



BUILDING THE NEW FUTURE
GOFEST
III BOGOTA ENTREPRENEURSHIP
FESTIVAL

Virtual Edition 2020
October 28 -30



**Cámara
de Comercio
de Bogotá**



GO FEST

KEY POINTS

It is one of the largest entrepreneurship events in Colombia Led by the Bogotá Chamber of Commerce.

It seeks to generate knowledge and inspiration in entrepreneurs, bringing them closer to the trends and innovations that set the tone in the entrepreneurship at national and international level.

GoFest promotes relationships and contact between entrepreneurs, investors, buyers and the ecosystem in general, to open up real opportunities for business growth and boost the development of the economy of the city and the region.

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OBJECTIVE 2020

CONTRIBUTE
TO THE OVERCOMING OF THE ECONOMIC CRISIS,
DRIVING
INNOVATION IN NEW BUSINESSES AND
TRANSFORMING THE EXISTING ONES

”

Specific Objectives: To Contribute ...

-FOR NEW BUSINESSES TO BE BORN WITH A CULTURE OF PRODUCTIVITY AND FOCUSED ON GROWTH;

-TO TRANSFORM BUSINESS MODELS IN EARLY STAGE COMPANIES IN ORDER TO STABILIZE AND GROW

-TO STRENGTHEN RELATIONS BETWEEN ECOSYSTEMS IN LATIN AMERICA, TO SPREAD GOOD PRACTICES AND EXPAND OPPORTUNITIES FOR NEW BUSINESSES



Startups are recognized for fast action, their ability to adapt, step out of the comfort zone, experiment, iterate, learn, and adjust.

This is why startups play a very important role in these moments, when we have to learn to react and act in an environment where uncertainty prevails.

GoFest 2019



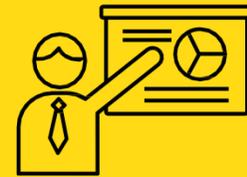
+7.000 unique attendees and
+10.000 in all activities



+25 Colombian entrepreneurship
ecosystem partners



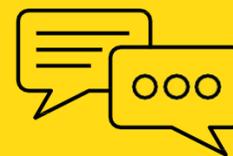
GoFest 2019



+3.500 attendees in conferences and fireside chats +900 online streaming / day



+30 workshops + 1.000 attendees



+170 individual mentoring in Business idea, legal and procedures, business model and marketing.



XV Young Entrepreneurs Fair

126 exhibitors

Business expectatives COP \$ 4,578 (during Fair and business roundtable)

Effective sales COP \$ 50 million,

2020

INSPIRATION

- Powerful conversations
- University 3DE
- Live Latam Pitch
- Innovalab
- CLP Pitch

TRAINING

Workshops
Mentoring
Company Creation
support

MARKET GROWTH

- XVI Entrepreneurs Fair
- Growth Hacking with digital marketing
- Business contacts

CAPITAL

- Capital Raising Trainings
- Demo day with investors

Networking & Softlanding

Powerful Conversations

3 Tracks to build the new future



1. Create the future with new sources of inspiration and opportunities



2. Discover how to take businesses to the future



3. Learn strategies to drive growth

Gran Live Latam Pitch

Each country ecosystem leading institution will support the academic agenda, communication management and investors for the final



We look for main entrepreneurial ecosystems of Latin America



Each country will nominate 10 startups in international market expansion phase and looking for investment



50 Latam Startups receive Pre softlanding training in Colombia



CCB trains startups to raise capital



Each country selects 3 best startups



Live Latam pitch during GoFEst with the 3 best startups in each country

Do you want to build the new future of Latam? Join us!



¿How?

1. Nominate the best 10 startups from your country that are looking for international markets and looking for investment phase (they must speak spanish)
2. Select the best 3 startups for the Live Latam Pitch
3. We will train the with pre softlanding Colombia workshops and capital raising,
4. Help us reach investors from your country and audiences from the regional ecosystem to watch the Live Latam Pitch
5. Join us in social media, together we can reach more and give more visibility to all startups and build the new future
6. We will give brand visibility to the institution from your country that liderates this
7. Help us find great speakers from your country to join the agenda and build the new future
8. Help us co create this, ideas are welcome!

GOFEST LATAM CAPITAL RAISING CYCLE

- Convertible instruments
- Legal aspects of investor negotiation
- Pitch Deck and One Pager Preparation

GoFest Presoftlanding Colombia



Overview of Colombia: Economic overview, regions, culture



Immigration regime, leasing and acquiring real estate, educational facilities



How to start a company and hire workers



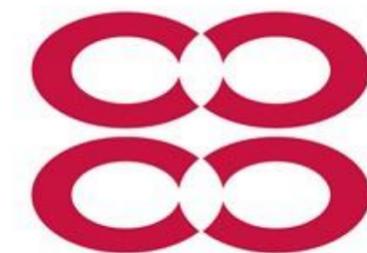
Capital Market and taxes

Workshops Tracks

MARKETING & E
COMMERCE

LEARN TO INVEST
PREPARTE TO
RECEIVE

TECH
LABS



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Contact us!

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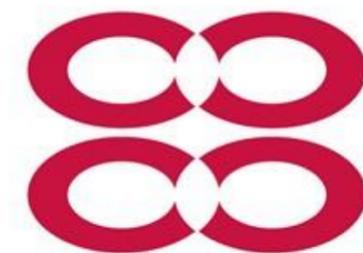
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