

Laboratory for  
Business  
Innovation  
Initiatives  
R & D

BizLab



Beyond the Commercial Register

# A Business Development Agency



Beyond the Commercial Register

# Consolidating an institutional offer for Corporate Development



ACCIÓN  
SARIAL



**INFORMACIÓN**  
EMPRESAS DEL ATLÁNTICO



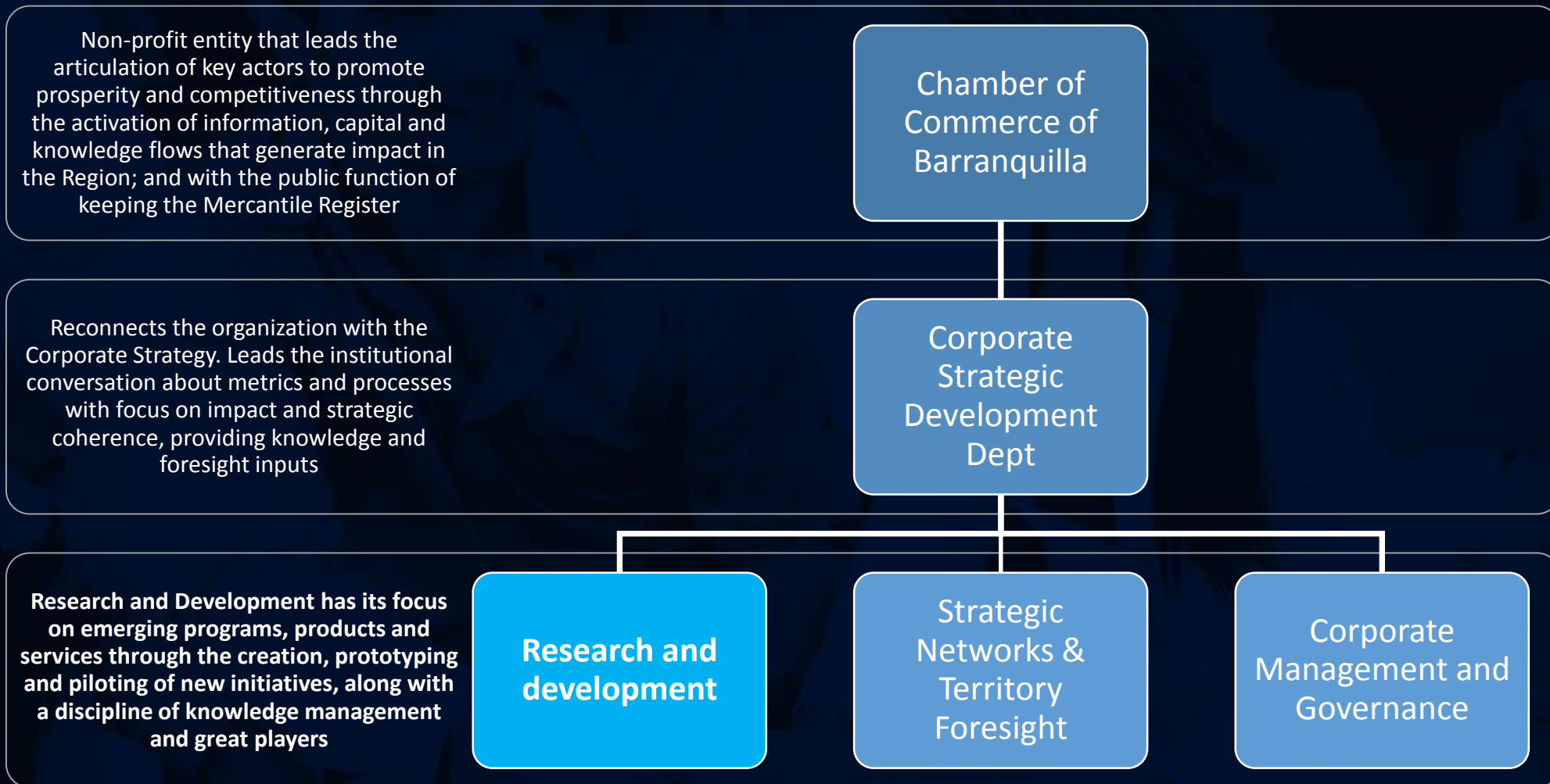
**ASESORÍA •  
CONSULTORÍA**



**AQUÍ ESTAMOS**



# About us



# About Barranquilla, Colombia.

Population (2015) 2.370.753

