

ALAYA VC  
CAPITAL



# SOMOS UN FONDO DE VENTURE CAPITAL DE EMPRENDEDORES PARA EMPRENDEDORES

Nuestro equipo e  
inversores **son**  
**destacados**  
**emprendedores**

Invertimos en  
**talento digital**

Potenciamos  
startups para escalar  
**a nivel global**

## INVERSIÓN

- Seed & Serie A: Tickets USD 300K – 1M
- Follow on en las mejores
- ¡Nos encanta co-invertir!



# ALAYA EN NÚMEROS

4

OFICINAS

## PRESENTES

Estamos en Argentina, Chile y Silicon Valley

2

FONDOS

## EXPERIENCIA

Aprendimos el know-how y vamos por nuestro tercer fondo

34

COMPAÑÍAS  
INVERTIDAS

## EXCELENCIA

Tenemos un portafolio con empresas cuidadosamente seleccionadas

3

EXITS

## RESULTADOS

Exits como resultados de un exhaustivo proceso de acompañamiento

+50

INVERSORES  
EMPRENDEDORES

## DIVERSIDAD

Inversores de diferentes países e industrias confían en nosotros



# PORTFOLIO

FinTech



EdTech



Healthtech



Enterprise software



AgTech



Travel



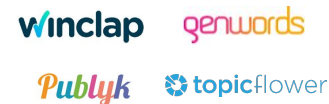
PORTFOLIO



FoodTech



AdTech & Digital Marketing



Big Data & Analytics



Insurtech



CleanTech



Logistics



Proptech



Marketplace



ALAYA I

Investment tickets  
\$200K-\$500K

ALAYA II

Investment tickets  
\$300K-\$500K

ALAYA III

Investment tickets  
\$1M-\$5M



# **VENTURE CAPITAL**

## **¿QUÉ ES Y CÓMO FUNCIONA?**

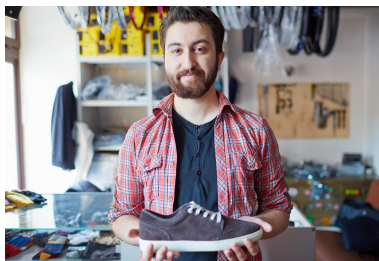


# CONCEPTOS CLAVES

Capital de **Riesgo**  
=  
Capital Emprendedor  
=  
Venture Capital

} **SINÓNIMOS**

# TIPO DE EMPRENDIMIENTO



X



X



+



# STARTUPS

Al menos  
**regional** sino  
**global**



Alto  
componente  
**innovador**



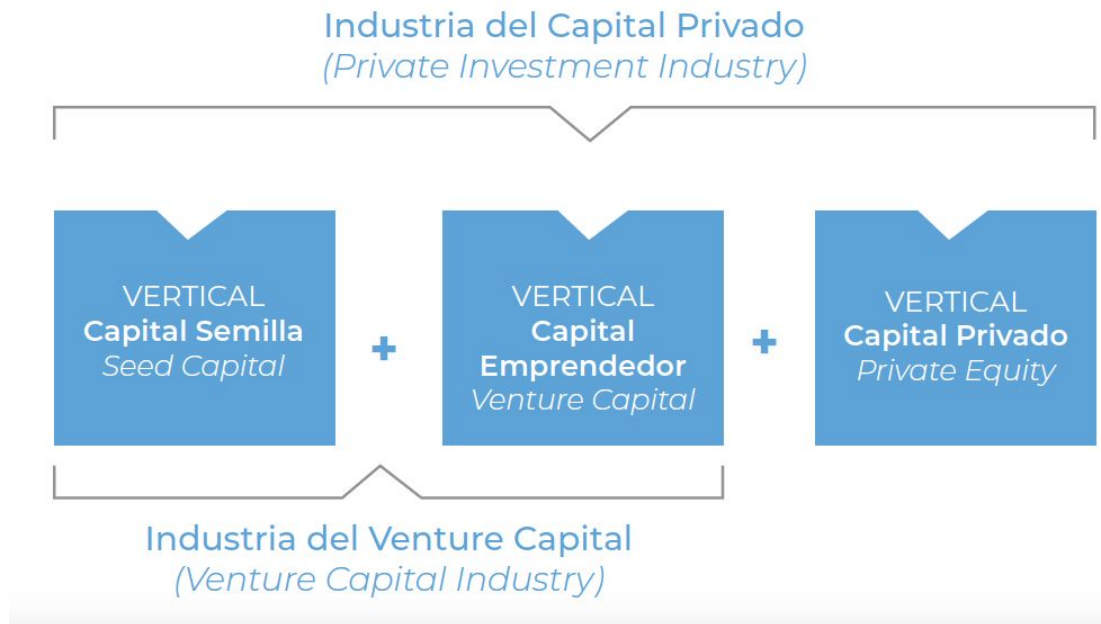
Crecimiento  
rápido,  
**exponencial**



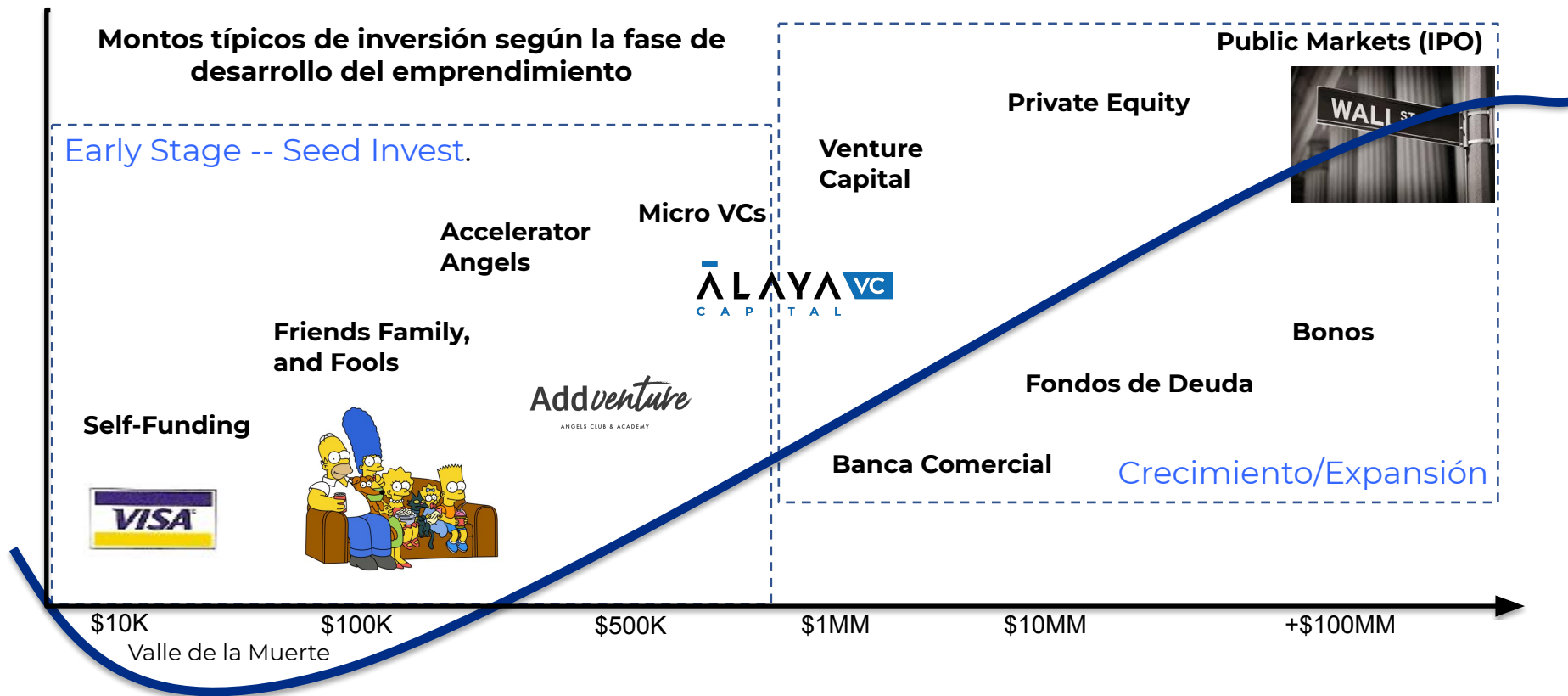




# VENTURE CAPITAL VS PRIVATE EQUITY



# CAMINO EMPRENDEDOR ESCALERA AL CIELO



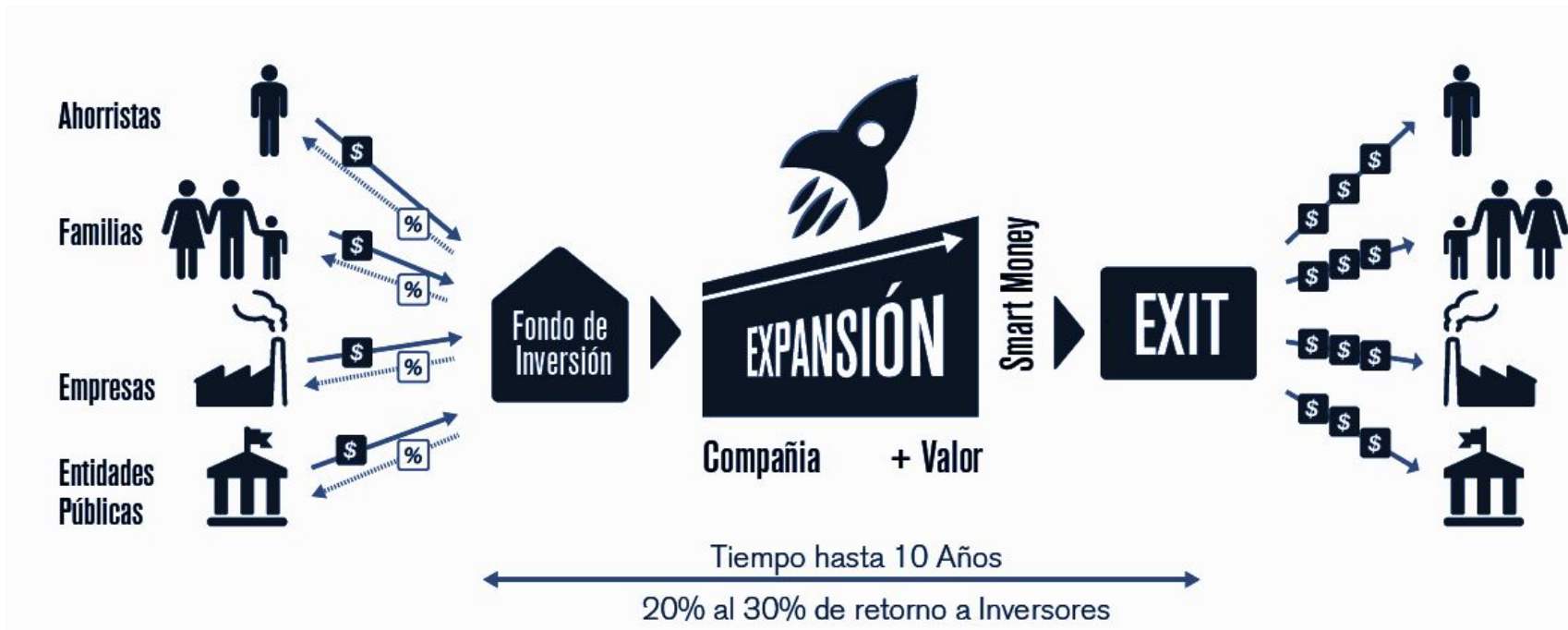


