



treinta años  
e n m o v i m i e n t o

# Xpansion.us Program

2 Week Go-To-Market Strategy Program for



**PROCOLOMBIA**

EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS

HUGE

# Hello.

Columbia Business Summit  
45 Main St #220 BKLN / 718 625 4843 / hugeinc.com



**ilimitada** S.A.S.  
Software + Servicios + Contenidos



**XPANSION.US**  
NEW YORK

**Why?  
Wait, but why?  
But why?  
But why?**



# start with why

People don't buy what you do, they buy why you do it. ←

**Simon Sinek**

Leadership expert

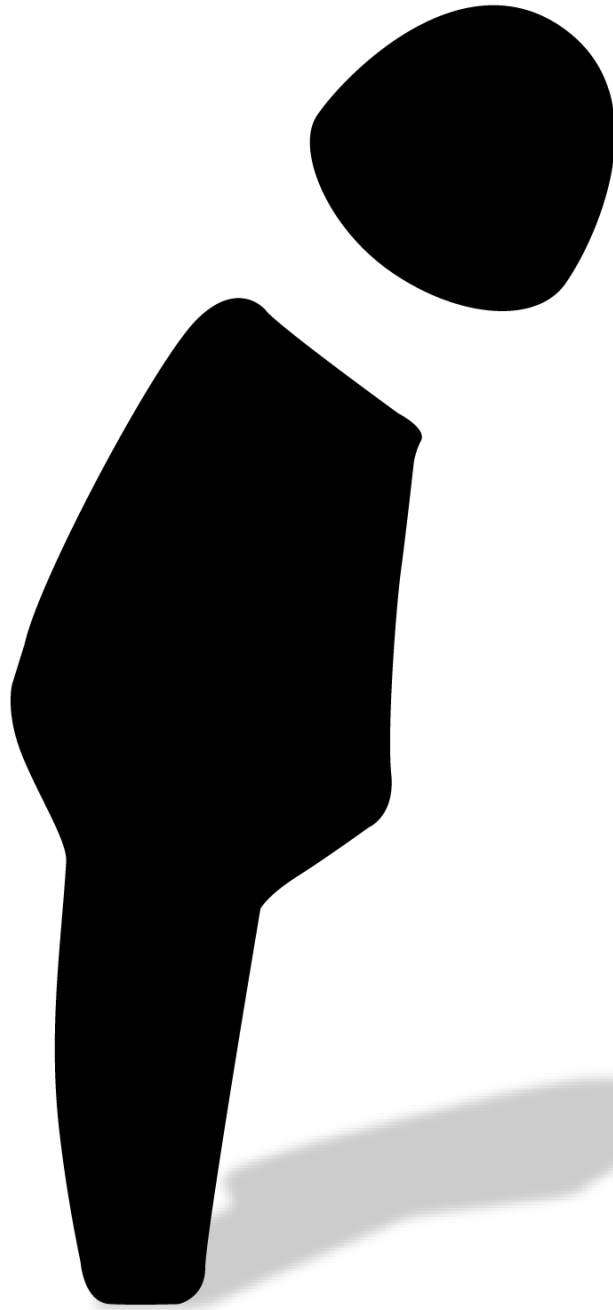


*“La gente no compra lo que uno hace; compra el por qué uno lo hace”*

# El poder de la intención



*Permanencia...*



*“Lo que amamos determina aquello que buscamos.*

*Lo que buscamos determina lo que pensamos y hacemos.*

*Lo que pensamos y hacemos determina quienes somos y  
quienes llegaremos a ser.”*



# ilimitada S.A.S.

Software + Servicios + Contenidos



**invóimer**  
investigación y asesoría de mercadeo



# ¿Si ilimitada fuera una persona?

**Mujer (57.6%)**  
**26-35 años (47.8%)**



**Líder**

**62,3%**

**Moderna**


**66,9%**

**Servicial**

**53,8%**

**Responsable**

**61,6%**

A man wearing a black bowler hat, a white shirt, and a black vest is walking a tightrope. He is seen from behind, leaning forward with his right arm extended for balance. The tightrope is a thin white line against a white background. A semi-transparent grey horizontal band is positioned across the middle of the image, containing the title text.

