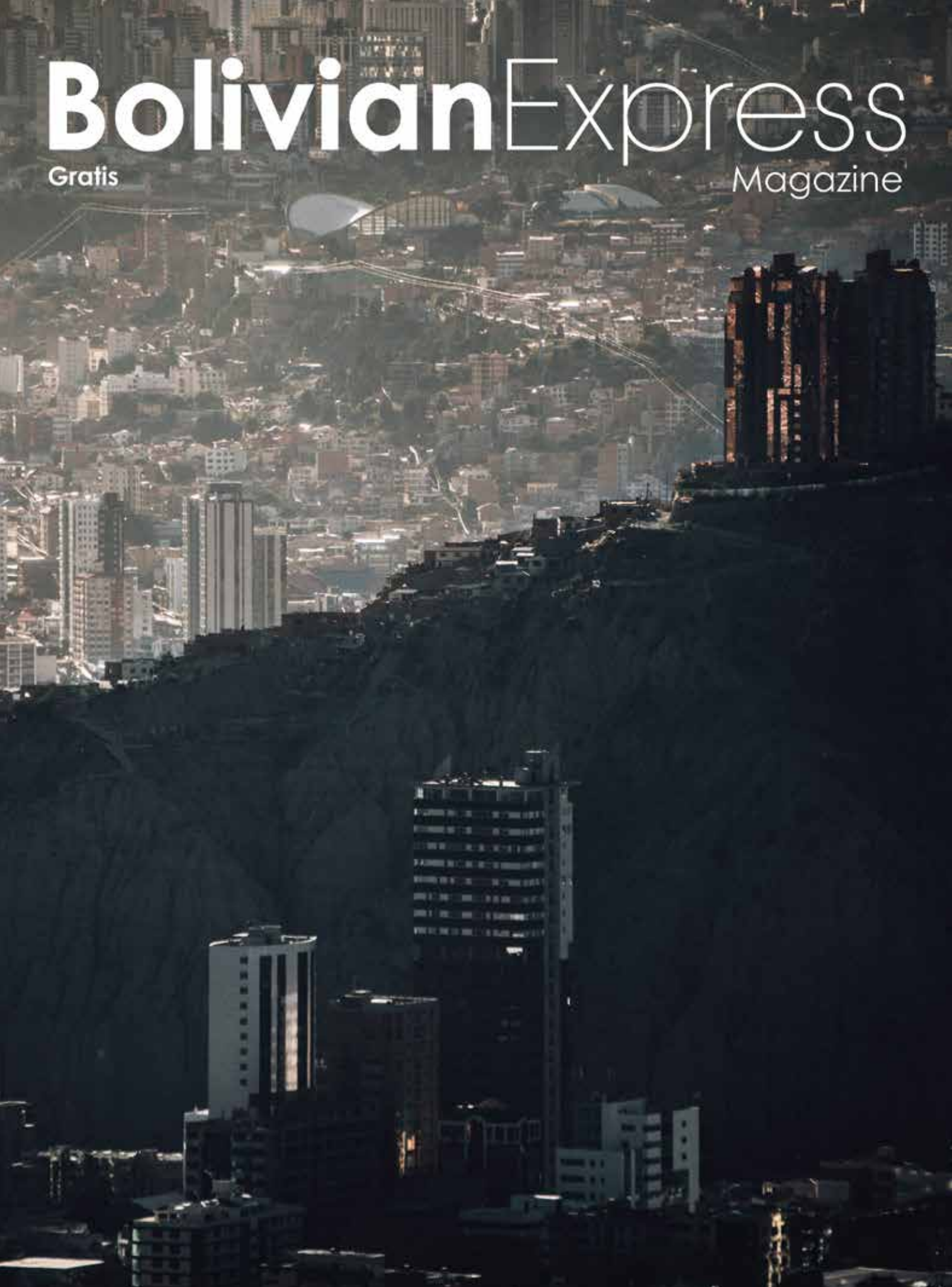


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*Table of Contents*  
**#105**  
*Digital Innovations*

<b>08</b>	PATRICIA RODRÍGUEZ WALISUMA	<b>20</b>	ARIEL VALVERDE YAIGO DELIVERY
<b>12</b>	CARLOS JORDAN ULTRACASAS	<b>22</b>	PATRICIA HURTADO DE SUAREZ INNOVA BOLIVIA SANTA CRUZ
<b>14</b>	HOW TO KEEP A ROCK SPIRIT DURING QUARANTINE?	<b>24</b>	NEW LIGHT
<b>16</b>	VIVIANA ANGULO PISTA 8	<b>28</b>	MOTHER'S DAY IN BOLIVIA

**BX-105**

<b>30</b>	<b>33</b>	<b>34</b>
RECOMMENDATIONS	GLOSSARY	CULTURAL DIGITAL AGENDA



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## Editorial #105: Adaptations

By: Caroline Risacher

**A**s we settle into new dynamics and learn to adjust to a new reality which is beyond our control it can be hard to see what opportunities lie out there. We are all on some level affected by the economic consequences of the pandemic. Like most businesses, Bolivian Express has had to retreat to an exclusively online platform with the addition of weekly online talks where Bolivian commentators discuss relevant issues and try to make sense of what the world is becoming.

Bolivia's economic growth is estimated to fall by about three percent in 2020 instead of the 2.8 percent planned growth announced at the beginning of the year. Vulnerable populations will be affected heavily by the recession and businesses who rely on tourists or in-person transactions will take months if not years to recover. It's a bleak panorama but if there is one positive side it is the opportunity for Bolivia to make up for its lack in digitalisation and innovation.

Now, thanks to an app on your phone,

you can get food delivered from most restaurants and coffee shops, order medicine from pharmacies and groceries from your favourite shop. You can look for housing and buy clothes from home, and you can do most of your business transactions online. In Bolivia, this wouldn't have been possible five years ago, or at least not as easily. The quarantine will undoubtedly speed up this process and push entrepreneurs to innovate in digital areas, finding new ways to survive and help businesses stay alive when we are all staying home.

But, even if these enterprises are welcome and necessary in the current context, it will only deepen the gap between those who have smartphones and internet connections and those who don't. Internet connectivity has greatly improved in the past decade but still represents a considerable cost in families budgets and should not be taken for granted. If changes are coming and Bolivia is transforming, let's make sure that we can include everyone in the process and that no one is left behind.

