

Building innovative technology from the periphery

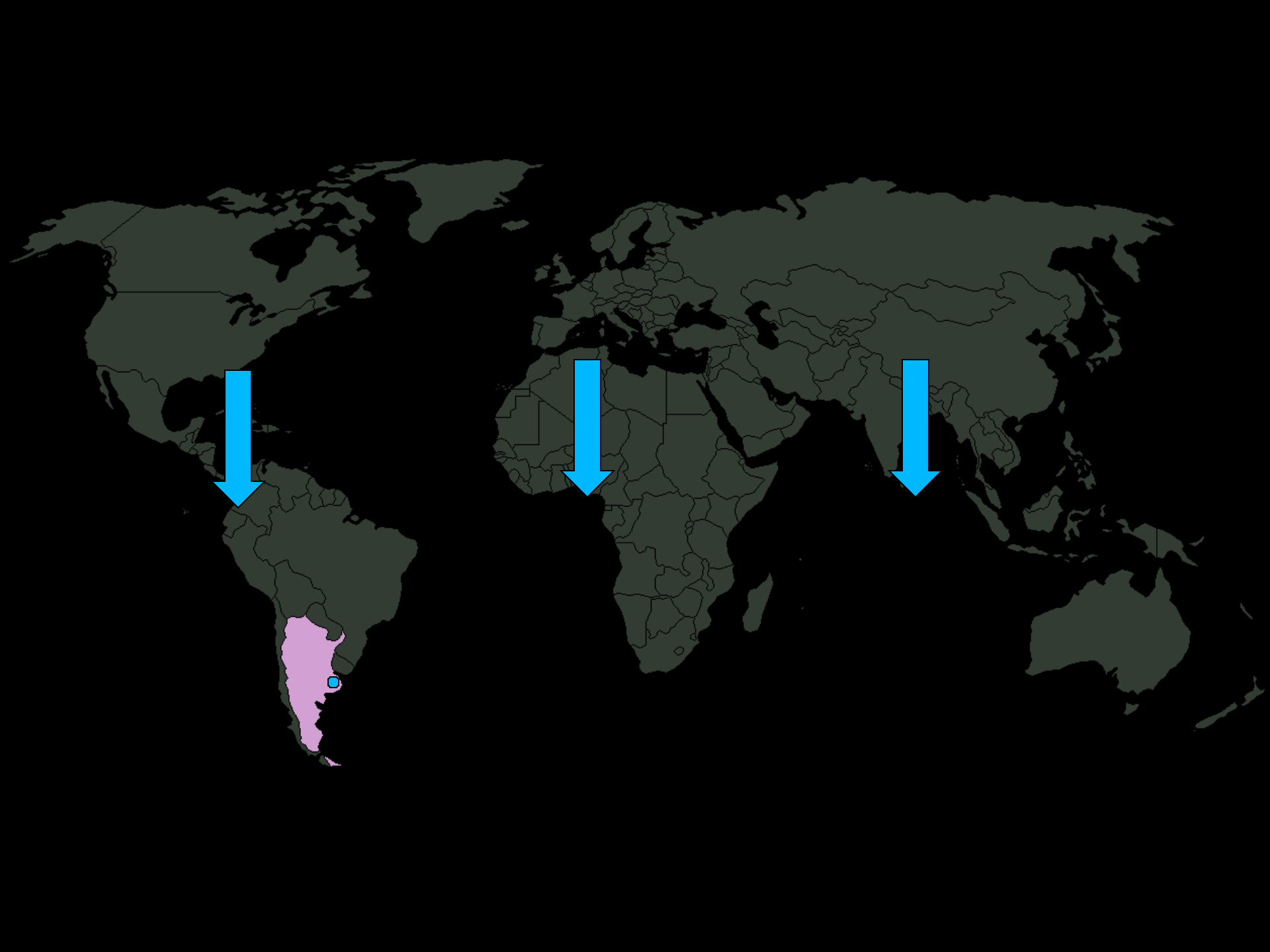
