

MXFUND01

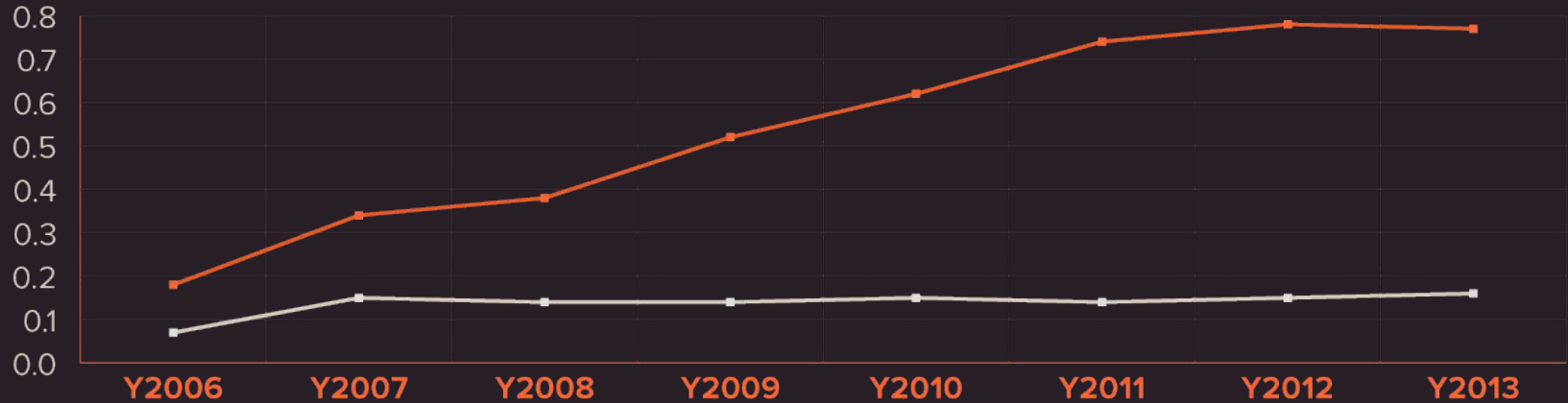
Early stage equity fund

COOPMX by Hackers / Founders

How do you grow an
economy without oil or
remittances?

LATAM IS READY

LATAM vs **Europe** accumulated general net income growth.



LATAM is thriving region steadily growing into a global economic leader currently at a 6 trillion market cap*. With an average mobile penetration above 100% LATAM is poised to become smaa or tech player. Not without challenges.

*The World Bank, Wolfram Alpha

STARTING IN MEXICO

Mexico has a unique geographical and political reality and it's poised to become the **5th largest economy within the next 35 years***. Technology will play an important role in achieving this growth and we want to facilitate this process.

Technology is changing everything.

*Goldman Sachs

Technology is changing México

We take hackers who create massively scalable technologies...

We help them grow their company globally

H/F COMMUNITY

HF MX has grown from **11 hackers** and founders in a Guadalajara bar to 30,000 people across 23 cities.

Which has influenced the creation of companies worth over \$53 Million that have collectively raised over \$5.5M

We can do more.

Community driven, high growth
consultancy for startups.

COOPMX

SELECTION PROCESS

H/F

A global community of tech entrepreneurs

A rigorous selection process

(less than 1% acceptance)

Startup recommendations by our regional leaders

Peer review by CEOs and CTOs

Interviews with investors

COOPMX

MXFUND01

H/F

MXFUND01 receives

5%

equity from early stage startups

In exchange for:

- + Services driven program for life
- + 1% equity in the fund
- + Office space

COOPMX for startups

- > **Tailored program with no end date.**
 - > Founder coaching and vision alignment.
 - > Weekly follow up with quarterly deep dives.
 - > Metrics driven accountability.
- > **Fundraising.**
 - > Business model development.
 - > Pitch and pitch deck.
 - > Deep business metrics.
- > **Growth services.**
 - > Product, marketing, back office & IT.
 - > HR and talent acquisition.
 - > Internationalization through our network.

Equity based fund with a
diversified portfolio.

MXFUND01

Our model works:
400M Market cap, 36 Startups,
5 Exits and only 2 dropouts.

