

Low tech- High tech



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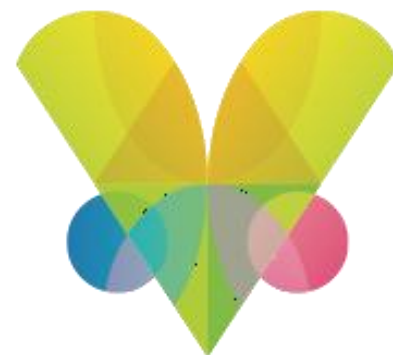


MACONDO
UNIVERSIDAD
SIMÓN BOLÍVAR LAB

Omar Abril Howard
Diseñador Industrial



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El día de

HOY



Every great business is built on
great values

Build your company, in
values...





THE PROSPECT OF WHITBY

Turkey

VS
DOM

2017



¿Qué
es ser

Emprendedor?

Que tiene **decisión e iniciativa** para realizar acciones que son **difíciles o entrañan algún riesgo**.



Aventura



Pasión



Trabajos



Tiempo



finance

supply

budget planning

sales agreement approval variance

$$v = SX = 365$$

$$x = \frac{BV^2}{PV + 12 + 2}$$



IT

organization

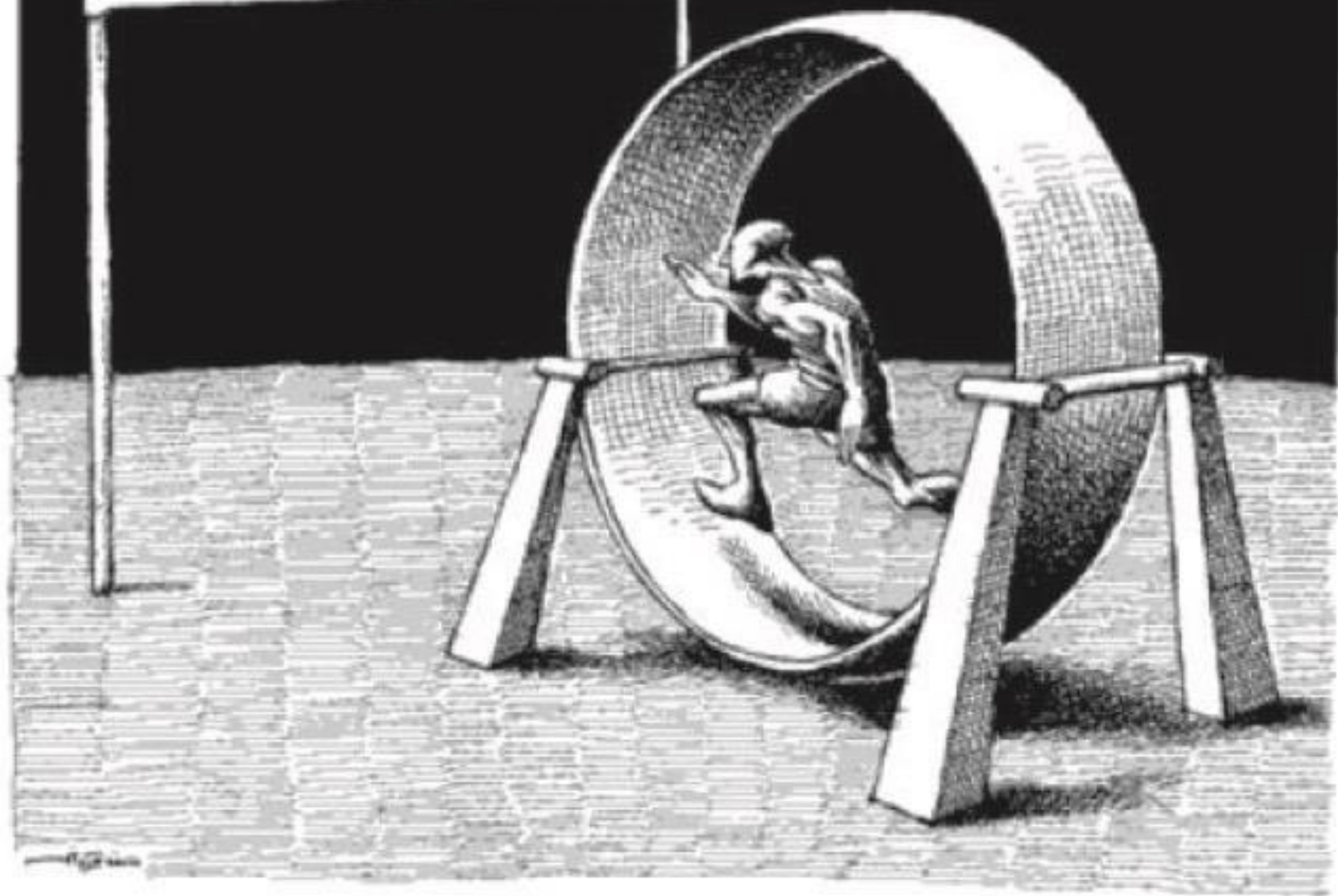
logistic

marketing

operation

Frustración

FINISH



¿Cómo
nace la idea?