### N.B.

Several Spanish and Aymara words are marked in **bold>** throughout this issue. Their meanings can be found in our glossary.



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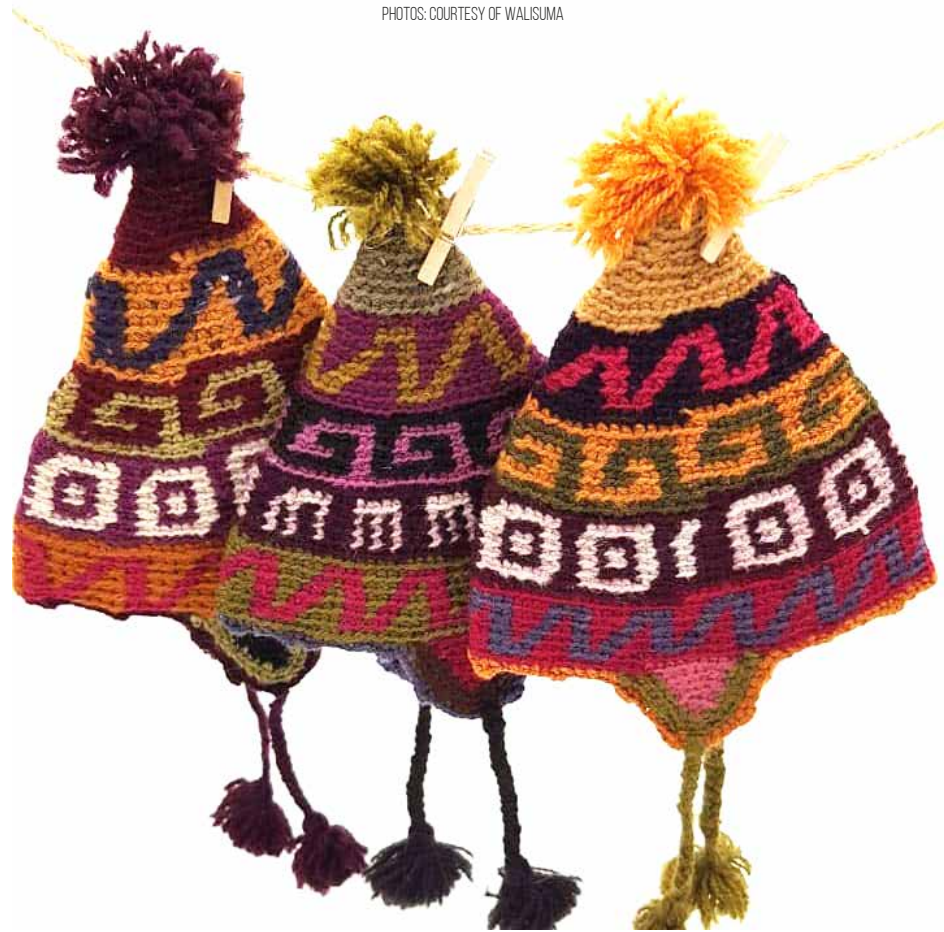
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CASCADA BOLIVIA

# PATRICIA RODRÍGUEZ

## WALISUMA

TEXT: BX TEAM  
PHOTOS: COURTESY OF WALISUMA



**P**atricia Rodríguez leads Walisuma Bolivia, a brand under which over three thousand Bolivian artisans and producers market their products in Bolivia and promote themselves in the rest of the world through the company's e-commerce platform.

The project was born 11 years ago, when the Nuevo Norte foundation launched a contest that sought to elevate the standard of artisan work in Bolivia. 'We were looking for the best products and producers. We wanted to support them without having to compete with the Peruvian or Chinese market,' says Rodríguez. 'We knew we could do something great because we have incredible workmanship in our country.'

'We wanted to help artisans so they could make a living out of it,' continues Rodríguez. So we joined all these brands under a common brand and the name Walisuma came up. It means 'the best of the best' in Aymara and it represents the notion of 'high end.' **Wali** means 'what is good' and **suma** means 'the best.' The company grew and spaces opened to sell from the producers. Unfortunately, the Nuevo Norte foundation had to close in 2015 as funds ran out and the foundation couldn't manage to sustain itself. Rodríguez and her husband, who both own Artezzano – a brand that works with alpaca fabric and that worked with Walisuma – decided to take over Walisuma and save the project. 'In 2015 we learned that Walisuma was closing. We liked the space and we fell in love with the project,' explains Rodríguez.



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CONTINUES ON PAGE 10 ▶



So Rodríguez and her husband bought the company. '2016 was a difficult year. We bought the company and its debts. We had to work hard to save it and bring it to an equilibrium. The third year we were finally able to frame a business expansion plan.' In March 2019, they were able to invest in an e-commerce platform. Now, the main issue with the platform is that they have to take photos of all the products which represent a considerable amount of work, and is made harder by the quarantine restrictions. 'We work with 72 groups of producers, some of them will have to stop work unfortunately. So we'll probably end up with 62 groups which represents 3,000 producers throughout Bolivia,' says Rodríguez.

All the Walisuma products must meet certain criteria: they must reflect a strong Bolivian identity through the

textile, the techniques or the design. The products must be of high quality and producers must work responsibly and sustainably.

Walisuma may not be the first initiative of the sort but according to Rodríguez, 'we pushed harder and brought a new vision, a larger vision. The level is growing in Bolivia. A lot of artisans have grown and are now mixing modern designs and ancestral techniques.'

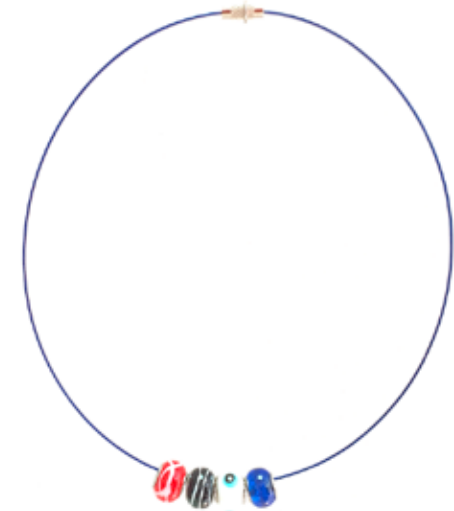
With the current crisis, the solution is to 'push e-commerce, to be known in more places outside Bolivia which is part of our expansion plan.' This time can also be used to regularise and standardise practices. Walisuma is a social enterprise, who cares and wants to be self-sustainable. 'We have funded ourselves and are responsible for our

spendings. We want to be respectful of the environment.'

