

From Argentina to Silicon Valley: a new edition of Prendete is coming!

New talent, new ideas; the innovative ideas contest co-created by Parabolt is back

Buenos Aires, May 2019. Parabolt, the company that transforms ideas into digital disruptive products, will co-host a new edition of **Prendete!**, a nationwide business ideas contest. As with the winners of the last contest, this year's finalist teams will travel to and explore Silicon Valley, along with a committee of professionals.

To harvest success, you have to plant a good idea. That's what Prendete! has done since 2015. This open innovation contest was born in the city of Tandil where, year after year, different entrepreneurs presented their potential business ideas to turn them into reality. It also seeks to create the ideal ecosystem to develop initiatives, as well as generate new networking and supply tools to enhance the scope of the projects.

"We are very proud to be part of this initiative from the beginning; to be the co-creators of this contest that today has a national scope and which continues to drive growth in the entrepreneurial ecosystem. Like last year, we will join the winners on their journey to Silicon Valley," said **Maximiliano Cortés**, **Parabolt's Chief Operation Officer.**

The top five projects will be awarded a pre fast-track program for startups, while the best three fast-track programs will be awarded a trip to Silicon Valley with a trade agenda and attractive itinerary. They will also have access to a wide network of contacts and investment opportunities.

Those interested can fill out a registration form and upload a video presentation of their projects at prendete.com.ar until June 30. Admitted teams can access apprenticeship spaces through training programs and mentoring to improve their business initiatives. Afterward, they will have 3 minutes to pitch their proposals to a panel made up of investors and venture capitalists who will be responsible for selecting the winning initiatives.

Prendete! 2017 finalist projects proved to be innovative initiatives. We wonder what ideas we will see in this new edition? Join the initiative!

About Parabolt

We are a company that transforms innovative ideas into disruptive and scalable businesses. Through our three camps or business portfolios, we incubate our own concepts and others from leading Latin American entrepreneurs and large corporations to transform them into digital products and collaboration platforms. Want to know more? Visit: www.parabolt.net



About Prendete!

Prendete! is a business ideas contest that was born in the city of Tandil in 2015. The event seeks to develop innovative initiatives and establish itself as a starting point for viable and scalable projects, and future job creation sources.

Prendete! is organized by Parabolt, UNICEN and the Municipality of Tandil. It is closely followed by some

of Argentina's most important companies, such as Cygnus Angel Club, Draper Cygnus, Globant Ventures, Eklos and Founders Lab, as well as prestigious institutions like the Argentine Association of Private Capital (Asociación Argentina de Capital Privado), Entrepreneur and Seed (ARCAP, Emprendedor y Semilla) and the Entrepreneurs Association of Argentina (ASEA, Asociación de Emprendedores de Argentina).

About the winners of Prendete! 2017

The winners of the contest's third edition that traveled to Silicon Valley last year were:

- 1) [Ponce](#), a control device for irrigation equipment
- 2) [ArreAR](#), an electronic collar for greater control of livestock grazing
- 3) [Notarix](#), a digital signature for legal documents;
- 4) [Morfeo](#), a head-band that analyses the brain's electromagnetic waves in order to detect drowsiness in vehicle operators
- 5) [Optical mammographer](#), a medical imaging system that uses near-infrared radiation

José Robetto, member of the PONCE winning project in 2017, stated "the trip will undoubtedly stay with us forever." "We became more than we expected, both from a networking and ideas standpoint, and from the exchange with everyone who shared the trip with us. It's amazing to hear from those who have already walked this path and to know that with a little effort and dedication, anyone can get to what we all dream about."

Juan Manuel Toloza, on the other hand, member of the second winning project, ArreAR, added that "knowing Silicon Valley and its environment allows us to see clearly that there is another reality in which we can implement with innovative ideas, but even further with business ideas that may be of global interest."