



lukkin

STORY OF LUKKIN

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Daniel Atik has been self-taught since he was a boy. In his childhood he was full of discoveries and inventions which astonished grown-ups, despite his young age. As a mature adult, after several business ventures – two which were very successful and a third which ruined him financially in Chile – in 2007 he decided to create a geo-referenced platform called **Metaki**. His enterprise was interrupted for lack of support, equipment and financing. The project remained dormant, but Daniel always hoped to take it up again one day.

In 2010, after he had lived for some time in New Zealand, **Ivan Aravena** became interested in the fact that communications platforms were still not fully developed and optimised. Ivan had worked in publishing, retail businesses and marketing agencies, but he was not in the least convinced by the traditional life-style. He always thought of himself as an idyllic dreamer, an enthusiast.

He started to look into everything connected with geo-location, and he realised that there was great potential in developing businesses which would improve the lives of people according to their location on the map. And that was where **Lukkin** began.

The story of how he met Daniel is also interesting. At that time Daniel was working in **Mapcity**, and a common friend, Pilar – who curiously enough was living in Barcelona – mentioned to Ivan that she knew a crazy Catalan who had developed a similar platform to the one profiled in the bases for **Lukkin**. From there began a path of research and creation, not only of the project bases but also how Ivan would present the project to Daniel. After a few months, just before Christmas, Ivan sent Daniel a video combining their two visions; Daniel watched it and they decided to meet. Daniel believes in causalities, and this particular case was just one more in his life. They met the following day to share their visions and a few details. A warm embrace sealed the beginning, the birth of **Lukkin**.

During 2011 they put the first phase of the project together. Meetings with investor groups, entrepreneurs and possible partners in the team took up the first few months. At that time the **CORFO** (Chilean Economic Development Agency) library was their center of operations.

It was hard work, but they achieved important objectives and the project moved forward. By then they had reached a great combination. Daniel contributed all his knowledge of software development and geo-location, while Ivan worked on the first bases of the graphic prototype and the communications strategy.

In August of that year Daniel was talking with **Mauricio Hernández** in a café in Santiago; Ivan arrived a little later. The convergence of ideas was immediate. Mauricio was an expert in project management, and very knowledgeable about open and mobile technologies. But what Mauricio really contributed was his vision on the transcendence of people – how everything we do in the internet is lost and we are not conscious of how valuable the information is. The coincidence of their visions led them to take on a huge, powerful and highly ambitious challenge. And this is what continues to motivate them from day to day.

In January 2012 the award of a CORFO SSAF fund allowed **Lukkin** to validate its model in Silicon Valley, with the support of **IncubaUC** (the business incubator of the Catholic University of Santiago, Chile). The trip and the program were tremendously positive; the mentors, investors and other entrepreneurs were astonished by the idea of the "Time Capsule" shown them by Lukkin.

The return to Chile was not easy; debts and commitments awaited them round the corner. The three faced up to the first of a series of big decisions: to continue with **Lukkin** or to break off and do something so as not to get deeper into debt. The decision was a firm "no"; somehow they would continue with their great dream. They promised not to forget that 12th April. They had 15 days to change the destiny of Lukkin.

Pablo, a friend of Mauricio's, had talked of **Alfredo Zolezzi**, an industrial designer based in Viña del Mar. He was an expert in applied technology, founder and creator of AIC, **Advanced Innovation Center Chile**. AIC focuses on bringing technology and a better quality of life to people at the base of the pyramid. Mauricio arranged to meet Alfredo for a cup of coffee.

That day, Mauricio decided to share with Alfredo more than just a business plan: the vision which was the deep motivation of the three entrepreneurs. Alfredo understood perfectly the value and the impact that **Lukkin** could generate in a still immature and unstable market. After the conversation the two shook hands, and Alfredo offered them his support and his premises in Viña del Mar. A second great decision was taken: to move Lukkin to Viña del Mar. On May 2nd they were working in their new offices.

Today, there is a strong, loyal team of 8 people, working hard and with the passion that the project requires, sharing their vision and the impact that they want to deliver to the world.

During this time **Lukkin** has grown not only in information structure, but also in its vision; the team members have come to understand the impact that they want to create: to be a bridge between the histories, interests and needs of people, promoting real, transparent, disruptive actions, driving an improvement in the quality of life of people on the social, economic and environmental levels.



OPEN YOUR EYES, **START LUKKIN**