The goal is to benefit producers and provide them with a constant stream of income. Another essential element which is part of the strategy of Walisuma is the respect of the environment. There must be a sustainable management of resources and raw materials during the elaboration of each product. Especially when working with **vicuñas**. 'We work with only one community in the north of La Paz because others don't have the required permits. People are still illegally hunting *vicuñas*. The producers we work with don't kill the animal. They have learned how to care about the animal,' says Rodríguez.

Ultimately, Rodríguez stays positive as she anticipates the recession coming and difficult times ahead. Moving to an online platform is a necessity now: 'During the pandemic we want to know the producers better. We are moving to a virtual shop and use the platform to promote our products and producers.'

'There are many challenges ahead but we are motivated to move forward. We want to be conscious of the items we buy. Those are products that can last a lifetime, or at least a decade. It's an inversion. We want to work on these messages and reflect on the products and who makes them. That's the positive side of the pandemic.'



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# CARLOS JORDAN

## ULTRACASAS

TEXT: BX TEAM  
PHOTO: COURTESY OF CARLOS JORDAN



Carlos Jordan is an entrepreneur passionate about innovation and technology. He is the CEO and co-founder of UltraGrupo, a tech startup that raised the largest funding rounds in Bolivia's history.

It all started in 2015 after Carlos Jordan, returned to Bolivia after living abroad and was looking for a place to live. 'It was very hard to find a place, I had to look for ads in the newspaper,' remembers Jordan. Now UltraCasas has grown and has been joined by his sister company UltraCreditos which are both part of UltraGrupo. For Jordan the objective is clear: 'Our mission and vision is to position Bolivia on a regional level. We want to show that in Bolivia we can do great things.'

It proved challenging at first because there was no digital environment in Bolivia at the time. 'At first it was difficult due to the lack of digitalisation, but Bolivians support Bolivia. And it is easier now. On the positive side, now we have to turn to digital options, and it is a big moment to start a technological company.'

Jordan and his team learned a lot through the process and they are now looking for their third round of investments. 'You have to be well-prepared,' says Jordan, 'The learning process is fundamental. My advice for young startups is to not be afraid to fail, and to learn to grow.'

Looking to the future, Jordan tells

us, 'As Bolivia enters an economic recession, we will have to be able to make it, and understand its process. In the meantime we need to prepare and strengthen our digital offer, which is in itself an opportunity.'

'We will have to invest in solutions to avoid human contact, and we are going in that direction. We have to take advantage of the context. Before [the pandemic] working with digital technologies was essential, now it is a matter of life and death. We will have to be more aggressive.'

### ULTRAGRUPPO HAS TWO PORTALS:

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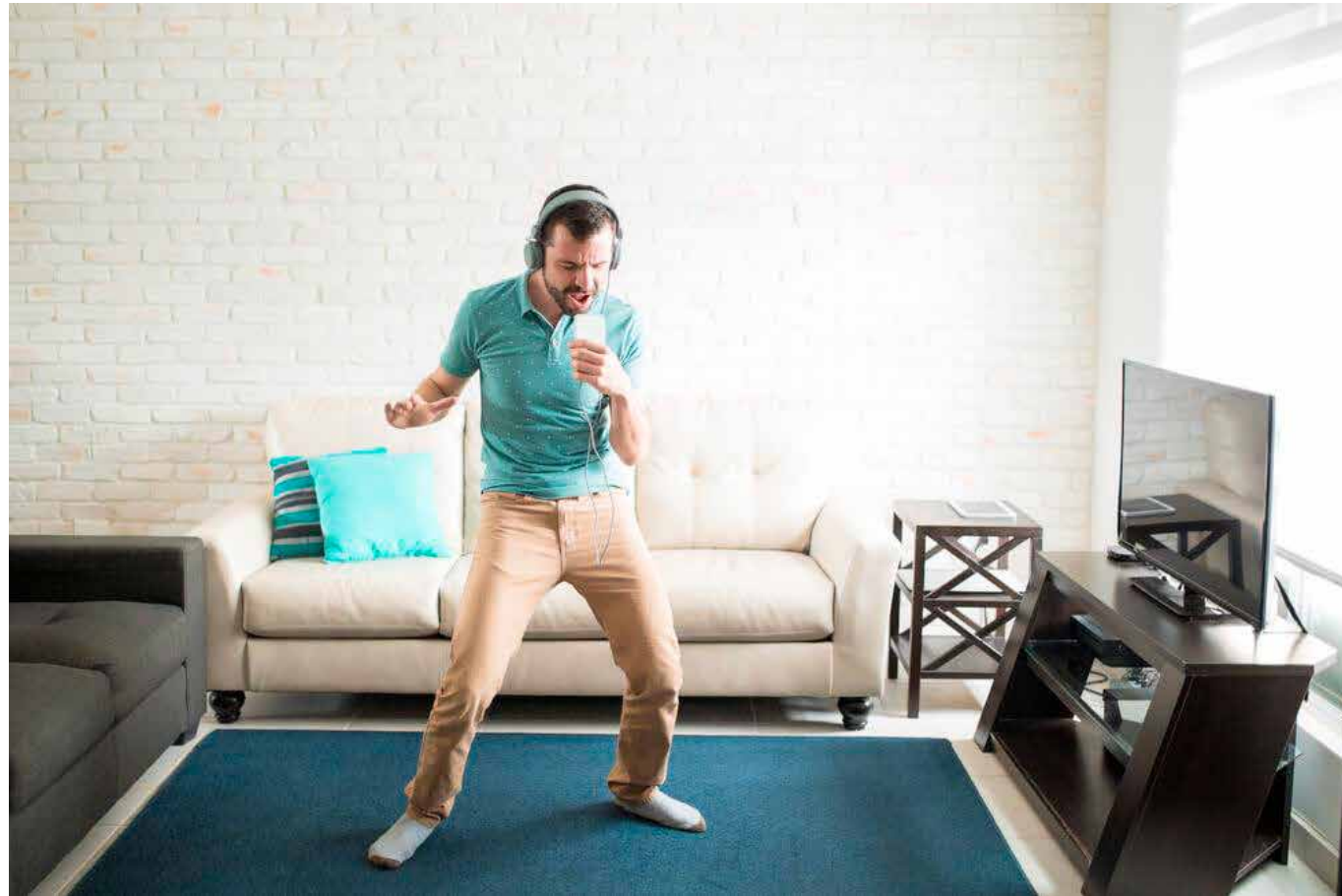
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# HOW TO KEEP A ROCK SPIRIT DURING QUARANTINE?

