

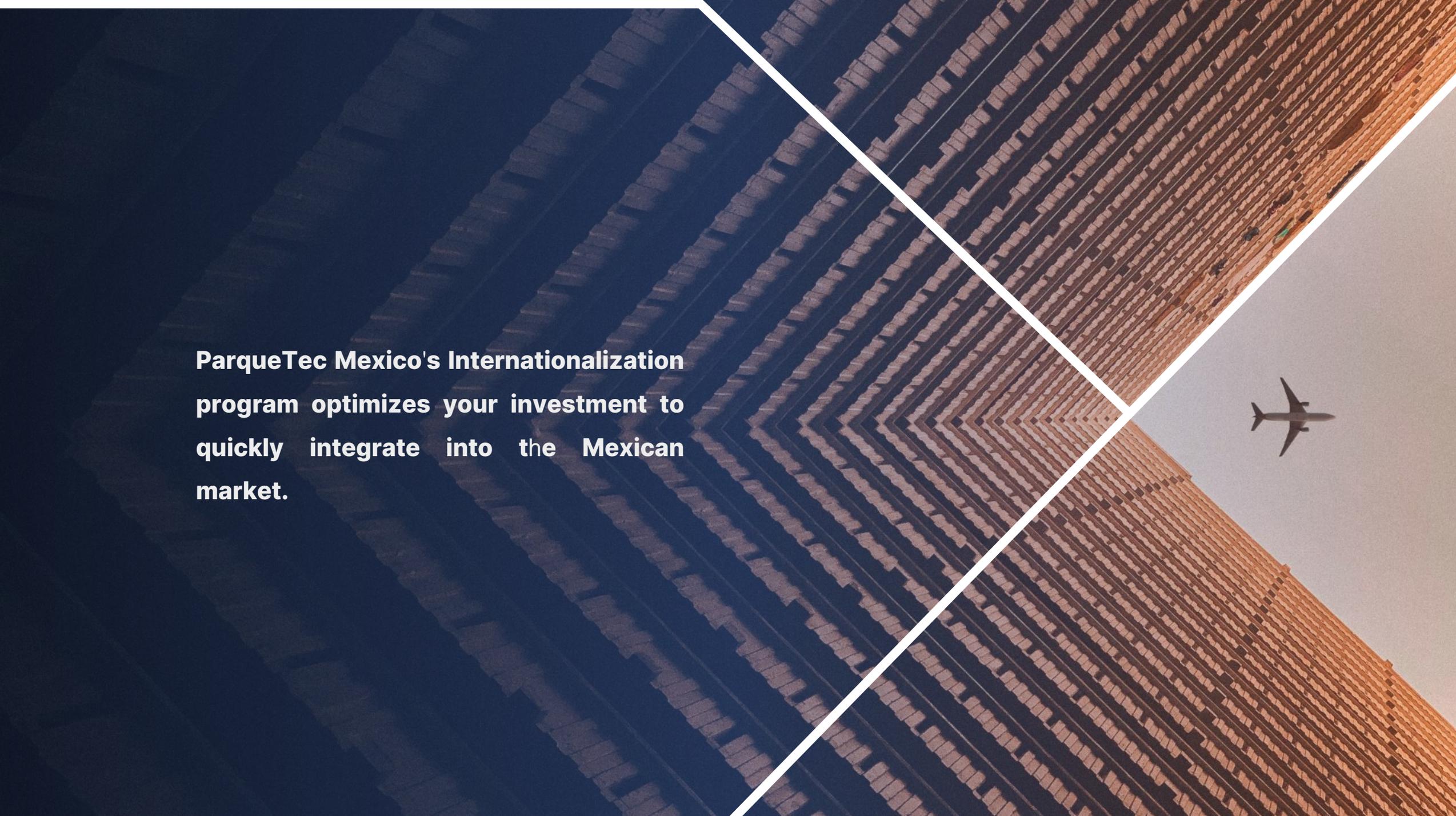
Welcome to México



**The second best city for
startups in Latam.**

(Forbes 30.8.2022)





ParqueTec Mexico's Internationalization program optimizes your investment to quickly integrate into the Mexican market.

ParqueTec In México...

For all those startups, businesses, entrepreneurs, and businessmen wishing to expand their operations significantly, ParqueTec introduces a new market.

You will adopt an entrepreneurial culture through our consulting and methods, enabling you to work effectively and succeed.



**Welcome to ParqueTEC Mx
a new economy
(opportunity) to accelerate
your growth and sales
success.**

Why should you be in Mexico?

