



# startup

consulting

*V e n t u r e   i n t o   S u c c e s s*

# Who we are

**An adventure requires planning, understanding paths already taken to determine new routes, gathering information to make decisions, and flexibility to change strategies shall surprises arise. Starting a new business is a true adventure, which is why we created STARTUP CONSULTING. We understand well that venturing alone is never a good idea.**

At Startup Consulting, we have all the foundational knowledge to determine possible courses of action, and we have direct access to leading professionals in various fields. So, depending on the best path for your adventure, we invite a tailor-made team to support you in creating a real roadmap and effective actions on the path to success.

We invite you to a free conversation... the first step is the most important.

**V e n t u r e   i n t o   S u c c e s s**

## **Juan Porras, CEO of Startup Consulting**

Graduated with a degree in Mechanical Engineer from the University of Notre Dame. He later completed his Master's in Business at Babson College, specializing in Finance and Entrepreneurship. Mr. Porras has extensive professional experience working for multiple national and international companies, including prominent roles at Cervecería Nacional, Omnilife de Panamá, and Globalstar Inc., among others.

Currently, he serves as the President of the Notre Dame Alumni Association in Panama and is the Founder/President of Startup Consulting, a company focused on coaching, training, and advising startups and SMEs. He has authored numerous articles on business topics in nationally recognized publications and actively participates in boards of directors and advisory committees for various companies.



