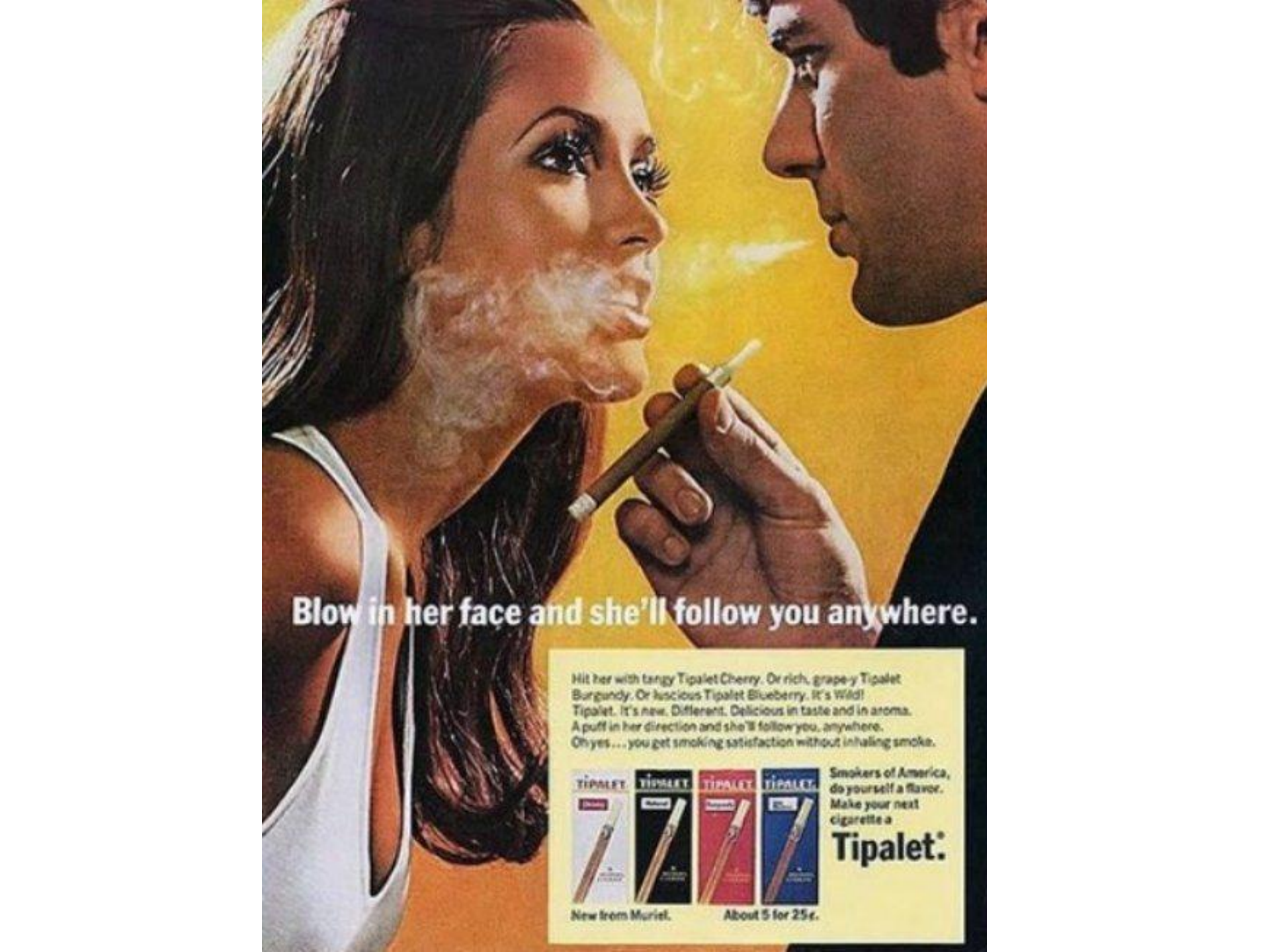




A man in profile, wearing a dark shirt, is blowing a plume of white smoke from a cigarette into the face of a woman. The woman, with long dark hair and wearing a white tank top, is looking towards the smoke. The background is a warm, yellowish-orange color.