Here are some facts about Mexico's importance for entrepreneurship:

1. CDMX is the 2nd best capital for a Startup in LATAM.
2. Mexico has 11 cities best positioned for Startup development according to HelloSafe.
3. Mexico has a business environment that provides diversity index, investment in R&D and availability of technological services.
4. It has 13 Free Trade Agreements in 50 countries.
5. It has 32 agreements for the Promotion and Reciprocal Protection of Investments.
6. It has 9 ALADI limited scope agreements.
7. 70% of Mexico's exports go to the United States.
8. Mexico is the bridge of entrepreneurship between the United States and Latin America.
9. It is the 2nd largest startup market in Latin America.

Your flight in Aztec Territory



The goal of the ParqueTec Mx Internationalization program is to optimize your investment in order to quickly enter the market.



Your operation in Mexico will be advised by experts in legal, accounting, business, digital marketing, human resources, technology, among other specialties.



Undoubtedly, your landing in this market will be accompanied by businessmen, entrepreneurs and national and international alliances that will support you in detecting the best opportunities.

Program stages

01.

Initial approach, company review, you present your company Parque Tec Mx.

02.

Why Mexico (2 weeks).

03.

Market Study - UX/ UI - Internalization Model - Objectives - KPI's (4 weeks).

04.

SOFT LANDING and Go to Market:(6 months).

05.

Capital raising support process: Networking, Government Programs and allies.

06.

Follow-up...More sales, alliances, exit to other markets,calls, be part of the successful network of Parque Tec worldwide.

ParqueTec Internationalization Program



The program's goal is to support company and startup growth by encouraging their digital business path, which will open up access to new worldwide markets through strategic planning, specialized accompaniment, the use of tools, filling in gaps, and making strategic and business connections.

Likewise, the raising of capital, adaptation to new cultures and immersion in the destination country, to grow and detect opportunities that allow you to enhance your business model at an international level. All this accompanied by recommendations and information prior to the trip, to know the processes, actions, investments, etc. that you must carry out at the moment of expanding your business.

Why Mexico (2 weeks)



We advise you to validate the hypothesis of the business in the Mexican market, checking if the business model with which you intend to enter the country has growth potential or if it is necessary to rethink and adjust the model to access the Mexican market and/or international markets.



We corroborated the hypothesis of the internationalization model with which the company intends to enter the country. We work both hypotheses together with ParqueTec and its experts who will accompany you during the validation phase.



We conduct an online work session with the ParqueTec team to evaluate the potential of the company in Mexico and provide the entrepreneur with information about the country based on the culture, the entrepreneurial ecosystem and the opportunities according to the needs and expectations of the program (1 hour).



We plan the alignment of stakeholders or interest groups according to the business model and its viability in the country, generating hypotheses to confirm the appointments according to the identified profiles (1 hour).

Why Mexico (2 weeks)



We schedule virtual validation appointments with suppliers, clients, strategic contacts and potential investors, ensuring a minimum of 2 appointments per company. Appointments are generated according to the previous results of market internalization, which must be key profiles identified between the accelerator team and the entrepreneur (1 hour per appointment for a total of 2 hours).



According to the activities of the previous sessions and the findings of the validation, a work plan is designed for the Soft Landing phase, providing recommendations and actions to be taken to close the gaps (1 hour).



We create an agenda taking into account: Travel dates, appointments of interest for the entrepreneur, events and activities on the travel dates. All the planning of the agenda and activities to be developed during the two weeks of immersion aligned with the proposed work plan and the gaps to be closed for access to the Mexican market is done (1 hour).

Deliverables

The important steps needed to start a commercial process in the country were described in a report of the accelerator's activities and recommendations. We delved into topics like business model, internationalization model, defined interest groups, and identified gaps for access to the target market.

Evidence of validation letters.

MARKET STUDY - UX/UI - INTERNATIONALIZATION MODEL - Objectives - KPI's (Time: 4 weeks)

For us it is very important to contribute to the development of the best startups in LATAM by generating strategic information for better decision making that contributes to their growth, so we conducted the following studies:

UX RESEARCH -We research your user / customer, value proposition and differentiators, so you can strengthen your brand in the Mexican territory.

UI DESIGN - We create or improve your app, website or e-commerce interface to increase conversion by at least 20%, at the same time we tropicalize your UI + Copy to be compatible with your audience in Mexico.

MARKET INTELLIGENCE & RESEARCH - We conduct research so you can understand the Mexican market, its key players, stakeholders and make strategic decisions. From Benchmarks to market research.

Scope

At the end of the research, you will obtain:

Market research to find out:

- Mapping of the startup ecosystem and its industry with its key players and stakeholders.
- Quantify the industry value of the market you want to target.
- Interpret the dynamics.

Competitor Benchmark

- Mapping of main competitors and all their operational characteristics such as size, staff, turnover, market share.
- Mapping of main competitors.
- Research with your customers to get an understanding of their value proposition and differentiators.
- Analysis of geographic scope and distribution.

value proposition analysis and readiness assessment of its value proposition for the Mexican market.

