

TALENT TRAFFICKING

The second most desired Colombian export.
The second most mind-blowing Colombian export.
The second most stimulating Colombian export.

Talent trafficking specializes in outsourcing services in graphic design, communication and internet related technologies to European companies, collaborating with a pool of professional visual designers and programmers in Colombia.

BACKGROUND

I have worked for several English and Danish design/internet companies in the past 6 years, which gives me invaluable experience with the European market, the way of working and standards of quality. At the same time I know a large and very flexible network of professionals in Colombians working in the industry who can produce work of the highest quality at a lower cost compared to the production prices in Europe.

Outsourcing of IT is a well known trend in the west, and companies are always trying to find ways of lowering the production costs to remain competitive.

One of the main issues when sending work to a low cost country is that it is difficult to deal with a different culture/language, and many companies feel they can only trust production and low risk projects to this kind of scheme.

I want to capitalize in the element of trust I can give to my clients. They want to outsource, but they don't want to risk too much and they don't know who to trust. By me having direct contact with them I can guarantee a closer and more collaborative interaction and a more accurate evaluation of their needs and quality standards. At the same time, I will be working with people I know and understand culturally. My effective communication with the two sides of the business guarantees good results. As David Madié says, "Successful entrepreneurs understand their clients, their markets, their products and their organizations". Applied to my case, it is this understanding of the two worlds which positions my company strategically, aiming for a **win win win** business model.

By working with a flexible network of experts my company offers a wide range of services, examples of which are:

Graphic design:	Multimedia design	Web design & technologies:
<ul style="list-style-type: none">• Corporate identity• Print design• illustration	<ul style="list-style-type: none">• Cd-roms• Animations• Video• 3D.	<ul style="list-style-type: none">• programming• open source apps.• online viral marketing• e-learning• online games

VISION

Initially we will concentrate on offering solutions in the areas of internet & IT and print & press design. We are now working with a Danish company for a period of 6 months to try out the model, optimize the communication and working methods, gain experience and produce a portfolio.

After this we will be able to present the model to other companies in Denmark, and the UK, our aim is to be working with at least 5 companies by talent-trafficking first birthday.

Once we establish our brand and gain client credibility, our mid term vision is to expand into more creative areas such as marketing and branding, concept and idea

generation and analysis and communication strategies. The idea is that in addition to getting a professional product our clients will also benefit from the synergy generated from the interaction with a different visual language and ways of solving communication problems.

UNIQUE SELLING POINTS

- Reliable outsourcing of internet and design related jobs
- Competitive prices
- Professional quality
- New perspectives on design
- The possibility of expanding their own market as they will be able to offer a broader range of services.
- Knowledge of graphic design, and web related industries
- Unique understanding of both the likely clients and the sub-contractees.

CUSTOMERS

I have identified two types of customer:

Design and internet technologies companies:

This will be my main market; companies interested in outsourcing some of their production. Instead of dealing directly with the final client I will be their outsourcing agent.

People starting up companies:

These are young entrepreneurs like me (I am thinking here for example of my kaospilot network) who have great ideas and can't afford to pay the high European costs of professional design and technology solutions. I don't expect to make much money with this client group, but I would expect to get fun, creative and inspirational projects that would help my company build a portfolio, in addition to establishing loyal business relationships for the future.

MISSION

I have personal motivations for this project, which has a lot to do with my cultural background. Colombia has a very negative reputation in the rest of the world, and even though I don't think I can change the reality of the country and I am not doing this in a "save the world" kind of mentality, I do feel great passion for anything that gives me the opportunity to:

- Demonstrate that Colombia has much more to offer than drugs and violence
- Generate work opportunities in Colombia
- Help to open channels for the interchange of innovation and creativity between young Colombians and Europeans.

This is important for my relationship with the people I am working with in Colombia, I want to work with people that share this vision, people that care about their country and want to help me show all the great things we are good at.

In India, which is becoming the office of the world, the people dealing with interviews, customer enquiries, customer service and such telephone related jobs, work hard to hide their accents so that people on the other end of the line don't realize they are not American or British. I don't want my company to do that, I want to be proud of Colombian talent being available in international markets.