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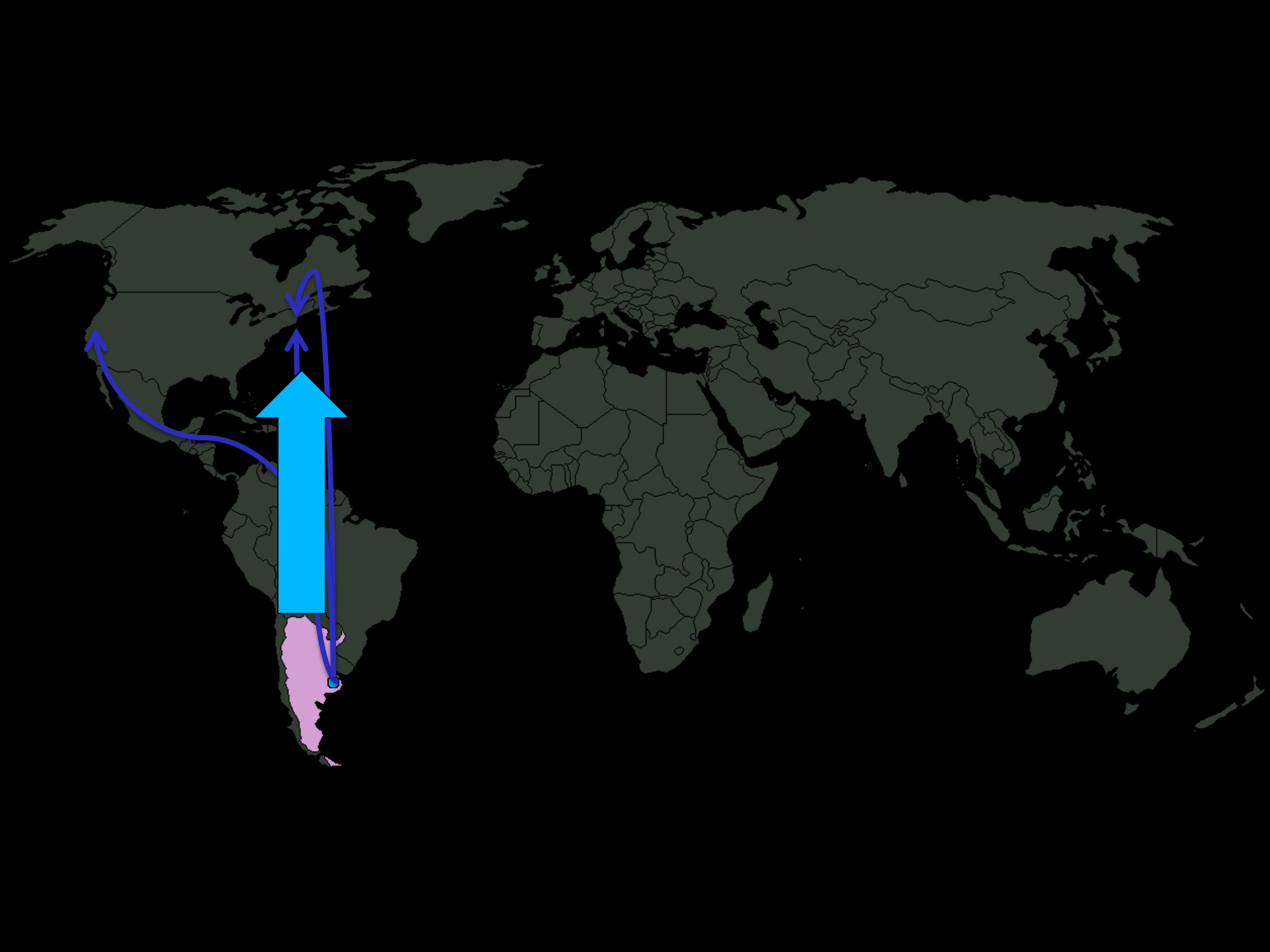