Deliverable: Documents and files of quantitative analysis.

We have done amazing projects with the fastest growing clients in their industry:

Fintech & Funds

KOREFUSION

AXELERA

ISBIT EXCHANGE

AMERISCAPITAL

E-Commerce

ON RUNNING

Colectivo

Disponible en amazon

ABEJA REYNA

Derma.com

MONTRICHARD GROUP & DISNEY

mon amour

Proptech

clak

Health

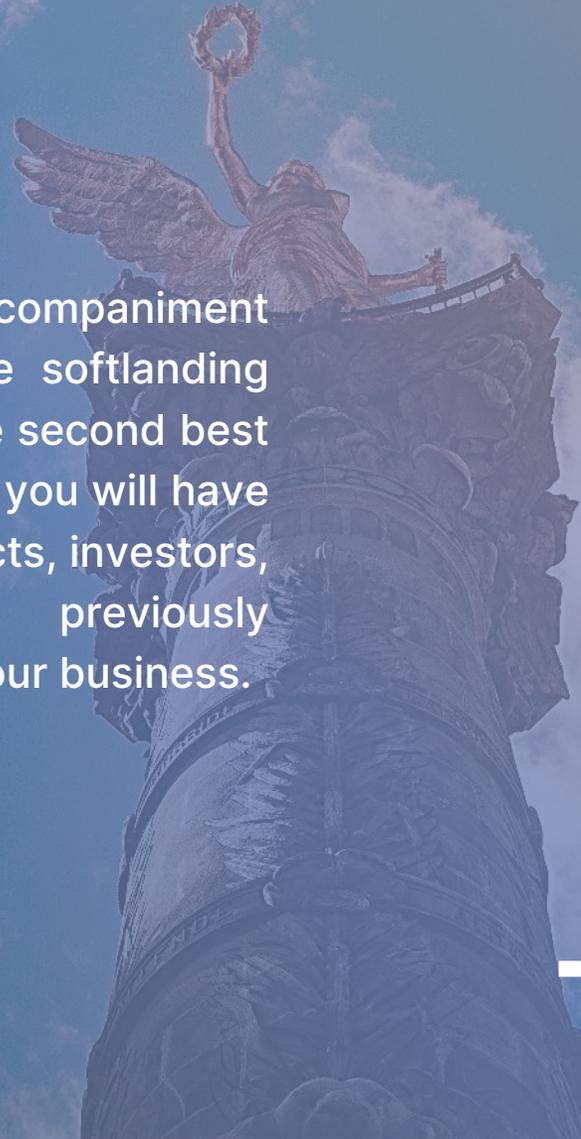
IDEXX

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We are committed to the growth of your startup in Mexico, we dedicate the time to deliver a better understanding of the steps to follow and why. Being an experienced and agile team, allows us to be more united and in constant communication, which facilitates the development processes of related principle.

SOFT LANDING and Go to Market: (6 months)

Welcome to Mexico! During the accompaniment process, which is the focus of the softlanding program, you will be able to meet the second best capital for Startups for 6 months and you will have a work agenda full of business contacts, investors, suppliers, allies, among others previously identified that will help you expand your business.



SOFT LANDING and Go to Market: (6 months)

What other activities will you carry out?



Review between the entrepreneur and the ParqueTec team of the agenda for the first executive weeks, taking into account the proposed work plan and the gaps to be closed for market access: travel dates, appointments of interest to the entrepreneur, events and activities on the dates (1 hour).



Job placement, access to ParqueTec's network of mentors to address issues: legal, financial, commercial, tax, among others (4 hours of mentoring per month).



Approach with the Mexican entrepreneurship and innovation ecosystem, where the entrepreneur will be put in contact with the offer he/she can access according to his/her needs (2 hours of sessions with ecosystem actors per month).

SOFT LANDING and Go to Market: (6 months)

What other activities will you carry out?



Participation in activities and events of interest, otherwise a work agenda will be made with Parque Tec (4 hours per month).



Commercial agenda with at least six key contacts in Mexico (commercial prospects, suppliers, technological allies, distributors, among others) in Mexico and Latin America (6 hours per month).



Capital raising support process: Review or/and creation of the One page, Review or/and creation of the Pitch Deck. Review or/and creation of the Report for investors. Review or/and creation of a letter to investors. Analyze the most relevant investment funds, VCs, Angel Investors, Accelerators, Online Platforms and calls for proposals for our round needs. Creation of a list (database) with all these funds, VCs... Sending messages via LinkedIn, WhatsApp and email to the funds with the objective of creating a meeting with each one. Meetings with the funds to present the pitch deck. Follow-up and more NetWorking with the funds (at least two mentoring or/and meetings per week).

