

FAQS

1. What is StartCo?

StartCo is a massive event, created in 2019, which has brought together more than 20,000 people from 25 countries, more than 750 Startups and more than 350 investors. To date there have been 4 versions, two in Medellin, one in Barranquilla and one in Bogota. This event seeks that entrepreneurs and Startups can, first, create strategic relationships with large corporations, finance themselves either by debt or investment and, finally, map the entire ecosystem of entrepreneurship.

2. When is the next StartCo?

The next StartCo will be next Thursday, March 14 and Friday, March 15, 2024. 2024.

3. Where will the next StartCo be held?

The next StartCo will be in Bogota Corferias, pavilion 10 to 14
Address Ac. 24 #38-98, Avenida Esperanza

Spaces at StartCo Bogotá:

- A. **Startups Showcase:** upon entering the venue, you will find 250 Startups and 30 technology projects.

- B. **Final investment round:** takes place in the main stage of Startco, in the center of the event, which starts at 2 pm on March 15 until 6 pm. In this space 10 Startups make a public pitch in front of 13 impact investors where they seek to create investment intentions.

- C. **Lean Meetings:** stands of major corporate sponsors of StartCo that are located on the perimeter of the event. In these spaces, these corporations present challenges, open innovation, investment programs or their interest in the Startup world.

- D. **Inspire Pitch:** 20-minute conferences presented on the main stage of StartCo, every hour there is an intervention where a high-impact entrepreneur tells his or her story. You can consult the event's agenda.

4. How can I register?

There are different types of registration, depending on the purpose of attending the event.

attending the event. The first one is Startup, which is the main character of StartCo, the second is as general public which is divided into: Startup

visitor, investment fund or investor, accelerator or incubator, University or entrepreneurship center, Corporate or private company, Government or public entities and technology projects - Series A/B

5. How is the registration process for the general public?

You can register here by filling in all the fields. When you make the payment of your registration, you will receive your virtual badge and you will be able to print it at the entrance of the event.

The price of the ticket is adjusted according to the stage in which you register.

6. How is the process of registering as a Startup?

The process starts with the pre-registration of your Startup by clicking here.

Once you finish this pre-registration and make your payment of \$300.000 + VAT, you will receive an email to register in Startbook and start the evaluation process.

In case you are selected, you will receive an email with instructions and the payment link for a value of \$1'300.000 + VAT.

7. General public benefits

This type of registration has access to the days of the event, March 14th and 15th, 2024 to:

Meet the 300 touchpoints between sample startups series A/B and technology spaces. Attend the 10 inspiring pitches that will be presented in different spaces during the two days. The best entrepreneurs from Latin America and the world.

Visit the 30 Lean meetings at the event and learn about their challenges, topics and innovations.

Right to know the StartCo ranking, where you can see the best 30 Startups of the whole event.

Attendance to the final round of investment, where the best 10 Startups are presented, which come out of the ranking + the curatorship of 13 investors.

7. What are the benefits of registering as a Startup?

Registering as a Startup means being the protagonist of StartCo and this includes the following:

- a) A point of contact, which is composed of a booth consisting of a 60 cm wide table with a
a 60 cm wide table with a speaker that contains information about the startup
Startup information such as: logo, sector, tweet pitch, booth number and social and social networks.
- b) A double power socket and internet access is included exclusively for Startups.
for Startups.
- c) A profile in Startbook, with all the information consigned in order to be consulted by
all attendees.
to be consulted by all event attendees.
- d) Possibility of scheduling appointments with investors, corporations,
accelerators, incubators and all the other profiles of the event.
- e) Possibility of knowing the corporate challenges or open innovation interests of the
more than 30 large
of the more than 30 large corporations that participate as sponsors of StartCo.
sponsors of StartCo. and present solutions or answers.
or answers.
- f) Receive benefits from sponsors
- g) With the registration, 3 people from each team have access to the event, which

This allows for more participation and networking.

h) Attendance to the event prior to StartCo, the night of March 13, where only the Startups of the event attend for a final Startup tips workshop, a talk on Startup tips, a motivational and mindset talk.

i) Attendance of the 3 Startup members to the 3 pre-StartCo virtual workshops prior to StartCo where aspects of pitching, valuation, investment terms and other topics will be improved, investment terms and other topics.

8. If I have already purchased the ticket and I cannot attend, what can I do?

The purchase of the registration to StartCo Bogota 2024 is non-refundable; however, if you are unable to attend the event, you can request a change of participant to Starter Company SAS within 3 working days before the event. Once we are within this time, no changes can be made.

StartCo's registration fee can only be refunded in case of a calamity or illness, a situation of force majeure that prevents attendance to the event. With the certification of such situation sent to the email contacto@starter.com.co

Where do I claim my badge?

9. Where do I claim my badge?

For this edition, after registration, you will be able to receive your virtual badge. Do not forget to claim your physical badge at the entrance of the event. the event.

Startups will be able to claim their physical badge at the pre-Startco night.

10. How do I pay the registration fee for the general public?

It is done once the registration is done on the platform. This takes you to WOMPI, our payment platform. If you have problems with the payment or it was rejected, we offer you other options.

Starter Company Virtual payment terminal: <https://checkout.wompi.co//zOPWFJ>

A. Link active until December 31, 2023.

B. You can make the payment in our Bancolombia savings account number: 005-000121-53.

11. How is the startup registration payment made?

1. To start your evaluation process is mandatory your registration in Starbook, **if after 8 calendar days you have not made this registration automatically your application will be canceled** and you will receive 3 entry passes to StartCo 2024 (for you and two more people in your team).
2. Once we validate that you have entered the information in Startbook, our team will evaluate the applications and select the Startups that will be in the showcase.
3. In case you are not selected in the sample, the amount you already paid today will be converted into 3 general admissions to the event (including the one that is already pre-registered). And in case you are selected you will receive an email with all the instructions so we can have your booth ready for the event (See T&C).

4. Don't let fear paralyze you, continue your registration process at Startbook.
