

# THINKIN

**A world of investments**



# MARKET SITUATION



**700.000 immigrants**  
from all over the world become American citizens every year.



**143.998 people** resolve their immigration status to work in the US and an important percentage of executives comes from Latin America.



**US\$200.000 investment**  
on average in logistic, transportation, exportation and real estate.



They are people with spouses and children, educated, successful and who also have the saving power to invest in the U.S.

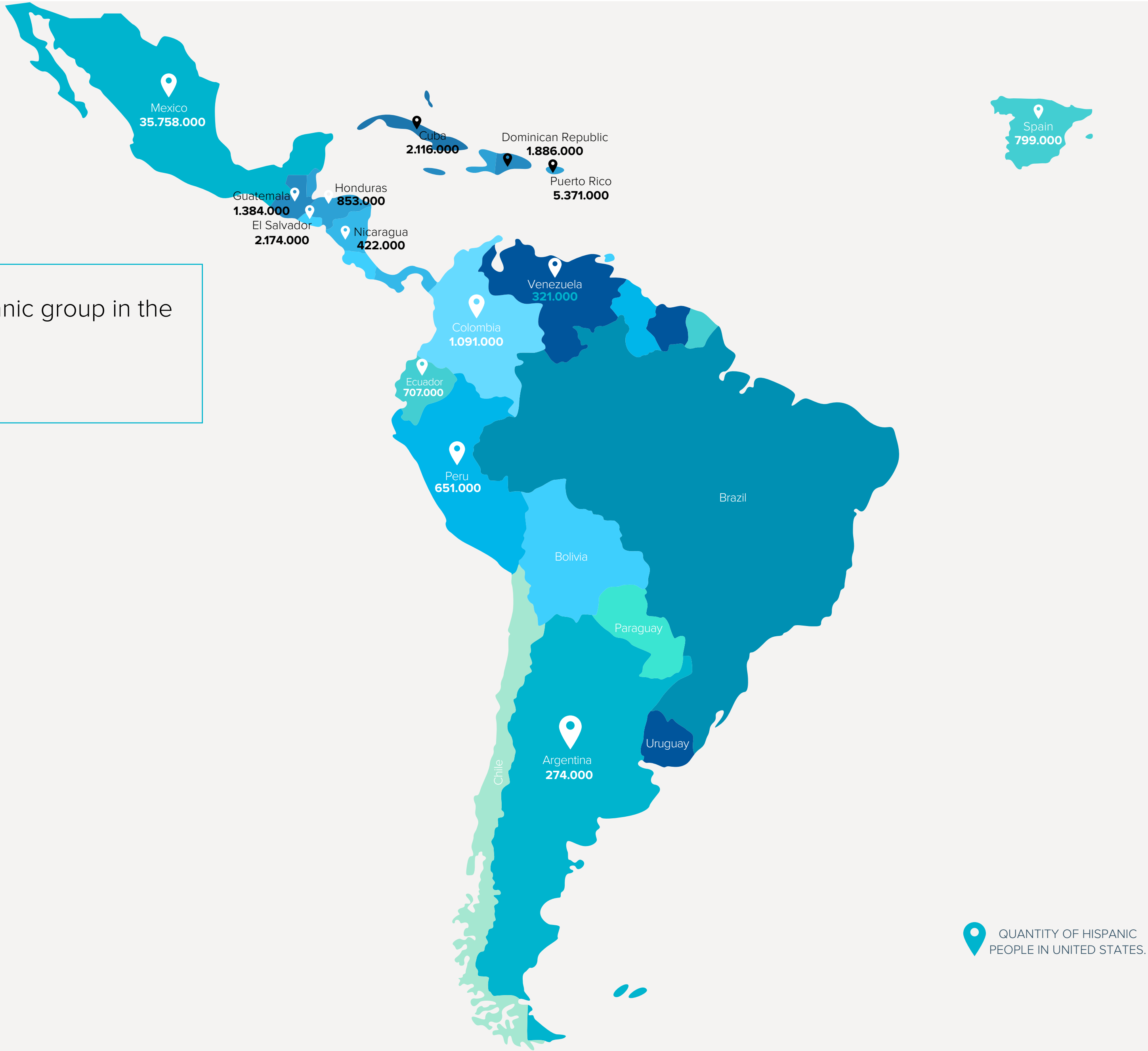
- Currently, **18% of the American population is from Latin American.**  
By 2060 it is projected to **increase an additional 30%.**