TEXT AND PHOTO: LATIN AMERICA RCD HOTELS



**C**ovid-19 pushes us to take care of ourselves and of our loved ones. Avoiding social contact and, if possible, not leaving home, is a priority. The goal is to flatten the curve and avoid the spread of the virus in order to protect the most vulnerable populations. Consequently many of us have had to miss concerts that we were looking forward to and that have been postponed indefinitely.

So how can we maintain a rock spirit during quarantine? We spoke with Leonel Reyes, Commercial Director for Latin America RCD Hotels, the chain responsible – among others – for the Hard Rock Hotel destinations in the Caribbean, who said: 'Understanding that we are in a world crisis and that the most important thing is to take care of ourselves and taking care of those around us, we can not dive into stress. Mental health is very important and, if you are a rocker at heart, you should keep it as part of your routine.'

Which is why, Leonel Reyes suggested: 'Watch concerts of your favorite bands online.' A good alternative is YouTube, but there are hundreds of pages that publish them daily, including the groups' official websites. 'Participate in broadcasts streaming of the artists you like.' The health context has made hundreds of artists seek to keep in touch with their followers, via Instagram, Facebook or other platforms, performing live concerts from their homes.

'Search for upcoming bands or new artists to add to your playlist.' Take advantage of the free time you have to research and immerse yourself in new proposals of the genre. You'll be surprised.

'Sing whenever you can and want to.' Doing so releases tension and relaxes. Whether you are alone or alone, sing, dance and enjoy, your body and mind need it.

'Invite your friends to enjoy some music through a video call.' The most important thing is to stay at home, but you can organise online meetings and have nice conversations, accompanied by good rock music, through the video call platforms that are available. Try it, you will not regret it.

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# VIVIANA ANGULO

## PISTA 8

TEXT: BX TEAM  
PHOTOS: COURTESY OF VIVIANA ANGULO



**V**iviana Angulo is the Director for Latin America of Valhalla Private Capital, a Canadian corporate finance company dedicated to startups and promoting venture capital in the region. Angulo led several business development initiatives, for instance, the first accelerator programme in the Caribbean-Guayacan Venture Accelerator. In Peru, she collaborated in the creation of the first angel investing network and is currently leading the first business accelerator in Bolivia called Pista 8.

Pista 8 is the first collaborative business accelerator in Bolivia that works with entrepreneurs exposing them to international expertise.

*The interview was translated from the Spanish and has been edited for clarity.*

### HOW DID PISTA 8 START?

Track 8 was born during a trip I made in 2017 to learn about the Santa Cruz entrepreneurship environment. I drew three conclusions:

- 1) Entrepreneurial talent lacked international perspective and the confidence to create its own growth plans.
- 2) Egos and logos were one of the factors limiting the growth of this sector.
- 3) Investment in venture capital was unknown.

I returned to Lima [where I lived] and it took me six months to design the programme that would become Pista 8. Then I convinced my husband to return to [Bolivia]. After a 10-year career as manager and director of projects related to entrepreneurship and system development, I could not miss the tremendous opportunity to align my experience and international network. I wanted to empower my country. I wanted my work to have an impact in my country. My dream was

to create a world-class programme for Bolivian entrepreneurs. After presenting the project in 66 meetings and receiving feedback, I obtained the support of companies from different sectors and individuals who shared a common vision: to create a network of Bolivian entrepreneurial talent.

### WHY IS TRACK 8 DESCRIBED AS A COLLABORATIVE FORMAT?

From the moment I designed the project, I envisioned it as an initiative in which many could contribute and feel part of a movement that would promote entrepreneurial talent in the country. This is how Pista 8 was born as the first collaborative business accelerator in Bolivia. It became a common project among leading companies from diverse industries such as: Grupo Venado, Grupo La Papelera, Grupo Granier, Grupo Etienne, the Law Firm Moreno Baldivieso and Inaheartbeat. Pista 8 focuses on refining knowledge through educational activities that help acquire international experience and expose local entrepreneurial talent to the best practices and opportunities in the region. In 2019, Pista 8 worked with 23 entrepreneurs and international experts to fine-tune a methodology

that benefited from the feedback of both groups. This led to the launch, in 2020, to a promoting programme to help unleash the Bolivian entrepreneurial potential.

### WHAT IS PISTA 8'S VISION AND MISSION?

We have no mission and vision, we have an objective to put Bolivia on the world entrepreneurial map by helping Bolivian talent to take off. Thus, Pista 8 is the first non-profit accelerator founded by leading companies and experienced venture capital individuals residing in Bolivia. The accelerator is focused on creating a learning space for startups and entrepreneurs in order to expose them to content, access to networks and mentors of international renown. The desired impact is to accelerate the development of ventures that have dynamic business models and that provide social and business solutions, through a collaborative format and with world-class knowledge.

We also want to encourage an entrepreneurial vision and are inclined towards innovation within private companies. We work with groups of entrepreneurs who are developing internal innovation projects and/or

spin-offs. We provide them with a space – which is now virtual – where they can develop projects in a collaborative, dynamic environment, with access to professionals from various specialties and the guidance of international experts, as well as the support of fellow entrepreneurs.

### WHY DOES BOLIVIA HAVE TO DEVELOP A SETTING THAT GENERATES SCALABLE VENTURES?

Bolivia today has the opportunity to start supporting an environment that generates a sustained and attractive ventures' 'pipeline' which can help develop innovative solutions at all levels (business and social). This way, the country can be more active in the region, as a pool of attractive entrepreneurial talent for investment and with models developed in a unique environment. Until 2019, Latin America was one of the most interesting regions for venture capital. According to the 2019 LAVCA report, venture capital investment in the region more than doubled to a record US\$ 4.6 billion in 2019 compared to nearly US\$ 2 billion in 2018. Last year's number was more than 900 percent higher than the US\$ 500 million invested in 2016.