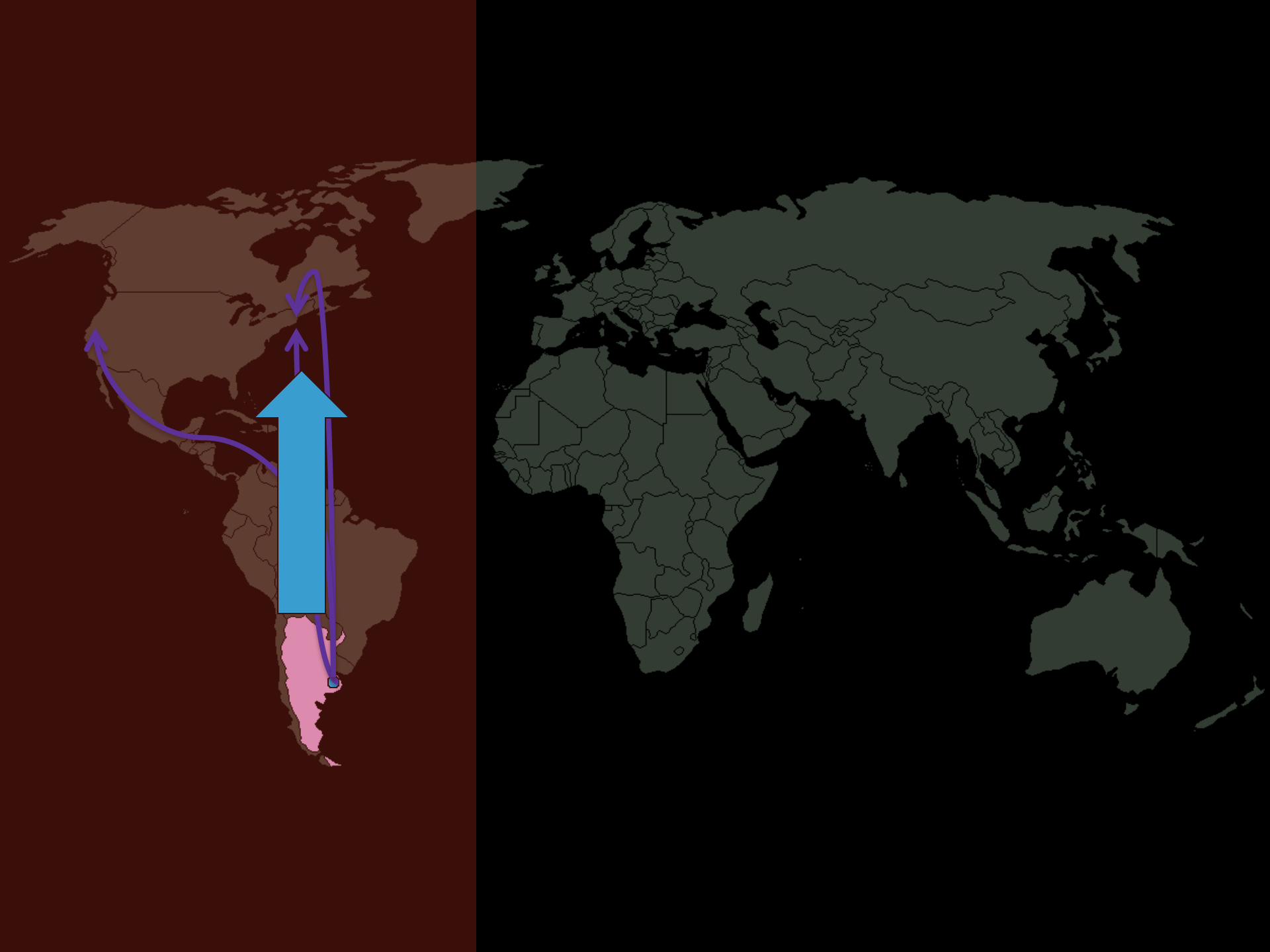






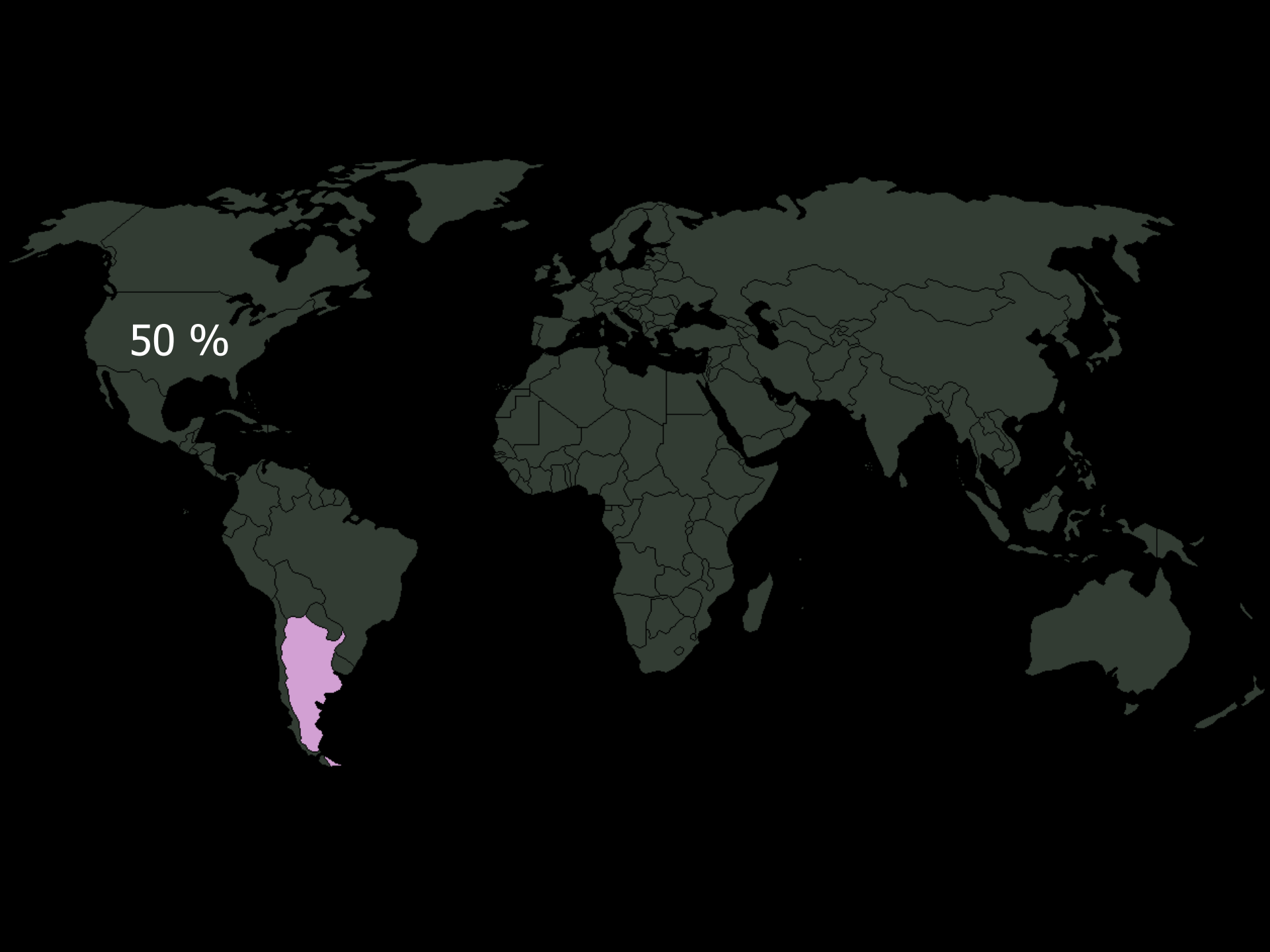








What is going on?