Deliverables

Work agenda for the first two weeks of SoftLanding.

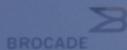
Evidence of the generation of strategic decisions in Mexico (at least 6 appointments per month).

Report with results of participation in the proposed activities and recommendation of the process according to the validated hypotheses (every 15 days).

Radar of progress and areas for improvement (every 15 days).



In addition...



Integral Services

Opening the doors of your startup in another country will be a reality with our services:

- **Integral Campuses.**
- **Development Programs.**
- **National and International Events.**
- **Mentor Network.**
- **Bootcamps, Workshops, Conferences and Diplomas.**
- **Economic Support.**
- **Investment Funds.**
- **Networking.**
- **FIT Market Consulting.**
- **Feedback and diagnostic sessions.**
- **Tours of investment centers.**
- **Part-time or full-time sales executive.**
- **Credits for web hosting, analysis, support services, etc.**

Additional Services

- *Personal accounting (SAT Taxes)*
- *Business accounting (SAT Taxes)*
- *Import regulations.*
- *Legal creation or registration of the company.*
- *Procedures for work visa.*
- *Creation of local bank account.*
- *Video and audio production.*
- *Graphic design.*
- *Digital marketing.*
- *Talent bank.*
- *UX/ UI studies.*
- *Market studies.*
- *IT development team (Apps, Web, Web3, Metaverse, CRM, Marketplace, APIs, etc.).*
- *Algorithms and BI for digital sales.*
- *Innovations Tours.*
- *Personalized consulting service on the company in general that may well be the one that operates and to establish the operational and financial processes of the company.*

The team



Marcelo Lebendiker
CoFounder & President

Marcelo is a businessman, investor and entrepreneur. He founded ParqueTec in 2004, a business incubator that promotes the development of startups and entrepreneurs because he seeks to be part of their stories through mentoring and support. On a daily basis, he is part of a large group of change agents who live outside the comfort zone, taking risks and permanently walking on the edge of the cliff to reach the top and be able to shout out loud: "I've made it and the journey was definitely worth it!"



Ron Oliver
CoFounder & CEO

Top 10 innovation leaders in LATAM 2021, he has more than 20 years of experience in business development and startup management. He is an ambassador for Base Miami in Colombia and Mexico, Director of Innovation at IBC Online Group, former Director of SUM International at Start Up Mexico, mentor, angel investor and speaker. Ron enjoys teamwork and his approach seeks to bridge the gap between the world's most innovative companies and the growing entrepreneurial community, providing knowledge and opportunities for entry into international markets. His passion is to generate sustainable strategic sales that consolidate startups, entrepreneurs, entrepreneurs and companies around the world.

The team



Omar Morales
Consultor

Mexican, B.A. in International Business, with high capacity to manage sales and business strategies in a proactive way. With a high level of perseverance, able to deliver prospecting results and close sales in record time. Empathetic, which makes customers feel confident in what he is able to offer as a professional. Leader, highly trained in the management of entrepreneurial processes, able to evaluate and find the gaps to make a business viable.



Lula Molina
CMO

Mexican communicator who through the development of analysis and digital communication strategies builds or strengthens the digital footprint of companies, entrepreneurs and businessmen. Her goal is to give voice and image to each project in which she participates. She also has experience in the production of corporate events and campaigns on digital platforms. His background in different industries allows him to adapt ideas with different resources.

Our Success Stories



"The Softlanding program has provided us mentoring with specialized advisors who have given us a north and knowledge that we apply for our internationalization, in addition they gave us resources to travel to Mexico with an agenda with potential technology partners and very important customers that open the door for us in this market. " Vladimir Raigosa CEO SOHO Apps



"The program has helped us a lot because it has guided us in things that we considered right and with the advice of Softlanding staff allowed us to redirect ourselves, to focus on things that maybe we were not seeing very clear and now we are beginning to see results. "Andres Felipe Lopez General Manager Alurak



"Softlanding has taught us a lot, particularly we have learned how to reach new markets in a more friendly way without spending a lot of time and money. We have learned very closely the dynamics to be able to bring our pr

Our Success Stories



"The program has helped us a lot in the preparation stage because we have received different consultancies with which we can understand how the market behaves, the consumer, relationships with customers, with companies, and that allows us to be much more prepared. In addition, the Softlanding program provided us with a series of valuable contacts that will help us with many more contacts in the future." Julio Botero CEO JUJU



"Thanks to Softlanding's program OhMyFi has had a complete support to know and enter the Mexican market and we took advantage of all the mentoring they have given us to evaluate internal processes and validate our business model." Francisco Pérez OhMyFi service leader

Partners



We boost your business to international markets

Ron Oliver
CoFounder & CEO Parque Tec Mx

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