# FONDO DE VENTURE CAPITAL





# ¿CÓMO FUNCIONA UN FONDO DE VENTURE CAPITAL?

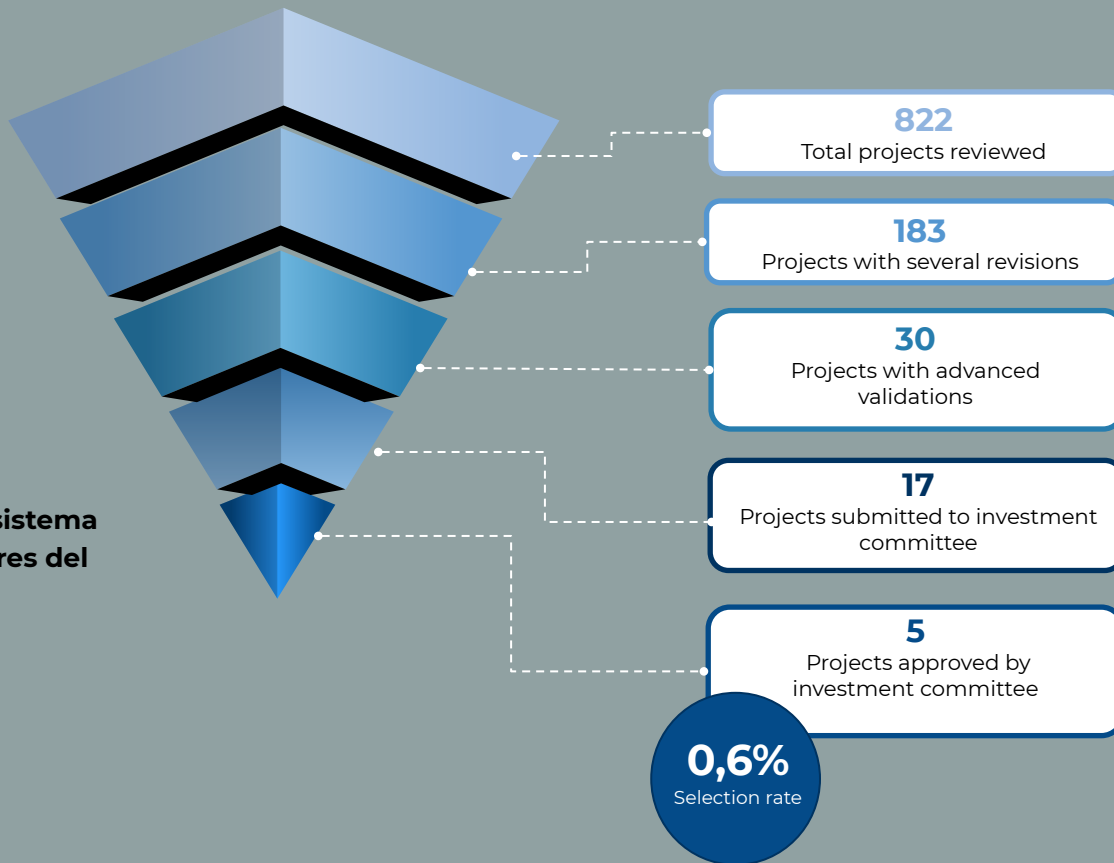




# THE BEST SELECTION PROCESS FUNNEL 2020

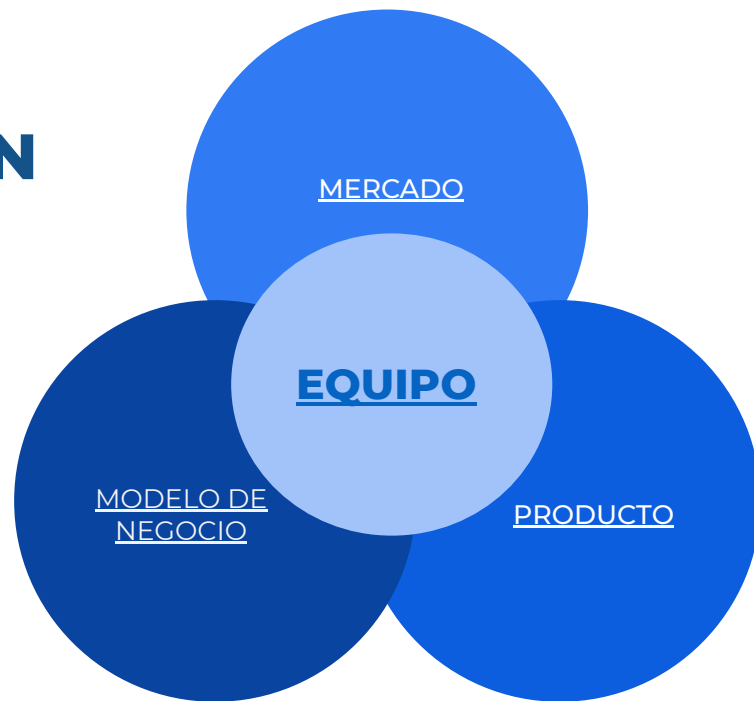
## Principales fuentes de dealflow

- Dealflows compartido con otros fondos de VC
- Aplicaciones web
- **Participación activa en los eventos del ecosistema**
- Partnership y alianzas con **importantes actores del ecosistema global**



# CRITERIOS DE INVERSIÓN

- Visión Global.
- **Estructura societaria y fiscal** definida.
- Inversiones previas **validadas** (semilla, ángeles, etc).
- Board de asesores.
- Claro **compromiso e identificación** para el Exit.





# CAP TABLES Y DINÁMICAS DE DISOLUCIÓN

**CAP TABLE** es una tabla que proporciona un análisis de los porcentajes de propiedad de una empresa. Es importante, sobre todo planificar espacio para los fundadores, los siguientes inversionistas y los empleados.

Stage	Pre-Money / Post-Money Valuation			Distribution of Equity Ownership			