Blow in her face and she'll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes.... you get smoking satisfaction without inhaling smoke.



New from Muriel.

About 5 for 25¢.

Smokers of America,
do yourself a flavor.
Make your next
cigarette a

Tipalet®

For a better start in life
start **COLA** earlier!



- Promotes Active Lifestyle!
- Boosts Personality!
- Gives baby essential sugars!

How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America

1515 W. Hart Ave. • Chicago, ILL.

WARNING

CIGARETTES

CAUSE

FATAL

LUNG

DISEASE





INNOVACION EMPRESARIAL

para el

DESARROLLO SOSTENIBLE



Innovación Empresarial

Creativity and
innovation are
something you
can't flowchart out.

Tim Cook, #Apple CEO



Desarrollo Sostenible



“...Satisfacer las necesidades del presente sin comprometer la habilidad de las generaciones futuras para satisfacer sus propias necesidades”

*Comision Mundial de Medio Ambiente y Desarrollo -
ONU 1987*

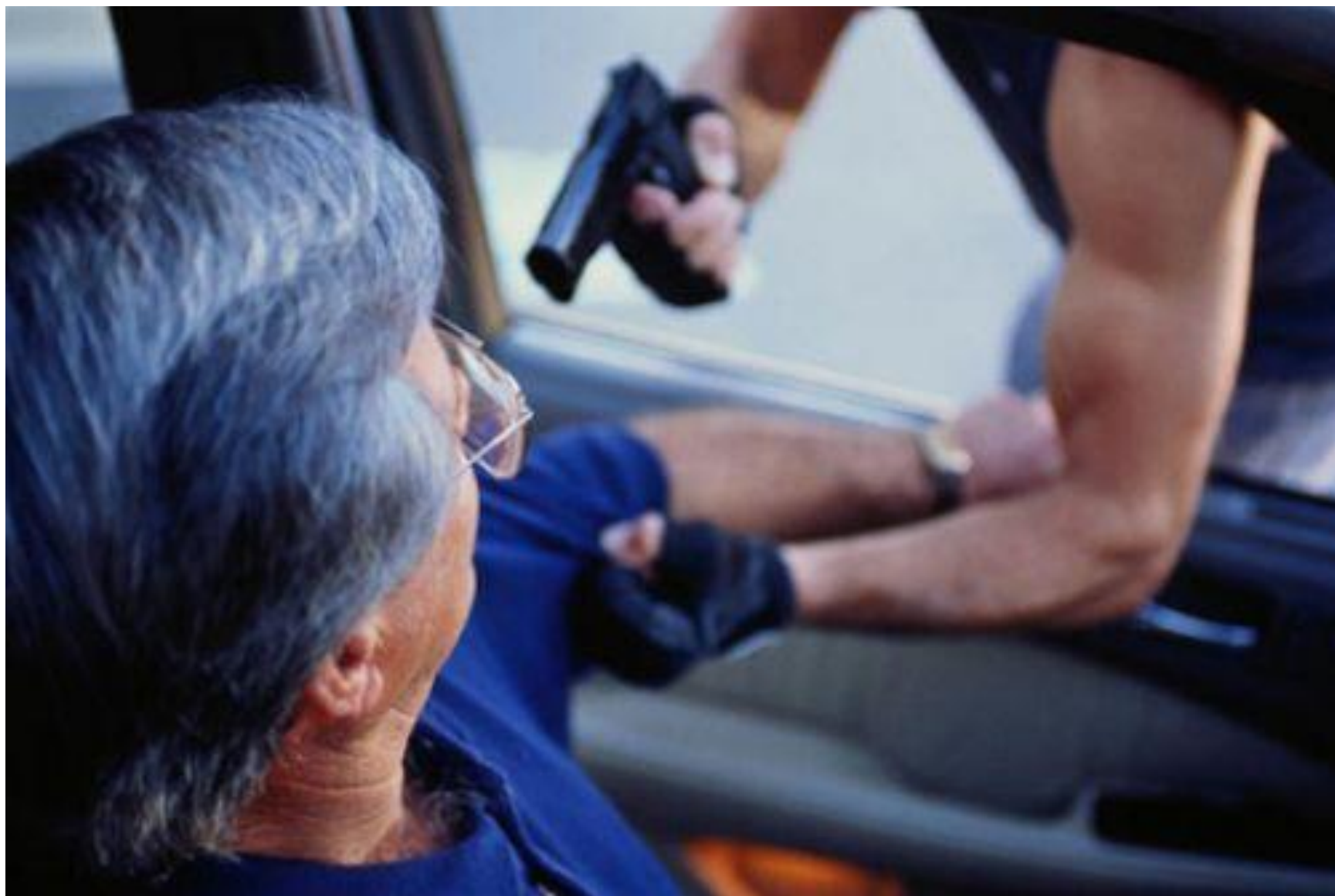


Innovación Casa Adentro



- Disminuir Consumo Recursos Naturales
- Supply Chain – Logística - Proveedores
