

/Carey

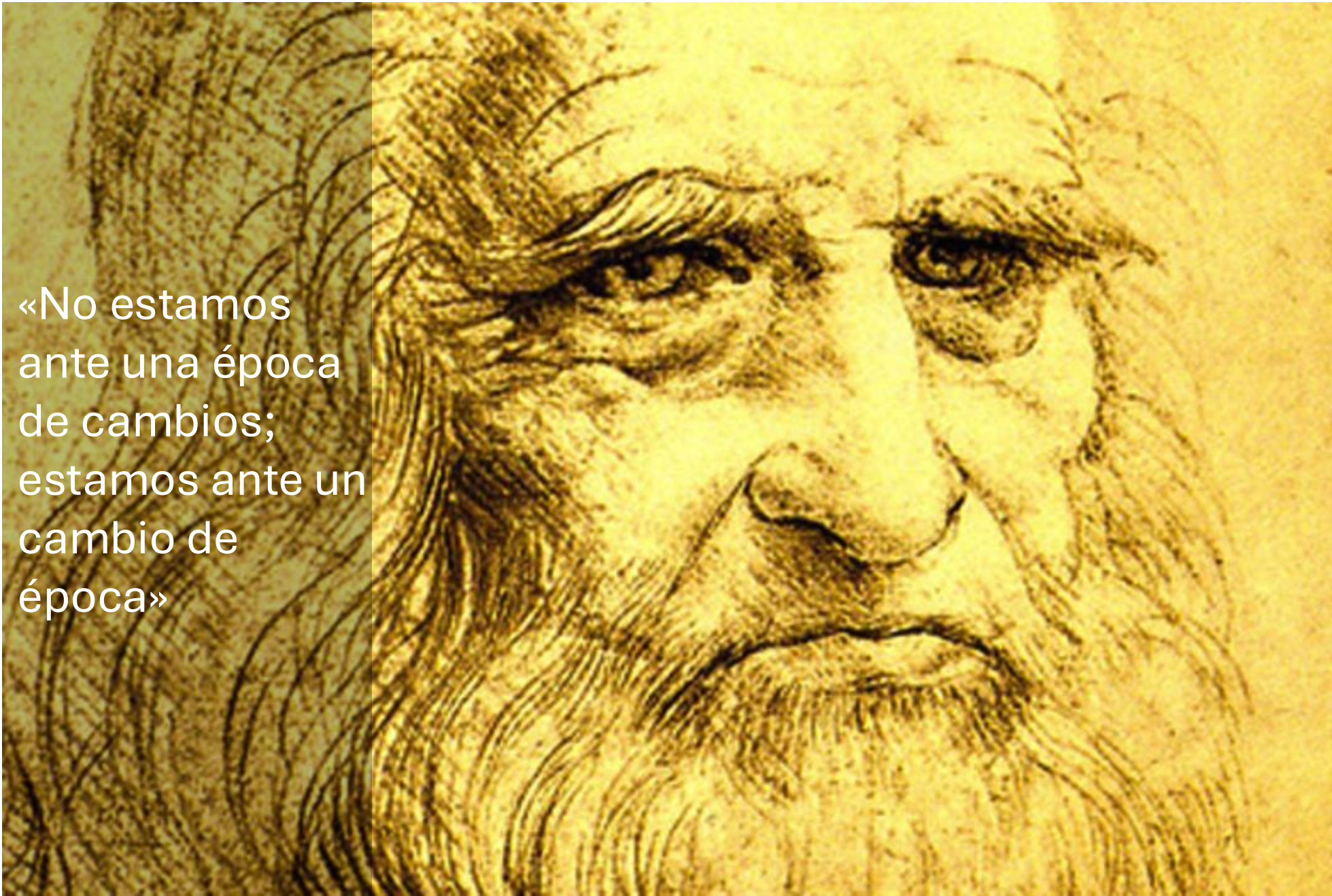
Panel: “Si se puede: Casos de éxito Latinoamericanos