- In July of 2017, it was estimated that the population of the United States was **326,625,791.**

- In 2016, **57.5 million Hispanic people** were registered, which means a growth of **7.5 million people** compared to 2010.

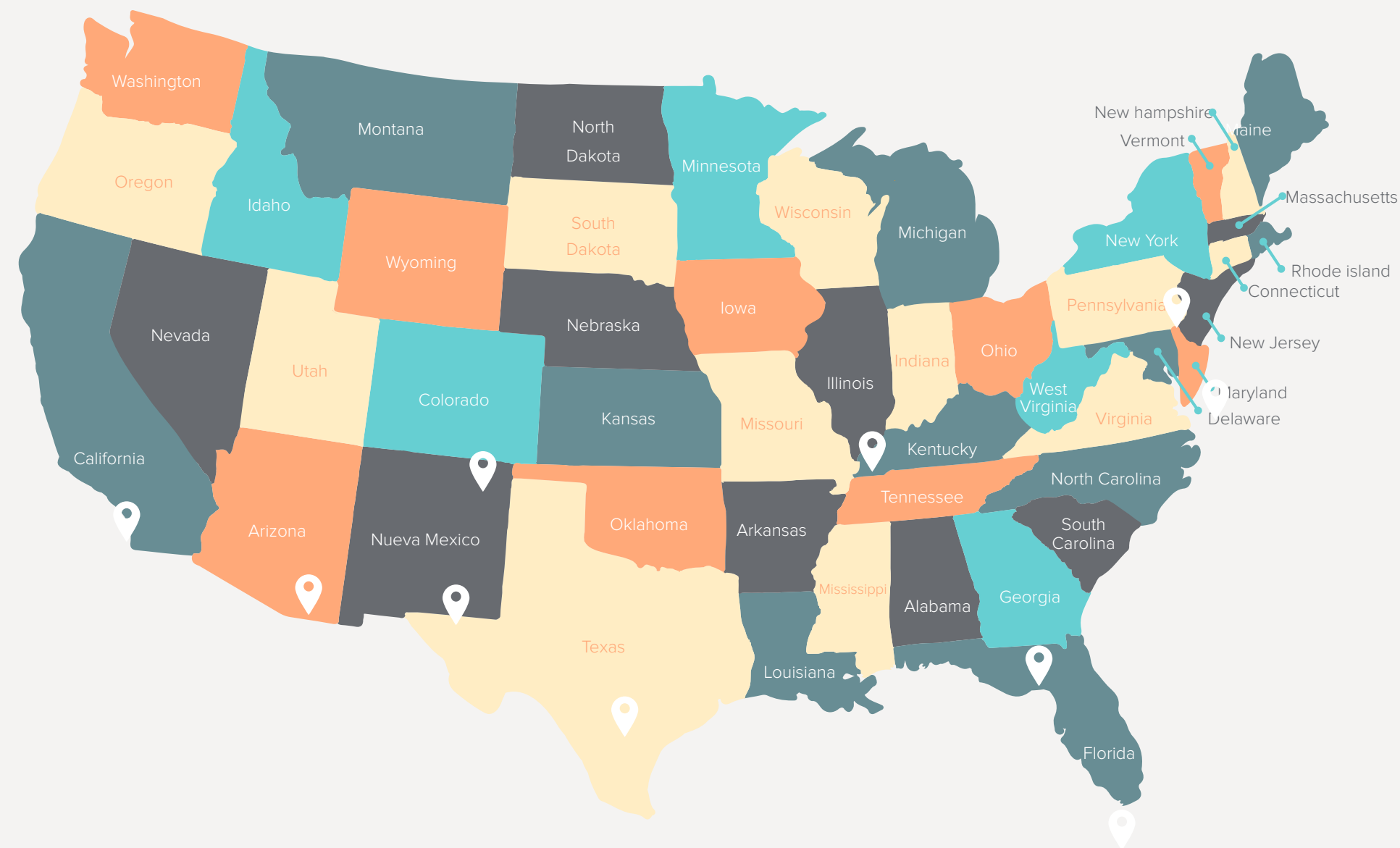
MARKET SITUATION

Mexicans are the biggest Hispanic group in the US, followed by Puerto Ricans and Salvadorans.

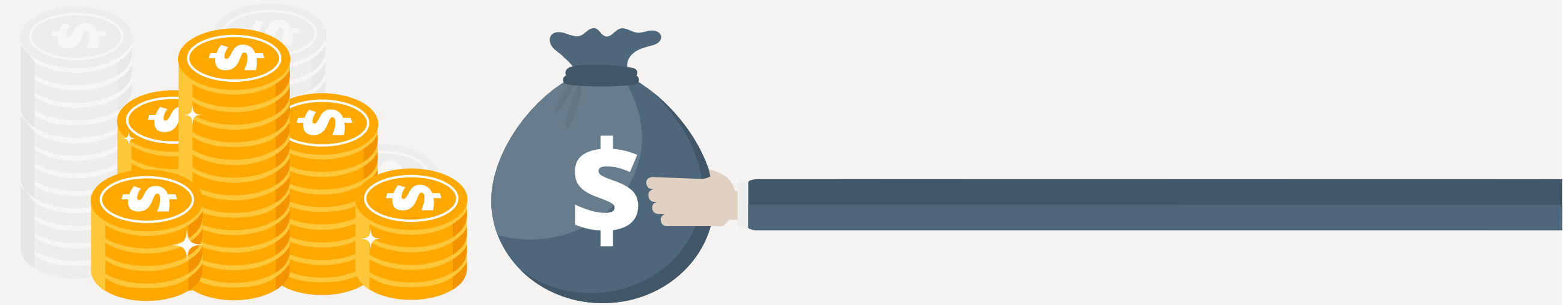


QUANTITY OF HISPANIC PEOPLE IN UNITED STATES.

## MARKET SITUATION



The states where most latin people lives are California, Texas, Florida, New York, Illinois, Arizona, New Jersey, Colorado, New Mexico and Georgia.



The most requested visa for Latino entrepreneurs is the **investor E-2**.



Colombians, Venezuelans, Mexicans, Brazilians, Peruvians, Ecuadorians and Central Americans are the **Latin Americans that are investing the most in franchises in the United States**.