	Pre-money	Investment	Post-money	Team	Angel	VC1	VC2
Seed	\$1M	\$250K (angel)	\$1.25M	80%	20%	—	—
Series A	\$4M	\$1M (VC1)	\$5.00M	64%	16%	20%	—
Series B	\$16M	\$4M (VC2)	\$20.00M	51%	13%	16%	20%



**AMÉRICA LATINA**  
**¿QUÉ ESTÁ PASANDO CON**  
**EL FENÓMENO UNICORNIO?**



# The future is already here



## 2nd WORLD'S FAST GROWING MOBILE SUBSCRIBERS

In 2020 the region reached 528 MM unique mobile subscribers across Spanish-speaking countries, growing >30% YoY



## EXPONENTIAL ADOPTION OF TECHNOLOGY

Massive consumption of digital services at incredible rates: just Chile is top 1 worldwide usage of mobile data (9,3Gb / month) far ahead from South Korea (6,4Gb / month). Latam is Spotify's second biggest market.



## TECH COMPANIES ARE THE NEW LEADERS

Mercadolibre MarketCap \$85.44B, and emerging Unicorns like Rappi, Kavak, dLocal, Auth0, OLX and more to come...



## IMPRESSIVE GROWTH OF VENTURE CAPITAL

VC has more than doubled every year from 2016. Just compare 2019 with \$2,11 billion vs \$0,67B in 2018.

# Latam VC's poised to take-off



**Marcelo Claire** ✓

@marceloclaire

600 million people speak #Spanish around the world. An incredible opportunity for any company to build products to serve the Spanish speaking population.



**TechCrunch** ✓

@TechCrunch

Why is Andreessen Horowitz (and everyone else) investing in Latin America now? [tcrn.ch/2Id3H2B](https://tcrn.ch/2Id3H2B) by @jshieber



**Sequoia** ✓ @sequoia · 7 jul. ...

What a journey with @velez\_david: from Sequoia partner to founder of @nubank, where we partnered at seed, to the world's most valuable challenger bank. Sequoia helps the daring build legendary companies. We see that opportunity more than ever in LatAm.



