

L A T A M
EDGE
A W A R D S

WINNER

OCTOBER 11, 2017 LONDON



GRUPOCASA

London, 11 th of October 2017.

Congratulations!

You are the winner of the LatAM Edge Award – a prize that was conceived to support Latin American scale ups to expand to the United Kingdom and Europe.

Your victory was the result of a long selection process that involved over 30 professionals at the top of their game, from a wide variety of areas of expertise.

In this booklet you will find out all the services that will be provided to you by the partners of the LatAM Edge Award.

GrupoCASA UK will provide the General Coordination of these services, but without the support of all the partners involved it would have been impossible to offer such a valuable prize, with the different services provided amounting up to £ 135.000.

We hope you will enjoy this year of experience and innovation. It is an honour to have you on board!

During this year of support we would also like to record your experience, so we are able to share your tips with the next scale ups to come.

We are sure that your new journey in the UK will be a beneficial trade-off, positively impacting your business in your home country and you also making its mark on the UK ecosystem.

Let's make the most of this amazing experience!

Sandra Sinicco
LatAm Edge Awards 2017



ACCOUNTANCY PACKAGE

SERVICES

Advice on setting up in the UK from a tax and accounting perspective including entity formation, structure, intellectual property ("IP") location and research and development ("R&D") tax incentives.

Incorporation of a UK limited company, or registration of a UK establishment.

UK payroll set up and Pay as You Earn ("PAYE") payroll tax registration.

UK Value Added Tax ("VAT") registration.

Discount of 25%, up to a maximum of £3,000, on all other services for UK entity's first year including management accounting, financial administration, monthly payroll, quarterly VAT returns, year end accounting and corporate tax compliance.

CONTACT

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Brazilian Chamber
of Commerce in Great Britain

PROMOTE TRADE AND BUSINESS BETWEEN BRAZIL AND UK



SERVICES

Brazilian Chamber of Commerce offers 3 MONTHS MEMBERSHIP TASTER that allows the winner to access events promoted by the Chamber at the member rate.

CONTACT

Alex Wood

Membership

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DIGITAL MARKETING AGENCY

SERVICES

1. Assistance in the development of a Digital Benchmark for the UK
(in partnership with Google). The digital benchmark will provide very important information to help them to understand the digital behaviours of their target audience and their competitor in the UK.

2. Assistance in the development of a multichannel PPC campaign strategy

(Including Adwords, Youtube, Facebook and Instagram). The PPC campaign strategy will help them to reach their target users, and also will give them an intelligent investment structure to growth their ROI.

*The investment for the media is not included.

CONTACT

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Joelson

LEGAL

SERVICES

Provide consultancy about the VISAS's that the professionals will need in order to startup the company in UK.

Provide and or review legal contracts to open the company in UK (first steps of the operation) and to establish partnerships with clients and/or companies.

CONTACT

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PROMOTE TRADE AND BUSINESS BETWEEN MEXICO AND UK

SERVICES

Mexican Chamber of Commerce offers 1 YEAR MEMBERSHIP.

CONTACT

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SAPOVALOVA
COACHING

COACHING

DESCRIPTION OF THE SERVICES SAPOVALOVA WILL PROVIDE:

WHY? 'Leadership is absolutely about inspiring action, but it is also about guarding against misaction.' - Simon Sinek

WHO? Founder/Team in London

HOW? The programme incorporates different learning methods. It would be delivered over three months. Ten sessions with the founder/team.

WHAT? A bespoke comprehensive personal and leadership development programme, which will help you to: Develop your own leadership style, ability to lead yourself, influence others and create impact in the business | Build your confidence and selfawareness | Build new strategic relationships and connections | Intercultural competence

TOTAL HOURS: Each session would last approximately one hour. We could change the delivery to workshops depending on the team needs. Total 20 hours approximately.

MENTORING: Delivery of a workshop for the Award Finalist that will help them polish their their pitches and boost their confidence

CONTACT

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Founder

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MARKET RESEARCH

DESCRIPTION OF THE SERVICES TALENT CAPITAL WILL PROVIDE:

Research team with dedicated Account Manager to work with the winner of the competition for two months.

The winning company will be able to choose whether they prefer support in the form of research and mapping for new hires into their business, market intelligence (for example a market entry strategy) or competitor intelligence. It will be discussed the business needs with the winner at the outset, and agreed the most valuable project Talent Capital can assist with.