COOPUS PERFORMANCE

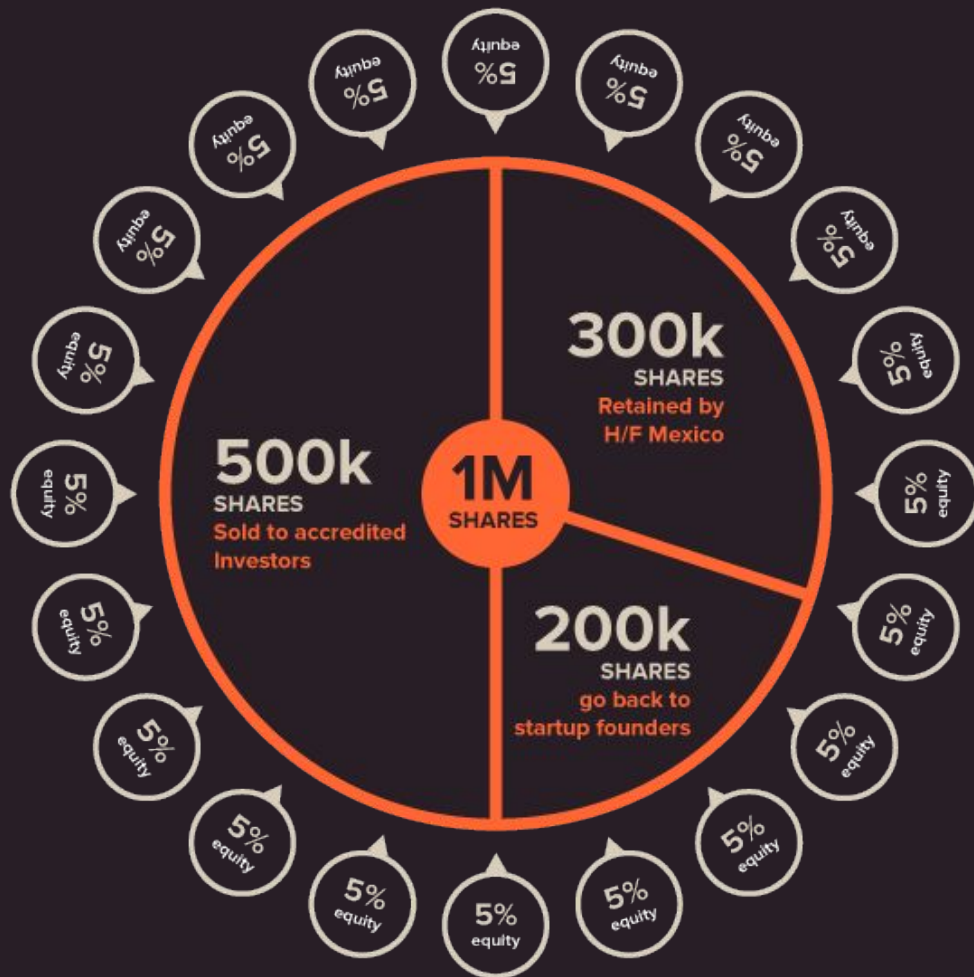
MXFUND01 for investors

- > **No management fees.**
 - > Equity based model.
 - > No double taxation.
 - > Proven performance.
- > **Diversified & committed portfolio.**
 - > 20 startups limiting risk.*
 - > Founders are invested in their class.
 - > A network of local experts and high profile individuals.
- > **Scalable deal flow.**
 - > Worldwide community of more than 200k entrepreneurs.
 - > Startups are validated by founders and investors
 - > Local leaders track and recommend startups.

MXFUND01 Fund Structure

20 companies give 5% equity into the fund, a Delaware LLC with 1M Shares.

50% of the shares are sold to **accredited investors** to handle operations, 20% return to the **companies** and 30% **COOPMX** keeps.



