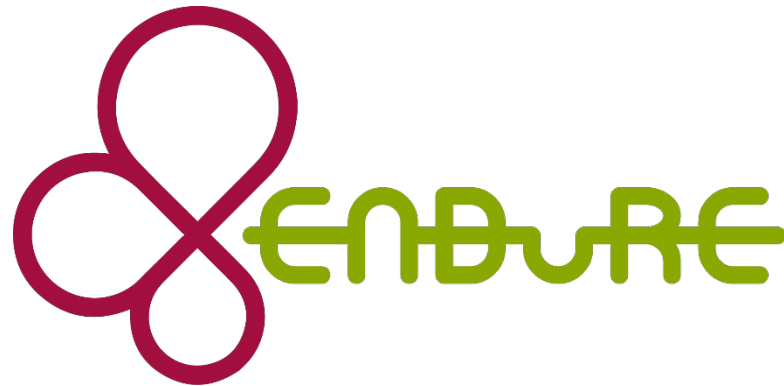




Constructing a global business through social capital

Ray Garcia



Co-funded by the
Erasmus+ Programme
of the European Union

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Ray Garcia

*Managing Director of Buoyant Capital
a global peer advisory firm*

New Markets, Talent, IP, and Capital

- Former executive at 4 major global banks
- Entrepreneur – 4 venture backed global tech companies
- Grew and sold global businesses from 0 to 25 Million
- Advisory board member of Baruch College, the largest business school in NYC, ranked top 25 in entrepreneurship
- Author of books on global business and entrepreneurship
- Entrepreneurship trainer, coach, and mentor
- Evaluator for EU Horizon 2020 SME Instrument

Leonardo Technique

Interactive electronics
3D Printing

Launch

pretotyping

Early

Original

creativity – analogy, negation, combination

Need

Adapting

knowledge, business, social

Requirements

Development

business model canvas and value proposition

Opportunities

What is next?

Social Capital

Social by design

The Pitch

Selling the Idea in 1 minute

Implementation Strategy (*the box*)

Business Planning (*the deck*)

Scalability of Global Thinking

Italy to US Trade

Business cultural differences

Schedule of practice

Mon
am

Social Capital

Pitch – 1 minute no slides
Get it on video

Linkedin profile, groups
Social Media sites

Global Industry communities
Finding your global suppliers
Finding your global customers

Mon
pm

Implementation

Business box to supporters
- 45 minutes

Tue
am

Planning

Business deck to investors
- 5 minutes

Wed
pm

Global Thinking

List your potential global partners
List your global competitors