Guillermo Carey
9 de junio de 2025





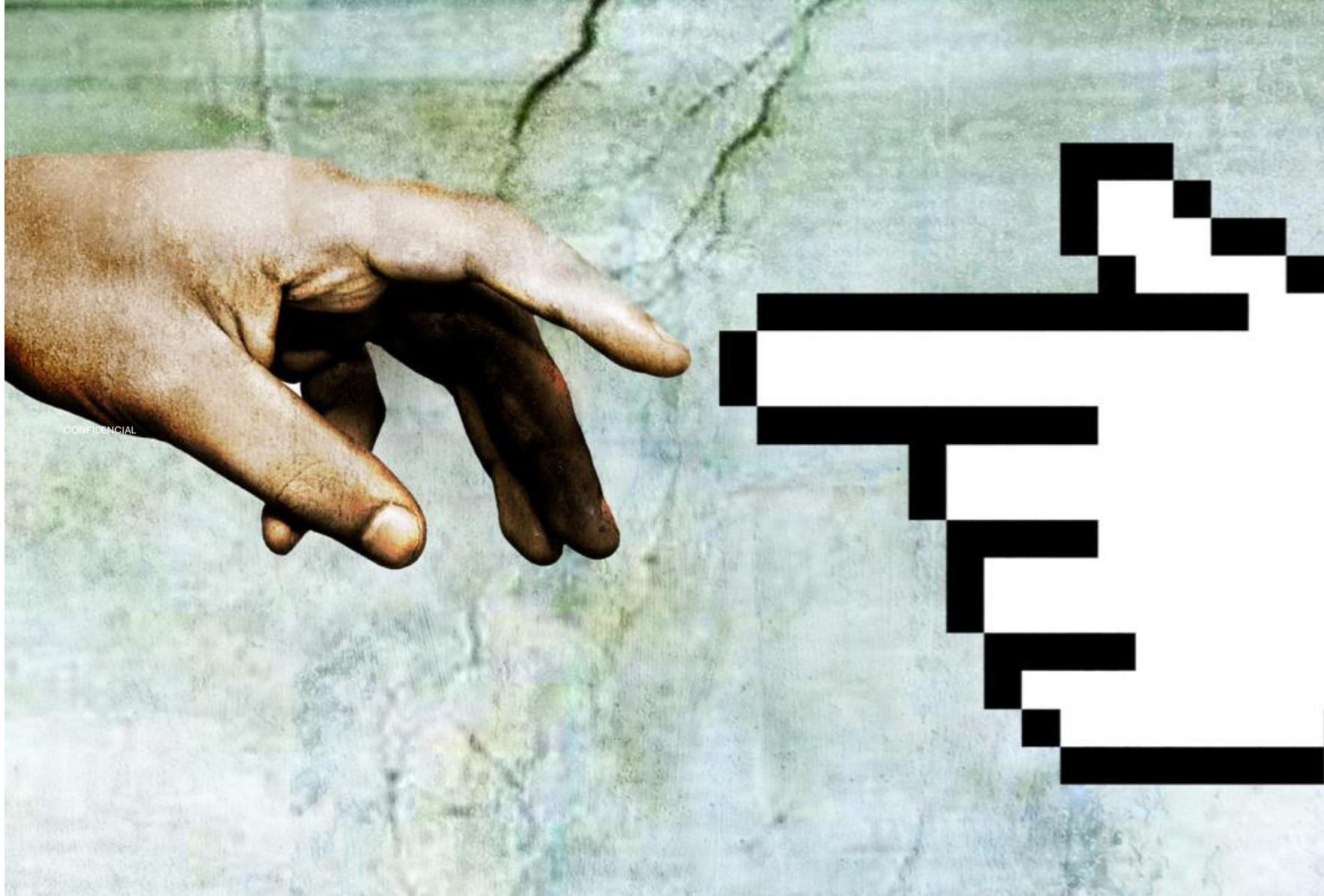
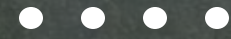
«No estamos
ante una época
de cambios;
estamos ante un
cambio de
época»



