Laboratory for Business Innovation Initiatives R & D
Beyond the Commercial Register

A Business Development Agency
Beyond the Commercial Register

Consolidating an institutional offer for Corporate Development
About us

Research and Development has its focus on emerging programs, products and services through the creation, prototyping and piloting of new initiatives, along with a discipline of knowledge management and great players.

Reconnects the organization with the Corporate Strategy. Leads the institutional conversation about metrics and processes with focus on impact and strategic coherence, providing knowledge and foresight inputs.

Non-profit entity that leads the articulation of key actors to promote prosperity and competitiveness through the activation of information, capital and knowledge flows that generate impact in the Region; and with the public function of keeping the Mercantile Register.

Chamber of Commerce of Barranquilla

Corporate Strategic Development Dept

Research and development

Strategic Networks & Territory Foresight

Corporate Management and Governance
About Barranquilla, Colombia.

Population (2015) 2,370,753
Registered companies (2017) 63,891
Big-Medium 1,876
Small – Micro 62,015

Commerce, Heavy and Light Industry and Services (mostly Logistics)
It's a matter of time

How and when advances in technologies, methods or knowledge are distributed from their point of origin to the rest of the world, it has meant a remarkable time lag for our region or business culture.
Across the Curve

We are committed to decreasing our Laggards and taking them to the Early Majorities Club for the adoption of initiatives that impact on business development

* Everett Rogers (1962), Diffusion of Innovations
Initiatives framework and Prevailing Forces

Five prevailing forces
- Changing face of the consumer
- Evolving geopolitical dynamics
- New patterns of personal consumption
- Technological advancements
- Structural industry shifts

The Sharing Economy, Pricewaterhouse Coopers 2015, April 2015
## Initiatives framework and Prevailing Forces

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<th>Changing face of the consumer</th>
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<tr>
<td>• Middle-class explosion</td>
<td>• Rising labor and commodity costs</td>
<td>• Increase in convenience</td>
<td>• Mobile world</td>
<td>• Activist investors</td>
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<td>• Aging population</td>
<td>• Economic power shifts</td>
<td>• Focus on health and wellness</td>
<td>• Big data for operations</td>
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<td>• Women in the workplace</td>
<td>• Economic interconnectness</td>
<td>• Demand for personalization</td>
<td>• Digital profiles</td>
<td>• Continued consolidation</td>
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<td>• Urbanization</td>
<td>• Climate change</td>
<td>• Shift in discretionary spending</td>
<td>• 3-D printing</td>
<td>• Talent shift/drought</td>
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<td>• Rich becoming richer</td>
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<td>• Sharing economy</td>
<td>• Advanced robotics</td>
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<td>• Millennials taking over</td>
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<td>• Focus on shopping experience</td>
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<td>• Shrinking household size</td>
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<td>• Demand for customization</td>
<td>• Advanced analytics for marketing</td>
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Globally, middle-class spending will almost triple by 2030.

China’s real GDP could exceed US real GDP within 10 years.

The size of the sharing economy could exceed $300 billion by 2025.

By 2030, ~3 out of 4 people will own a connected mobile device.

More than 300 companies faced activist demands in 2014 alone.

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The Sharing Economy, Pricewaterhouse Coopers 2015, April 2015
BizLab 2018
Framework for Action on McKinsey Forces and Vectors

Prepare and Prioritize each Initiative: Co-investment and Metrics

Being conscious on an Experiment, scope and duration

4F matrix: Fund, Focus, Fire, Fix

We pilot initiatives and projects as agile as we can, connecting us with great players, proven tools and proven methods.
Artificial intelligence

In Barranquilla, first recruitment process, using Artificial Intelligence

Advanced Analytics

Publishes an Advanced Analysis of Barranquilla’s consumer, using Big Data Analytics

Advanced robotics

I did not know I was talking to a robot... tells businessman that received advice from the Chamber of Commerce Barranquilla.

Virtual reality

The Chamber of Commerce of Barranquilla, the first institution to use Augmented Reality for Business Services Management
Companies that measure their work environment by using biometric analysis and Artificial Intelligence

Wearables

I paid my renewal with a mechanism FinTech

Sharing Economy

Crowdfunding works: 100MM rised

Sharing Economy

First simulation of the Commercial Registry in Colombia using BlockChain Technology

Sharing Economy
**3d printing**

Bakeries in Barranquilla use 3D printing to delight and sophisticate their ways.

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**Focus on Experience**

New trend of events and experiences in Barranquilla.

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**Wearables**

The truth and nothing but the truth: transparent Meetings.

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**Focus on Health and Welfare**

Tools for Health industry Supported on AI.
Increased Convenience

No cashier Supermarkets first unboxed

Digital profiles

If you enter the CCB, they know what their mood. We can measure the mood of a user, before interacting with the

Big Data For Operations

The commercial register as a source of live information of Data and business trends

Big Data For Operations

Companies implement solutions like Google Cloud Platform to develop their business
CCB publishes first study on "Women at Work"
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R & D

BizLab 2018