

# 4<sup>th</sup> Annual MIT Sloan Latin American Startup Competition

March 4-5, 2016

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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 at 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](http://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 4<sup>th</sup>: Semi-final

Teams have 5 minutes to pitch their deck.

Every team will receive feedback from panelists.

3-5 Finalists will be selected.

**March 5<sup>th</sup>: 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  
NXTTP Labs



**Marcus Dantus**  
Founder and CEO  
Startup Mexico



**Ale Resnik**  
Co-Founder & CEO  
Beepi.com



**Bill Aulet**  
Senior Lecturer & MD of  
MIT Trust Center

### Some 2015 Finalists:







**Please contact us with your questions!**

Guillermo Marx  
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Matias Grunwald  
mrgrunwa@mit.edu

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