



Tech Entrepreneurship in Ecuador

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Overview Ecuadorian Tech Market

Startup Environment

Lessons Learned & Experiences

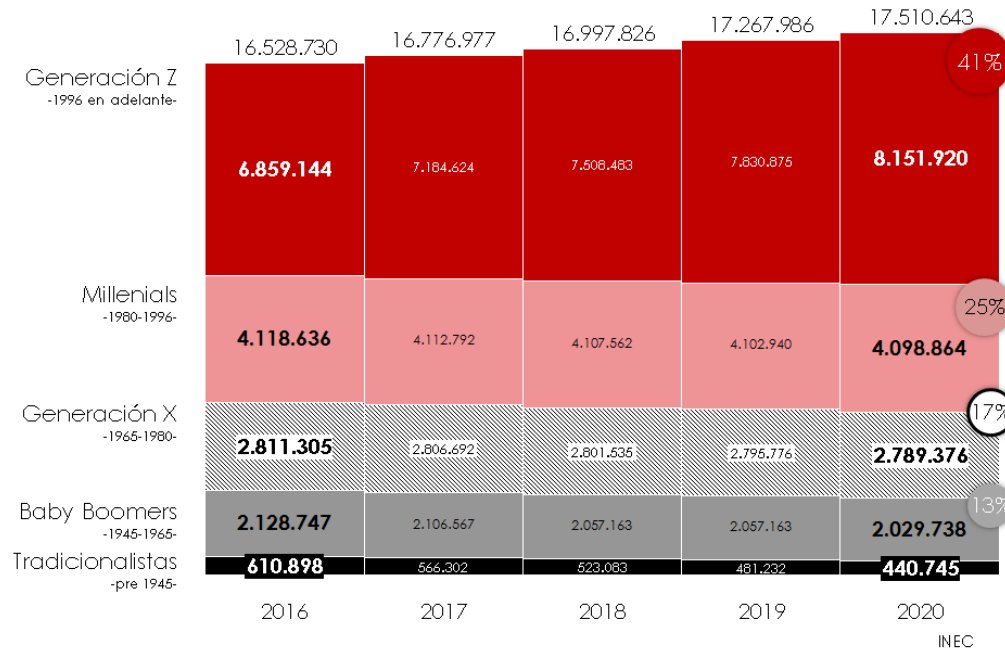
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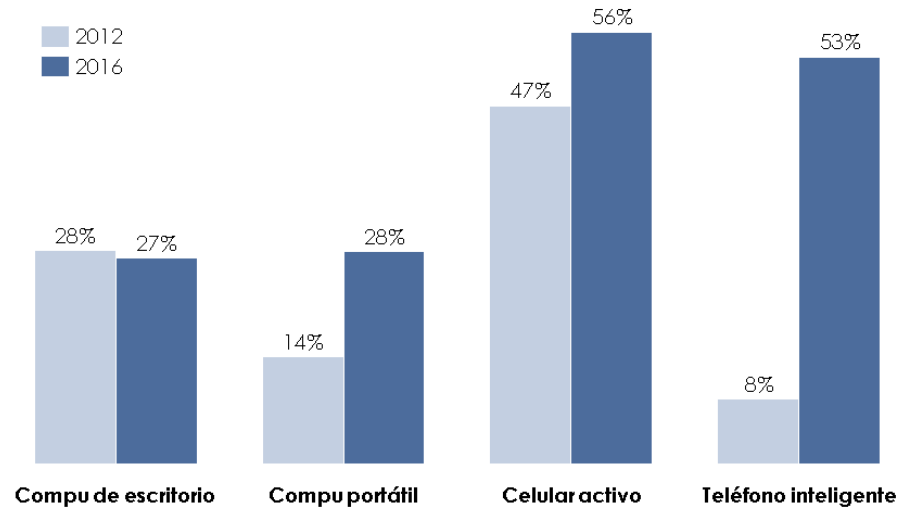
Lessons Learned & Experiences

