

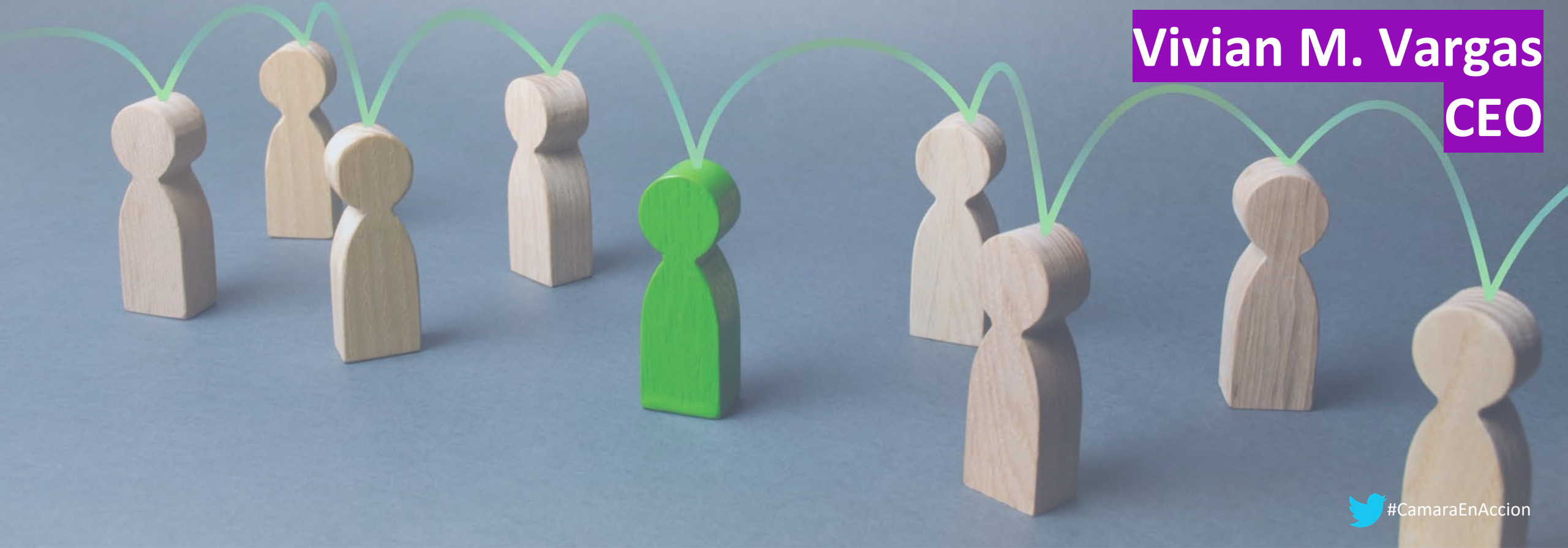


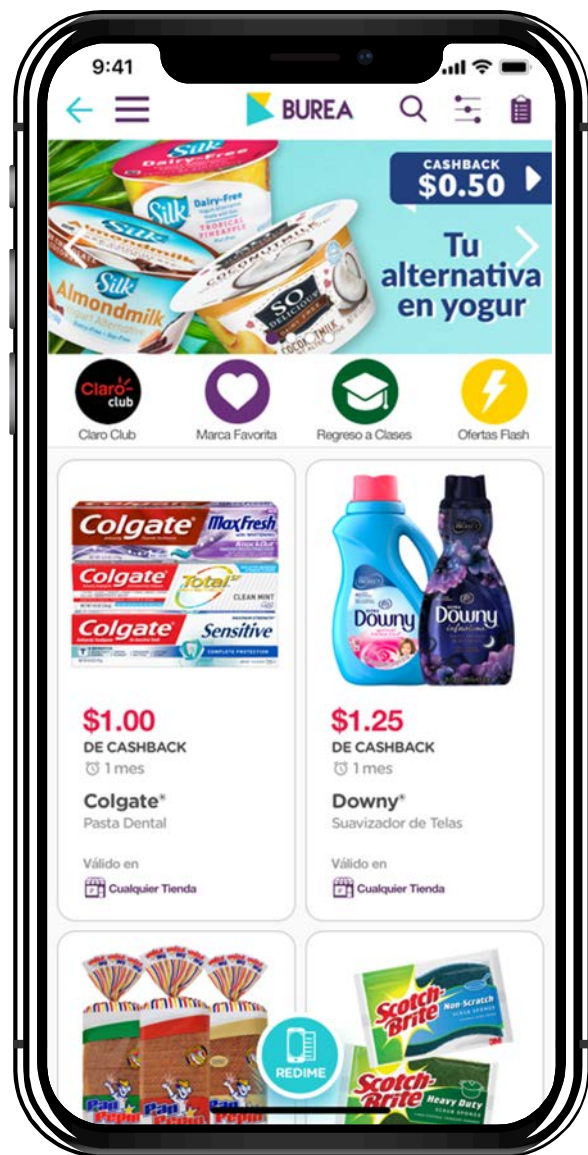
La Cámara de Comercio de Puerto Rico presenta

