



**Life is too short.**  
*capital*

¿Quién soy?

# Américo Ferrara



Comercio Internacional  
Innovación de Negocios  
Dirección de Empresas  
Antropología  
Astrofísica



Partner **Life is Too Short Capital**  
CEO **HypEd Capital**



@americoferrara

@lifeistooshortcapital

¿Qué hacemos?

**SOMOS UN FONDO DE INVERSIÓN ÁNGEL Y CAPITAL SEMILLA**

**SOMOS ADMINISTRADORES DE UN FONDO PE VC EDUCACIÓN**

**SOMOS UNA FIRMA ESTRUCTURADORA DE CAPITAL**

# CX, the startup style

**Qué es VC?**

**Qué es empresa?**

- CETES ReEs FoIn Empresa TiCa Startup Vegas +



# Qué es CX?

“

We see our customers as **invited guests to a party**, and we are hosts. It's our job **every day** to make every important aspect of the customer experience **a little bit better**.

~ Jeff Bezos



**Customer experience (CX) is everything related to a business that affects a customer's perception and feelings about it. Customer experience (CX) focuses on the relationship between a business and its customers. It includes every interaction, no matter how brief and even if it doesn't result in a purchase.**

CX

# Televisa vs Netflix

Meet Generation CX —  
The Customer  
Experience Movement

**El truco del CX?**



**Alfonso De los Rios** · 1st

Co-Founder Nowports | Stanford Designership | Y Combinator  
W19 & G20

29m · 🌐



Why so many **#startups** die? We always attribute it to:

- Product does not meet a real need
- Founding teams don't "match" or don't have the drive to change an industry
- Tech stack is not too good.

It may be partly true, but after being with **Nowports** +3 years and meeting so many startups on **Y Combinator**, I think that most **#startups** (**#B2B** and **#B2C**) die because they don't master / dominate their **#GotoMarket** (distribution).

To increase your chances of success from the beginning, you must not only ask yourself who is going to buy your product, but instead you should at least know:

- How are you going to reach that ideal customer?
- What is the distribution channel that makes the most sense? (outbound, inbound, etc)
- What is the ROI per channel?

There is a good article by Yannick Oswald that talks about this <https://lnkd.in/gthc6tcv>

Remember, the startup graveyard is full of good products that never made it to market. 🤖

# El error del CX?



# Segmentación

# Cómo se ejecuta?

**El objetivo es la Xp... se  
construye hacia atrás  
todo lo demás**

# Q&A