COOPUS

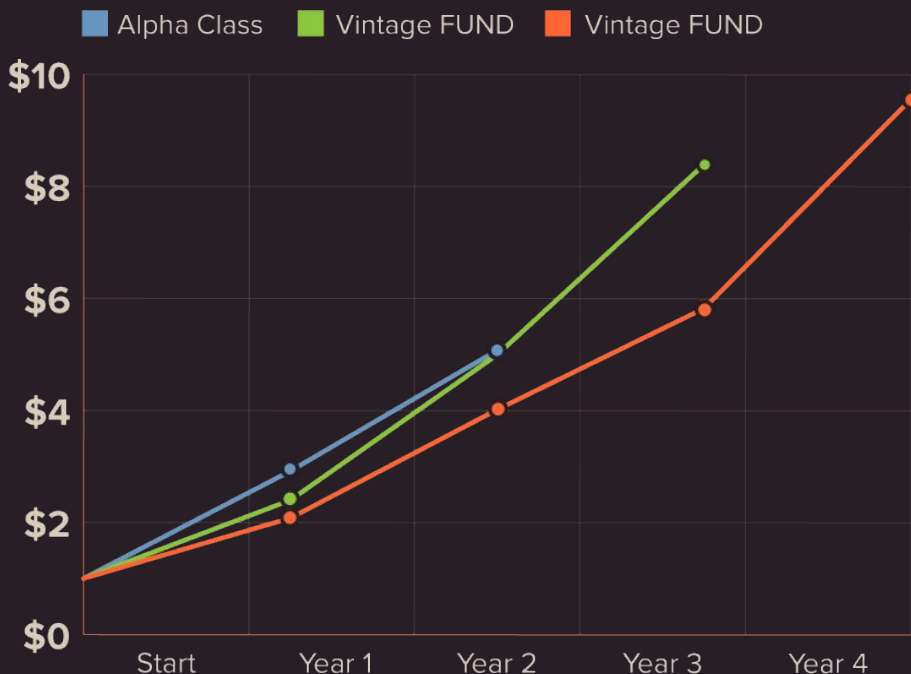
Fund returns to CAPM*

\$1 in...

Next Fund \$5.08 in 2 years

Vintage \$8.40 in 3 years - 2 exits

Alpha \$9.57 in 4 years - 3 exits



There is no guarantee against loss; past performance is not a guarantee of future returns.

Appendix 2 Example returns

1. A portfolio company gets sold for \$100M
2. 5% of which is \$5M, distributed to all shares of the LLC
3. Each share receives \$5
4. Because of the LLC structure of the entity, no double taxation occurs.

A proven team with an
amazing network.

MXFUND01

COOPMX TEAM



Mak Gutiérrez
Director H/F Latam

- + Serial Entrepreneur since 17.
- + Building the MX startup ecosystem since 2011.
- + Advisor in growth and product for 3 proven companies.



Rodrigo Ramirez
CFO H/F Latam

- + GP of the 1st tech VC in Mexico.
- + Fund value generated 3x
- + Portfolio Market Cap of 20B / with 8 startups.



Alexa Clark
Startup caretaker

- + Bachelor in international relations.
- + In charge of review process.
- + Office and startup relationships.

COOPMX Network

ADVISORS



Jonathan Nelson
Hackers / Founders



Marc Nagger
Techstars



Jorge Zavala
Kinnevo

MENTORS

Dario Muñoz
Empathya / Product

Mario Valle
EA / Business

Manolo Díaz
Yogome / Business

Nydia Godoy
Anker Consulting / Pitch

Gabriela Enrigue
Prospera / Impact

Oseas Ramirez
CISCO / Business

Claudio Cossio
Nearsoft / Growth

Fernando Trasviña
Freshout / Engineering

Martin Vivas
Think Lean / Strategy

To name a few..

Our companies solve real
problems by building new
technologies

Rigs

Alibaba for auto parts

Market Size: 31B USD

Currently raising: 175k USD

Strengths:

- > Largest relational database for car parts in LatAm
- > Pivoting to consumer marketplace
- > Sales driven, tech founders.
- > International dropshipping

Traction:

- > Profitable for 2 years via API sales
- > Launched eCommerce with \$3k USD sales first month
- > 16% orders growth month to month.

Marketplace: www.mirefaccion.com

Search engine: www.rigs.com.mx



Makeupon.us

Augmented reality for makeup

Market Size: 88B USD

Currently raising: 350k USD

Strengths:

- > The most accurate fitting room in make up in the planet.
- > They have an amazing equilibrate team.

Traction:

- > Profitable for 2 years via API sales
- > Launched eCommerce with \$3k USD sales first month
- > 16% orders growth month to month.

Web site: www.makeupon.us

The logo for MakeupOnUs is written in a white, handwritten-style font. The word "Makeup" is on the top line, "On" is on the bottom line, and "Us" is on the top line. A solid orange circle is positioned between the "On" and "Us" words.

Nyon

Biomaterial for the 21st century.

Strengths:

- > Serial entrepreneurs.
- > Patent in process and material.
- > First successful mexican kickstarter campaign..

Traction:

- > \$ 9k/Month revenue + profitable.
- > Ramping sales of Stylus.
- > Making its first trials on drones

Web site: www.nyon.tv

The logo for Nyon, featuring the word "NYON" in a stylized, white, blocky font with rounded corners and a modern, geometric design.

Foodstack

Waiter's third arm.

Strengths:

- > Strong knowledge of the market.
- > Deep experience in Market Validation.
- > Solid equilibrated team.

Traction:

- > Running first pilots.
- > More than 100 restaurants are waiting for their solution.

Web site: www.foodsack.mx

foodstack 

Let's make it happen: Tickets start at 10k

Please inquire about breakpoint discounts.