# Instancia real vs. Instancia virtual

# 2010

## web

*“after 20 years of browser dominance a new way to consume the web?”*



**For more information**  
check out [conversationprism.com](http://conversationprism.com)

# 2015

## apps

*“the web is data, not a destination.*

*search moves to the background.*

*apps move from nouns to verbs.*

*search is a machine activity.”*

2015  
Microsoft  
Worldwide  
Partner  
Conference



“ We want to take the damn web by the collar and say, ‘No, we’re not coming to you, you’re coming to us”

JAMES WHITTAKER

# Las app remplazan la web...

¿Qué reemplaza las app?

¿Qué sigue?

# app vs super-app

Donde pasa la mayor parte del tiempo.  
La información viene a usted!!!

# App vs. Super App

The screenshot displays the Contai NIIF web application interface. The top navigation bar includes links for Movimiento, Reportes, Procesos, Otros, Archivos, Cubos, Soportes, Hostware, NIIF, Ventanas, and Ayuda. Below this is a secondary navigation bar with icons for home, back, forward, and other functions. The main content area features a large blue header with the Contai logo and the text 'Sistema Contable NIIF'. Below the header is a grid of 12 modules: Movimiento, Reportes, Procesos, Otros, Archivos, Cubos, Soportes, Hostware, NIIF, Ventanas, and Ayuda. A sidebar on the right, titled '+ Servicios + Contenidos', lists various services and content: Llámame, Pagos en Línea, Capacitación Virtual, Chat, Televisión, Prensa y Revistas, Indicadores, Linker® + Documentos, Calendario Tributario, and Cúbica®. The bottom status bar shows the date (Dic-31-2015), status (Abierto), currency (Cía 200), connection status (Connected), and a notice about CoRS (Faltan 10 días para vencimiento) along with the time (11:46:16 AM).

Contai NIIF - ILIMITADA INGENIERIA DE SISTEMAS S.A.S. - [Menú Principal]

Movimiento Reportes Procesos Otros Archivos Cubos Soportes Hostware NIIF Ventanas Ayuda

Período : 2015- 12

f t in e u y x

**Contai®**  
Sistema Contable NIIF

Movimiento Reportes Procesos Otros

Archivos Cubos Soportes Hostware

NIIF Ventanas Ayuda

**+ Servicios + Contenidos**

Llámame Pagos en Línea Capacitación Virtual

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Calendario Tributario Cúbica®

Comprometidos con calidad de nuestros productos y satisfacción de los clientes. Encuentro anual de usuarios. #30Años <https://t.co/8J1ysgrjxg>

ilimitada S.A.S.  
Software + Servicios + Contenidos

Dic-31-2015 Abierto Cía 200 Connected

CoRS: Faltan 10 días para vencimiento 11:46:16 AM

2020+

things & machines

## CONTEXTUAL OMNIPRESENCE

Forget omnichannel – get ready for *new channels and nuanced contexts*.



Earlier this year Amazon turned washing machines, fridges and bathroom mirrors into new sales channels via their Dash Buttons. The next stage? October 2015 saw them announce 11 partners for the [Dash Replenishment Service](#), which sees compatible connected devices such as Samsung printers and Brita water pitchers auto-order replenishments when stocks are low.



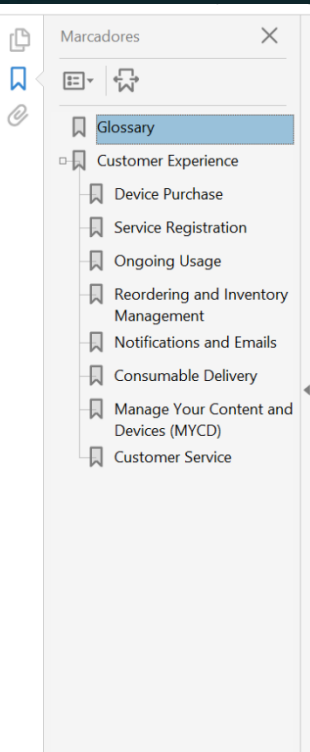
INTRODUCING

## AMAZON DASH REPLENISHMENT SERVICE

Amazon Dash Replenishment Service (DRS) enables connected devices to order physical goods from Amazon when supplies are running low—like a Brita Water Pitcher that orders more filters. By using DRS, device makers are able to leverage Amazon's authentication and payment systems, customer service, and fulfillment network—giving their customers access to Amazon's low prices, great selection, and reliable delivery.