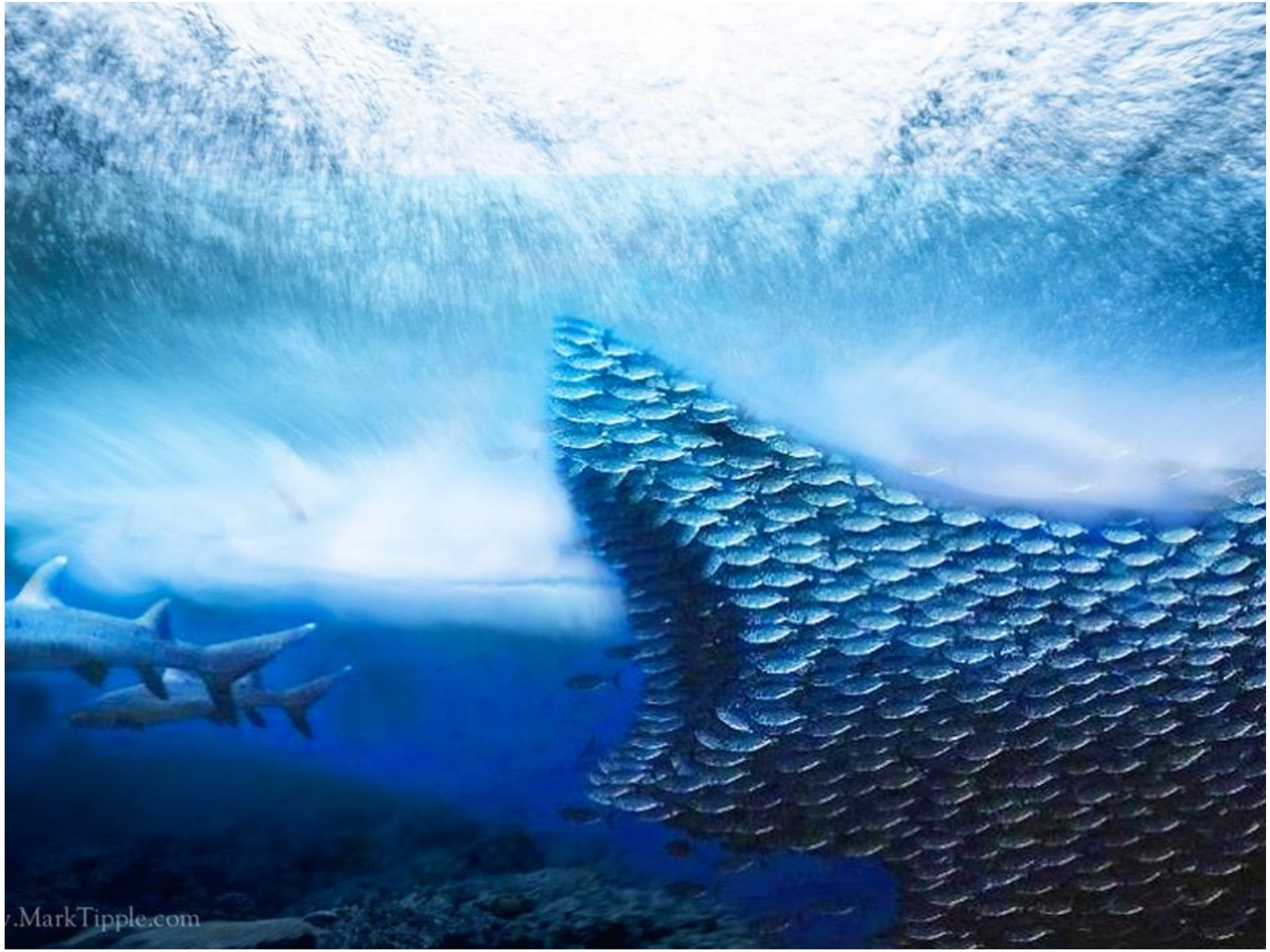
An aerial photograph showing a large cargo ship with a multi-colored container deck moving through a river. A smaller tugboat is positioned ahead of it, leaving a white wake. The surrounding landscape is a mix of sandy banks, some green fields, and a small town in the lower-left corner.

Vivimos en un momento VUCA, acrónimo en inglés de volatilidad, incertidumbre, complejidad y ambigüedad. Un momento en el que la fuerza no tiene que ver con el tamaño o la posición

SODIEDAD FIGITAL



CONFIDENCIAL







Coronavirus

Global
NEWS



Blackberry

Other

Shock comunicacional

Infoxicados:

- Paciencia cognitiva de 5 segundos
- Tasas de retorno cada vez más ineficientes
- Campañas más costosas.



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DEMOCRACIA
Poder del voto



DATA CRACIA
Poder de los datos



LIKE CRACIA
Poder de las redes

El poder de los algoritmos

An aerial view of a soccer field with tactical diagrams overlaid. The diagrams include a large circle, a smaller circle, and a rectangle, all outlined in green. A grey diagonal line with a shaded area is also present. The text "CAMBIÓ LA CANCHA" is centered over the field.