CONTINUES ON PAGE 18 ▶

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With the arrival of COVID, developing digital solutions made in Bolivia is no longer an option; on the contrary, it is the only way we now have to solve daily challenges and continue business and social life. It is a fact that large and small companies have to resort to the intensive use of digital tools to implement telecommuting, make purchases and sales online, as well as manage production and distribution processes remotely. This new reality becomes an opportunity for entrepreneurs!

#### WHAT ARE THE CHALLENGES THAT FACE BOLIVIA?

Despite the fact that we are surrounded by dynamic environments, which report local and international investment in ventures, Bolivia still cannot take off. In fact, Bolivia in the 2019 World Innovation Index (WIPO), ranked 110 out of 129 countries. It is the least innovative country in Latin America, along with Nicaragua. The Digital Technology Ecosystem Report in Bolivia, developed by Funda-Pró, presented in July 2019, accounts for the existence in Bolivia of 152 startups. By comparison, in a 2016 OECD report, there were more than 500 startups in Peru. More than 1,000

in Chile and more than 2,000 startups in Brazil. According to the ICSEd-Prodem Latin America 2018 Report that measures the systemic conditions for entrepreneurship in each country, Bolivia ranks 48th out of 54 countries in the region.

#### WHAT HAPPENS TO THE ENTREPRENEURIAL TALENT IN BOLIVIA?

Most startups in Bolivia have to face the challenge of finding the right information and support to grow their business models. The current environment is not sufficiently integrated, sophisticated and organized to offer a diversity of alternatives to catapult entrepreneurial talent. In addition to this, unfavorable experiences working with local mentors and investors unfamiliar with best practices have caused entrepreneurs to take a position of extreme distrust. On the other hand, the absence of experienced investors and VC funds is also a factor delaying the injection of capital into startups.

#### CAN EXPERIENCES IN THE REGION HELP TO DEVELOP THIS ENVIRONMENT MORE RAPIDLY?

Today more than ever, the virtual exchange of knowledge has unleashed

a genuine intention to support one another. It is necessary to open various channels that can lead to sharing experiences in Bolivia and thus generate a range of accelerated training alternatives, with ethical frameworks and content of high quality that support the strengthening of local startups so that they inject innovation into the country.

However, the greatest boost comes from Bolivia along the following lines of action:

- The government needs to promote innovation through legislation.
- Private companies should encourage internal innovation processes that translate into mechanisms of venture capital and exchange with accelerators and incubators.
- All those involved should work in coordination, without duplication and with greater transparency.
- Entrepreneurs should unite and have a voice, formalised in the Association of Entrepreneurs of Bolivia in a democratic and inclusive way

#### WHAT GROUP OF ENTREPRENEURS ARE YOU WORKING WITH THIS YEAR?

This year we pre-selected 12 operational ventures to support and who will work with international mentors. Since April, in response to COVID, this group of entrepreneurs has been working with mentors and are very active developing their own projects and creating others collaboratively.

There is:

Applikate is a platform that supports the growth of microenterprises through a mobile application that records and manages business transactions in a simple and friendly way.

- 2- toc is a digital platform that connects the client with qualified cleaning service providers in a fast, safe and effective way.
- Eventrid Bolivia is a company that offers technological solutions in registration/ enrollment and online payment processing for all types of events.
- Lensight proposes creative sales mechanisms through augmented reality.
- Service Web is the first company in Bolivia that, through a mobile application, unites service providers with clients who need them.
- Shopster is a platform that allows a bride and groom to put together their gift registry.
- Diabla is a brand that designs Bolivian clothing, accessories and art.
- Calorias are nutritional products for a balanced diet.
- Arreglos Express is a space where you can find experts in creative couture.
- Conde is a designated chauffeur service.

#### HOW DO YOU SELECT THE COMPANIES YOU WORK WITH?

Applicant ventures may belong to various industries, they must have some traction, that is, exposure to their potential market, a minimum viable business proposal and ideally have one woman on the team and be committed to collaborate with others.


#### WHAT IS PLANNED FOR 2020?

International alliances that allow knowledge transfer and relationships. This year we will place more emphasis on international alliances and on the exposure of our entrepreneurs to regional know-how. Thus, we have made strategic alliances with the following accelerators and businesses: Impaqto (Ecuador), Startcups (Mexico), Rokk3r (United States).



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# ARIEL VALVERDE

## YAIGO DELIVERY

TEXT: BX TEAM  
PHOTO: COURTESY OF ARIEL VALVERDE



**A**riel Valverde is a technological entrepreneur, passionate about innovation and digital transformation. He founded Yaigo Delivery in 2019. Yaigo, whose initials in English mean: You Ask I Go is an application a hundred percent made in Bolivia. Valverde targets the Latin American market, not just the Bolivian one. They recently launched in Guatemala and are planning to expand to Paraguay in June.

*The interview was translated from the Spanish and has been edited for clarity.*

### HOW WAS YAIGO DELIVERY BORN?

About four years ago I was talking with friends – who are now co-founders of the company – about developing a last-mile delivery solution for Bolivia not only for food deliveries but for all other types of purchases.

### WHAT WAS THE MAIN CHALLENGE YOU FACED WHEN YOU LAUNCHED YAIGO?

The biggest challenge was to find a launch strategy. We started with Bolivian cities where delivery services through an app didn't exist. We started in Oruro just a year ago on 23 May 2019 and from there started generating a culture of ordering through an app.

### THE PLATFORM USED BY YAIGO IS A HUNDRED PERCENT BOLIVIAN. WHO IS BEHIND THIS TECHNOLOGY? ARE YOU THINKING OF EXPANDING TO OTHER SERVICES?

Correct. The platform is fully developed by our systems team, it is NOT an app bought abroad and adapted for our country and we developed it for Android and iOS. Our software company in charge of development is

OsBolivia. We are constantly growing and plan to expand to services such as Yaigo Encargos (orders), Yaigo Efectivo (cash) and very soon Yaigo Servicios (services).

### HOW MANY USERS ARE THERE NOW IN BOLIVIA? HOW MANY COMPANIES AND DISTRIBUTORS ARE YOU WORKING WITH?

We have 160,000 users in Bolivia. We work with 1,200 companies and 2,000 distributors.