50 %

Useful Innovation only develops
close to the market



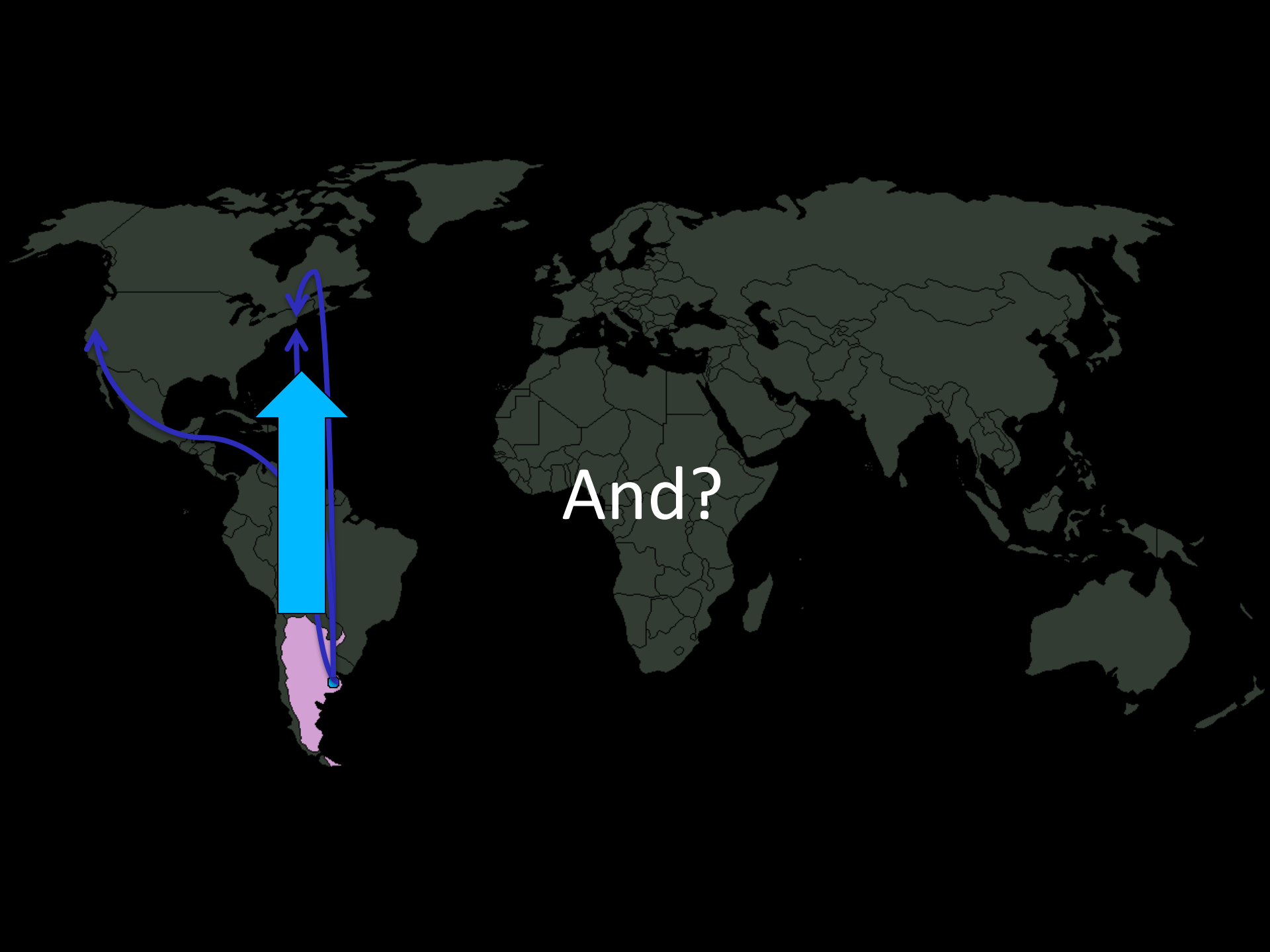
Why else?

Sand Hill Rd



EXIT
40
MPH

Developing innovative products
and
Gaining market traction requires
Risk-\$\$\$



And?



CEO
Barbie

Managing knowledge-based
companies requires specific skills



Anything else?



Synergies, cross-pollination,
inbreeding

Good

Exercise to the reader...

What are the independent variables?