CAMBIÓ LA CANCHA

Nueva realidad en la formas de hacer negocios:

- Aceleración de ciclos tecnológicos
- Acortamiento período de captura de valor
- Cliente al centro
- Resultados v Licencia
- Metodologías ágiles – ¿Colaboración?
- Overdeliver
- IA – Datos - Blockchain
- Captura de Good Will

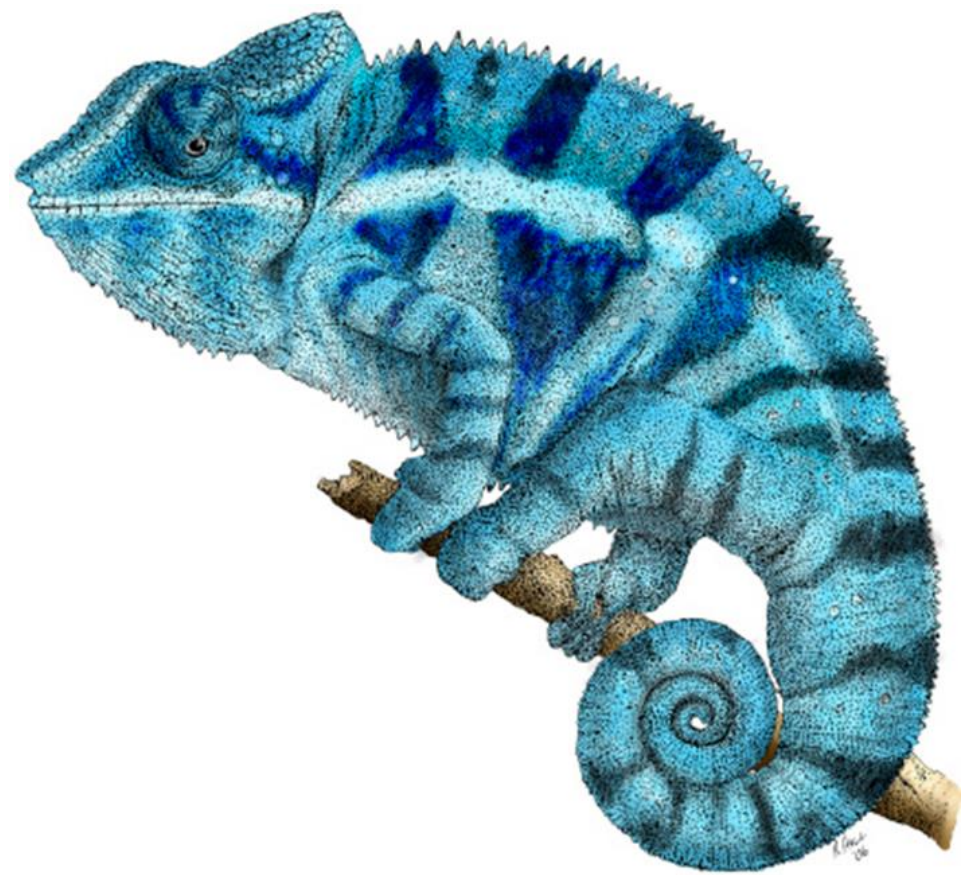
Binomio: Patente – Licenciamiento = Obsoleto



todoc



¡PARA CAMBIAR
TENEMOS QUE
APRENDER A
DESAPRENDER!





**HECHO ES
MUCHO
MEJOR QUE
PERFECTO.**

Elon Musk

Capacidad de ejecución
importa



CONFIDENTIALITY NOTE:
THE INFORMATION DISCLOSED
HEREIN IS CONFIDENTIAL AND
EXEMPT FROM DISCLOSURE

MAN MADE CRYSTAL LAGOONS OF UNLIMITED SIZE

Crystal Lagoons[®]

WORLD'S TOP AMENITY



An aerial photograph of a coastal landscape. In the foreground, there is a wide, sandy beach meeting the ocean. The water is a deep blue-green. Behind the beach, there are rolling green hills and a small cluster of buildings. In the far distance, a range of mountains is visible under a clear sky. A semi-transparent blue vertical bar is overlaid on the left side of the image, containing the text 'THE BEGINNING' in white capital letters.

THE BEGINNING



THE PROBLEM

A large, detailed eye is the central focus, with its iris and pupil acting as a frame for a tropical beach scene. The eye's eyelashes are visible at the top and bottom. The beach scene includes a person sunbathing on a lounge chair on a white sandy beach, turquoise water, and a large, dark, circular shadow cast on the sand. The background of the eye is a soft, out-of-focus pinkish-red.

