

International Consulting Experience - Company Application #1

Company/Organization Name: Chiletec

Street Address: Av. Vitacura 2771 Of. 1302, Las Condes, Santiago, Chile

Website: <https://chiletec.org/>

Annual Revenue: n/a

Years in Operation: 15 years

Number of Employees: 10

Industry: Technology

Brief Company Description: Chiletec is a non-profit association for Chilean technology companies. It has more than 140 members from small to medium companies. Its mission is to build a new digital industry in Chile, with local action and global scope.

Project Discipline (i.e marketing, finance, business strategy, etc.): Marketing, Business Strategy

Project Objectives: To develop a marketing strategy to improve the knowledge about Chilean technology sector in USA. To increase business between American companies and Chilean technology companies.

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Project Description: "CH1L3 a digital country_" is a collaborative project between Chilean companies from the technology sector and the government to develop a brand to help boost the awareness of Chilean technology services in USA and the Pacific Alliance.

Project Scope: The project "CH1L3" has set its main scope in USA, specifically in the east (NY, Boston, D.C. and Philadelphia) and west (San Francisco, LA) coasts. It involves the relationship between Chilean companies from the technology sector and potential clients in USA from the Retail, IT Services, Logistics, Financial Services (Non-Banking) and Telecommunications sectors. The target companies should be in the range from 50MM USD to 1000 MM USD on sales per year.

Desired End Deliverables: A strategic plan with clear goals and KPI's to help improve the perception of services from Chilean technology companies and to develop new business relationships.

International Consulting Experience - Company Application #3

Company/Organization Name: Hacienda El Roble

Street Address: <https://www.google.cl/maps/place/Hacienda+El+Roble/@-33.5089745,-70.8756032,14z/data=!4m5!3m4!1s0x0:0x593b94c0428d3d9e!8m2!3d-33.5056466!4d-70.8630719>

City/Country: Santiago, Region Metropolitana, Chile

Website: <http://www.see-contest.net/>

Annual Revenue: n/a

Years in Operation: n/a

Number of Employees: n/a

Industry: Real Estate

Brief Company Description: This is a urban-real estate mega plan startup: We own a 1000 hectares (~2.500 acres) estate in the rural area of Santiago (comuna de Maipu) which is now 40 minutos from the city center. This estate has some 600 hectares of hills, which are a conservation area. For the whole estate we have a vision of creating a "urban town" around the them of "agricultural urbanism" where the hills can be used as an outdoor backyard of the town with outdoor activities, and remaining 400 hectares will embrace the "ecological city" where residential real estate co-live with some agricultural activities. We envision that the residents of the town can be related to the agricultural activities in a sort of co-op. The end goal is to develop this vast piece of land in a sustainable way, bringing high quality of life to its residents.

Project Discipline (i.e marketing, finance, business strategy, etc.): Business Strategy and Market Research

Project Objectives: Create a market research (potential market, key attributes of the project, similar endeavors worldwide, etc.) plan and master plan on how to approach this mega project.

Project Description: In summary it is the development of an agricultural urban town in the city border of Santiago, Chile.

Project Scope: Create a market research (potential market, key attributes of the project, similar endeavors worldwide, etc.) plan and master plan on how to approach this mega project.

Desired End Deliverables: Market research of both secondary and primary data validating the value proposition and highlighting the key attributes that the potential customers value most. Also, a master schedule of the main investments that need to be done, in order to minimize the risk of this unconventional startup.

International Consulting Experience - Company Application #2

Company/Organization Name: Nisum Chile

Street Address: Apoquindo 4700, piso 14, Las Condes, Chile

Website: <http://www.nisumlatam.com/>

Annual Revenue: We are a private company and do not disclose annual revenue. We are part of a global company with offices in 4 countries: US, Chile, India and Pakistan. Our clients tend to be large companies.

Years in Operation: 5 Years

Number of Employees: 150

Industry: Technology

Brief Company Description: Nisum Chile is a technology services company founded at the end of 2012 in Santiago, Chile, whose objective is to meet the growing demand of the North American nearshore software development. Today, we have a talented group of 150 bilingual professionals and are leading an ambitious expansion strategy. Nisum Chile is the result of a joint venture between Ki Teknology, a Chilean company with a large presence in digital projects in Chile and Nisum Technologies, a global technology consultancy for large and small companies headquartered in California. Nisum Technologies was founded in 2000 under the motto "building success together", which has grown and acquired more than 1000 consultants and eight offices between the United States, India, Pakistan and Chile. Our technology philosophy and expertise is based on an agile work approach. We are pioneers in bringing these methodologies that promote a close relationship between people, processes and products, which can achieve unbeatable results in an agile, global and modern approach to business software development to Chile. We provide IT solutions based on industry-leading business operations. Our standards and methodology respond to a consistent model of delivery on time and within the agreed budget, through numerous services and solutions.

Project Discipline (i.e marketing, finance, business strategy, etc.): Marketing and Strategy

Project Objectives: To create a concrete and actionable marketing plan including tactical and strategic elements that will help us to increase sales leveraging our local, regional and US experiences. The following areas should be included for the company and for each of its products/services to build a marketing infrastructure: Product Offering: Understand our current product/service offering considering that the parent company has gone through a couple acquisitions recently and based on the talent and local knowledge that we have in Chile. How do we leverage offerings from the US? What should our Product/Service Mix be? What should it be for local, regional and US customers? Promotion: We have a diagnostic and a basic short term plan, so a more concrete and robust plan would be helpful. What is the story we want to tell? How do we promote ourselves with our clients and prospects? How do we approach

the market? How do we leverage the use of the new Chile IT sector brand (Ch1I3)? How do we leverage Nisum's US presence? What is the plan for local, regional, and US customers? Placement: From now until the rest of the year we have an internal team and external consultant working on understanding and improving the experience of our clients. Complement the Customer Experience project by understanding the journey of our clients and building a support structure around our service experience. Pricing: Review and define a pricing strategy for Nisum Chile in Chile, LATAM and US.

Project Description: We have recently done a diagnostic and a high level plan for 2017. The BICE team would develop a marketing plan at a more detailed level, including strategic and tactical views as well as suggesting ways to structure our offerings based on current local experience and leveraging our US experience.

Project Scope: Review the materials that we already have, research our competitors globally, talk with our people who are in front of our clients on a daily basis, understand our customer's journey and create a marketing and strategy plan so that we can present ourselves to the market using the strengths that we currently have.

Desired End Deliverables: A marketing plan that includes an executive summary, an overview of the areas mentioned in the project objectives, recommendations and action items, and appropriate research and frameworks or tools used to support recommendations.