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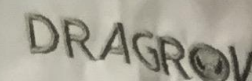
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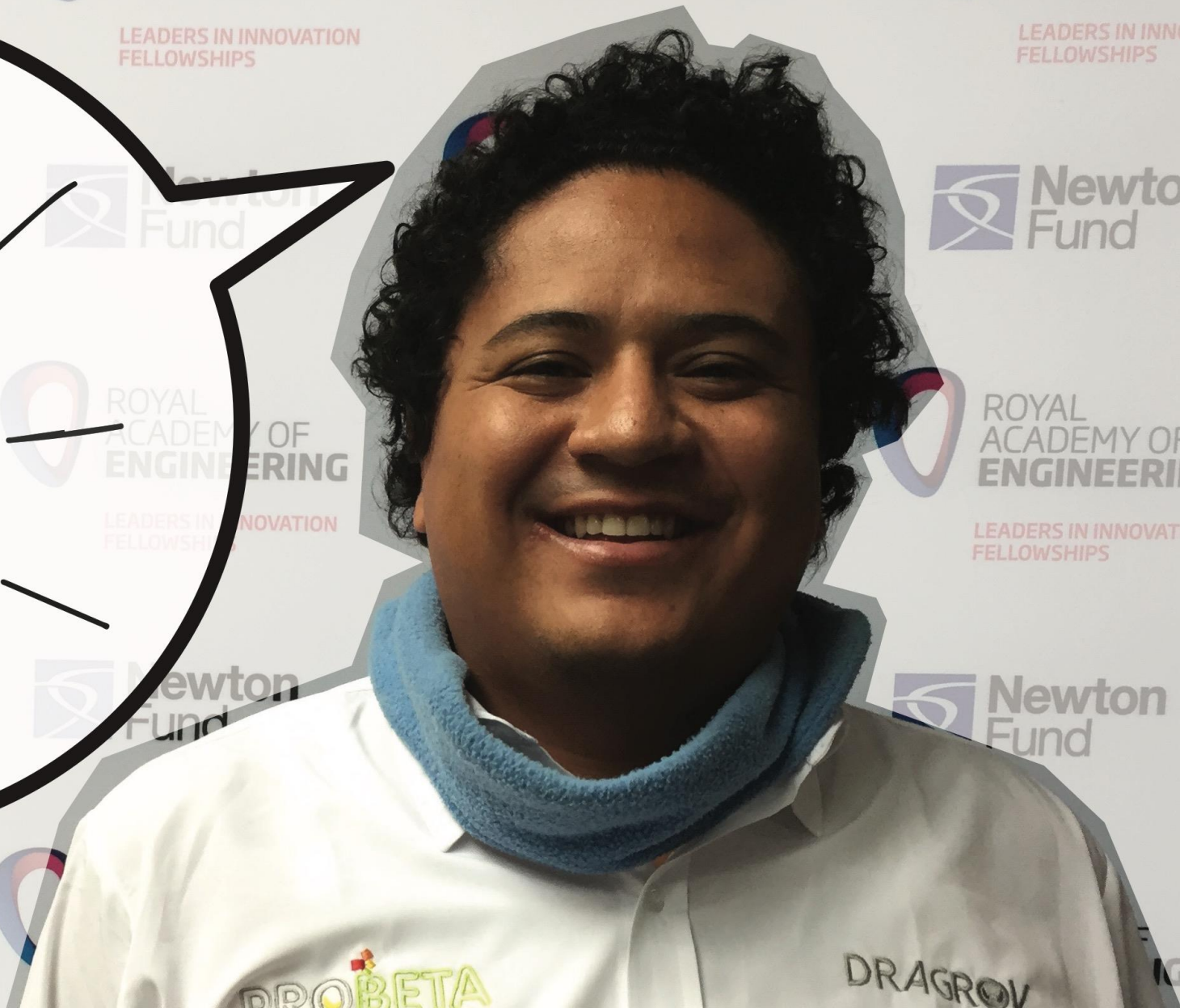
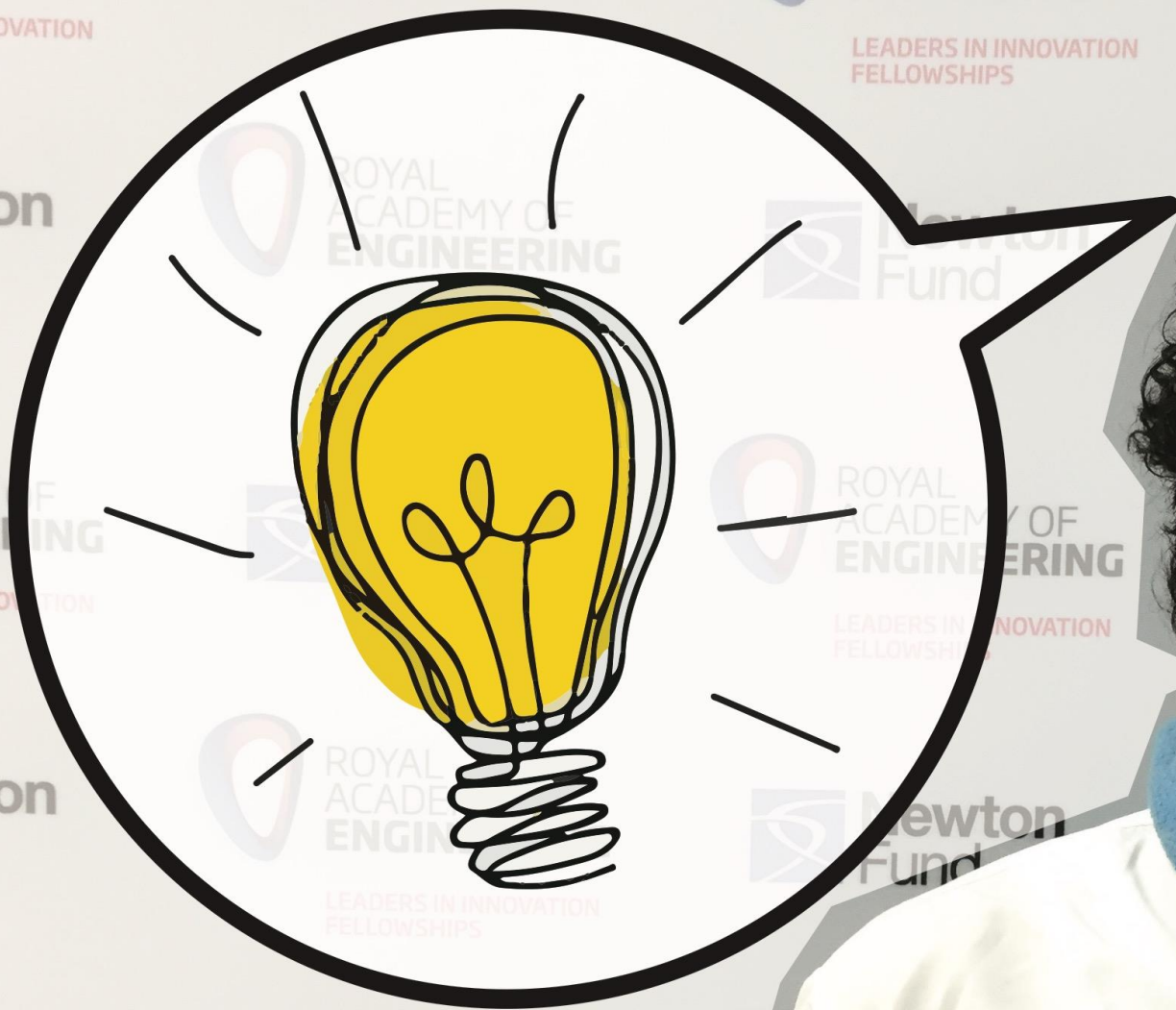
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 **PROBETA**