### YAIGO'S OBJECTIVE IS TO ACHIEVE COVERAGE THROUGHOUT THE COUNTRY. WOULD YOU SAY THAT OBJECTIVE WAS ACHIEVED? WHAT IS THE NEXT STAGE FOR BOLIVIA?

Correct. That was one of our main goals, to be able to provide the service in all nine departments and not leave anyone out. Thank God we have achieved it. [Our strategy] for Bolivia is to position ourselves as leaders in last-mile delivery not only for individual customers but for corporations that have problems with internal logistics.

### CAN YOU TELL US A BIT ABOUT YAIGO IN GUATEMALA? HOW DID THEY GET THERE? HOW DID THE QUARANTINE AFFECT THE LAUNCH IN GUATEMALA?

Guatemala was a great challenge because it was the first country outside of Bolivia where we launched the platform. We had to work with a different currency and time zone since they use the quetzal there and there are two hours behind Bolivia.

We decided to go to Guatemala because it is a country with 17 million potential clients with well advanced consumption in app and online delivery. Because of the quarantine in

Guatemala we have managed to grow a lot in the last few months and we are already planning to expand to other Central American countries.

### WHAT OTHER PLANS DO YOU HAVE TO EXPAND?

The next country where we are going to launch Yaigo is Paraguay in June. We are working in Paraguay to become an alternative that adds value to the local offers. This year, we have planned to go to El Salvador, Honduras and Costa Rica.

### WHAT CHALLENGES AND PROBLEMS ARE YOU FACING WITH THE CURRENT SITUATION WORLDWIDE AND IN BOLIVIA?

The great challenge is to be able to cover the demand both at the level of technological infrastructure and street delivery. It is also essential at this time for customers to receive their orders with all the necessary health precautions.

### HOW DO YOU THINK THE DELIVERY MARKET WILL CHANGE IN THE FUTURE? DO YOU THINK THAT THE CURRENT SITUATION WILL CHANGE THE WAY PEOPLE BUY?

Right, consumption habits have changed and as long as the quarantine remains the same, people will be afraid to go out to public places which will lead to more online purchases and e-commerce.

### ANYTHING ELSE YOU WOULD LIKE TO ADD?

We started as a last-mile delivery company with the given objective of becoming a leading competitor in the entire region. We want to demonstrate that Bolivia can produce and export good technology.

# PATRICIA HURTADO DE SUAREZ

## INNOVA BOLIVIA SANTA CRUZ

TEXT: BX TEAM  
PHOTO: COURTESY OF PATRICIA HURTADO

**P**atricia Hurtado de Suarez studied law at the Complutense University of Madrid in Spain and held management positions in the Chamber of Industry, Commerce, Services and Tourism of Santa Cruz (CAINCO). She was Executive Director of the Centre for Conciliation and Arbitration, Coordinator of International Cooperation Programmes aimed at improving the competitiveness of the private sector and General Secretary of ICC Bolivia. She also held the position of studies manager at CAINCO, where she was in charge of the Bolivian Centre for Economic Studies (CEBEC), a Bolivian think tank.

Currently she works as manager of Entrepreneurship and Innovation at CAINCO, and is in charge of the coordination of one of the first Bolivian innovation agency. She is a member of the editorial board of the magazine Forbes Bolivia. Patricia is a benchmark in the Bolivian business sector for her technical contribution and her vision for economic and social development. She is a columnist and promoter of innovation, science and technology, as well as gender equality and female entrepreneurship.

*The interview was translated from the Spanish and has been edited for clarity.*



### HOW WAS INNOVA SANTA CRUZ BORN? WHAT IS THE MISSION AND VISION OF INNOVA SANTA CRUZ?

We want to contribute to the transition from a commodity economy to a knowledge economy. To move from a traditional business fabric to a place where more sophisticated businesses that incorporate innovation with science and technology.

We also want to support the growth of Bolivian enterprises, and promote an environment favourable to entrepreneurship and business innovation which will increase the economic and social value of our country.

### WHAT WERE THE CHALLENGES THAT INNOVA BOLIVIA SANTA CRUZ HAD TO FACE IN ORDER TO BE BORN AND GROW?

- Limited capacities for innovation; we need more programmers, we need to train more people with technological and business skills.
- Low supply of specialised services in the fields of entrepreneurship, innovation, science and technology; accelerators, co-work and work communities have just started to appear in Bolivia.
- Limited financial offer of resources for the initial stages of innovation projects. There are few funding alternatives to traditional banking for entrepreneurs.
- Disarticulation between actors (entrepreneurs, companies, research, investors).

### WHAT DOES BELONGING TO INNOVA SANTA CRUZ MEAN FOR A BUSINESS?

It is an opportunity to receive technical assistance with an international methodology. To network with CAINCO affiliated corporations, with mentors, entrepreneurs. Our differentiating ele-

ment is that whoever comes to our programmes lives a true business experience.

### WHAT PLANS DO YOU HAVE FOR THE GROWTH OF INNOVA SANTA CRUZ AND WHAT PROJECTS WOULD YOU LIKE TO DEVELOP?

We would like to consolidate our Innova Up Accelerator as a benchmark for entrepreneurs,

Support corporations through our Innovation Circle Program to generate value products, promote the connection of the actors through a Future Plan such as the Science, Technology and Innovation Plan.

### WHAT LESSONS HAVE YOU GAINED FROM THE BOLIVIAN MARKET IN GENERAL SINCE THE CREATION OF INNOVA SANTA CRUZ? WERE THERE SURPRISES?

The surprise has been to find more ventures than we imagined throughout the country. The Bolivian has an entrepreneurial DNA, entrepreneurs are brave, risky, they fight for their dreams.

### WHAT ASPECTS SHOULD BE STRENGTHENED TO MOTIVATE INNOVATION AND THE CREATION OF START-UPS IN BOLIVIA?

It is necessary to improve the environment and generate rules that facilitate the entry and survival in the market. It is also necessary to create a culture for entrepreneurship from schools, and facilitate access to capital in the initial stages of entrepreneurship.

### HOW ARE YOU PLANNING TO EXPAND?

We want to support the entrepreneurial culture, but also focus on the sectors that we consider to be potential to achieve more productivity, such as Agtech, Iosgitiva and creative economy.

