



Honduras Digital Challenge 3rd edition arrives to offer new opportunities for growth and innovation in the country

The initiative led by the World Bank and Banco Atlántida, is supported by the experience of the international organizations IDB and CABEL, and on behalf of the academy, UNITEC says present.

Tegucigalpa, February 7, 2019. - Honduras Digital Challenge continues to open the way for Honduran young talent. Its expected 2019 launch counted with crucial support from all partners who are also part of the initiative: USAP, Grupo Karim's, Startup San Pedro Sula, UNICAH, C&W Business, AFP Atlántida, USAID, Espresso Americano, and Televiscentro.

The Honduras Digital Challenge has gained a transcending-border relevance and has sowed important results, serving as a platform to catapult the talent of Honduran entrepreneurs abroad. In its 3rd edition, the Orange Economy is being promoted as an axis of development now that the trend in creative trade is in favor of the services provided by the "mind-manufacturing talent" for the creation of jobs and wealth.

With the example of the achievements obtained in previous editions, the authorities of the institutions which sponsor the program motivated Honduran entrepreneurs to boost their digital projects to the next level. **Guillermo Bueso, Banco Atlántida CEO** commented: "Through a joint effort with our partners in this program, we have turned Honduras Digital Challenge into a platform that showcases and strengthens creative skills in our country, demonstrating that we can provide world-class solutions."

Honduras Digital Challenge includes the acclaimed "Startup Challenge", or pre-incubation program as a first component, which consists of a competition between projects based on technology, mainly in the categories of Health, Fintech - Financial Technologies, Agribusiness, Software for companies, and others.

There is also a special category: **Technology in favor of Transparency**, where participants can present projects that will help maximize efficiency during public processes, access to information, reporting of complaints, and monitoring of public institutions.



The program is developed in two modalities, the **Idea Track** for new and fresh ideas that can be turned into profitable businesses and the **Runway**, designed for businesses that are already underway and seek to lift their growth.

All applications are evaluated to announce the classified projects in April. From April to July (3 months), various bootcamps, virtual conferences, mentoring, and other activities that will help the teams prepare for the second component of the program called Demo Day are offered.

During the Demo Day, projects are presented before a panel of international judges who will evaluate their performance and reward the best projects based on Implementation, Business Model, Teamwork, and Scalability. Additionally, participants have access during this day to keynote conferences imparted by Global Ecosystem speakers, networking events and workshops.

Undoubtedly, Honduras Digital Challenge is the most complete entrepreneurship program of the country, with which it is intended to continue opening new worldwide opportunities to export quality Honduran services that meet the needs of the digital ecosystem.

For more information, visit www.hondurasdigitalchallenge.com