# CEO Day Event



**Vivian M. Vargas**  
**CEO**






What is **BUREA**?


Mobile platform to **reward shoppers** for their purchases & provide **insights** to brands and retail partners.





If **90%** of all startups fail many before they even launch a viable product... **why** should corporations, governments, and others should pay attention to startups?

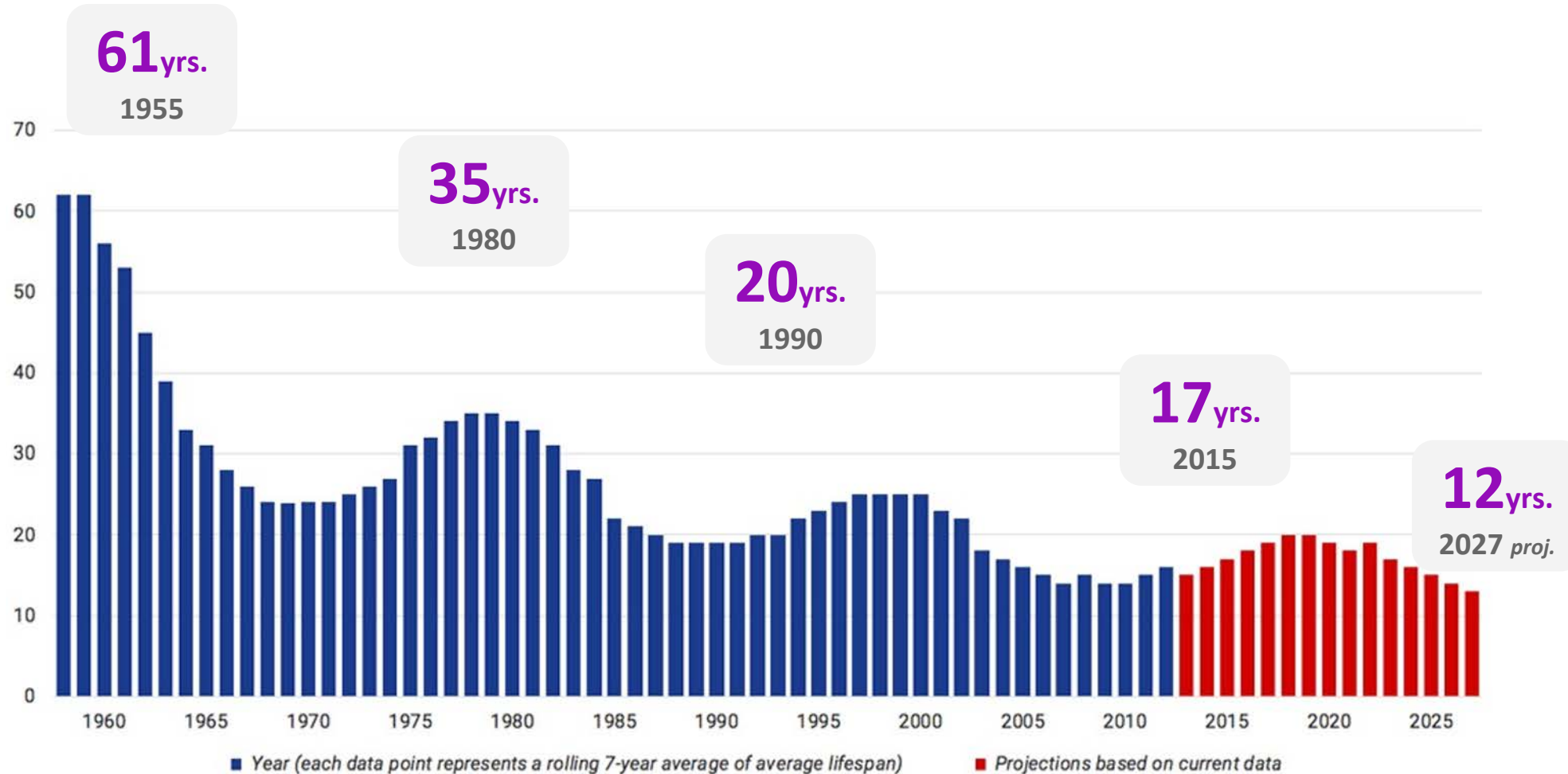
*Source: Forbes*

A high-angle, wide shot of a modern, open-plan office. Several people are seated at long wooden desks, working on laptops. The office is decorated with string lights and potted plants. A large, semi-transparent purple text box is overlaid in the center of the image, containing the text: "Because things are changing fast, and it's good business!".

Because things  
are changing fast,  
and it's good business!



## Average Company Lifespan on S&P 500 Index



In the last 15 yrs  
**52%** have  
disappeared...  
and at current  
rate **75%** will  
be replaced  
by 2027

## Startup Ecosystem in P.R.



### PUERTO RICO BY THE NUMBERS

**#1 in Latin America** in capacity for innovation and boasts **the highest rate of companies' use of digital tools**

**#1** in the region for **higher education and training**

**#2** in Latin America in rate of **digital skills** amongst the population

### 600+

entrepreneurial companies

Some of Puerto Rico's tech sectors: software development, e-commerce, & fintech