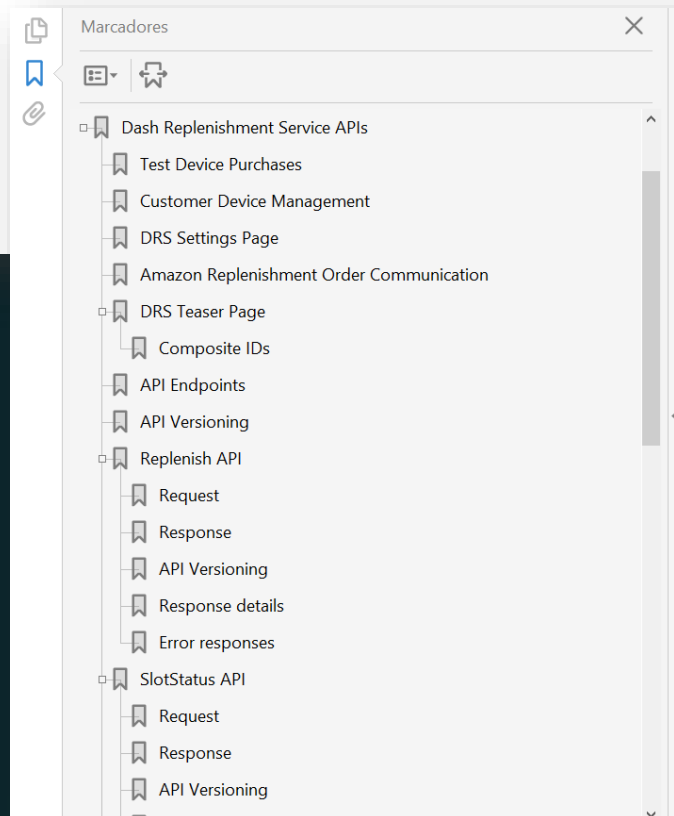
**Interested in working with Dash Replenishment Service?**

[Request information](#)



# Amazon Dash Replenishment Customer Experience Guidelines

December 29, 2015



# Amazon Dash Replenishment Developer Guide

December 29, 2015



Diversey Care will soon be offering a new generation of Soft Care Connected hand soap dispensers which can automatically order replacement hand soap or sanitizer when supplies are running low using DRS. In addition to making ordering more efficient, the consumption data can be used to provide important business intelligence about washroom usage.



Brother printers measure ink and toner levels and will place orders using DRS so that customers always have the supplies they need to print.



In addition to Wi-Fi capability, Samsung printers will automatically place orders for toners through DRS, ensuring you never run out again.



GE's new, high-efficiency washer and dryer pair will be able to anticipate and reorder laundry supplies when they are running low through DRS. In addition, via Wi-Fi capability and an app, you can manage laundry tasks from their smartphones.



Oster Smart Pet Feeder with WEMO helps keep pets on a regular feeding schedule, manages portions, and gives you peace of mind. Oster will also be able to automatically place an order and ship pet food through DRS when you're running low.



The Gmate SMART Blood Glucose Meter is a device that you can connect to your smartphone to make testing your blood sugar even easier. Now, with DRS, you receive the convenience of automatic ordering when your testing supplies are running low.



By integrating DRS, Obe products automatically reorder your dog's food keeping your dog happy and healthy, and giving you peace of mind.



Petnet's SmartFeeder helps you manage feeding times, portion sizes, consumption and food supply for pets right from your smartphone. With DRS, the SmartFeeder will also order more food before you run out.



With the CleverPet Hub you can teach your dog to play games with puzzles that are paired with a food-dispenser. The hub will also let you know how much food your dog has eaten and will provide automatic kibble ordering through DRS.



Sutro is a wireless smart pool monitor that helps pool and spa owners with everything from testing to the administration of chemicals through the Sutro app. In addition, the Sutro smart pool monitor will automatically reorder pool chemicals when you're running low, ensuring your pool always stays clean with DRS.



Quirky is launching an artisanal pour-over coffee machine, a baby formula maker, and a pet food dispenser. Each appliance will measure remaining consumable supplies and place an order using DRS before running out.



2020+

things & machines

*“people moving to background  
the machines take over?”*



¿Al lado de quién van a estar mañana?