a) Markets

b) Capital

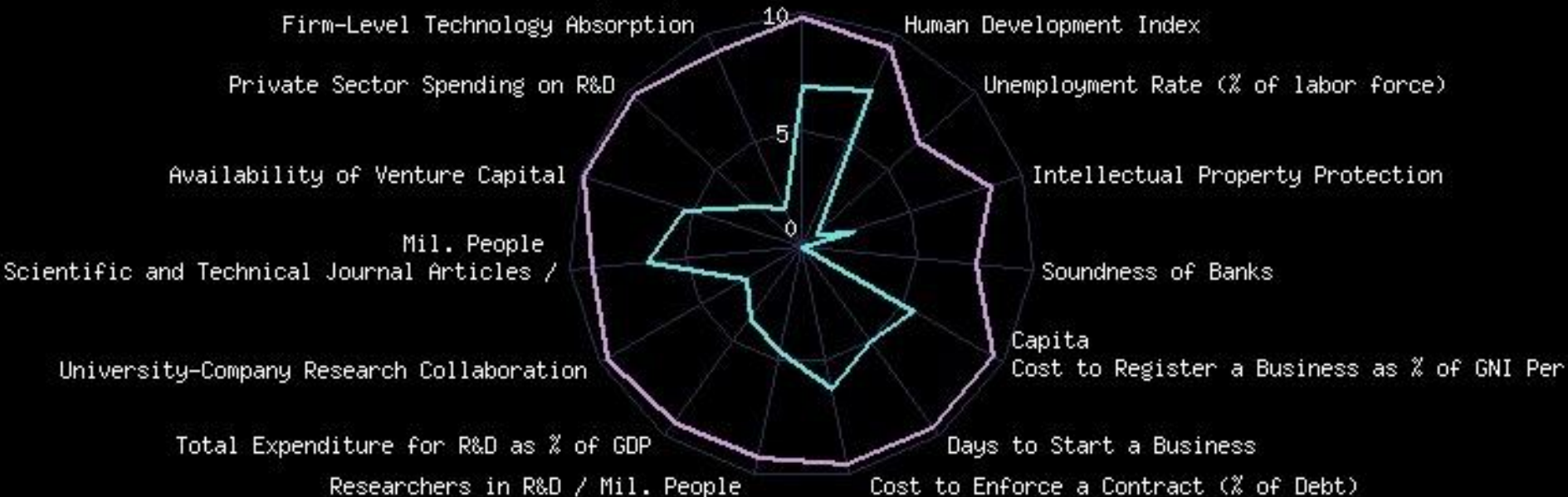
c) Managerial talent

d) Critical mass / culture

Maybe there are more variables...

Argentina, United States

GDP per Capita (in/nal current \$ PPP)



Normalization Group: All Type: weighted Year: most recent

Satellogic







Bariloche

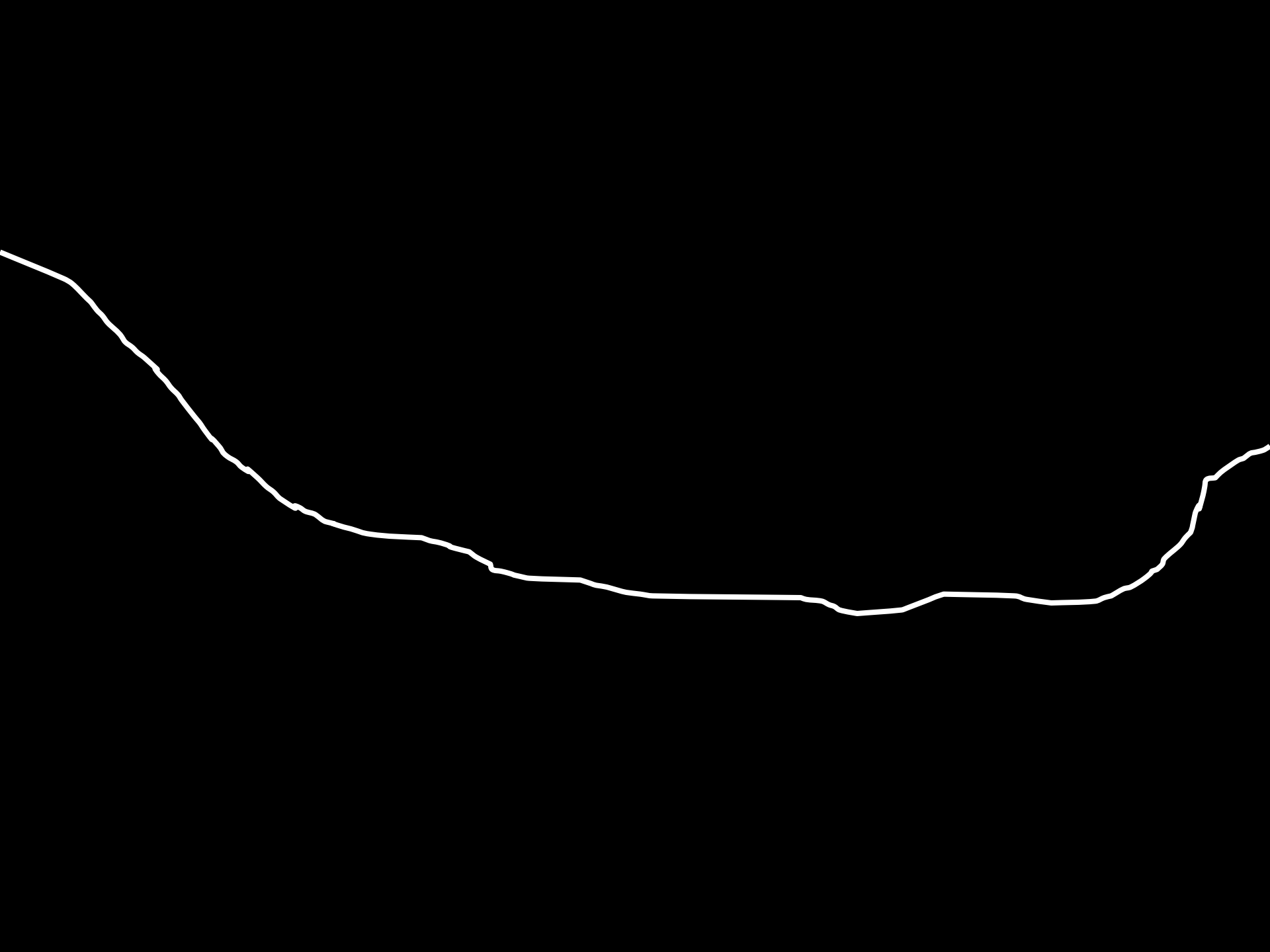
A scenic landscape photograph of a large, deep blue lake. In the center, a large island covered in dense green forest is visible. To the right, a small peninsula with a few buildings and more trees juts into the water. The background features a range of rugged, forested mountains under a clear, light blue sky. The water shows gentle ripples and a small wake from a boat near the central island. The foreground is partially obscured by the tops of green and yellowing trees.

