

Press Release

## SPOTROTTER ORGANIZE THE FIRST BLESSING FOR START-UPS IN THE WORLD

**Santiago de Chile.** (March 26, 2014) – Spotrotter, a start-up from Start-up Chile, one of the top incubators in Latin America, will organize a blessing for start-ups during the event “Social entrepreneurship: What future?” in Santiago on April 9<sup>th</sup>. Considered to be the first of its kind in the world, a priest will give a blessing for all start-ups who will attend the event.

The organizer of the event and CEO of Spotrotter, Jean Louis Laporte commented, “A key success factor for start-ups is a combination of several ingredients: great ideas, innovation, a strong team, a clear vision, a high-quality product, financing... But one thing is missing: LUCK! Before sending a ship off into open water you always bless the boat and we would like to do the same for the launch of start-ups.”

Part of the event is organized as a charity "Wine & Cheese" and crowd funding operation to financially support a Social organization working in Chile. This year the Catholic association “Puntos Corazon” was chosen for its efforts to help the most in-need people.

*"Reflecting with Padre Laurent Pavec, whose in charge of Puntos Corazon, Jean-Louis Laporte and me, and we had the idea for this blessing to help entrepreneurs to achieve success in their projects, especially social entrepreneurs."*  
Added Pierre Le Goff, Spotrotter's responsible for Latin America,

Padre Laurent Pavec comments: “ The blessing of offices, shops or factories is something common in Latin America where the religious sense is strong and very present among people. Blessing a Start-up and most of all a social Start-up has a strong meaning. It is recognizing that not everything is in our hand as was saying Jean-Louis when he commented something about luck. More over, it is asking god's help, asking that, as the blessing prayer says, God grants “ His guidance and support to all who plan and conduct those Start-ups, to help them take the right decisions and carry them out fairly, so that by respecting justice and charity, they will see themselves as working for the common good , and find joy in contributing to the progress of the world”.

The Entrepreneurs wishing to benefit from this blessing will simply have to come on April 9th at 18 pm to the event. For those who cannot come, they can contribute to the Crowd funding operation for “Puntos Carozon”.

**Thus, all the start-ups in the world will be able to receive "divine" assistance for their project!**

### About Spotrotter

Spotrotter develops innovative mobile solutions for sharing information at a local level without the need for Internet access or a mobile phone network. Through partnerships with NGO's, Spotrotter can offer universal access to information at no cost to global citizens. More : [www.spotrotter.com](http://www.spotrotter.com)

### About Start-up Chile

START-UP CHILE is a program from the Chilean Government that seeks to attract early stage, high-potential entrepreneurs. It looks to transform Chile into the innovation/entrepreneurial hub of Latin America, and to foster cultural change. <http://startupchile.org>

### About Puntos Corazon

“Puntos Corazon” is a Catholic international NGO, founded in France in 1990 and operates in 23 countries. “Puntos Corazon” mission is to train and send young volunteers to live for 1 or 2 years in the center of a deprived area, to be friends with the lonely and isolated people through a personal one-on-one compassionate approach. Padre Laurent Pavec is the head of the NGO “Puntos Corazon” in Latin America. More : <http://chile.puntoscorazon.org>

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More info on the Event in Santiago on April 9<sup>th</sup> 2014 [www.thesocialeventchile2014.com](http://www.thesocialeventchile2014.com)

How to join the Crowdfunding? [www.indiegogo.com/projects/the-puntos-corazon-foster-home-needs-you](http://www.indiegogo.com/projects/the-puntos-corazon-foster-home-needs-you)