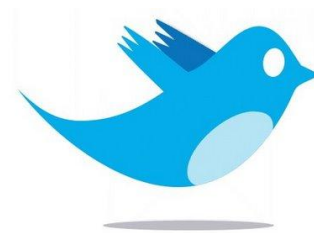
Value proposition for each segment

Business model and pricing/segment

Channels : internet, direct sales , distributors

Communication strategy

- Events, Web sites- SEO, Blogs.
- Marketing on line : Google adds, Twitter, Facebook, LinkedIn , etc.



## 4. Get your first customers

- Protect your IP
- Create a legal structure ( lawyers)
- Alfa y Beta
- First channels
- Get some traction
- Get the first revenue

## 5. Plan to scale

Tune your marketing strategy

Tune your products and services to scale - Cloud

- Automatic sales
- Delivery
- Training (e-learning)
- Customer support

Make a product road map

Make the number ( \$\$\$ )

Look for the right funding



# Funding Alternatives for Colombian Companies- USA

- Seed: Prototype- local validation: Friends & Family – Colciencias- Wyra- Innpulsa)
- First customers USA ?? Angels Colombia???
- First round traction USA: Angels USA
- Worldwide growth: VCs-USA

Grow as fast as you can!! You are in the cloud!!

Good luck!

Gracias!

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