Mak Gutiérrez

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H/F

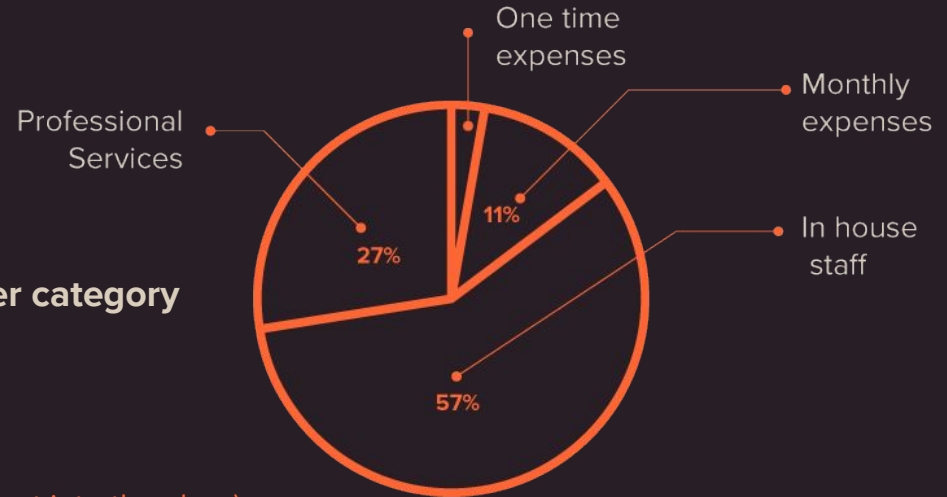
Appendix 1 Latam opportunity

Emerging market opportunity. Backed by Data

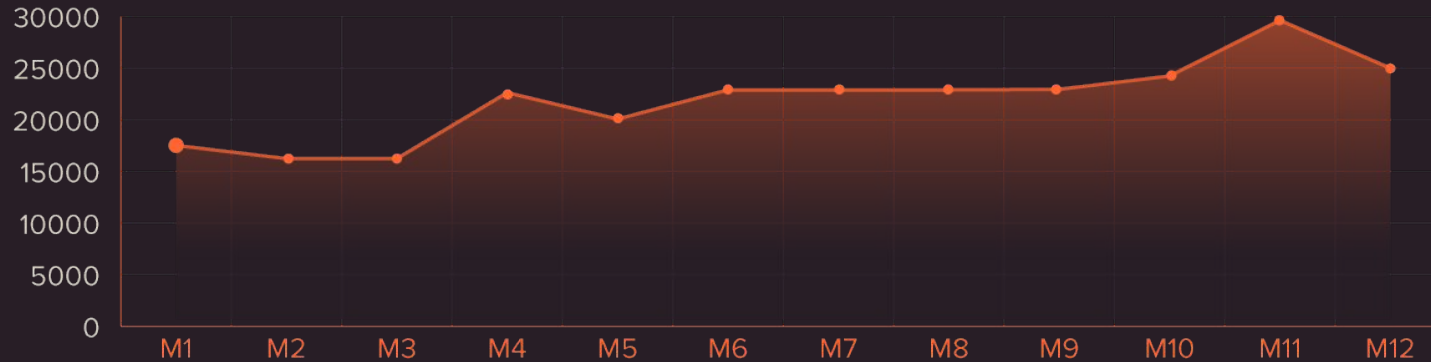
- > 634M people
- > 9k per Capita
- > 4th largest economy in the world taken as a whole.
- > 400M mobile phones.

Appendix 3 Budget

Budget % per category



Burnrate 1st year (budget grows as more startups get into the class)



Appendix 4 Roadmap

- > **September 15'** > 4 Startups in the beta Phase for COOPMX
- > **March - May 16'** > First leg fundraising (150k) for MXFUND01
- > **April 16'** > Open call for entries Mexico wide.
- > **August 16'** > 8-12 Startups in the COOPMX
- > **September 16'** > Second leg fundraising (250k) for MXFUND01
- > **December 16'** > Followup fund starts COOPMX
- > **March 17'** > 20 Startups in the COOPMX
- > **May 17'** > MXFUND 02

Appendix 4 H/F Community

> Mexican Silicon Valley

(Intel, Oracle, Cisco, Flextronics, IBM, SanMina, Continental, Oracle, HP, Freescale, etc.)

> More engineers than Ireland

> 40+ Thriving Startup communities

> Largest H/F Community outside SV

> SV Startups are making it home

(Ooyala, Wizeline, Skycatch, WePow, Freshout.)

Appendix 5 Who gets in the COOPMX

- > Team
- > MVP
- > Some Traction
- > Market Size
- > Capacidad de levantar Dinero
- > Capacidad de llegar a estados unidos.