



## **gA launches Parabolt, an incubator that seeks to transform ideas into disruptive, sustainable businesses**

**Buenos Aires, October 2017-** gA, global leader in Digital Business Transformation launched Parabolt, a new company devoted to incubating ideas of Latin American entrepreneurs and large corporations in order to turn their designs into disruptive digital products.

Parabolt Works to create revolutionary technological business solutions through entrepreneurship and an ecosystem of value partners. It shall focus on bringing innovation to the market through the incorporation of cutting edge technology and the experience of industrial segments.

“At Parabolt we understand transformation: It’s in our DNA, potentiated by gA’s 25 years of experience. We continue to build value links and to potentiate innovation the entrepreneurial spirit. This same objective and the passion for doing are what led us to launch this new chapter in our history,” said Martín Wagmaister, who heads up business at Parabolt.

Parabolt shall invest ten million dollars in three years across three portfolios: the first devoted to developing digital products that drive business transformation: the second involves the entrepreneurial ecosystem, and the third focuses on innovative platforms for corporations. It shall incubate around 120 entrepreneurs and expects to generate more than 350 jobs in three years (100 direct managerial jobs and 250 indirect positions).

According to the head of incubator operations Maxi Cortés, “The knowledge services have an important entrepreneurial capacity, lots of talent and innovation. In this context, Parabolt is a platform that integrates universities, science, small and medium sized businesses, technological partners and the public sector in order to contribute to the development of the business in Latin America.”

Parabolt is a provider of gA’s Digital Business Transformation focus and works under the same entrepreneurial spirit that inspired gA at its inception in 1992. Moreover, its foundation consists of its knowledge and experience in the area of transforming processes and guiding new entrepreneurs.

### **Supporting Quotes**

Regarding the launch of Parabolt, General Manager of Microsoft Argentina Diego Bekerman said: “For 25 years Microsoft Argentina has supported our local partners, helping them grow and expand, by empowering them through the use of technology and our Ecosystem. We are enthusiastic about accompanying Parabolt in this launch, which is sure to exert considerable impact in the country and region, and which aligns with our mission, making a difference by

creating social and economic value in order to continue empowering the companies to exploit the opportunities inherent in digital transformation.”

"As a Nation, we are promoting specific policies to help entrepreneurs especially in the area of technology. As such, we view the launch of private initiatives such as Parabl as a positive development. Doubtless, it will contribute a lot to the development of the entrepreneur-technology ecosystem in Argentina, and we support it fully," said Carlos Pallotti, Under-Secretary of Productive and Technological Services of the Ministry of production.

"In our view, supporting innovative entrepreneurs is fundamental. We must provide them with the business knowledge and the ability to generate networks with companies. We believe Parabol will collaborate in the generation of new companies with great potential, which will provide quality jobs and a positive social impact. This is why we support the Parabol initiative and we celebrate this new entrepreneurial venture," said the Secretary of Entrepreneurs and PYMEs Mariano Mayer.

“The triumph of creativity and the country’s entrepreneurial spirit are producing a revolution whose impact is beginning to be felt. It is an enormous change that will redefine industries, create jobs, generate wealth and foster a new culture of doing. The Entrepreneurship Center of the University of San Andrés is working with Parabol to strengthen this process," said Alejandro Mashad, Director of Entrepreneurship Center of the University of San Andrés.

#### **About Parabol**

An incubator that transforms innovative ideas into disruptive and scalable businesses, Parabol strives to revolutionize the daily life of companies through the power of the entrepreneurial ecosystem.

We are Parabol. We LAB your idea! [www.parabol.net](http://www.parabol.net)

#### **About gA**

A global Digital Business Transformation (dBT) company devoted to creating value through transformation of business models, processes, people and organizations.