THE DREAM

Crystal Lagoons

THE
DREAM

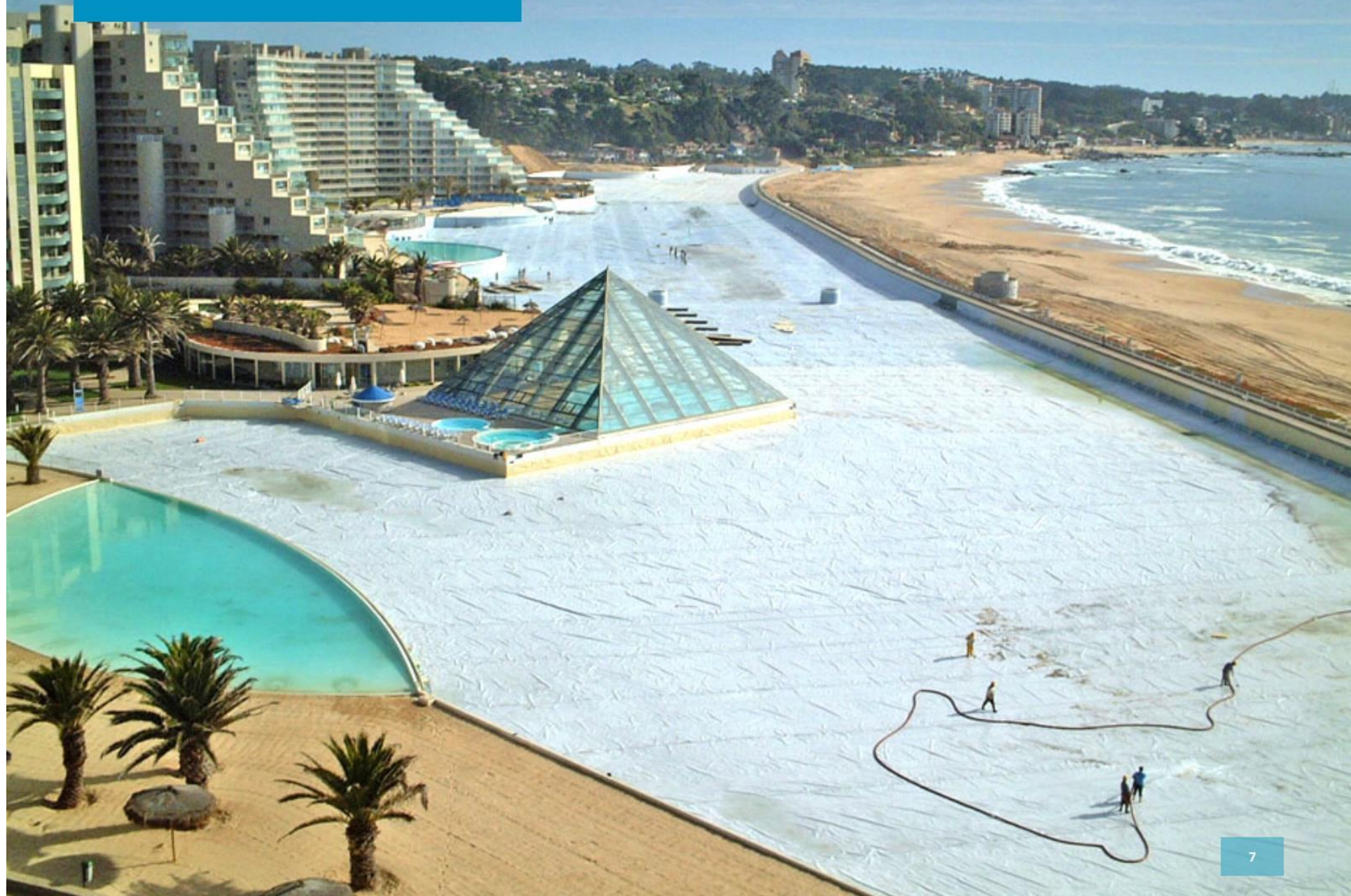


Crystal Lagoons | THE DREAM



Crystal Lagoons

THE
DREAM



The background of the slide is a close-up photograph of water ripples. The water is a mix of light blue and greenish-yellow, with the ripples creating a textured, wavy pattern. A semi-transparent blue rectangular overlay is positioned on the left side of the image, containing the text.