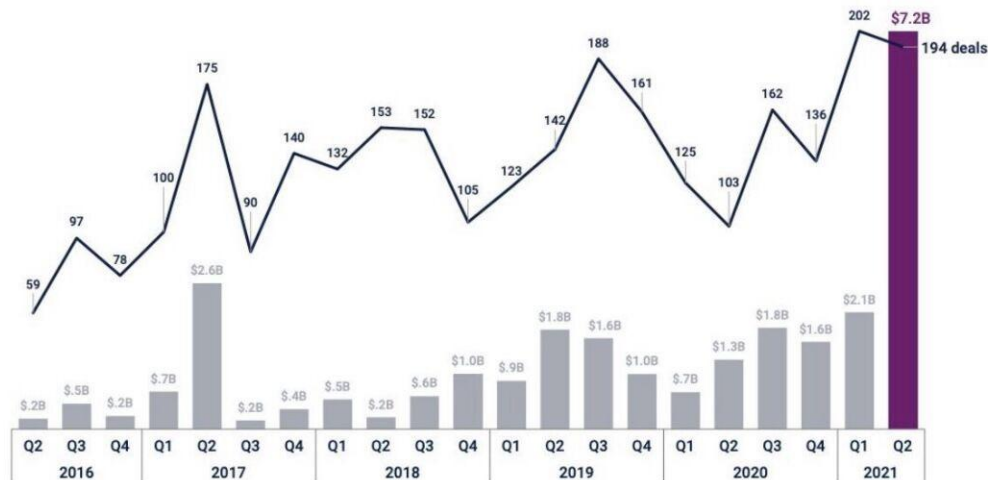
**Startupable** @startupeable · 29 mar.

Ya son más de 100 startups de LatAm graduadas de @ycombinator 🙌

# 6,5% 1,5%

Latam\* GDP / Global GDP

VC Latam\* / VC Global



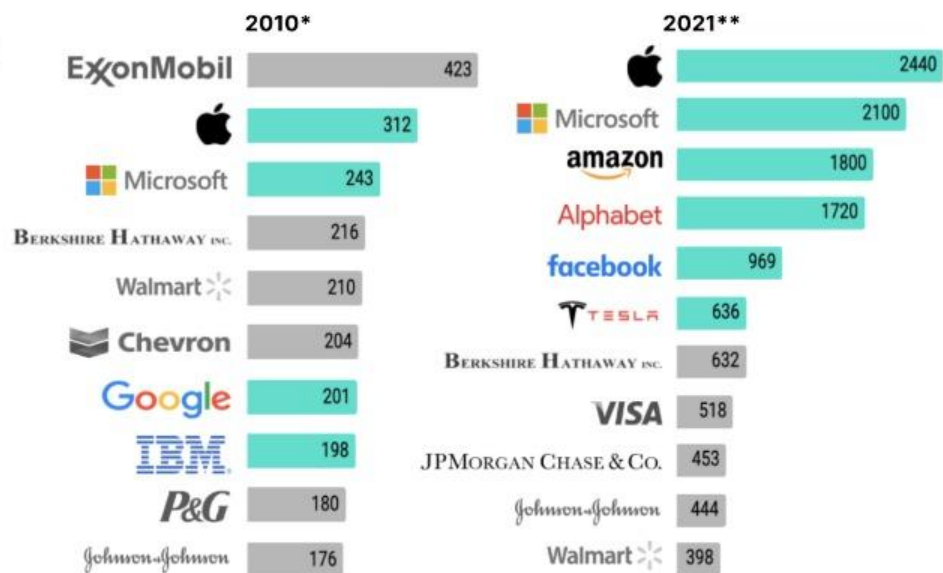
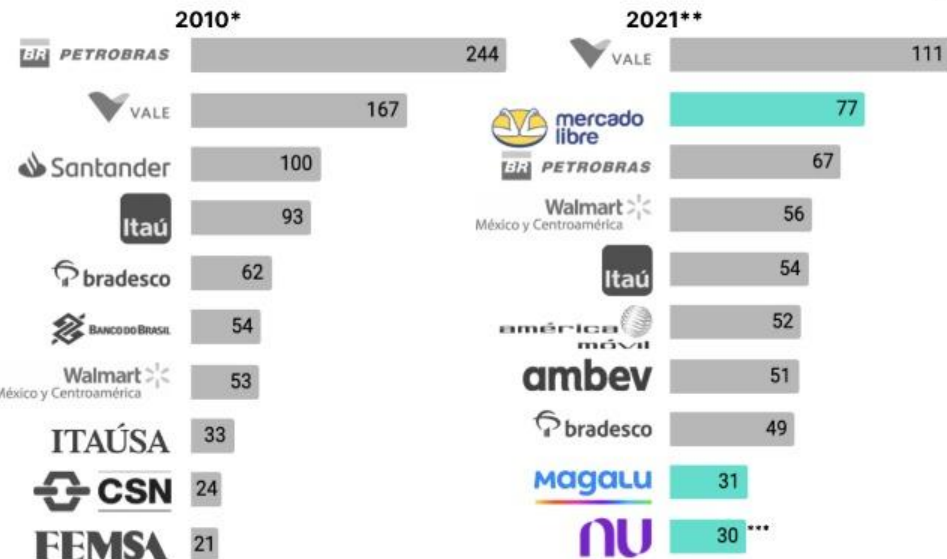
# Latam is at an inflection point

