

# STARTKIT

SUPPORT PLATFORM FOR THE  
ENTREPRENEURIAL ECOSYSTEM

# WHAT IS STARTKIT?

Startkit is a platform that seeks to cultivate the conditions to achieve systemic changes in the entrepreneurial ecosystem, through the strengthening of relationships between its actors, to create better conditions for entrepreneurs.

# WHAT DO WE DO?

We make it easy for entrepreneurs to find the necessary resources to start, scale or accelerate their businesses; and we promote collaboration between the actors of the entrepreneurial support ecosystem.

# WHY DO WE DO IT?

SMEs and SGBs are key for economic development, and their success strengthens the economy and creates better living conditions for societies.

Entrepreneurs create economic prosperity by creating new jobs, higher incomes and a vibrant business sector. We believe in facilitating your process and connecting you with the most suitable resources to grow.

We are committed to building an open, strong and entrepreneur-focused entrepreneurship ecosystem that allows the creation of decent work through entrepreneurship in diverse industries, to give Guatemala a competitive advantage.

We believe that collaboration and co-creation are essential to develop Guatemalan businesses and create a community where we can attract and retain talent to live and work locally.

We practice awareness and knowledge of the ecosystem and our role in it for continuous improvement.





## HOW DO WE DO IT?

We co-create and share tools such as the [Resource Navigator](#) and the [Entrepreneur's Route](#), which allow entrepreneurs to find the most appropriate resources for their process, according to the type of business they are creating and the stage of development they are in.

Both tools are constantly being evaluated and updated, and are open for entrepreneurship support organizations (ESOs) to register their programs and services.

In addition, we socialize the events and open calls in the ecosystem, we share resources such as research, courses and content to support the construction of the necessary capacities to promote sustainable entrepreneurship.

## HOW CAN PEOPLE JOIN?

If you want to join the Starkit effort, receive updates and join the ecosystem building effort, you can do so by signing our Social Contract [HERE](#).

If you are an organization that supports entrepreneurship, you can register in the resource browser by filling out the form that you will find [HERE](#).

You can also email us at [andrea.mazariegos@swisscontact.org](mailto:andrea.mazariegos@swisscontact.org) or [miguel.chacon@swisscontact.org](mailto:miguel.chacon@swisscontact.org)

Your questions, feedback and suggestions are welcome.

# LET'S STRENGTHEN OUR ENTREPRENEURIAL ECOSYSTEM



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