**Career Advice #175 | Maria Ximena Portela**

**Geologist | 26 May 2019**

**Bogota, Colombia**

**Post via Brigette Hyacinth**

Overview:

I'm still looking for my door... I'm tired of being rejected... I'm thinking in stop living...

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Hi Maria,

I am a 53-year old Canadian accountant living in Qatar. Since 2009, oil prices have shown me what it’s like to be unemployed more often than I ever thought was possible. In 2017, I started researching emerging technologies. In 2018, I started listening to Gary Vaynerchuk. The two together will explain why I am responding to your post. Although I don’t think listening to Gary will find you a job in the short term, I do believe his repetitive thoughts on branding, self-awareness and entrepreneurship could help you in the long term. His book “Crushing It” is one such area that is full of stories of real-life entrepreneur stories such as the feature on Mimi Goodwin: “Mimi N Style” ([https://mimigstyle.com](%22)). She went from copying designer dresses to her own magazine (SewSew Def).

I think a good introductory podcast for you would be his November 2018 trip to Dubai:

Podcast | <https://apple.co/2setheN>

YouTube | http://bit.ly/2UPc7Af

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These two articles on Softbank’s investment in Latin America and in Colombia should be encouraging:

CNBC article: <https://cnb.cx/2ExsdcO>

Rappi, a Bogota tech startup, SoftBank $1 billion investment | TechCrunch: <https://tcrn.ch/30HMrd8>

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See post 2 of 5 | Investments in Oil & Gas tech

2nd POST

Hi Maria. This is post #2 of 5

Angel List | https://angel.co | primarily tech startups with oil-related startups included therein. Quick search revealed:

24,377 startups globally

81 in Brazil

59 in Colombia

46 in Argentina

20 in Chile

The low numbers indicate huge opportunity in your country and across South America. Why else would Softbank be committing such large amounts?

Startups may not always use traditional recruiting sites. I suggest that you establish your profile on the Angel List site. Set search agents with relevant parameters. When startups grow, they will need experienced staff. Your 19+ years of experience in various companies will be valuable when combined with learning SaaS (software-as-a-service) applicable to the oil & gas sector.

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Oil & gas innovation

Over the past year I have followed tech investments reported in TechCrunch, Crunchbase News, UKTN and StrictyVC (compiled by Connie Loizos, Alex Wilhelm and Kate Clark). Such tech news covers Softbank and its tens of billions invested globally. That is how I came across the investment in Rappi. Some recent investments in innovative oil & gas related tech that should be of interest

See post 3 of 5 | O&G Innovation

3RD  POST

Hi Maria. This is post #3 of 5

Oil & Gas & related innovation

Tachyus | production optimization software to oil & gas industry **|** [**www.tachyus.com/**](http://www.tachyus.com/)

Novi Labs | AI-driven well planning software | [**www.novilabs.com/**](http://www.novilabs.com/)

Solugen | replaces petroleum-based products with plant-derived substitutes | [**https://www.solugentech.com/**](https://www.solugentech.com/)

GoExpedi | e-commerce, supply chain & analytics; focused on industrial & energy maintenance, repair & operations | [**https://www.goexpedi.com/**](https://www.goexpedi.com/)

Innowatts | predictive analytics for energy monitoring | [www.innowatts.com](http://www.innowatts.com/)

Innovapptive | connected workforce platform for asset intensive industries | [**http://www.innovapptive.com/**](http://www.innovapptive.com/)

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SaaS Knowledge

SaaS products have moved from the “IT Department” to the “Operations” teams tasked with managing the business. You DO NOT NEED to attend classes. You DO NOT need to be an IT expert. SaaS today are affordable & bolt-on to existing ERP systems.

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Venture Capital (VC) in Latin America

If you look at some of the investors in Rappi, you will see they are from across the globe:

DST Global | Hong Kong

Sequoia & Andreessen Horowitz | Silicon Valley

Endeavor Catalyst & FJ Labs | New York

To me, this indicates incredible growth opportunity.

See post 4 of 5 | VC in LatAm

4th  POST

Hi Maria. This is post #4 of 5

VC’s in LatAm. Most VC’s list portfolio companies on their websites. Such companies will range from startups to commercial entities. This is a selection from several countries:

Colombia

Velum | https://www.velumventures.com

Sempli | http://www.sempli.co/

Taurus | http://www.tcapital.com.co/

Innpulsa | http://bit.ly/2JEYjY4

Magma | https://www.magmapartners.com

Brazil

Redpoint eventures | http://www.rpev.com.br/

ONEVC | https://www.onevc.vc/

KaszeK | https://www.kaszek.com/

G2 Cap | http://g2capital.co/en/en-home/

Principia | http://www.principiacp.com/

Angra | http://www.angrapartners.com.br

Vinci | https://www.vincipartners.com/

Chile

AFP Cap | https://www.afpcapital.cl/

Fondo Alerce VC | http://endinv.com/

Kinza | http://kinza.cl/

Argentina & Mexico

Mercado Libre | https://www.mercadolibre.com/fund

Alpha4 | http://www.alpha4ventures.com

Jaguar | http://www.jaguarvc.com/

Alta | https://altaventures.com

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VC Action Plan

VC’s. Subscribe to VC firm newsletter. Click on “portfolio” to see which companies are listed on the VC site

See post 5 of 5 | VC (continued) and Final Thoughts

5th POST

Hi Maria. This is post #5 of 5

VC portfolio. Review websites of such companies. Make lists of entities you want to know more about. Subscribe to the Company newsletter. Follow Company on LinkedIn & Twitter

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Think Like an Entrepreneur

What if you combined your 19+ years of oil & gas experience with learning about the latest SaaS products to then provide consulting advice to Latin America oil companies? Think Ecopetrol, Petrobras, Empresa, Americas Petrogras, YPF, Petrolera Monterrico, Pemex, Talos Energy or Repsol in Spain.

Perhaps you consult startup companies within one or more of the VC portfolios? For example, those seeking to operate in Mexico where you have prior experience?

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Gary Vaynerchuk’s entrepreneur focus may be of benefit. This joint session with Tim Ferriss could provide some ideas for you:

Podcast: https://apple.co/2XVGfMD

YouTube: [http://bit.ly/2J1uOP2](%22)

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LinkedIn Outreach (to anyone)

Step 1: Prepare 300-character intro

Step 2: Use LinkedIn “Personalized Message” to connect

Step 3: When they accept your connection, thank them & request permission to send your CV

Step 4: Confirm proper email; send your CV & relevant cover letter

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Feel free to DM with questions. Have fun