



UNIVERSIDAD TÉCNICA  
FEDERICO SANTA MARÍA



INSTITUTO INTERNACIONAL  
PARA LA INNOVACIÓN EMPRESARIAL



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IMAGINACHILE

2013 Año de la Innovación



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# BoosterUp Co-Creation

The new opportunity of your StartUp to accelerate

October 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup>, 2013.

# BoosterUp Co-Creation

The new opportunity of your StartUp to accelerate



**BoosterUp Co-Creation** is the 3IE Institute of Universidad Tecnica Federico Santa Maria invitation for large corporations to create innovative, global reaching businesses through creativity, dynamism and the can-do ability of startups using the co-innovation methodology.

Ten corporations have proposed ten innovation challenges that must be solved by start-ups from anywhere in the world.

The program will select 60 of these start-ups to participate of **Booster-Camp**.

During the three days of the program, an intense interaction will be developed among the corporations and the entrepreneurs. At the end of the event, each corporation chooses the two best startups they want to work with and the **BoosterUp Program**, with the backing of the **Chilean Economic Development Agency, CORFO**, provides up to 120 thousand dollars matching grant for each project, distributed into a first grant, (to be used during three month), for a stage of sales and/or capital raising and a second grant for the business acceleration stage.

Booster-Up Co-Creation will be held in the Region of Valparaiso, Chile on **October 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup>, 2013**.

Applications are open until **September 22<sup>nd</sup>**. The evaluation and selection of projects will be done between **September 23<sup>rd</sup>** and **October 1<sup>st</sup>**; the selected projects will be known on **October 2<sup>nd</sup>**.

Any queries will be answered at [postulacion@3ie.cl](mailto:postulacion@3ie.cl)



**10**  
Corporations



**10** Innovation Challenges



**20** Business Opportunities

**3** Days



**72** Hours



Open Innovation  
Value Co-Creation  
Fast Track Deploy


**20**  
Startups




up to  
**USD 120.000** for each one





**Do you have a value proposal for one of these challenges?**  
**We invite you to do real business with our partner corporations**  
applying in [www.3ie.cl](http://www.3ie.cl)


 **Microsoft** How can we create tools to help citizens to make better decisions in public transport systems of large cities, in order to improve their daily experience?

 **FEPASA** How can we integrate technology to manage the internal logistics of FEPASA , thus creating new services for its clients?


 **CISCO** How to facilitate the access to available information in each of the things, devices or resources that surround us and establish a bi-directional relation with them?


  
UNIVERSIDAD TECNICA  
FEDERICO SANTA MARIA How can we promote innovation and entrepreneurship in the University, integrating technology to manage knowledge, internal logistics and the linking up with the productive sector?


 **cel-media** MOBILE MARKETING How can we facilitate to small and medium companies the access to mobile marketing campaigns in a direct, self-managed way?

 **mapcity.com** *sabemos dónde!* How can we facilitate access to geo-referenced data for real time decision making by small and medium enterprises?

**PROGRAMA  
PROVEEDORES de  
CLASE  
MUNDIAL** How can we avoid non crushable material to enter primary crushers of mining operations?

 **3M** How can we improve bio-safety in the salmon industry?

 **defontana** TU SOCIO ESTRATÉGICO PARA CRECER How can we improve the management of medium and small enterprises, so that they achieve higher profitability?

 **AES Gener** energía confiable How can we innovate improving processes and equipment efficiency to reduce emissions in thermal power generation?