- Operaciones Sin Desperdicios: Procesos – tecnología
- Tecnología que transparenta relaciones







FRANCISCO BRAVO



Quién se hace cargo?



Filantropía

Ayudar a los demás

Dar lo que sobra



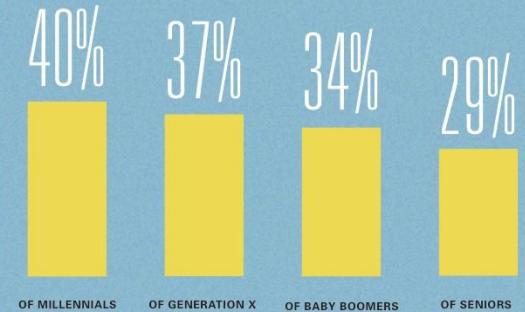
TENDENCIAS DE MERCADO

- Amor a comprar
vs. Consumo
Responsable
- LIBRE DE CULPA
- Productos
Orgánicos %
crecimiento doble
- Cambios sociales
– toma de
decisión

2013 ASPIRATIONAL CONSUMER INDEX

2.5 BILLION
CONSUMERS WORLDWIDE

ACROSS GENERATIONS:



36.4%
OF THE GLOBAL POPULATION

AVERAGE AGE:

39 YEARS



52%

OF ASPIRATIONALS
ARE FEMALE



49.4%

THE PRIMARY SHOPPER
IN THE HOUSEHOLD



46.8%

PARENTS WITH KIDS
UNDER AGE 17

59.1%

LIVE IN URBAN AREAS



CHINA

TOP MARKET
(46% ASPIRATIONALS)

Nuevos Modelos de Negocio



Poder adquisitivo
en dolares

Población
(en millones)

> \$20,000

Nivel 1

75 - 100

> \$1,500 - \$20,000

Nivel 2-3

1,500 - 1,750

\$1,500

Nivel 4

4,000

< \$1,500

Nivel 5

La Pirámide Económica fuente: Prahalad, C.K. y Huart, Suart, 2002.
"La fortuna en la Base de la Pirámide", *Strategy + Business*, Issue 26, 2002.