Ecuador population



Source: INEC

Devices/Hardware usage

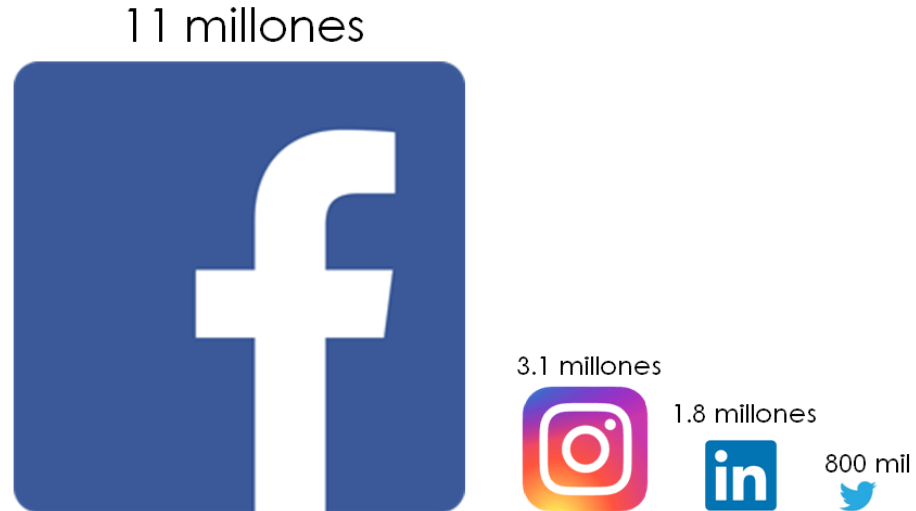


Fuente: http://www.ecuadorencifras.gob.ec/documentos/web-inec/Estadisticas_Sociales/TIC/2016/170125.Presentacion_Tics_2016.pdf

Internet users

On 2017:

- Population: 16,7 m
- 13,47 millions are internet users (80%).
- 11 millions are active social media user (65%).



Fuente: <http://blog.formaciongerencial.com/ranking-redes-sociales-sitios-web-aplicaciones-moviles-ecuador-2017/>

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Startup Map Ecuador (2018, March)