# Our Industries

We are part of the entrepreneurial adventure in various markets



Physical Training



Importers



Real Estate



Distributors



Construction



Telecommunications



Restaurants



IT Development



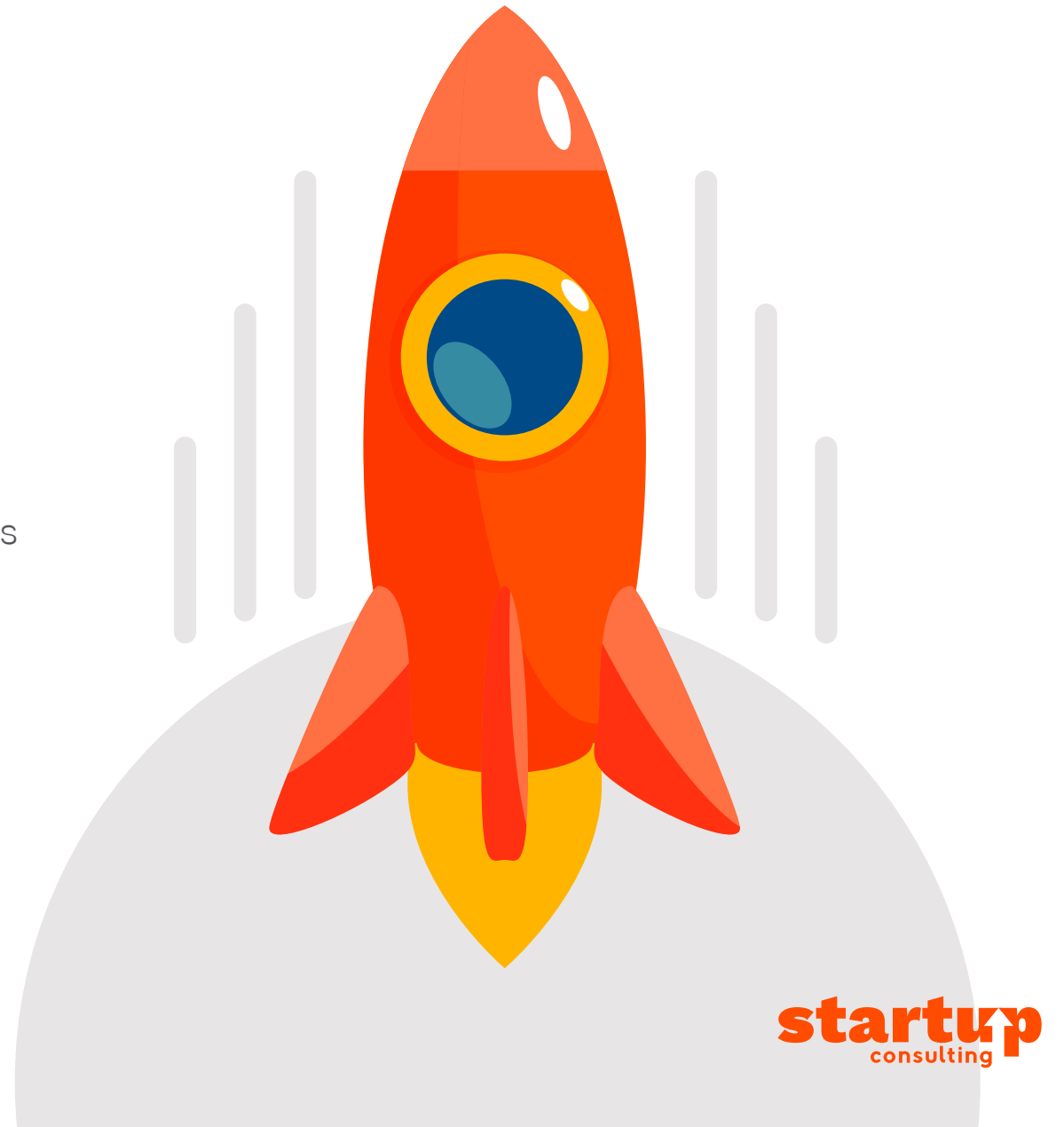
Foundations



Hospitality



Professional Practices

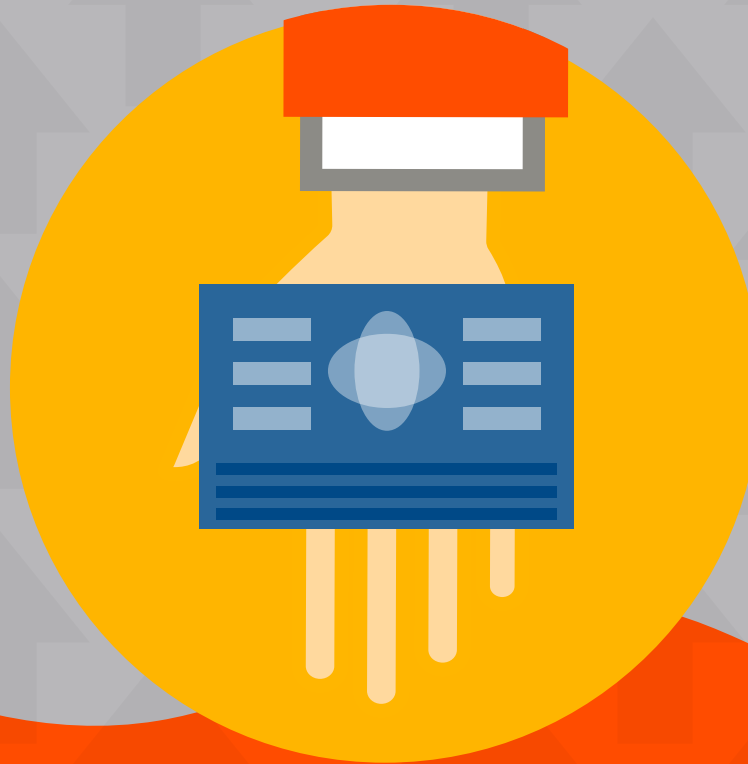


# Our Services



## New Idea Filter

Validate your idea!



## Finance Sherpa

Find the necessary capital



## Business Planner

Develop the Business Plan

# Our Services



## Valuations

How much is my Business worth?



## Startup/turnaround

Do you need a dedicated full-time expert?



