

## How does The Entrepreneur's Journey work?

Entrepreneurs | Ecosystem Entities

# INTRODUCTION

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*All these years, Corfo has delivered different instruments and capital to start-ups focused on ground-breaking innovations which, at times, cannot succeed, are stagnated in applying-processes or simply do not apply at all due to uncertainty and disinformation of baselines and systems, harming their motivation and their will to continue and embark on the business.*

## HOW IS THIS METHODOLOGY DELIVERED?

Through start-up-support entities or partners that are part of each region support ecosystem.

By means of start-up ecosystem entities, such as business incubators and accelerations, mentoring networks, co-work spaces, training advisors, business-angels networks, investment funds, start-up centres among other institutions that are dedicated to supporting training and preparation in innovation and start-up areas.



**I**n our experience, through the observation of metrics and good practices in successful projects that have passed through Corfo, it has been made clear that certain knowledge and contacts with the ecosystem are required to reach goals at the different project stages in order to maximise success probabilities and self-confidence, tasks that demand an elevated amount of work. Aiming at this great opportunity, Corfo Start-up Management has designed and offered to the entrepreneur a start-up platform or route, called The Entrepreneur's Journey.

This initiative allows us to support the entrepreneur at all stages of his/her project, from the idea-formulation stage to the growth process of products and/or services offered. All this is done through a programme that allows for information-exchange supported by the entrepreneur-ecosystem.

On this start-up route there is commitment to the ecosystem to efficiently convey knowledge towards entrepreneurs in order to achieve success in goals.

Furthermore, we need the entrepreneur to study intensely, firmly, and enthusiastically whilst learning for the future.

We invite you to get to know in-depth all these contents and get involved optimistically in all proposed tasks.

With all your support we are completely sure that start-ups will be launched and improved.

# ENTREPRENEURS

## WHAT EXACTLY CAN BE DONE ON THIS PLATFORM?

As for **Entrepreneurs**, on this platform they will be able to:

### #01

Self-evaluation in order to define what level your team, project and ecosystem are at. This will define position you at one of the six stages.

### #02

Once the stage has been determined, you will be able to know which kind of learning and methods an Entrepreneur should have at that level and what kind of milestones a project should meet in order to move onto the next stage.

# START-UP ECOSYSTEM

## ENTITIES

### WHAT EXACTLY CAN BE DONE ON THIS PLATFORM?

Among **Start-up Ecosystem's Entities** there are two types of complementary support that will be offered by means of this methodology: Formation Support Entities and Entrepreneur Ecosystem Actors.

#### A. FORMATION SUPPORT ENTITIES

Entities that seek to promote knowledge and training of entrepreneurs using tools and advice related to the platform content set by Corfo, according to the level and stage of the start-up.

These actors must supply adequate and opportune means to increase the projects' chances of success, based on the minimum themes and topics required that will be given on the mentioned platform.

**On the platform entities will be able to:**

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#### #01

Choose contents to offer within the programme according to each entity stage and experience.

All these contents must be developed independently from the platform, according to methods and/or means determined by the entity (which will also define the income model).

### #03

Furthermore, you will be able to see what kind of funding exists for start-ups that are at the final development project stage.

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### #04

You will be able to see an ecosystem map from your region with actors that can support you with your project development and your development as an entrepreneur. These partners will be validated by Corfo and will be subject to assessment by entrepreneurs that pass through their process to guide others when choosing the service.

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### #05

Finally, all the information will be connected to Technical Follow-up, platform that will allow you to learn the process and to recover practices from the most successful entrepreneurs.

## #02

To validate and/or to certify through the platform entrepreneurs that carried out the offered content

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## #03

To be assessed by entrepreneurs on the conveyed contents.

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## #04

To improve their diffusion through the adherence to the Start-Up Ecosystem Map according to the profile, having the possibility to add all addresses and regions where the start-up is located.

## B. ENTREPRENEUR ECOSYSTEM ACTORS

It corresponds to entities that seek to offer support services to start-ups that meet with any of the following roles:

- Business incubators
- Business accelerators
- Co-working
- Global Hub
- Mentors' networks
- Private Investment Funds
- Angel Investment Networks
- Crowdfunding platforms

### The actors will be able to:

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#### #01

Choose the corresponding profile and actors to directly incorporate to the entrepreneur ecosystem map, adding all locations and regions where it is available and has participation. This will allow you to be part of the ecosystem and, at the same time, to be put in touch with the entrepreneurs.

# WHY JOIN THE ENTREPRENEUR'S JOURNEY?

To ease project development and maximise success probabilities.

This programme accredits which stage your project is at, easing public-funds information and information about the most suitable ecosystem entity for the development of your project.

Because it is linked to the knowledge of the most-experienced Institution in dynamic start-up topics in Latin America.

As well as online support, the programme will connect you with the specific support network in your region, such as incubators, strategic accelerators, co-workspaces, investment funds, among others.

Because it gives a coherent pathway to develop the entrepreneur and project's skills.

## WHY JOIN THE ENTREPRENEUR'S JOURNEY?

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It will put you in touch with the biggest entrepreneur network in Chile

It will increase national diffusion of the service

It allows you to expand the project portfolio due to the high number of available projects

It transforms you into a Corfo validated ecosystem entity.

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# IMPORTANT INFORMATION



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#1 This platform is not an e-learning programme which allows you to carry out courses, workshops, or online activities, it is a platform that makes such information available.

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## #2

There is no fixed time to complete the methodology. Each entrepreneur will be able to do the contents according to stage of their project.

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## #3

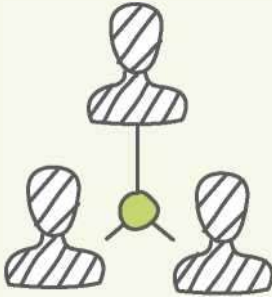
It will be the entrepreneur's responsibility to contact the ecosystem entity and attend the activities.

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## #4

To be able to pass to the next phase, the entrepreneur must meet milestones at each stage and certify all contents.

## IMPORTANT INFORMATION



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#1

There is no payment method online. The method and fees are defined by the ecosystem entity that offers the content.

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#2

Entities are not obliged to accept every single entrepreneur that gets in touch with them.

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#3

Entities can enable and disable contents depending on demand and availability factors.

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#4

Each entity must offer, at least, two contents from the programme “The Entrepreneur’s Journey” and must carry out at least one a year.

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#5

At the end of each content, the ecosystem entity is responsible for uploading a record of who attended and attended the course/workshop or activity.

# HOW DOES THE TRANSFER OF KNOWLEDGE WORK ON THE ENTREPRENEUR'S JOURNEY?

At all stages of The Entrepreneur's Journey, start-ups will be able to improve their knowledge and skills with the help of the Formation Support Entities that are accepted within the site. They will be in charge of conveying contents and activities focused on certain critical topics of the project, allowing them to develop themselves and grow.

