Startup Ecosystem Award

Governments often play in important role in countries that have a successful startup ecosystem. When we think of startups and a great startup culture, we only imagine the crucial role that entrepreneurs play. But governments in startup economies have progressively played a critical role in developing a startup culture by creating better policies, reducing tax burden, easing migration of talented workers, having developed infrastructure, etc. Governments have also encouraged a culture of innovation and research by creating programs and educational institutions to create talent and tech developments in an economy. Such governments that have adapted with the times and encouraged startup development have helped raise the standard of living and economies of their countries.

Also, governments must be aware that they need to provide more support locally not centrally. Hence, most state governments play an important role in executing policies and building a local startup ecosystem.

This award will recognize a government authority that has succeeded in making their startup ecosystems successful.

YOUR NOMINEES (limit three nominations per award category). *Please specify whether the nominee(s) are for the private or public sector category*.

- **Sector:** Private
- **Project Name:** 4GAS
- **Company name:** NW Consulting Services- 4GAS

REASONS FOR NOMINATION (NOTE: It is important that you make a detailed description of the nominee and why you think the nomination is justified. The absence of a detailed summary of qualifications as they *relate* to the above-mentioned award description will make it difficult for the awards committee to make an appropriate assessment of the candidate):

Service Stations/Gas Stations are generally a business niche with little or no systematization that offer a digital experience to their customers. One of the biggest challenges that we achieve in the Central American market is the lack of agility in the fuel filling and billing process, resulting in long customer service times, which makes it difficult to have a greater volume of vehicles (Average process time: 7 to 9 minutes).

The dispenser's controls lack of integration with the billing and administration systems of the Service Station (Information Silos) hinders the audit processes in real time, not to mention the little or inexistence of systematization in the operation of all the areas that encompasses this business.

The lack of Information in real time and the systems with little or no Intuitive Interface (UX) makes their management complicated. Our objective is to transform the Service Station from a point of reference to a point of transactional and financial services, starting with the transformation by converting the administrative and payment processes from a manual experience to a 100% digital experience, leaving the exchange of information and the payment of codes via QR between the fleets of the companies and the Service Station.

In addition, as part of the process, provide customers with real-time information on what happens at the Service Station with each of the vehicles in your fleet, being able to track the operating processes that have to do with them and that They generally represent financial losses due to operational processes, increasing customer confidence towards the control and filling point that is the Station, to the same extent that value metrics are delivered for them in relation to filling, consumption, digitization of orders. purchases, authorizations, among others.

On the other hand, this new approach supports the creation of other services within the the 4Gas Network brand, unifying customers into a single network that benefits its customers, as well as to compete with franchises such as Delta and JSM, based on a 100% digital experience.

As a goal we want to achieve 22% of the Costa Rican market, reaching at least 80 Service Stations throughout the country, internationalize ourselves, a process that we have already started in Honduras and we are in the process of implementing the first Service Station, and transform ourselves into FinTech, by achieve 100% digital experiences of payments via QR integrated with the Electronic Commerce App for the purchase of fuel.

SUPPORTING INFORMATION: Please send any supporting information to the address above, including information from candidate (i.e. excerpt from program description, web site print-out, press release, etc.)

Solution's Web site: https://www.4gas.cr/

NOMINEE CONTACT INFORMATION (for award follow up and coordination)
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