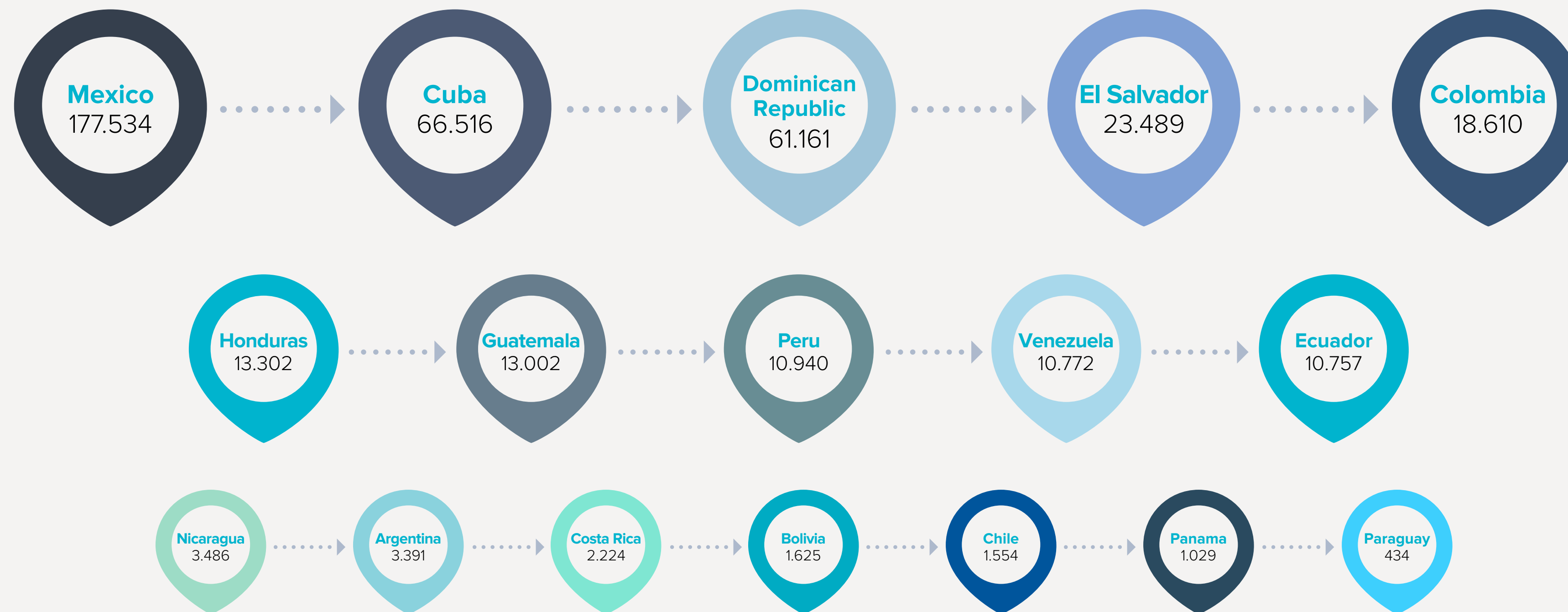


The franchises that have greater demand in the United States are those of restaurants, services, retail and real state investment companies. The franchising sector in the US contributes 2.5% of the Gross domestic product (GDP) of the country and the most required States for this type of business are: Florida, California, Texas, Illinois and Ohio, according to data from the IFA.



## MARKET SITUATION

Number of Latin Americans who obtained their **Green Card** in 2016.





# THE PLACE WHERE EVERYTHING STARTS





# WE CONNECT

We are the nexus between potential Latin American investors and developers in the USA.

Our media system and seminars cycle are the meeting point to create links and develop businesses in the United States.

A man in a dark suit, light blue shirt, and patterned tie is gesturing with his hands while speaking. He is looking towards the right. In the foreground, the back of a person's head is visible, out of focus. The background is a light blue wall with some faint, illegible text. The entire image has a teal/cyan color overlay.

# OUR UNIVERSE





We gather all the information referring to the different formats of investments that can be made in the United States and we make it available to those who are thinking of starting new business in this country through our online and online media.

# OMNISCANALITY



We integrate all our means to generate more traffic to the online platform. In the case of printed media, we use QR codes so that the reader can scan them, access the digital format and view the information from your mobile device.



The background image shows a group of people in a professional setting, likely a meeting or workshop. In the foreground, a man with a beard is smiling and looking down at a clipboard he is holding. Behind him, several other people are visible, some looking at documents or devices. The entire image has a teal/cyan color overlay.

# USERS & READERS PROFILE

They are men and women between 30 and 55 years old, potential investors from Latin America who have the purchasing power and have the ability to save enough to start new businesses in the United States. They are investors who seek to protect their savings or to obtain an Investment Visa to emigrate to the USA.





## ONLINE PLATFORM

With the main investment novelties and opportunities in the USA. A tool that will help you to make decisions.



## SPECIAL REPORTS

Special editions with interesting content on specific issues related to investments in the USA.



## MAGAZINE

Print and digital semi-annual editions (Winter/Spring - Summer/Fall). They will display the trends on investment opportunities and legal structures in the USA targeting potential investors.