loans that change lives



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Triodos  Bank

Make your money make a difference



Grameen Danone



Certified



Corporation[®]

bcorporation.net



**Inversiones de
ALTO IMPACTO
Medición de Retorno**



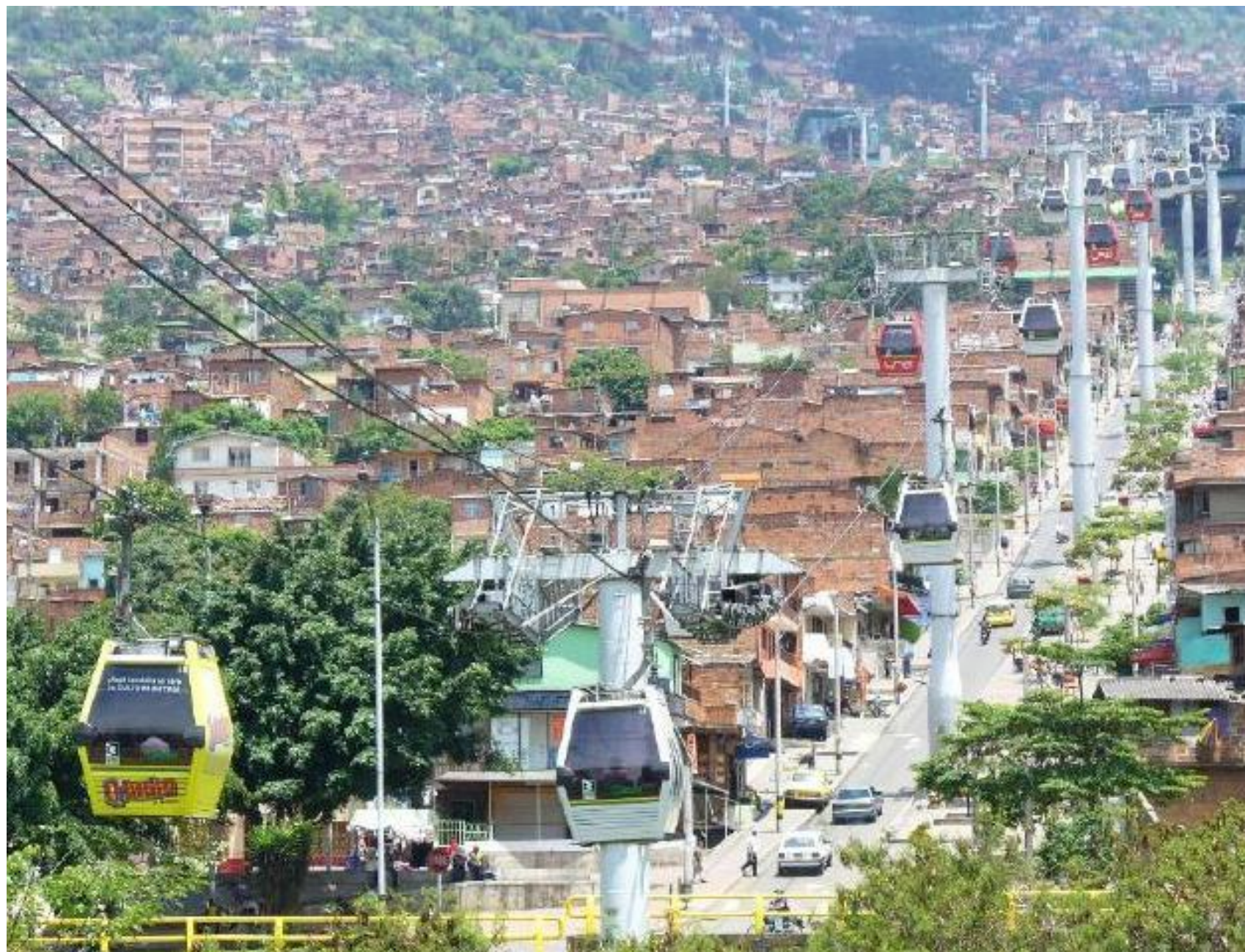




COLABORACION

Una cultura que se crea





Por favor mantengan la conversación vigente!





EL PROYECTO ME GUSTA, SOLAMENTE ME FALTA DECIDIR POR DÓNDE EMPEZAR.

