

RODRIGO NIÑO: "WE ARE GOING TO SELL 20% OF THE COMPANY TO EXPAND THE BUSINESS" | MONEY

🕒 May 1, 2018 📁 Business



The strength, passion and conviction with which Colombian businessman Rodrigo Niño speaks hits you in the face. It is not possible to believe that seven years ago, Niño was evicted. He was diagnosed with stage 3B cancer (four is terminal). "I was afraid to die," he confesses.

The Colombian economist did not want to resign himself to the medical report. He investigated everything he could and his steps took him to the Peruvian jungle. "I told the shaman: Take away the fear of dying and cure me of cancer."

True to numbers, try to explain your survival with percentages. He refuses to think of it as a miracle. The truth is that the convalescent time served him to reflect and propose a new business system. "Notice that both, capitalism and communism, failed," he says in a marked Colombian accent.

– How was it to face death every night?

I entered the Peruvian jungle and had a mystical experience that can not be proven. Call it faith if you want.

What I saw is that today's

between one extreme and



benefit called capitalism, which generates exponential growth, but also poverty, hunger. This dries up the system because the concentration of wealth is such that the volatility is very high.

-And the answer to capitalism ...

The extreme response is socialism. Hunger joined us with the desire to eat. Socialism says that the collective benefit prevails over the individual benefit and that system failed worse because between a Bernie Sanders and a Donald Trump at least I know what I stand with Trump, while Sanders generates empathy, but not a change. Then, the left shows that when individual welfare is sacrificed, corruption and laziness are fostered.

– And, what is the alternative?

I saw that we had to design a new paradigm. Let's get the good out of capitalism and socialism, a new paradigm where individual benefit is promoted in terms of collective benefit.

– How is it achieved?

With two important pillars. First, create extraordinary projects that generate return of capital based on the positive impact.

– Did you bring this paradigm down to your business?

Yes. I saw that I spent many years trying to make a career in real estate and earn money, but I achieved a success of three on a scale of ten. However, after my mystical experience I said how I can use what I know for the benefit of the community. I realized that I could give small investors the opportunity to reach the assets that in times of uncertainty protect large institutional capitals in economic crises. That was a tremendous positive impact for the community.

– What methodology did you use?

Technology gives access to small investors. Then, my individual success reached 10.

– Will the formula be shared?

Of course, the objective is to apply the formula in eight specific industries with nine trends of exponential technologies where proponents have access to capital decentralized through our crowdfunding platform. The requirement is individual return according to the collective benefit. We want to generate a global scale because when one begins to think about others, one benefits.

– Why does Bolivia become an attractive market?

All of Latin America never ceases to amaze us. We started to have investors in Bolivia with a very important appetite. The Latino will continue investing in the US because it is an interesting refuge for their capitals. We



must give entrepreneurs access to capital, in the region there are people with the capacity to develop products.

– Expansion plans?

We own 100% of our company. Our merit is that we did it without institutional investment and we are independent. Now, after testing the pilot for seven years, we enter the expansion period and we will see a The Assemblage in Buenos Aires, another in Bogotá, Los Angeles, San Francisco, Berlin, Seoul, London in the next three to five years . The objective is to design projects, operate and to develop them we look for solid local groups. We are not going to buy assets, we design, we operate and then we enter with minority shares. The disembarkation in Latin America will be with coworking and the cost of the membership will be adjusted to each region.

-Bolivia can it be?

Yes, like Lima in Peru. We are in talks.

-Capitalize the company?

Yes, we are going to sell a percentage of the company Prodigy Network that owns The Assemblage, 20% to invest in more technology and the growth of the model to position in the great capitals of the world. We will sell in retail participations and offer it only to the investors who already bought in our real estate projects. They are going to enter with a participation from \$ us 50,000 and we foresee that it will be worth ten times more; that is, \$ us 2 to 3 billion. I believe that we are going to be the first unicorn company led by a Colombian to reach that value.

– Do you have investments in cryptocurrencies?

Zero. I do not pull the 'wild vest'.

Source link