## SOCIAL MEDIA

Instagram, LinkedIn, Facebook ThinkIN with posts of news and redirecting news to the web. Reach of Latin America Seminars on related topics.



## E-NEWS

Biweekly newsletters directed to our exclusive database of subscribers (organic construction, not forced) year.



## THINKIN INVESTMENTS GUIDE

A yearbook covering the most important topics and news of the the year. Essential information needed to invest the upcoming.



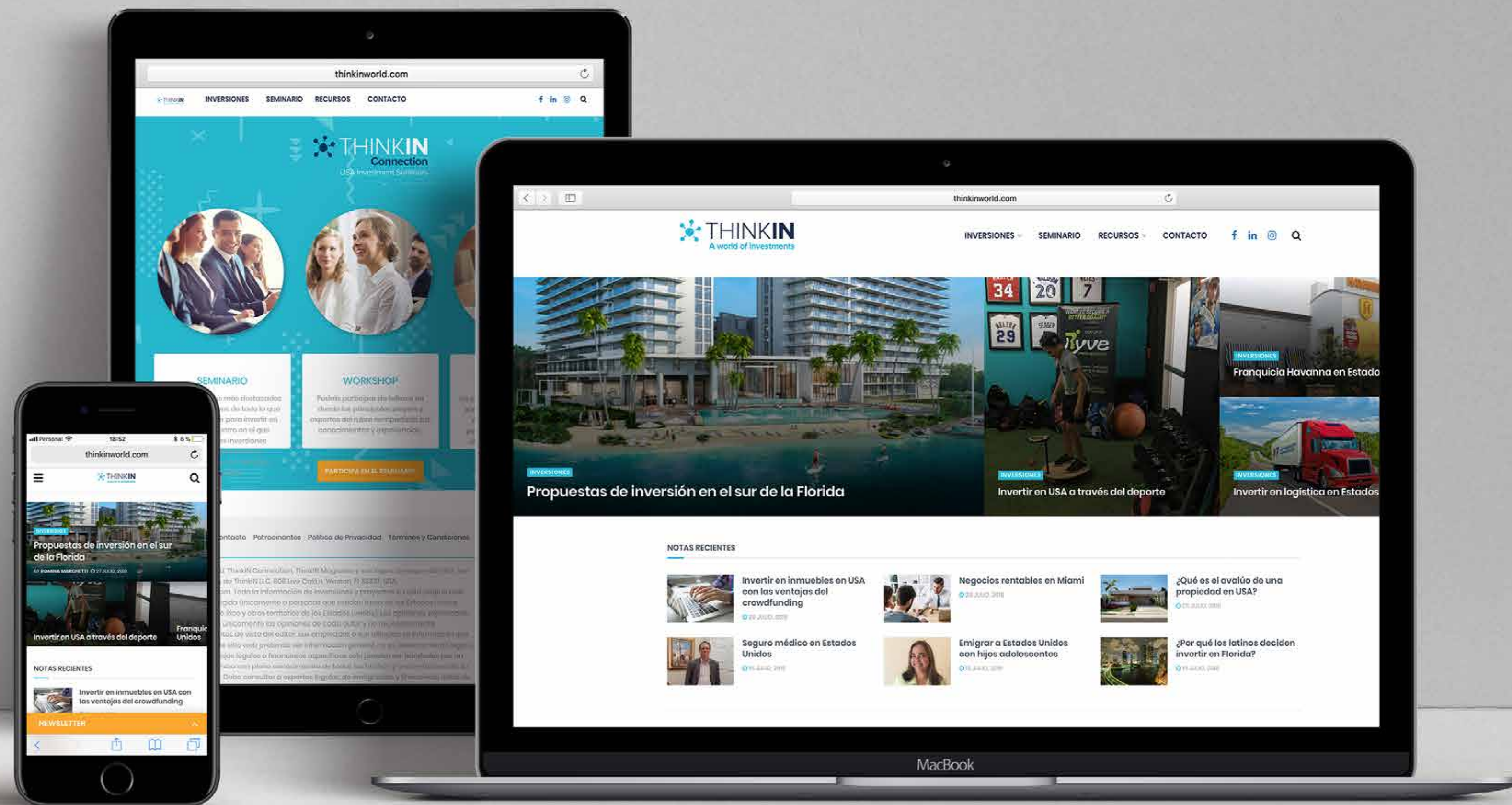
A w o r l d o f I n v e s t m e n t s



# WEB

ONLINE PLATFORM







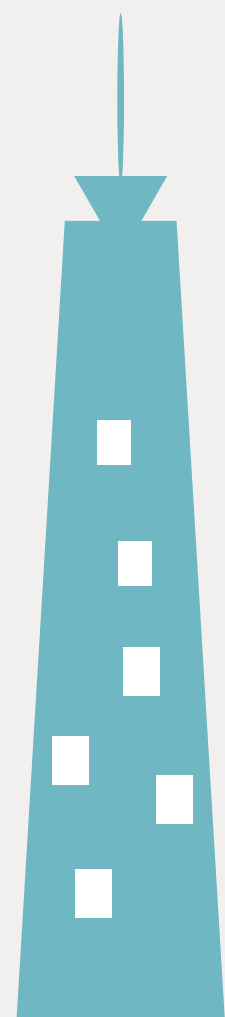