Registered companies (2017) 63.891

Big-Medium 1.876

Small – Micro 62.015

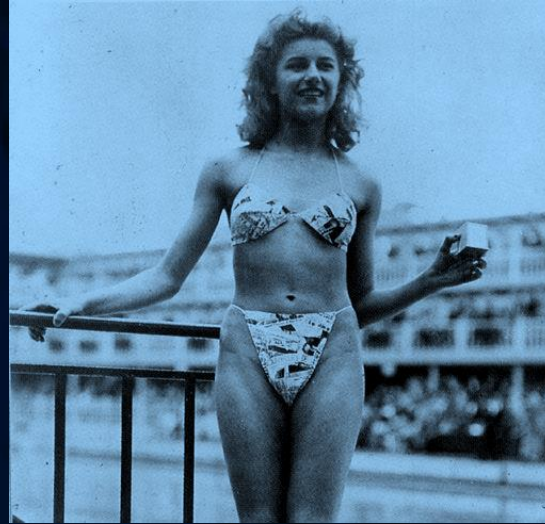
Commerce, Heavy and Light Industry  
and Services (mostly Logistics)







In the world 1927      In colombia 1953  
26 years



In the world 1946      In colombia 1966  
20 years



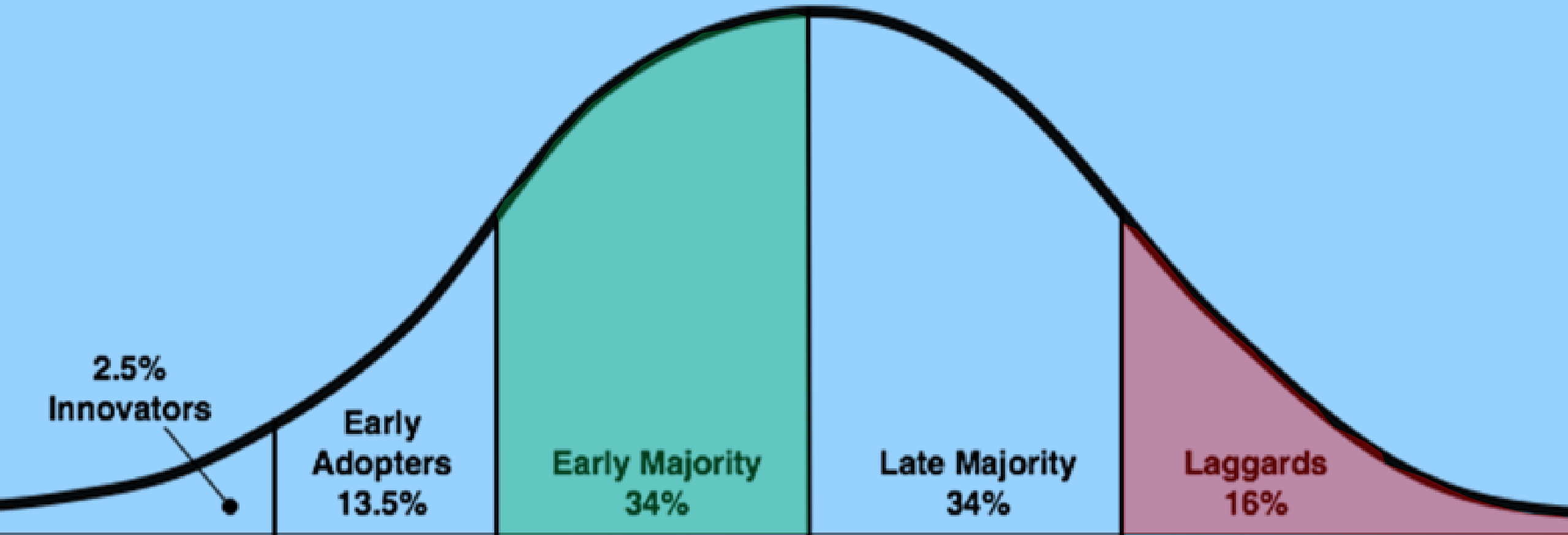
In the world 1900      In colombia 1957  
57 years