### HOW DO YOU THINK ENTREPRENEURSHIP WILL CHANGE IN THE FUTURE IN BOLIVIA? HOW IS THE CURRENT CONTEXT GOING TO IMPACT ENTREPRENEURSHIP? AND WHAT SOLUTIONS ARE THERE?

Entrepreneurship is the foundation of Bolivia's economic and social development. The health and economic emergency will only be overcome with economic growth. There are sectors that have more potential than others, but everyone can contribute. Companies must rethink their post-Covid business models and adapt to the new reality. Digital transformation is no longer an option, but we always have to put people at the centre.

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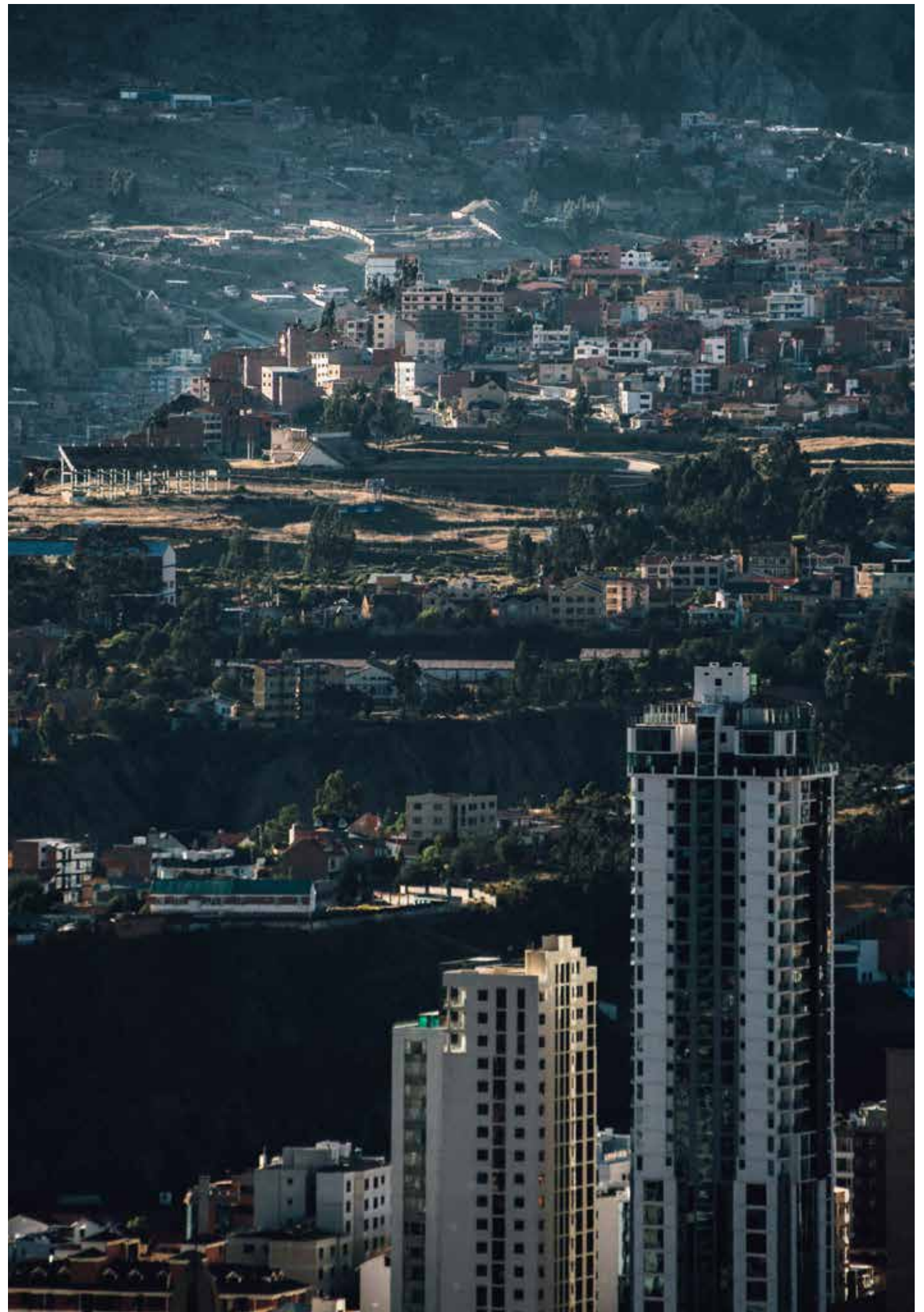
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# NEW LIGHT

PHOTOS: IVAN RODRIGUEZ PETKOVIC



# MOTHER'S DAY IN BOLIVIA

WHY IS THIS CELEBRATION TODAY?

TEXT: #BOLIVIAJANDO

*Mother's Day in Bolivia has a fixed date, 27 May, and is a very important day.*

It all began in Cochabamba on 27 May 1812 when the women of the city rebelled against the troops of Commander José Manuel de Goyeneche instructed by the King of Spain to suppress the uprising of the Bolivian people. After defeating the troops of Esteban Arze, who was protecting the area of Cochabamba, the Commander went to the city believing to find it empty and weak since all men were engaged in facing the war in other areas of the country.

He did not imagine, however, that the local women, *las Heroínas de la Coronilla*, in the absence of their husbands and companions, had organised themselves under the command of Manuela Gandarillas, an almost blind lady. Starting from the hill of San Sebastian, now located almost in the centre of the city, the women fought against the Spanish army until their death to protect their

children and their lands. Unfortunately, the action was not successful and hundreds of these brave women were killed by the soldiers of Goyoneche and three days later the city was invaded by the Spanish.

Now, starting from the law established in November 1927, every 27th of May all Bolivian mothers are celebrated in honour of the Heroínas de la Coronilla. The most common way to celebrate this day is to organise a family lunch to spend time with your mother to thank her for giving you life and for her love. Restaurants and bars are decorated and theme menus are prepared. The streets of the city are filled with stalls selling a wide variety of gift items, it is traditional to start looking for the right gift several weeks in advance. In all schools activities are organised, such as children's dance shows and mothers receive sweets or typical

dishes. In short, it's really a great celebration for all families.

It is very interesting how in Bolivia the date is linked to an important historical event, which had as protagonists mothers and strong brave women, ready to give their lives to defend their children and their territory.