## Market Research

Understanding the consumer and competitors

# New Idea Filter

**It's an interactive, short-term process where multiple aspects of your proposed business idea will be analyzed to determine its potential. This development takes approximately two months.**

- It will allow you to understand the environment in which you are planning your idea - the industry and target market, direct and indirect competitors.
- Investing in a quick and summarized process will enable you to know if you are heading in the right direction or if adjustments are needed to avoid wasting time and money.
- You'll quickly learn what the required investment would be to launch your idea.
- We will calculate preliminary projections and returns.

# Business Planner

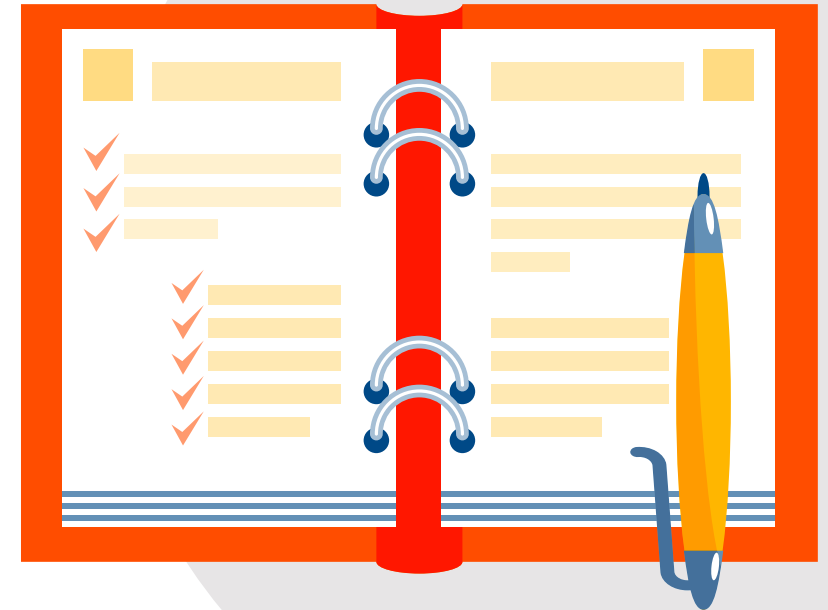
**Projecting the growth of a business or venture in a professional and orderly manner.**

## Why develop a Business Plan?

- Master guide for my business
- Establish clear medium and long-term goals
- Properly assess risks and mitigate them in the best way
- Facilitate the process of applying for loans or lines of credit, as well as seeking investors and strategic partners

**A comprehensive Business Plan can take three to six months to develop, depending on the type of business.**

**You already have a business plan but needs review? We can help!**



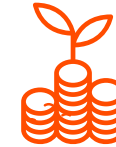


# Finance Sherpa

**Once the Business Plan is developed, we offer the option to accompany you in the process of seeking financing, which can be done in various ways:**



**Debt or Equity**



**Seed Capital**



**Bank Loans**



**Crowdfunding**



**Investors**

# Valuations

Valuation is the process of quantifying the elements that constitute a company's assets, its activity, its potential, or any other characteristic of the company that can be valued.

- Facilitates the process of applying for loans or lines of credit, as well as seeking investors.
- It is often used in succession and divorce processes to understand the value of the business and subsequent division of assets.
- Knowing the reference price of a business so that it is well substantiated at the time of BUYING/SELLING.
- We are interested in knowing the value of our business and comparing it with any previous evaluations to understand if we are creating value in our business or not.