In the world 1896      In Barranquilla 1931  
35 years

# 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

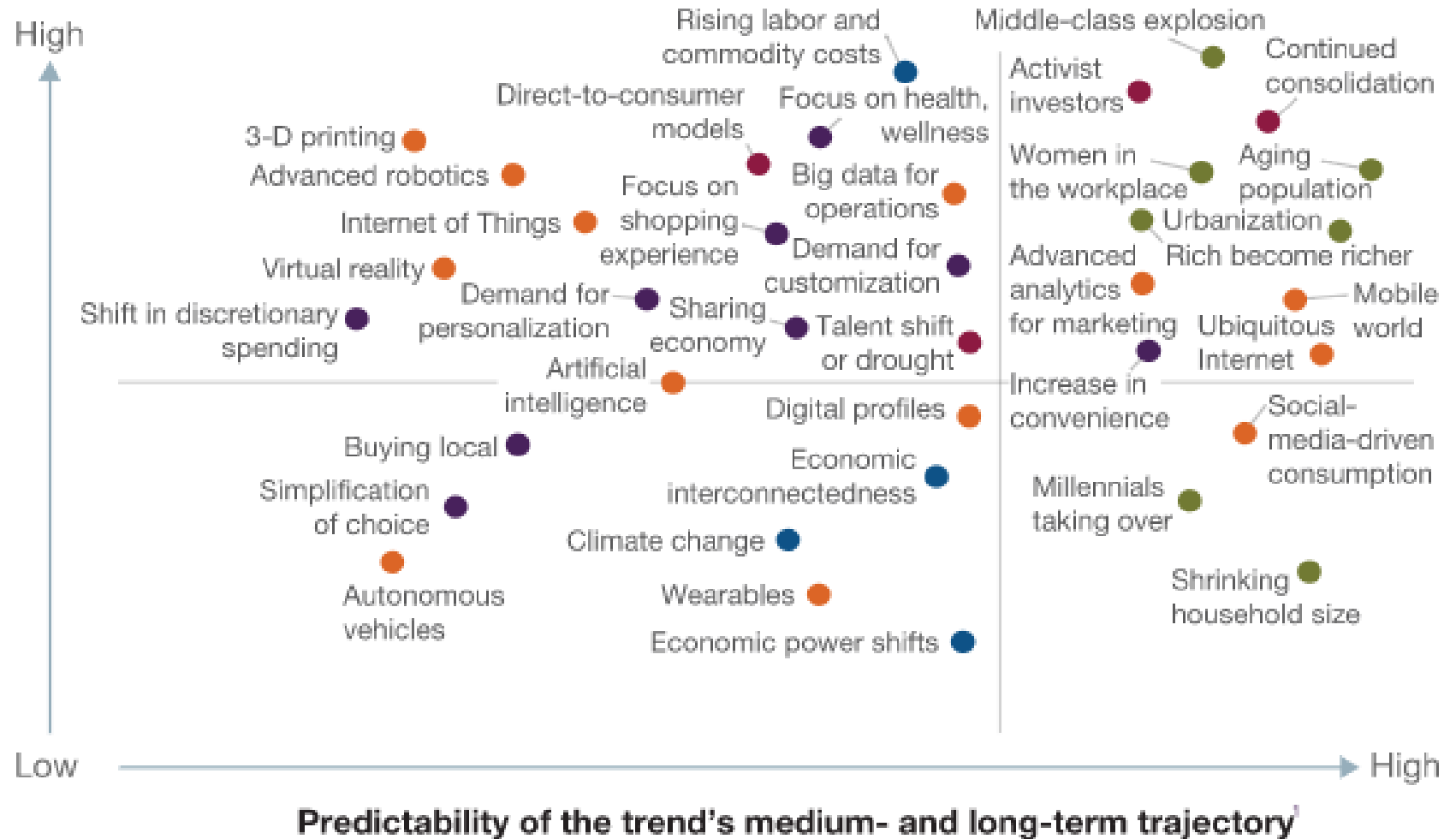


# Across the Curve

*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*

# Initiatives framework and Prevailing Forces

## Impact on consumer industry<sup>1</sup>



The Sharing Economy, Pricewaterhouse Coopers 2015, April 2015  
<http://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-consumer-sector-in-2030-trends-and-questions-to-consider?cid=eml-web>



