



RECOMMENDATIONS FOR ECONOMIC DEVELOPMENT OF PUERTO RICO

August 31, 2016

Dear Congressional Task Force on Economic Growth in Puerto Rico:

As stakeholders in the entrepreneurship and innovation sector of Puerto Rico, we've been working hard on a series of initiatives to foster entrepreneurship and economic development.

Our mission is to help people and organizations become more successful and reach their highest potential by empowering them with the tools they need to grow. To that end, we bring together diverse business communities through educational events, content properties and digital media. Since 2014, our company has been involved in the transformation of Puerto Rico's economy by developing economic development initiatives for minorities using innovation and technology as key drivers.

These initiatives are facilitating the development of a vibrant entrepreneurial ecosystem in Puerto Rico and propelling the creation of new enterprises in the technology, science agriculture, minorities and creative sectors.

Currently we are working on 4 main projects:

- **H3 Tech Conference.** The H3 Tech Conference gathers hackers, hustlers and hipsters—that is, engineers, entrepreneurs and designers—in one place to make meaningful connections, learn from each other, find inspiration, accelerate technology transfer and build new enterprises that contribute to Puerto Rico's economy by creating jobs and wealth. Its main objective is to develop an innovation-based entrepreneurial mindset and provide the tools, knowledge and space for the exchange of ideas. For more information visit <http://h3conference.com>.
- **Animus Summit.** Animus Summit is an innovation, leadership and entrepreneurship conference designed to encourage and guide women's personal and professional growth. Animus seeks to connect key international leaders with women from all walks of life in a safe, inspiring and dynamic environment where they can meet, share knowledge, open doors for each other and gain access to capital. For more information visit <http://animussummit.com>.
- **Agrohack Conference.** Agrohack was created to push agriculture as a sustainable source of growth and economic development through innovation and technology. Its objectives are to build awareness about the agriculture sector as a new alternative for economic development, introduce game-changing innovations in agriculture, food, water and bioenergy, and attract talent, as it becomes the most important factor driving growth in agriculture. For more information visit <http://agrohackcon.com>.
- **Forward Summit.** The Forward Summit showcases science and technology projects in order to strengthen the local science and technology sectors, create new ventures in the



scientific industry and promote economic development through the integration of innovation and technology in science-related businesses. For more information visit <http://fwdsummit.com>. This project has been conceptualized and produced by Cobian Media for the Puerto Rico Research & Technology Trust.

Despite the circumstances that Puerto Rico is into, our efforts are producing remarkable results: the initiatives that are adjusting people's mindsets, educating them about their options, daring them to think big, inspiring them to reach their highest potential and connecting them with others who can walk the walk with them. Inspired and inspiring young people are changing the narrative to one that is forward thinking and full of hope, causing local and international news outlets such as Forbes, The Guardian, NBC news and Telemundo to notice and turn the spotlight on a "new breed" of young innovators and entrepreneurs in Puerto Rico.

All these initiatives have been carried by us but the current economic situation and lack of funding is making it very difficult to continue. Our recommendation is that funds are set aside for initiatives that inspire, empower and connect people in order to be able to build great businesses.

Respectfully yours,

Calos R. Cobián
Founder and CEO

About Carlos R. Cobián

Carlos R. Cobián, is an accomplished serial entrepreneur who has developed successful businesses in Latin America, setting new trends in non-traditional marketing strategies and emerging media. He is known for his uncanny ability to distinguish between noise and true signals in today's ever-changing, complex markets.

At 21 years old, Cobián co-founded Empire Entertainment, Puerto Rico's first youth and experiential marketing agency, managing leading brands such as Coors Light, Bacardi, Toyota, Pepsi and Hilton Hotels. In 2003, he co-founded Wireless Idea, a pioneer in the use of the mobile devices as a marketing tool for brands. Wireless Idea allowed content providers to monetize their content via mobile devices across 17 countries in Latin America. In 2014, he founded Cobian Media in San Juan, Puerto Rico.

Cobián is the founder and current president of the Puerto Rico chapter of the Entrepreneurs' Organization (EO). He is a member of the advisory board for Fundación Banco Popular, board



member of The San Juan Tech Meetup, mentor of San Juan-based global startup accelerator Paralle118, and mentor of the Founders Institute of Silicon Valley, an accelerator for startup founders that in 2015 bestowed upon him the recognition of Startup Ecosystem Champion. In 2016, he received the Zenith prize for Entrepreneur of the Year, the highest honor awarded by the Chamber of Commerce in Puerto Rico.