INITIAL FRUSTRATION: TURBID WATER

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INITIAL
FRUSTRATION



Crystal Lagoons

INITIAL
FRUSTRATION



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INITIAL
FRUSTRATION







SAN
ALFONSO
DEL MAR
TODAY

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SAN ALFONSO
DEL MAR
TODAY



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SAN ALFONSO
DEL MAR
TODAY



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SAN ALFONSO
DEL MAR
TODAY



Modelo

- Estructura Jurídica
- Protección
- Validación comercial
- Licencia + Agotamiento del Derecho
- Financiamiento

Capex

Opex

Target \$

Down Payment

Milestones

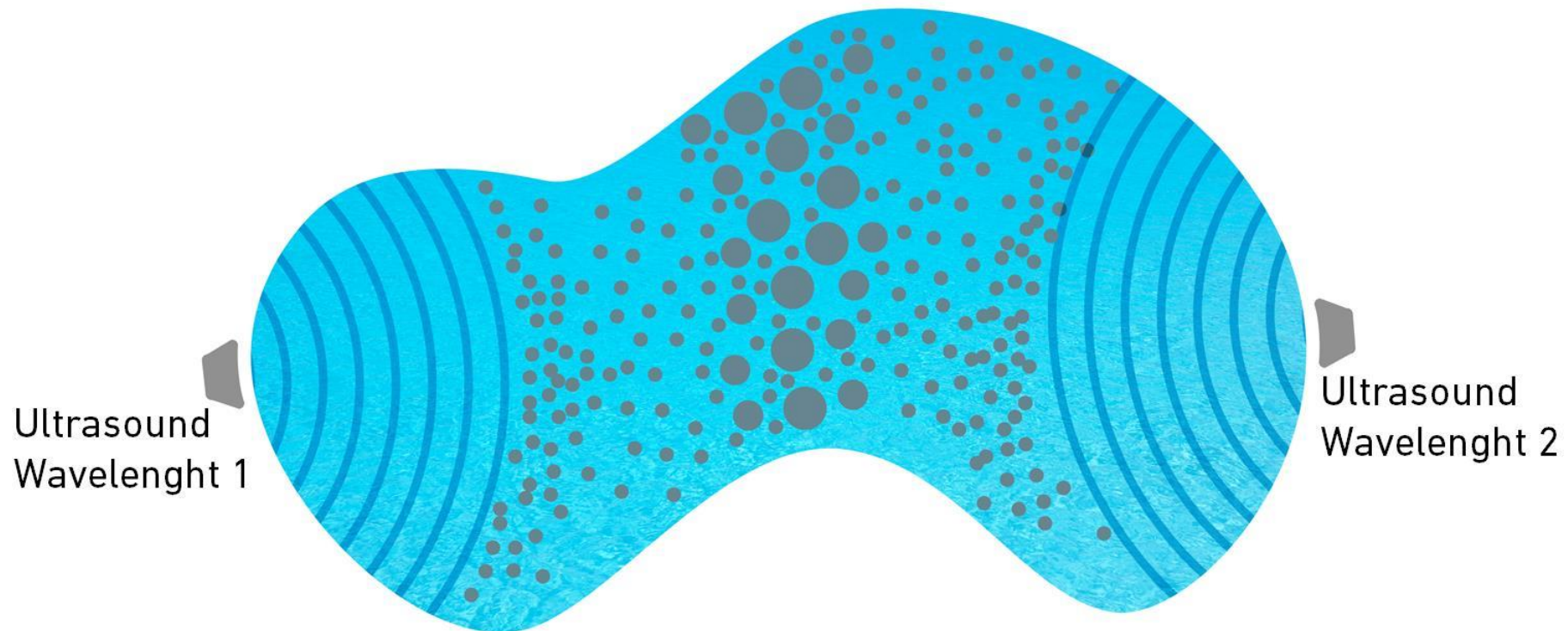
Royalties

Mantenimiento

Exclusividad

Insumos/Servicios/Ahorro

- Low cost filtration
(50 times less energy consumption)





TELEMETRIC OPERATION

Crystal Lagoons

SAN ALFONSO
DEL MAR
TODAY



Crystal Lagoons

EXPANSIÓN
LOCAL

LAGUNA VISTA
ALGARROBO, CHILE



Crystal Lagoons

PRESS &
AWARDS



2007