These firms contribute over **\$595M** in annual payroll on the Island



Local entrepreneurs benefit from an abundance of accelerators, incubators, and shared workspaces

### 22,000+

direct jobs created



**More than 15,000** people have participated in entrepreneurship initiatives led or backed by the **Puerto Rico Science Trust (PRST)**



**Tax incentives for entrepreneurs**, investors, and service/product exporters **from 0% to 4%**, as well as **up to 50% back in tax credits** for R&D expenditures

Support from non-profits, incubators, accelerators, and more like:

Parallel18, Puerto Rico Science, Technology, and Research Trust, Endeavor, Grupo Guayacán, Centro Para Emprendedores, Piloto Labs, Echar Pa'lante, Colmena 66, ConPRometidos, Startup Grind San Juan, Bravo Family Foundation, Startup.pr

## What are Startups Best Known For?



- Agility
- Fast Execution
- Innovative Approach
- Customer Centric
- Focused Teams



- Lack of Resources
- Limited Brand Recognition
- Undeveloped processes

## Some Startup ↔ Corporate Collaborations in P.R.

Rewards



Tech



Retail

GOPANZA



ECommerce



Delivery



Transport





## COVID-19 Trends Here to Stay:

1. Remote Work & Meeting Arrangements
2. Shift to ECommerce
3. Delivery Options
4. Contactless & Self-Service Options
5. Increase Focus Safety, Cleanliness & Health
6. Outsourced Technologies