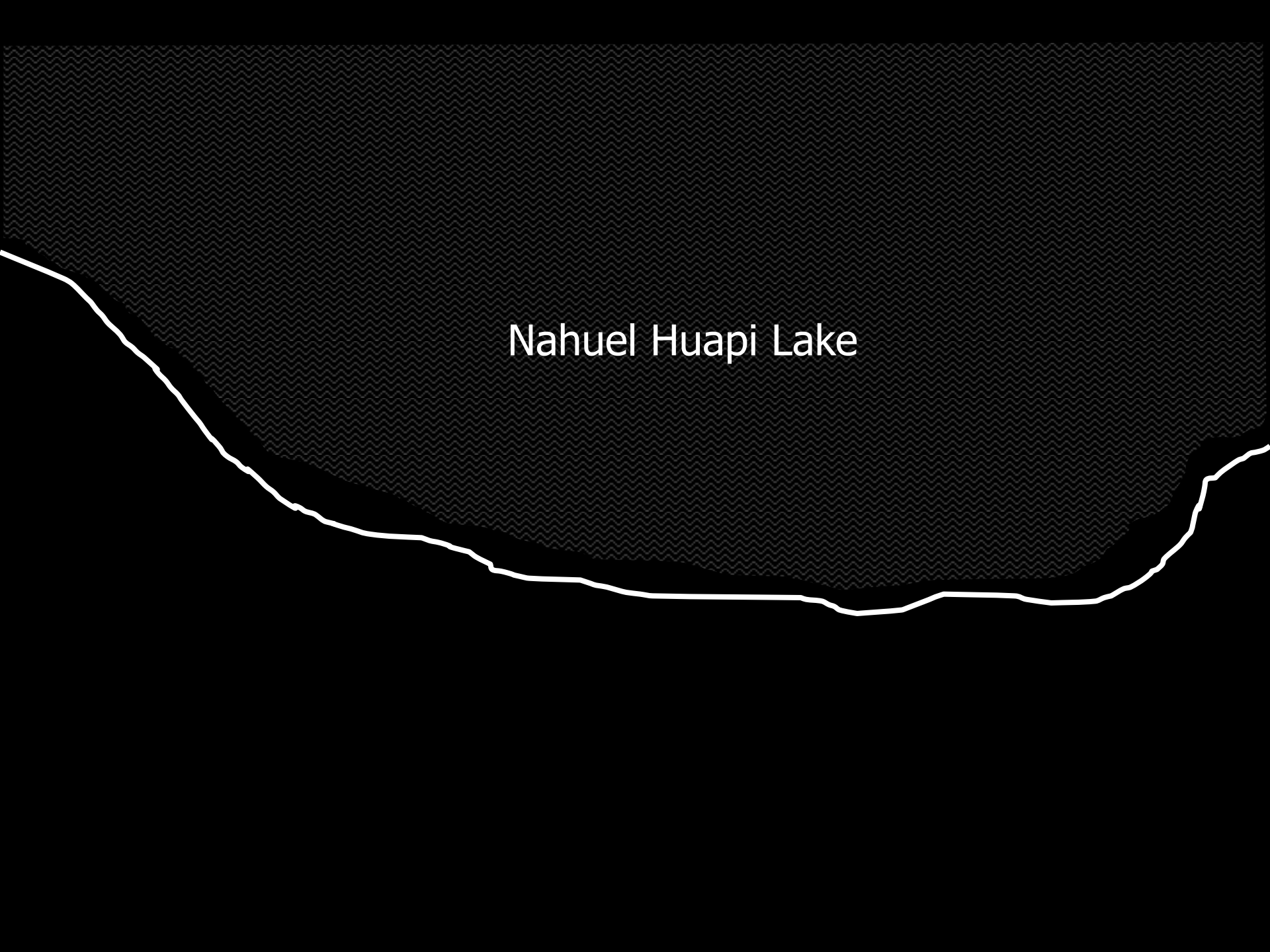
Bariloche

It took me all that time to learn to
build companies in the US,
and when I could start a company
there I decided NOT to do it?