RADAR TECH STARTUP

by Buen Trip

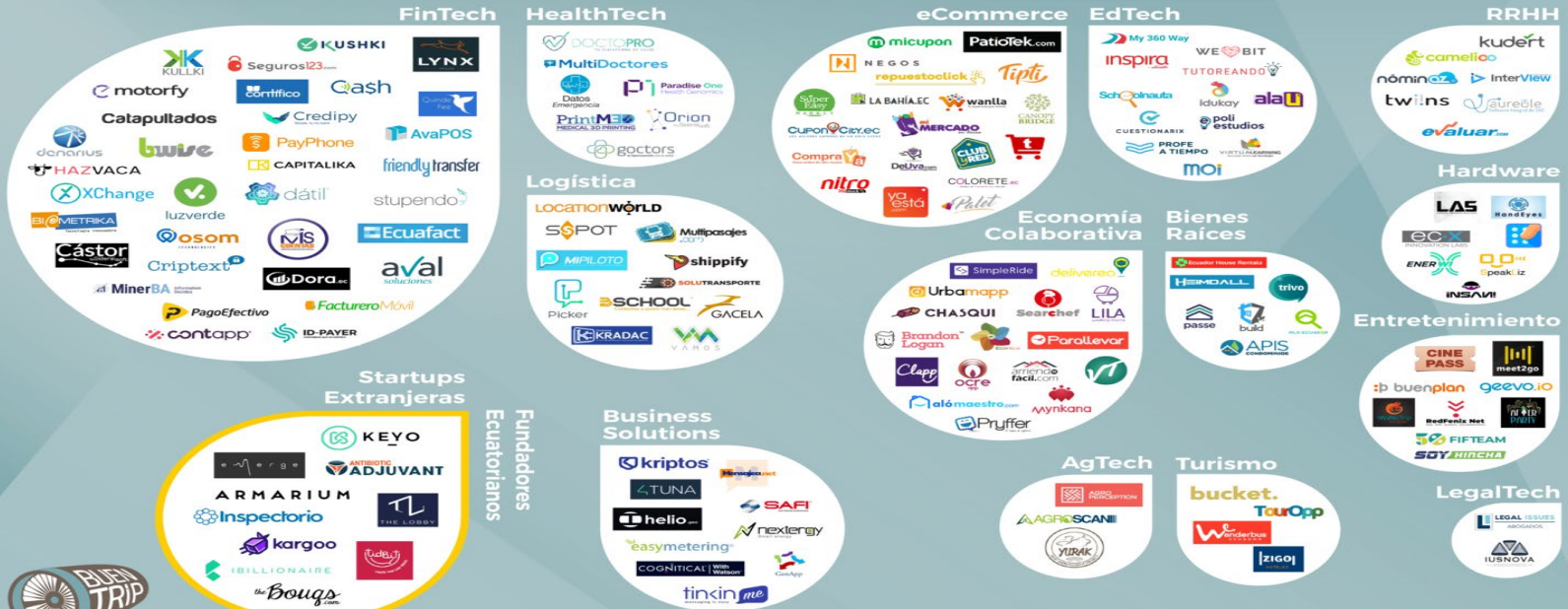


¿Nos faltó alguno? escríbenos a info@buentriphub.com

Startup Map Ecuador (2019, April)

RADAR TECH STARTUP 4.0

by Buen Trip



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Startup Map Ecuador - Growth



Evolución por Versión del Radar Tech

V1, 2018 March

V2, 2018 May

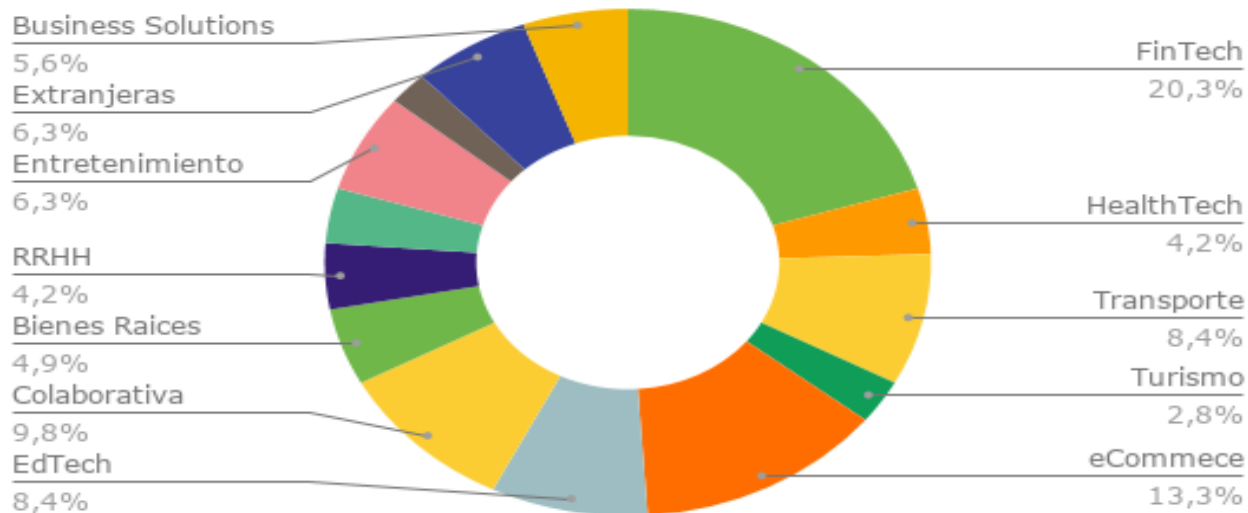
V3, 2018 December

V4, 2019 April



Startup Map Ecuador - Industry

Radar Tech Startup 3.0



Source: <http://www.buentriphub.com>

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Overview Ecuadorian Tech Market

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→ **Lessons Learned & Experiences**

Experiences / Lessons Learned

- Small but attractive market.
- Currency: USD.
- Volatile economic development, long term perspective needed.
- Be patient. Build personal relationships in business.
- Speak Spanish.
- Conduct business in person, or phone (Whatsapp).
- E-government and paperless procedures are increasing.
- Difficult to find user-friendly info on-line.

Innovation Center of Quito

- Investment: \$5.9m
- Actors:
 - (public) KOICA
 - (private) AEI
 - (ONG) UNDP
 - (uni.) EPN
 - (public) Conquito
- Timeline:
 - Q1 2019: KOICA approved investment
- Focus:
 - Industry 4.0
 - Food innovation
 - Bio-industry
 - Fablab



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Thank you.

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