Tech companies already are the most valuable companies in the world, and will soon be in latam as well



## Latin America

## United States





Some  
startups



**betterfly**



**EDUARDO DELLA  
MAGGIORA**



based in Chile



Betterfly is an intelligent ecosystem that combines wellbeing, insurance and social purpose with a mission to help people do better, live better, and be better. We are on a mission to Protect the Future of 100 million families

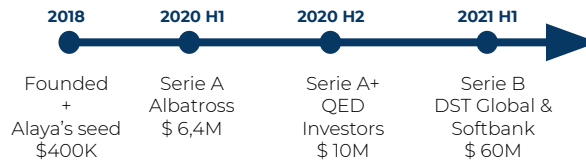
### Latam's highest value InsurTech

**2018** seed investment

**>40.000** families protected

**\$75M** VC Funds Raised

**30x** Valuation





The digital platform for urban logistics providers

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**2019** seed investment

**>3M** shipments done

**\$5M** funds raised

**10x** 12-month's Growth



**TONY MIGLIORE**

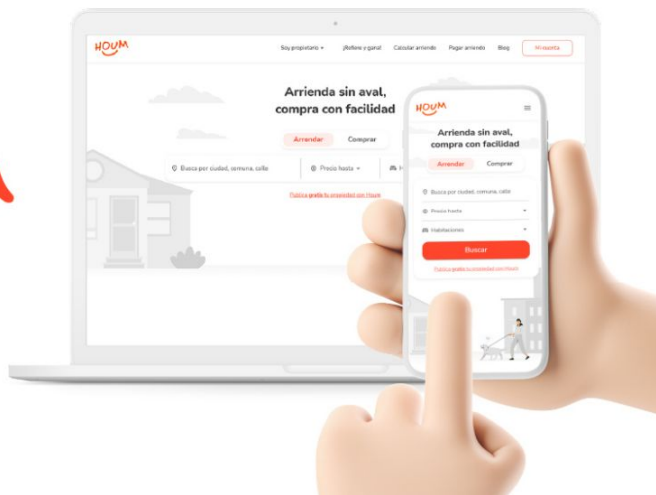


based in Argentina





# HOUM



Platform for the automation of leasing and property management 100% digital

**2020** seed investment

**Y Combinator**

**\$8M** investment raised

**3.5x** Alaya's Upside in just 3 months

**3x** growth over last Q

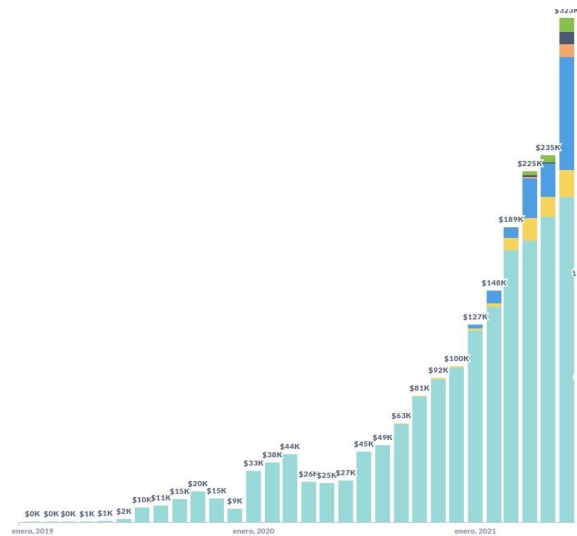


**BENJAMIN LABRA**



based in Chile

**in**





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