Most of these are  
driven by a  
**Digital  
Transformation**

## Possible Collaboration Benefits

### STARTUPS

Access to Capital & Resources

Wider Distribution Networks

Market Knowledge & Mentoring

Strong Network

Scalable Customer Base

Potential Exit Strategy

### CORPORATE

New Revenue Streams

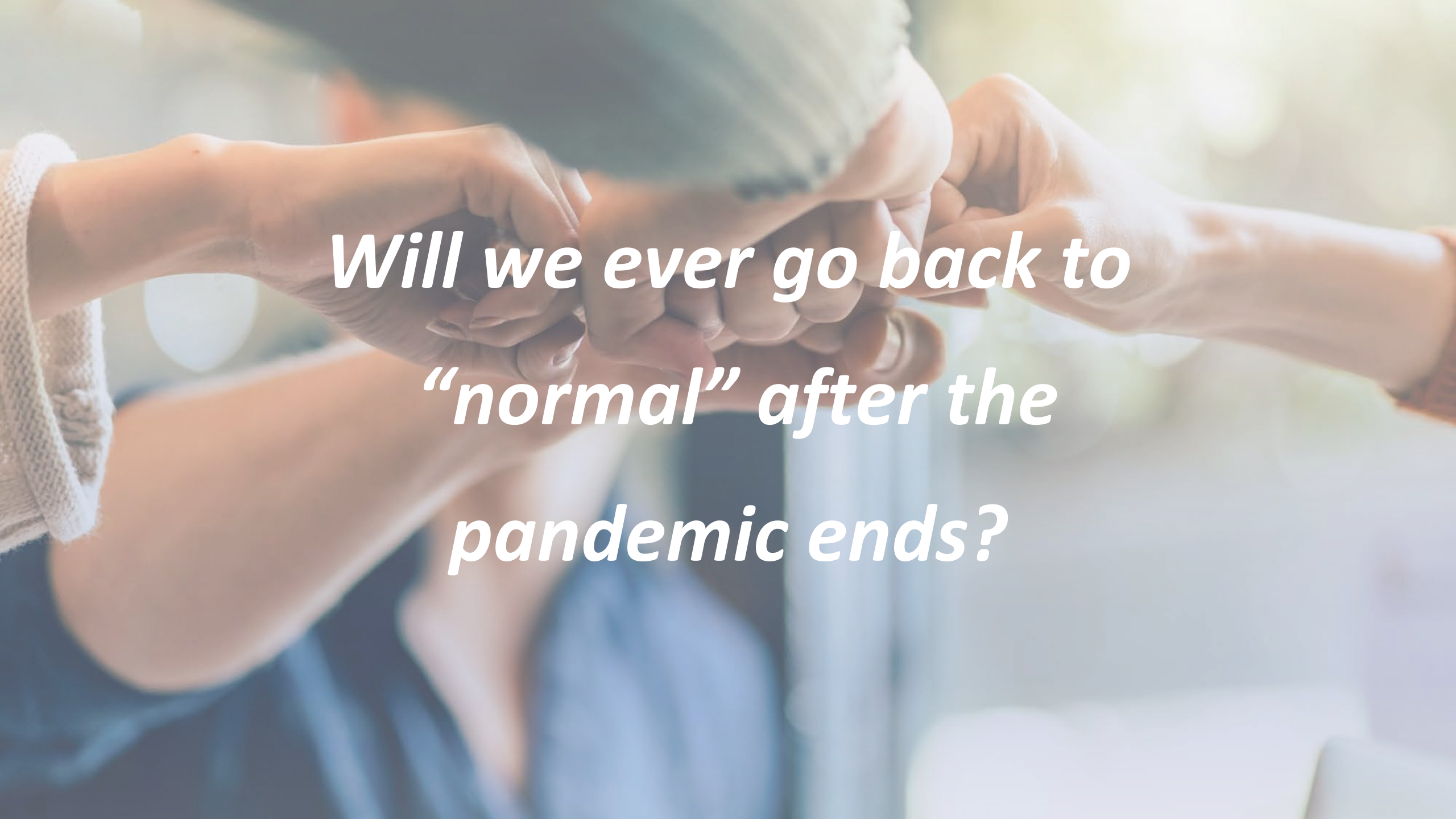
Dedicated Team & Resources

Innovation Acceleration

Agile Culture

Customer Centricity

Potential M&A Strategy

A group of people's hands are clasped together in a circle, symbolizing unity and support. The background is softly blurred, showing what appears to be an indoor setting with natural light. The text is overlaid in the center in a white, bold, italicized font.

*Will we ever go back to  
“normal” after the  
pandemic ends?*



A group of people holding hands in a circle, symbolizing collaboration and teamwork. The background is a blurred office setting with warm lighting.

Collaborate, Be Agile,

Innovate

or Die!



# Gracias

Síguenos en:



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