

4th Annual MIT Sloan Latin American Startup Competition

March 4-5, 2016



Your idea that will
transform Latin America

Overview

The MIT Sloan Latin American StartUp competition **promotes entrepreneurship in Latin America** by providing a platform for entrepreneurs to **present their ideas and early stage startups** to top entrepreneurs, venture capital firms, and policy makers from the region.

The competition is held during the MIT Latin America Business Conference, and provides a unique opportunity for entrepreneurs to network with top executives from Latin America, potential investors, MIT faculty, and students.

Why participate?

- Present your ideas to successful and seasoned professionals and receive feedback
- Network with world class entrepreneurs, investors & potential partners
- Receive personalized feedback from the judges
- Media exposure
- Winner receives \$5000+ cash prize!

Application Criteria

Target Market

The start up should be focused on serving or entering the Latin American market



Team

The team should consist of 1-5 members. At least one of the team members should be a student from any university.
The competition is open to MBAs, PhDs, graduate students and undergraduates from all universities.



Selection Criteria

The venture can be a developed idea or a working startup.
Finalists will be chosen on the feasibility of the venture and its ability to scale and make an impact.



Registration and Selection Deadlines

Register your team

Until January 15th:
Early Bird Registration

If you register your team before January 15th, the cost per team will be \$50.

January 31st: Registration deadline

Registration will cost \$100 per team.

Register [here](http://www.mitlac.com) or at www.mitlac.com.

Submit your Pitch

January 31th: Deadline for submitting your slide deck and video pitch

Each team should submit a slide deck describing their business idea and a short video pitch.

The **slide deck** should have between 5 and 10 slides.

Video pitch should be maximum 2 minutes long.

Finalists Selected

February 10th: Finalists are Notified

Organization will notify the **top 10 teams** to present their pitch deck at the Start Up Competition Semi-Final.

Pitch!

March 4th: Semi-final

Teams have 5 minutes to pitch their deck.

Every team will receive feedback from panelists.

3-5 Finalists will be selected.

March 5th: Final

The final will be held at the MIT Latin American Business Conference.

Winner will be selected.

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Confirmed Judges for 2016 Competition:



Fernando Fabre
President at
Endeavor Global



Ariel Arrieta
Cofounder & Managing Partner
NXTP Labs



Marcus Dantus
Founder and CEO
Startup Mexico



Bill Aulet
Senior Lecturer & MD
MIT Trust Center



Marc Segura
Founder and CEO
Play Business



Guillermo Lagos Espinosa
Director Entrepreneurship &
Innovation at EGADE

Keynote Speaker:



Ale Resnik

Co-Founder & CEO at Beepi.com

- "Top Innovator Under 35", MIT Technology Review 2014
- "Top Professionals 35 and Under", LinkedIn Next Wave
- "MIT Legatum Fellowship for Development and Entrepreneurship"

Some 2015 Finalists:





Please contact us with your questions!

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