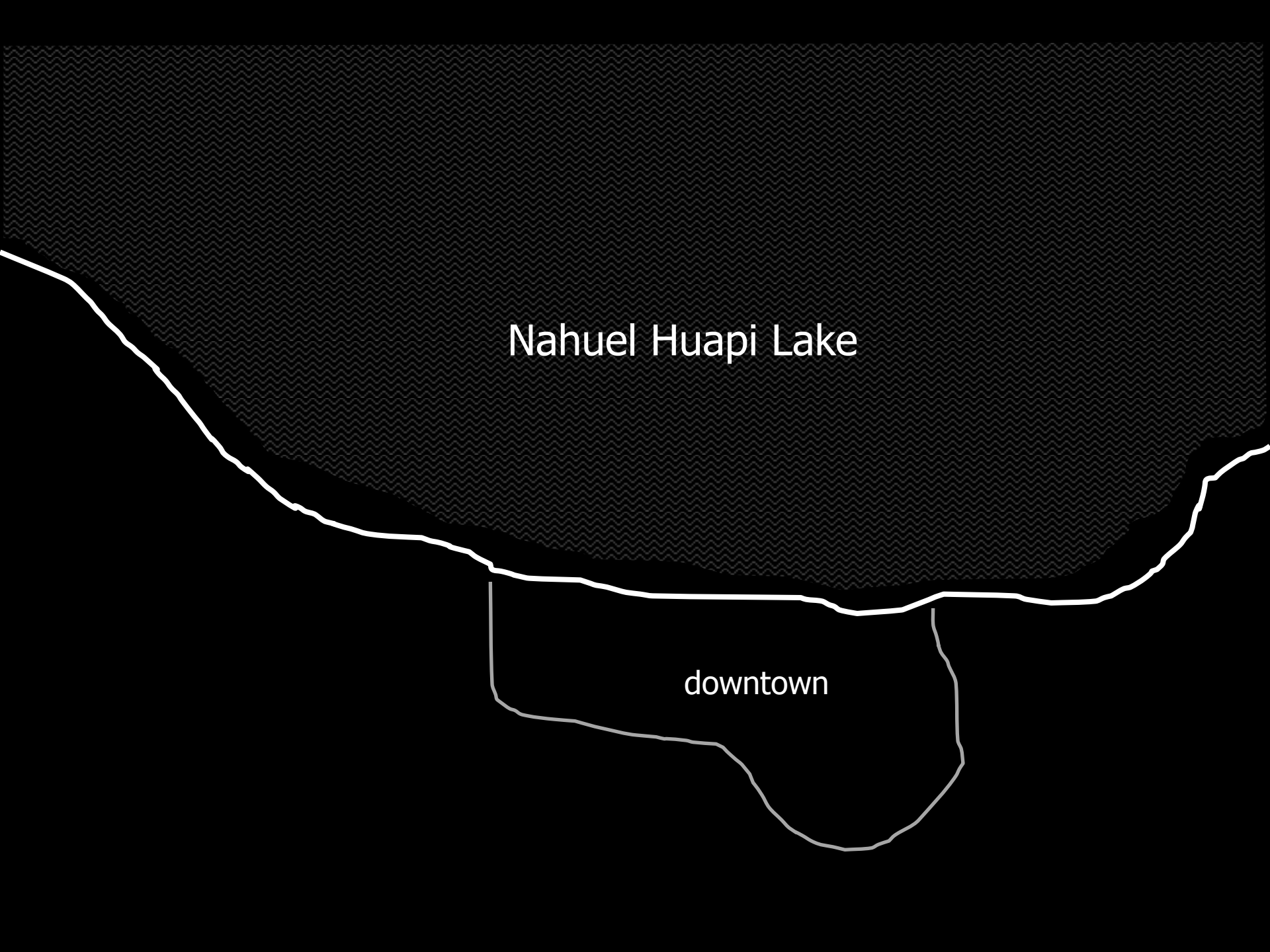
Why?





A stylized map of Nahuel Huapi Lake. The lake is represented by a dark gray area with a fine, repeating wavy pattern. It is bordered by a solid black line that follows its irregular shape. The text "Nahuel Huapi Lake" is centered within the lake area in a white, sans-serif font.

Nahuel Huapi Lake

A stylized map with a black background. A large, irregularly shaped area at the top is filled with a dark gray, wavy, textured pattern. Below this area, a white line outlines a region. Inside this white-outlined region, the word "downtown" is written in white. The overall shape of the white-outlined region is somewhat elongated and irregular, with a small indentation on the right side.

Nahuel Huapi Lake

downtown

Nahuel Huapi Lake

downtown



Nahuel Huapi Lake



Physics
Materials
Nuclear

downtown

Nahuel Huapi Lake



Physics
Materials
Nuclear



downtown

Nahuel Huapi Lake



Physics
Materials
Nuclear



downtown

Graduate + Postgraduate
Physics,
Mech. Eng.
Nuclear Eng. Etc.

Nahuel Huapi Lake



Physics
Materials
Nuclear



Graduate + Postgraduate
Physics,
Mech. Eng.
Nuclear Eng. Etc.

downtown

INVAP

Nahuel Huapi Lake



Physics
Materials
Nuclear



Graduate + Postgraduate
Physics,
Mech. Eng.
Nuclear Eng. Etc.

downtown

INVAP

Nuclear reactors
Satellites
Radars...