 **DRAGOV**







Fondos



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COLCIENCIAS
Ciencia, Tecnología e Innovación

MACONDO TIC

Montería • Sincelejo • San Andrés Isla • Atlántico



TODOS POR UN
NUEVO PAÍS
PAZ EQUIDAD EDUCACIÓN

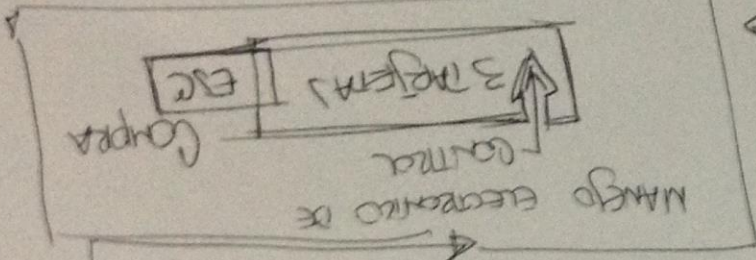


ILUSTRACIÓN DE EMPRESA/ NEGOCIO

BUSINESS MODEL CANVAS

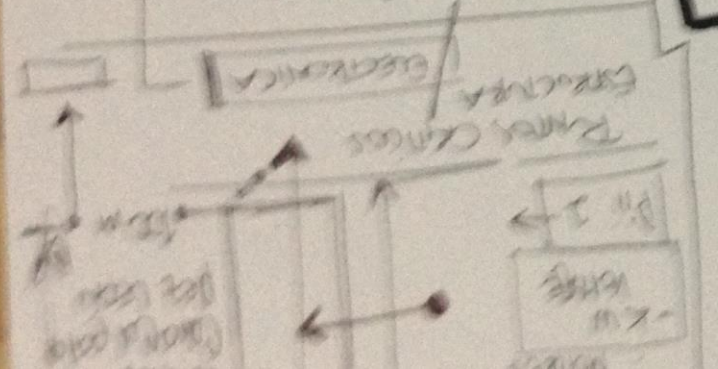
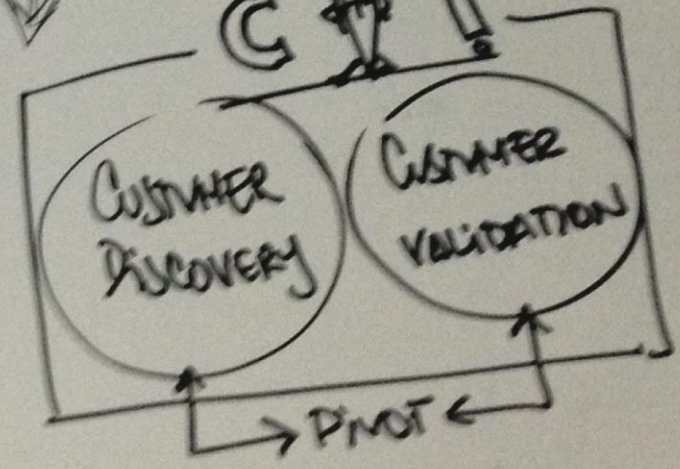
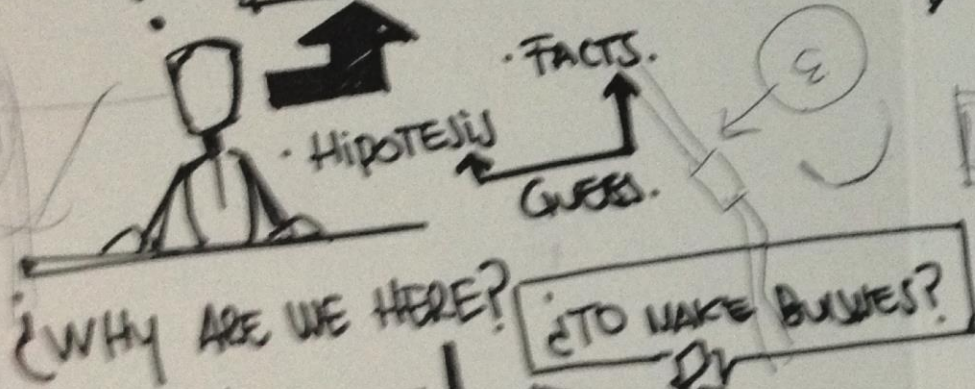
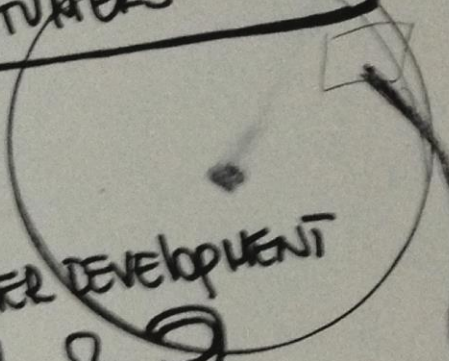


FILTROS



NO PLAN SERVICES FIRST CONTACT WITH CUSTOMERS

SEPIA



The Business Model Canvas

Designed for:

INSPECCIÓN DE EMBARCACIONES.