CONTACT

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Managing Director

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BUSINESS DEVELOPMENT CONSULTANCY

DESCRIPTION OF THE SERVICES TRADE HORIZONS WILL PROVIDE:

Day 1: Opportunity / Readiness Review

1. Review the winner's UK business strategy and plan
2. Identify any gaps and determine the key requirements requiring support (i.e. what do they need help with most e.g. Has a need been identified? Has a clear target market been defined? Has the product / service been validated with the targets?

Does a clear USP exist in the UK for the product? What projected sales volumes can be achieved over what time frame? What pricing model is best? Who are the key competitors? Is the UK sales process understood for the market sector? Are they ready for introductions?

Day 2: Getting 'UK business ready'

1. A tailored working session to work through the most important requirement(s) as identified in Day 1 (i.e. with positioning, targeting, strategy, sales identification etc.)
2. Create an action plan

How this will work

In the first session, we shall review the written strategy and plan the winner has developed in person.



The second day will be a working session to help work through the most important requirement(s) identified in Day 1.

There may be a period of e.g. one month or one week between the sessions, depending on any preparation work required, and everyone's availability.

The objectives of the sessions are:

- To ensure the winner has a clear and realistic strategy, plan and framework for developing their business in the UK.
- To help the winner identify any need for adaptation of the product, target, messaging, branding, sales approach is required for the UK.
- To identify what area(as) the winner needs most assistance with and undertake a working session to provide support.
- Help create a realistic plan of action towards realising their business and sales ambitions.

When

Given the market entry strategy and plan is usually the starting point for any business entering a new market, we envisage that these sessions can be offered early in the prize timeline.

Caveat

If the winner has already is well progressed in their strategic thinking and plan, and maybe is already progressed in initial business development here, we can alternatively use the 2 sessions:

Day 1 Marketing working session

Day 2 Sales (channel) working session (possibly including some form of market validation – e.g a meeting with a sector expert/customer. This will

Or both days can be assigned either to sales or marketing.

The UK Market Entry Strategy and Business Plan



This plan would typically include the following:

Review of the current business in the home county

- product/services
- business model
- customers
- business against key performance indicators

What is the market entry strategy and plan for the UK?

- Executive summary
- Market Opportunity
- Competitive Context
- Market & Competitive SWOT
- Corporate opportunity
- Corporate SWOT
- Strategy
- Plan to deliver the strategy
- Resources Required

Review key elements of the marketing strategy

1. Research and identifying the market opportunity
2. Environmental factors & SWOT Analysis
3. Target audience(s) (customers and stakeholders)
4. Branding & positioning
5. Key messages
6. Pricing



7. Channels

8. Marketing/collateral/& activity plan

9. Resources including people, budget

10. Timing

Review sales strategy

- Sales approach in home country
 - Existing sales collateral
 - Anticipated sales approach for the UK
 - Any adaptation required?
 - Any current activity/introductions/pipeline?
 - Resources & support required
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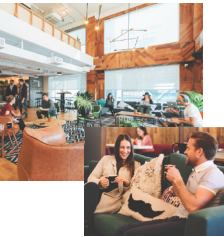
www.tradehorizons.com

wework

COWORKING SPACE

DESCRIPTION OF THE SERVICES

WeWork will provide 2 HOT DESKS in one of the WeWork buildings in London during 1 year.



**CONGRATULATIONS,
WELCOME TO THE
COMMUNITY OF CREATORS**

WeWork and the Latam Edge Awards are thrilled to offer you two complimentary Hot Desks for one year in one of our London locations!

- Beautiful workspace
- Super-fast internet & printing
- Meeting rooms
- Dedicated Community Managers
- Networking events & office hours
- Rotating (3-beer) beer on tap
- Fresh micro-roasted coffee
- Bike racks (varies by location)

wework

CONTACT

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GRUPOCASA

STRATEGIC COMMUNICATION AND PR

DESCRIPTION OF THE SERVICES

GRUPOCASAUK will coordinate all the work done by the partners of the award to your company. Besides that, it will be in charge of the communication strategies to expand your visibility in the UK by delivering the following services:

Communication consultancy and strategy to be approved by your company
6 month Press relations Services with the targeted press
Reports about the results in a monthly basis
Business opportunities noticed while monitoring your market of activities

CONTACT

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ALPHA CARD BENEFITS

DESCRIPTION OF THE SERVICES F6S WILL PROVIDE:

Access to the Alpha Card Benefits that includes free travel, VIP tickets and \$1 Million in free services.



CONTACT

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LATAM EDGE AWARDS