The mother plays a very important role in Bolivian culture, since most Bolivian families are unfortunately characterized by the absence of her father. Mothers are therefore often totally responsible for the care and education of their children. It is very common to see women in the streets of Bolivian cities selling fruit and vegetables, food, handmade items or objects of all kinds accompanied by their children of all ages because they do not have a person to leave them to. They are incredible mothers who deserve all our respect.

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- 📍 Linares #880 entre Sagamaga y el pasaje Melchor Jimenez
- 📍 Calle Linares #956 entre calle Sagarnaga y Viluyo
- 📌 Munay outfit design
- 📷 Munay (outfit design)



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# BX-105 RECOMMENDATIONS

## DESTINATION

### VALLE DE LA LUNA

**DESCRIPTION:** The Valle de la Luna is one of the most popular tourist destinations in La Paz. It was named 'Moon Valley' when Neil Armstrong visited Bolivia in 1969 and the surreal landscape reminded him of the moon. Visitors can explore the area and discover a different view of the city.

**HOW TO GET THERE:** A taxi from the centre of La Paz would cost about 30-40 Bs but you can also take a minibus that goes to Mallasa for 3 Bs. Look for the signs 'Mallasa' or 'Mallasilla' on the front of the bus or minibus. The cost of entrance is 15 Bs for foreigners and 3 Bs for nationals.

**PHOTO:** Renata Lazcano



## COFFEE SHOP

### HIGHER GROUND CAFE & WINE BAR LA PAZ

**DESCRIPTION:** A Melbourne-style cafe in the centre of La Paz, this place offers a selection of selected coffee, international teas, Bolivian beers, wines and spirits. The food is fresh and flavourful and you'll find familiar dishes with a Bolivian twist.

**ADDRESS:** Tarija street #229

**OPENING HOURS:** 6:30-22:00

**PHOTO:** Higher Ground Cafe & Wine Bar La Paz



## CULTURE/EDUCATION

### MUSEF - MUSEO NACIONAL DE ETNOGRAFÍA Y FOLKLORE

**DESCRIPTION:** They offer language classes from beginner to advanced levels. Classes are individual or in groups of maximum 4 students. Timetables are flexible, each student can organise their classes according to their times. They also offer immersion courses to learn to communicate in various situations of daily life.

**WEBSITE:** [www.institutoexclusivo.com](http://www.institutoexclusivo.com)

**OPENING HOURS:** 8:00-21:00 from Monday to Friday

**ADDRESS:** Av.20 de Octubre 2315, Edificio Mechita, primer piso. Sopocachi-La Paz



## SHOPPING

### WALISUMA

**DESCRIPTION:** Walisuma is a compound word in Aymara that means: 'The best of the best.'

The store promotes the best producers in our country, carefully selecting their best products and also designing exclusive high-end pieces, allowing you to take extraordinary pieces of Bolivia with you. Address: Claudio Aliaga street, #1231

**WEBSITE:** [www.walisuma.org](http://www.walisuma.org)

**OPENING HOURS:** 7:30-20:00

**PHOTO:** Walisuma



## RESTAURANTS

### POPULAR

**DESCRIPTION:** At Popular you'll get the best of Bolivian cuisine served with a contemporary touch. The taste of each dish takes the best of Bolivian food, flavours and traditions. They also have a selection of craft beers, singani and Bolivian wines. Popular is a 'must visit' if you are in La Paz, you'll have an unforgettable culinary experience.

**ADDRESS:** Murillo street #826

**OPENING HOURS:** Monday to Saturday from 12:30 to 14:30

**PHOTO:** Popular



## SHOPPING

### FOLK (DE LOS PUEBLOS)

**DESCRIPTION:** Folk is a Bolivian independent design brand born in 2010 with the aim of transmitting contemporary design with Bolivian identity. Folk designs and produces handbags, clothing and accessories that fusions Bolivian roots, traditions, celebrating modernity and its people.

**WEBSITE:** [www.folkdelospueblos.com](http://www.folkdelospueblos.com)

**CONTACT:** +591 70670656

**PHOTO:** Folk (de los pueblos)





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# GLOSSARY **BX105**

## BolivianExpress Magazine

SUMA	'The best', in Aymara
VICUÑA	Vicuñas are relatives of the llama, and are now believed to be the wild ancestor of domesticated alpacas, which are raised for their coats
WALI	'What is good', in Aymara

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# CULTURAL DIGITAL AGENDA

MAY - JUNE 2020

Due to the current circumstances, there won't be a cultural agenda in this issue.

But here are a few online resources that can provide some entertainment during the lockdown:

WATCH BOLIVIAN MOVIES:  
<https://www.boliviacine.com/>

WATCH BOLIVIAN MOVIES:  
<https://www.boliviacine.com/>

ACCESS THE BOLIVIAN MINISTRY OF EDUCATION'S DIGITAL ONLINE LIBRARY:  
<http://biblioteca.minedu.gob.bo/>

VISIT LA PAZ AND ITS MUSEUMS HERE:  
<http://www.lapazdigital.net/>

READ BLOG POSTS FROM THE JICCHA COLLECTIVE AND DOWNLOAD FREE BOOKS:  
<http://jichha.blogspot.com/>

ALTHOUGH IT'S NOT EXTENSIVE, THIS COLLECTION SHOWS THE WORK OF SOME OF THE MOST INFLUENTIAL BOLIVIAN ARTISTS:  
<http://www.bolivianet.com/>

ABC EMBODIES CULTURAL AND CONTEMPORARY NARRATIVES. CURATED BY CHARLENE ECKELS, THE WORK IS CULTURAL, AND FOCUSES ON THE BOLIVIAN DIASPORA THROUGH FEMALE BOLIVIAN AMERICAN EYES. ABC PRESENTS A CHANCE FOR THE WORLD TO SEE THIS CONGLOMERATE OF BOLIVIAN AMERICAN CULTURE THROUGH OUR EYES.  
<https://americanboliviancollective.com/>

YOU CAN LEARN MORE ABOUT BOLIVIA'S HISTORY THROUGH ITS BILLS AND COINS IN THIS VIRTUAL VISIT OF THE BANK OF BOLIVIA:  
<https://www.bcb.gob.bo/?q=museo-virtual>



## THROWBACK BX#91

Photo: Michael Dunn Caceres



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