Nahuel Huapi Lake



Physics
Materials
Nuclear



Graduate + Postgraduate
Physics,
Mech. Eng.
Nuclear Eng. Etc.

downtown

INVAP

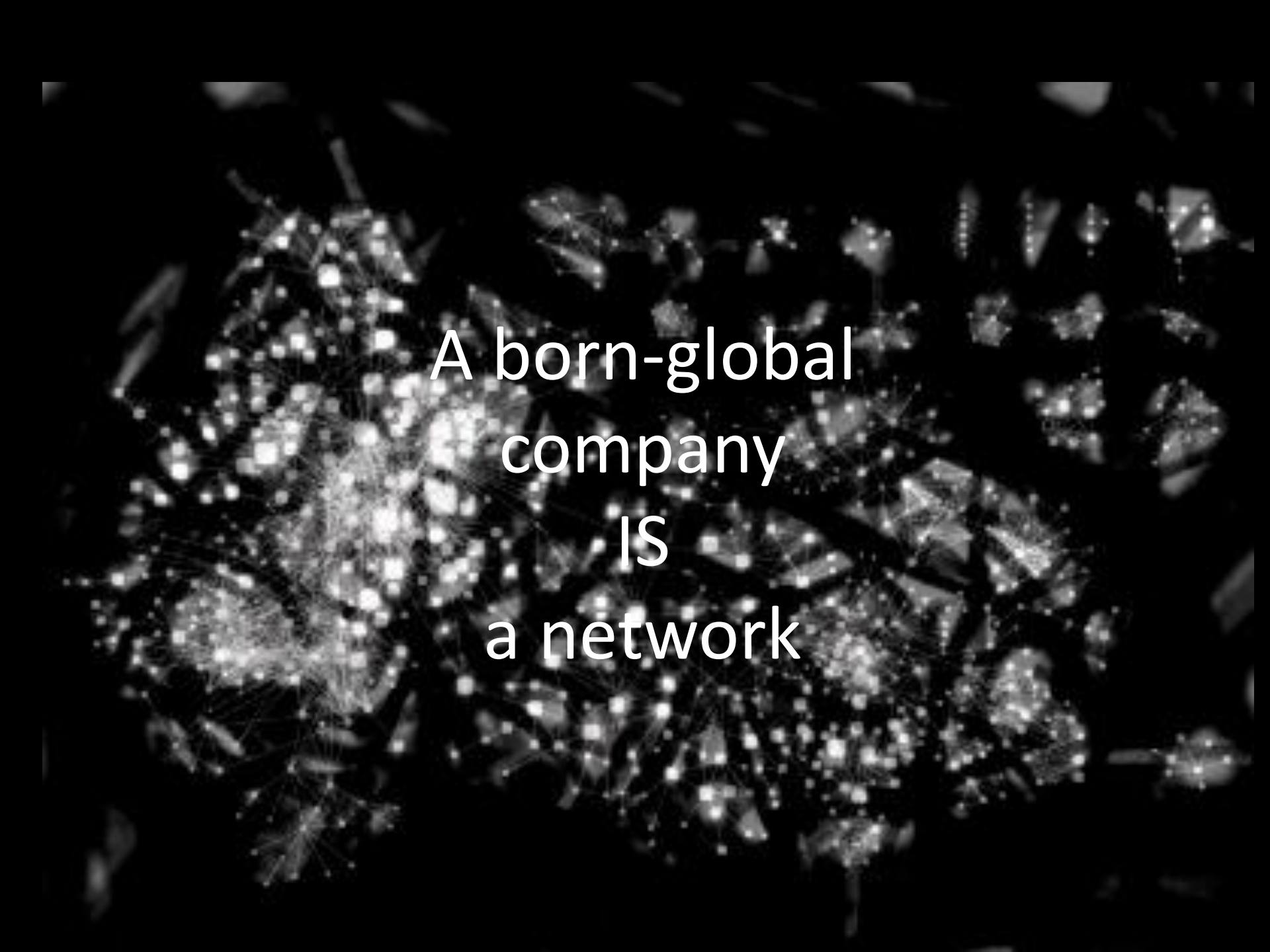
Nuclear reactors
Satellites
Radars...

Bariloche gives me

- “Untapped source of talent” – really smart, curious people, and many of them bored.
- Lower cost to fail fast
- Strategic partnership potential
- Facilities and labs
- Isolation at a critical stage
- Beautiful surroundings, great mountaineering, fishing, snowboarding, local beer, etc.
- “Argentinity” (or “argentinianness”?)

Bariloche does **not** give me

- Big Local Market
(but it might be still too early to decide where my main market is)
- Large Sources of funding
(but previous track record + a changing world help here)
- A1 Managerial Talent
(still early to be a bottleneck, but will become one)
- Such a big watercooler effect
(although there's been some, surprisingly)
- The perfect start-up value-chain
(but...)

The background of the slide is a dark, almost black, space filled with a complex, glowing network of nodes and connections. The nodes are represented by small, bright white and grey squares and circles, some of which are larger and more prominent than others. These nodes are interconnected by a dense web of thin, white lines, creating a sense of a vast, interconnected system. The overall effect is reminiscent of a digital network, a neural network, or a complex organizational structure. The lighting is focused on the central area where the text is located, making the network appear to radiate from that point.

A born-global
company
IS
a network

So...

Don't bring Silicon Valley here,
connect to silicon valley

Don't bring Bariloche here,
connect to Bariloche

Play on your strengths

You are competing with other
regions for company (function)
incorporation

But you are also cooperating to
build a global infrastructure for
business that is bigger than any
local cluster

Countries/regions need to play the
global game for local advantage

Companies need to play the local
game for global advantage

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