ADQUISICIÓN DE ELEMENTOS COSTOS

<p>Key Partners</p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Centros de Investigación Sub Acuática Biólogos Marinos Universidades</p>	<p>Participación en Expediciones Abierta) Exp. Seaflower Coralina - Gov - (NAL/CONVENIO) Usos en Monitoreos</p>	<p>Value Propositions</p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>Mayor Captura de Datos Mayor Profundidad " tiempo de fondo Adición de Paquetes Tecnológicos Seguridad para Buzos.</p>	<p>Customer Relationships</p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our Business Model? How costly are they?</p>	<p>Customer Segments</p> <p>For whom are we creating value? Which segments are most attractive?</p> <p>Nacional Coralina Gov</p>
<p>Comunidad de Biólogos Marinos Centros de Investigación - Expediciones</p>	<p>Key Resources</p> <p>What Key Resources do our Value Propositions require? (i.e. Distribution Channels, Customer Relationships, Revenue Streams)</p> <p>Gobierno de nuevas metodologías Convenios Institucionales</p>	<p>Web/Servicio de Acompaña Contacto Directo con Cliente</p>	<p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient?</p>	<p>Instituciones Nacionales Inmigración - Guardia Costas Universidades</p>

Cost Structure

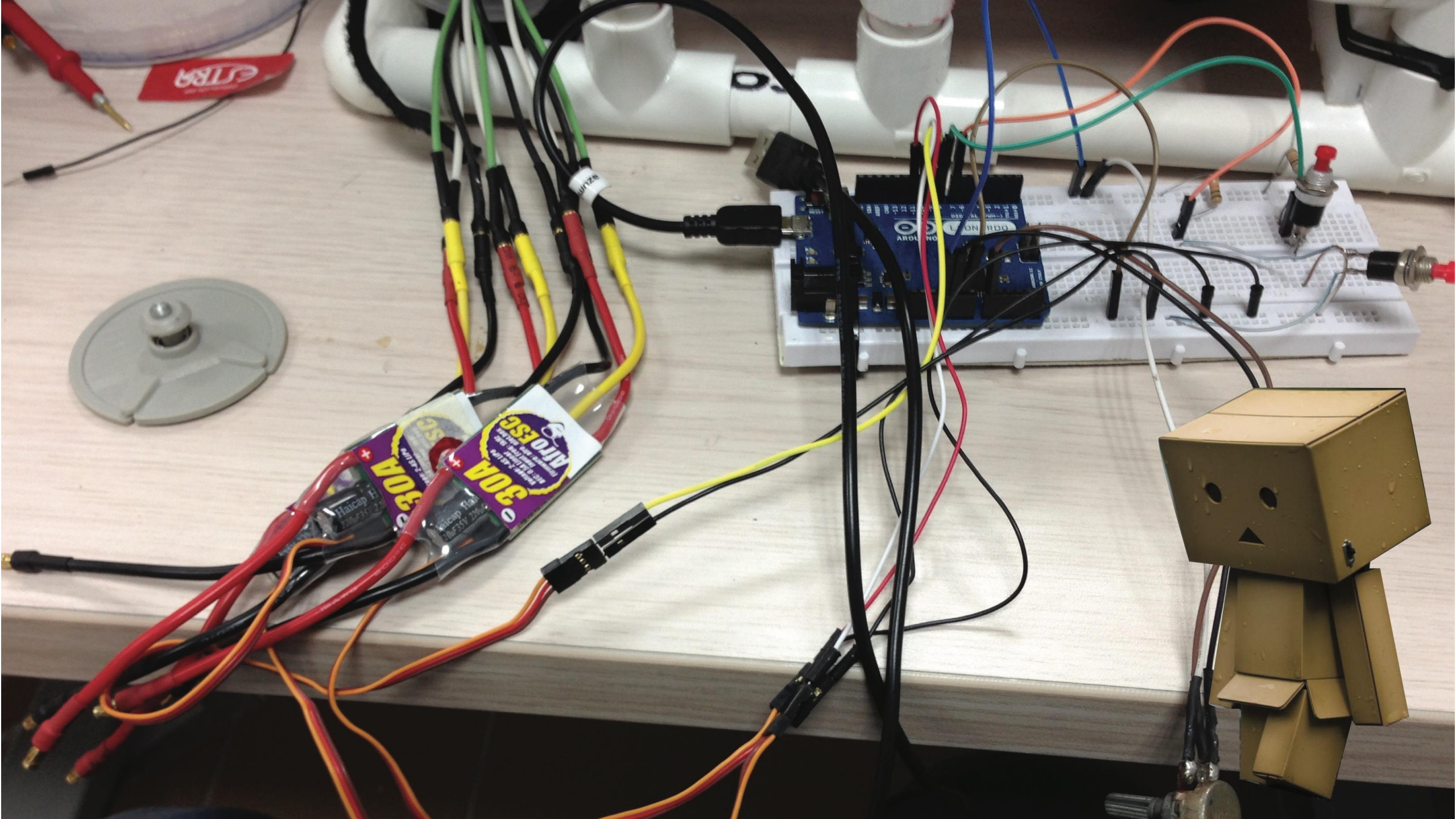
What are our most important cost drivers?
 Which activities are most costly?
 Which Key Resources are most expensive?