# Initiatives framework and Prevailing Forces

Changing face of the consumer	Evolving geopolitical dynamics	New patterns of personal consumption	Technological advancements	Structural industry shifts
<ul style="list-style-type: none"> <li>• <b>Middle-class explosion</b></li> <li>• Aging population</li> <li>• Women in the workplace</li> <li>• Urbanization</li> <li>• Rich becoming richer</li> <li>• Millennials taking over</li> <li>• Shrinking household size</li> </ul>	<ul style="list-style-type: none"> <li>• Rising labor and commodity costs</li> <li>• <b>Economic power shifts</b></li> <li>• Economic interconnectedness</li> <li>• Climate change</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in convenience</li> <li>• Focus on health and wellness</li> <li>• Demand for personalization</li> <li>• Shift in discretionary spending</li> <li>• <b>Sharing economy</b></li> <li>• Focus on shopping experience</li> <li>• Demand for customization</li> <li>• Buying local</li> <li>• Simplification of choice</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Mobile world</b></li> <li>• Big data for operations</li> <li>• Digital profiles</li> <li>• 3-D printing</li> <li>• Advanced robotics</li> <li>• Autonomous vehicles</li> <li>• Advanced analytics for marketing</li> <li>• Ubiquitous Internet</li> <li>• Social-media-driven consumption</li> <li>• Artificial intelligence</li> <li>• Internet of Things</li> <li>• Virtual reality</li> <li>• Wearables</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Activist investors</b></li> <li>• Direct-to-consumer models</li> <li>• Continued consolidation</li> <li>• Talent shift/drought</li> </ul>
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. <sup>1</sup>	By 2030, ~3 out of 4 people will own a connected mobile device.	More than 300 companies faced activist demands in 2014 alone. <sup>2</sup>

The Sharing Economy, Pricewaterhouse Coopers 2015, April 2015  
<http://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-consumer-sector-in-2030-trends-and-questions-to-consider?cid=eml-web>

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# BizLab 2018



## Selection

**Framework for  
Action** on McKinsey  
Forces and Vectors



## Prototyping

Prepare and Prioritize  
each Initiative: **Co-  
investment and  
Metrics**



## Pilot

Being conscious on  
an **Experiment**,  
**scope and duration**

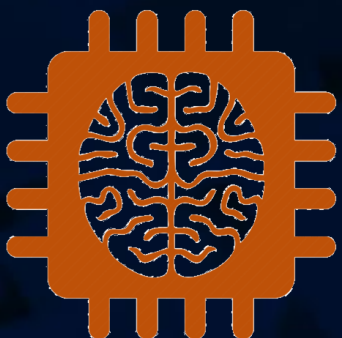


## Evaluate

**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*



### **Wearables**

*Companies that measure their work environment by using biometric analysis and Artificial Intelligence*



### **Sharing Economy**

*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 Techonogy*



### 3d printing

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



### Focus on Experience

*New trend of events and experiences in Barranquilla*



### Wearables

*The truth and nothing but the truth: transparent Meetings*



### Focus on Health and Welfare

*Tools for Health industry Supported on AI*





### Increased Convenience

*No cashier Supermarkets  
first unboxed*



### Big Data For Operations

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

### Digital profiles



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



Google Cloud Platform

### Big Data For Operations

*Companies implement  
solutions like Google Cloud  
Platform to develop their  
business*



## **Women at Work**

*CCB publishes first study  
on "Women at Work"*



## **Women at Work**

*tedx BizWomen*



## **Climate change**

*3 companies have  
received incentives for  
carbon credits*



## **Talent drought**

*We wasted many  
opportunities for global  
exchange of knowledge.*

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