# Market Research

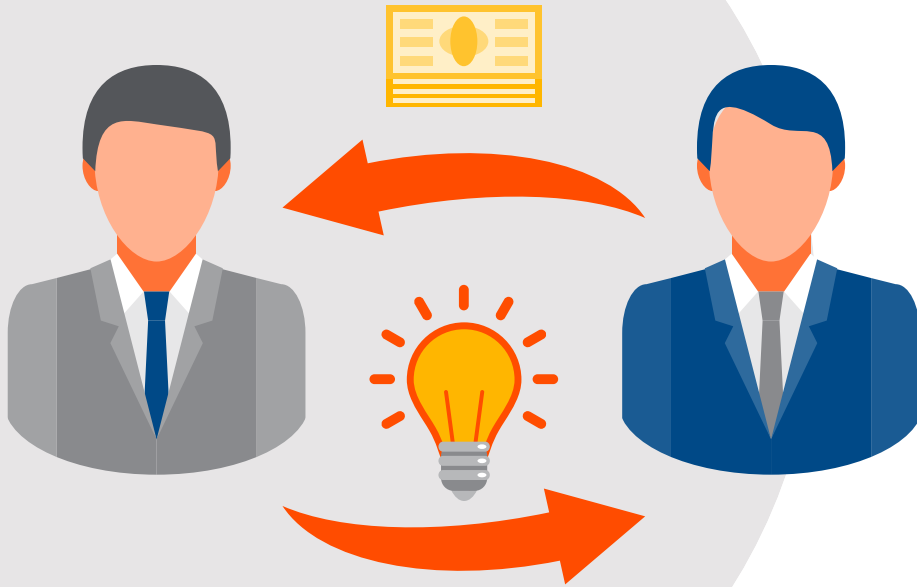
Market research provides you with updated information about your competitors, objectively describing the industry to identify the main obstacles for your business, additional services you could offer, competitive challenges, as well as future opportunities.

- Defining if your service/product has a place in the market, if it's better, faster, more economical.
- Is it your advantage? Is it a temporary opportunity? Are there ways to protect your position?
- Consumer behavior.
- Understanding the competition, their strategies, products, channels, strengths, and weaknesses.
- In what state is the competition's business today? Stable? Growing? Declining?



# Startup/Turnaround CEO

Sometimes it's necessary to go beyond hiring services to assist us in our venture. Whether it's because we don't feel comfortable with all the burden involved in our adventure or simply because we want to increase our chances of success even more. **Why hire a full-time STARTUP CEO?**



- We have over 25 years of experience in the realm of business uncertainty, which enables us to make informed decisions even without having all the information.
- The 'state of mind' or mentality of a Startup CEO has successfully navigated many risk events in its management, allowing for efficient handling of difficult situations.
- The learning process is limited to the industry in which the business operates, but many aspects that all Startups share in common have already been assimilated by the Startup CEO.
- The 'Startup' Management style involves treating the business as a PROJECT, with clear and realistic goals.
- Lastly, there is extensive experience in effectively communicating results to owners/founders in a professional manner.

# Complementary Services



**Business Plan Proofreading/Translations**



**Projections/Budgeting**



**Competitive Analysis**



**Marketing and Sales Plan**



**Inductions/Internship Development**



# Strategic Partners

**The Furinkazan Venture Company (FVC)** is an international entrepreneurial finance & startup advisory firm with headquarters in the USA. The firm supports founders who want to start or scale their companies by providing them with the tools & resources to understand and navigate the entrepreneurial ecosystem, and thus be better prepared to close on their next pitch to customers, strategic partners, and investors. Moreover, FVC has an emphasis on empowering under-estimated founders, which includes but is not limited to: female, Latin, Black, Asian, veteran, and immigrant founders.

**Rubén de Jesús C. Medina** is the Founder & Managing Director of FVC. In addition, he is CEO of Pahtiā Technologies, a health technology data company, as well as a Venture Partner at Valley Capital Partners, a venture capital firm in Silicon Valley. He holds an M.S. in Finance, Magna Cum Laude, and a B.S. in Aerospace Engineering from the University of Notre Dame. He is also a certified Financial Modeling & Valuation Analyst with the Corporate Finance Institute and was inducted into the Beta Gamma Sigma International Business Honor Society in 2019.

**Neology Creative Agency** is a consulting firm founded in 2006, specializing in innovation and creating synergies. Its partners, with experience in large advertising agencies, focus on new trends and business models, taking advantage of their deep knowledge of socio-cultural and creative currents. The company is dedicated to macro strategies, socio-cultural impact projects, multi-media campaigns, creativity and design, using communication to generate ideas that help the world.





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