Costos de Recolección de Info.

Revenue Streams

For what value are our customers really willing to pay?
 How are they currently paying?
 How would they prefer to pay?
 How much are our customers willing to spend on our product?





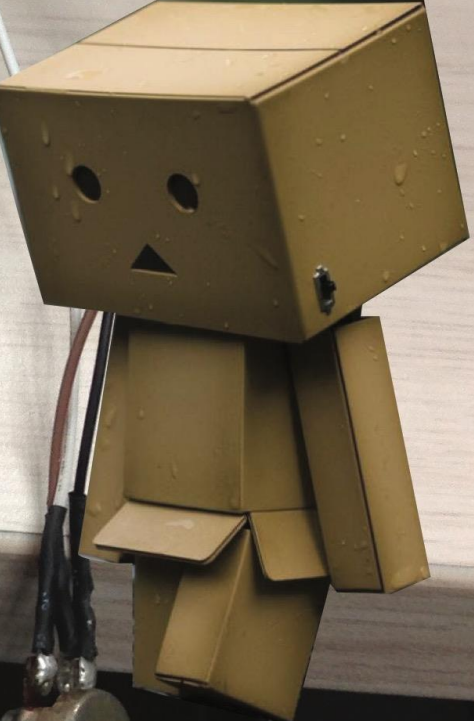
ELETRON

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ARDUINO
UNO R3



conocidos
calidad, la
y por ser
cimiento y
a sociedad.

IDAD
OLIVAR



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través del juego

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DE NEGOCIOS TIC

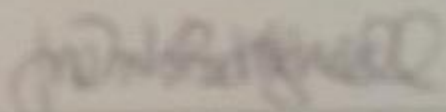
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HACE RECONOCIMIENTO ESPECIAL COMO
B2B SOBRESALIENTE
AL EQUIPO EMPRENDEDOR

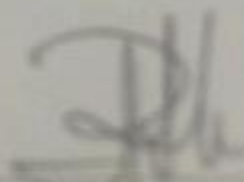
SEPIARON.

"LAS EMPRESAS TRANSFORMARÁN SU NEGOCIO GRACIAS A SU ESFUERZO INNOVADOR"

EDICIÓN VI - ABRIL DE 2014



PRESIDENTE DE LA CÁMARA



PRESIDENTE DE CÁMARA ALICIA









RPi Cam 2017.04.29_00:32:10



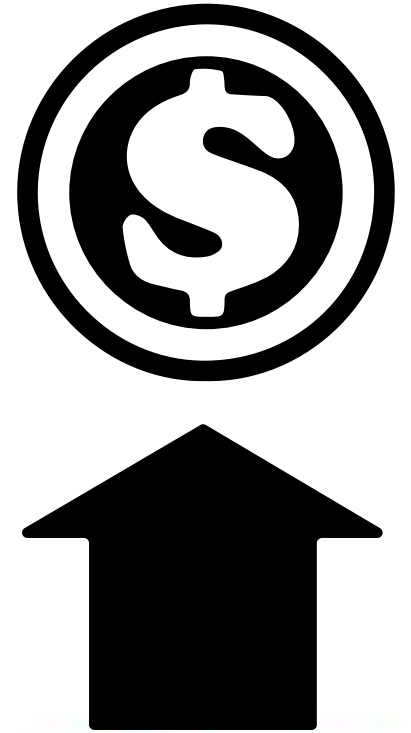


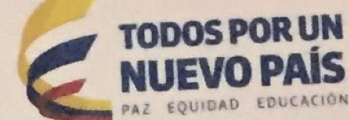
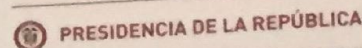
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FONDO EMPRENDER

del SENA

Entrega el capital semilla para crear empresa a:

Ómar Abril Howard

Por un valor de \$

103.418.100

Ciento tres millones cuatrocientos dieciocho mil cien pesos ML

Para su plan de negocio

SEPIA ROV

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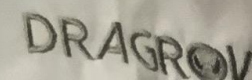
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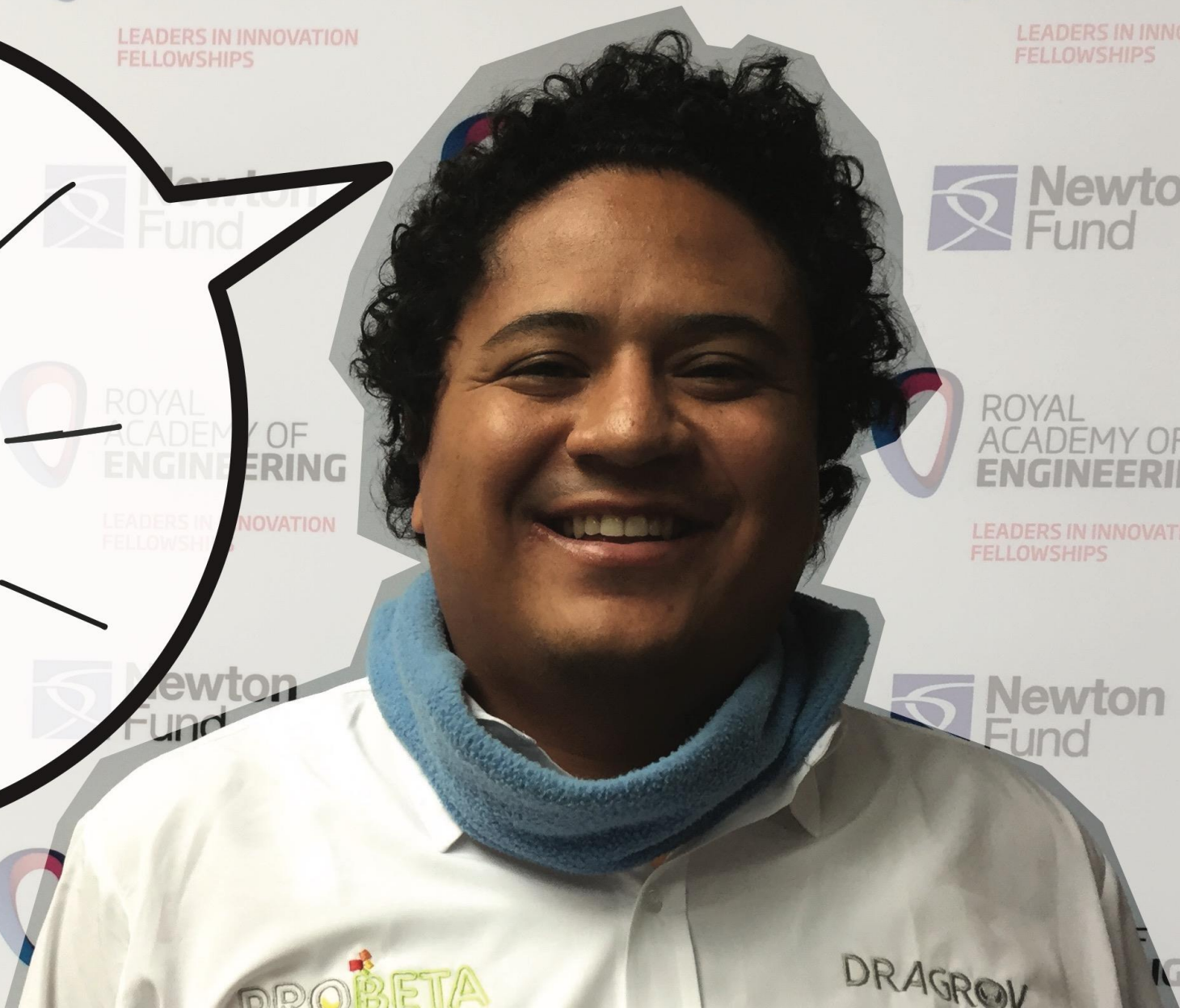
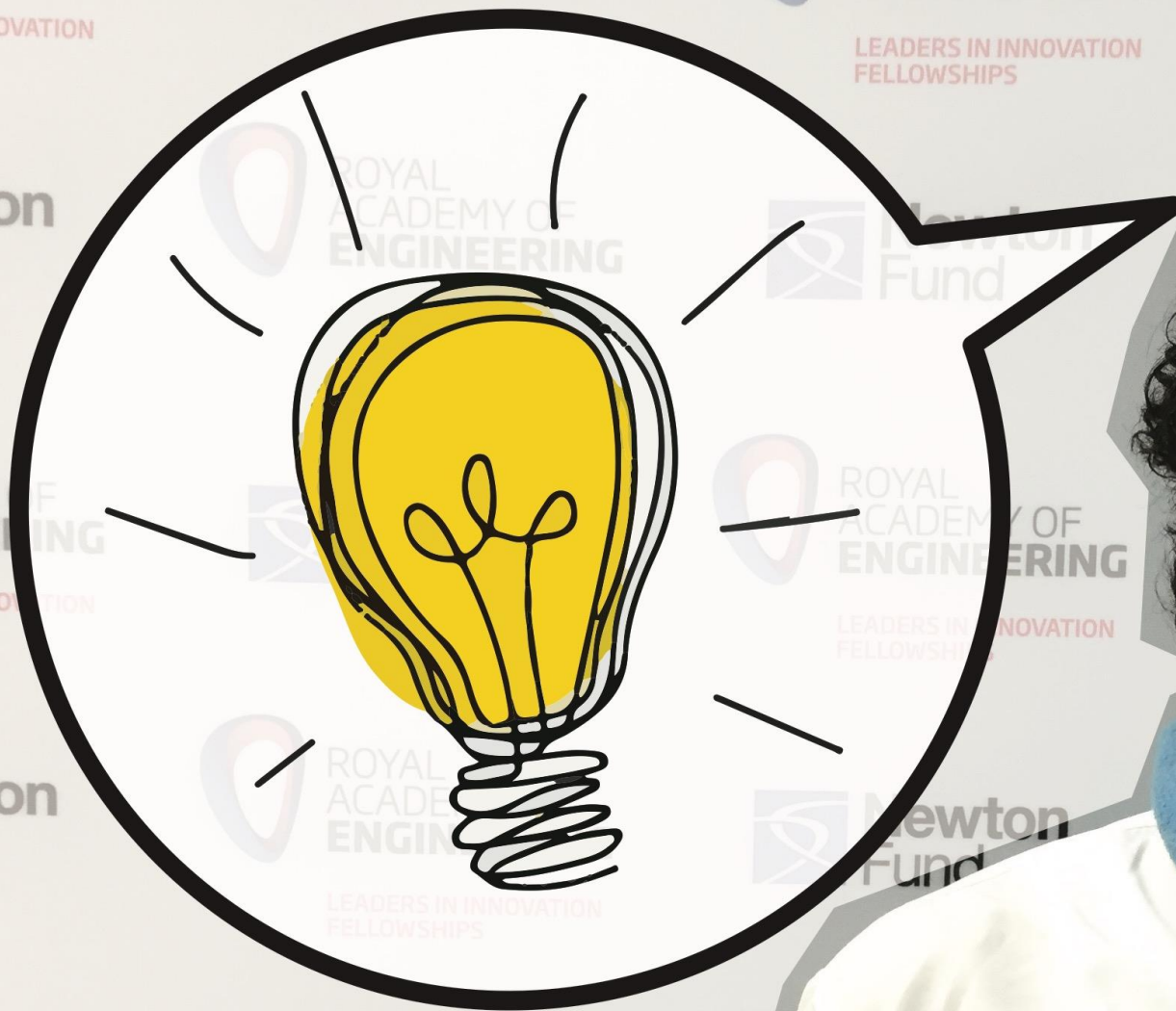
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 **PROBETA**

 **DRAGROV**



El día de

HOY



Pasión

Aventura

Trabajo

Tiempo

Frustración





BOROUGH OF CHELSEA
MANS CRESCENT
S.W. 1







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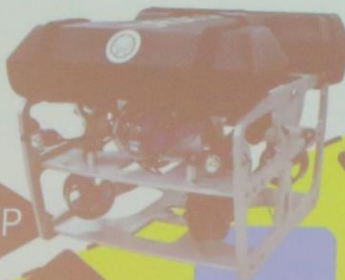
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What
we do
so far



MVP

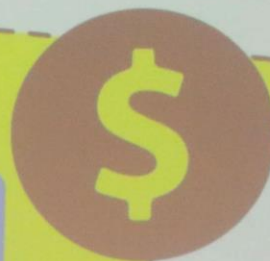


Founding
40k

Field test

Founding

Caribbean



Network

Year 1

Year 2

Year 3

Year 4

Year 5





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great values

Build your company, in
values...



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Gracias