A stack of magazines is placed on a wooden table. The entire image is covered with a semi-transparent teal overlay. The word 'MAGAZINE' is written in white, uppercase letters on the right side of the image. The magazines have various covers, including one with a green landscape and another with a black and white pattern. The text 'KIKIMOTO' and 'TRENDY LIFESTYLE ART EDU DESIGN | MAGAZYN RODZICA' is visible on the spines of the magazines.

# MAGAZINE

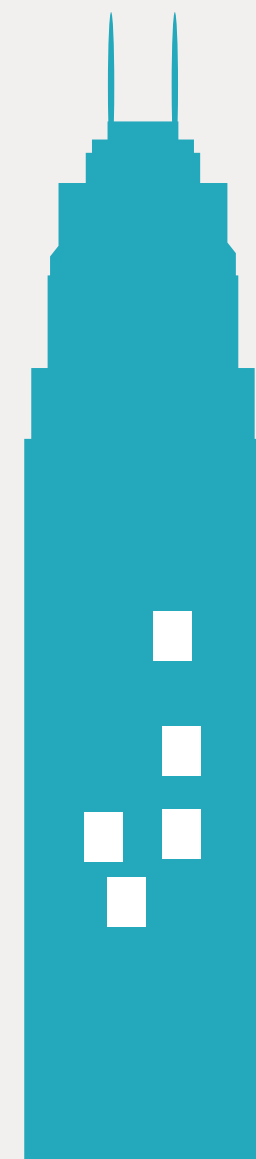




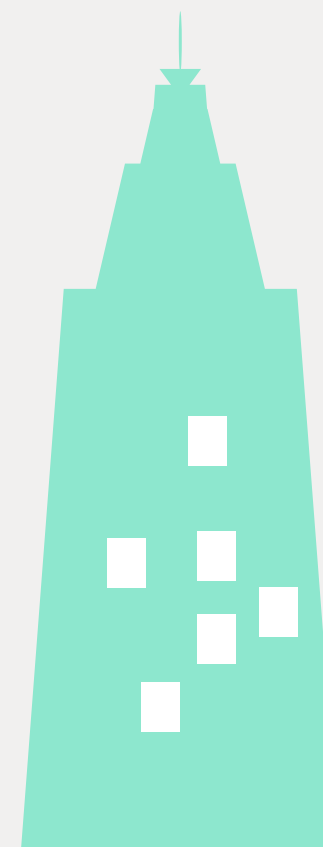
**in**stitutional



**in**novative  
investments



traditional  
**in**vestments



**in**sights



general  
**in**terest



# MAG





# YEARBOOK

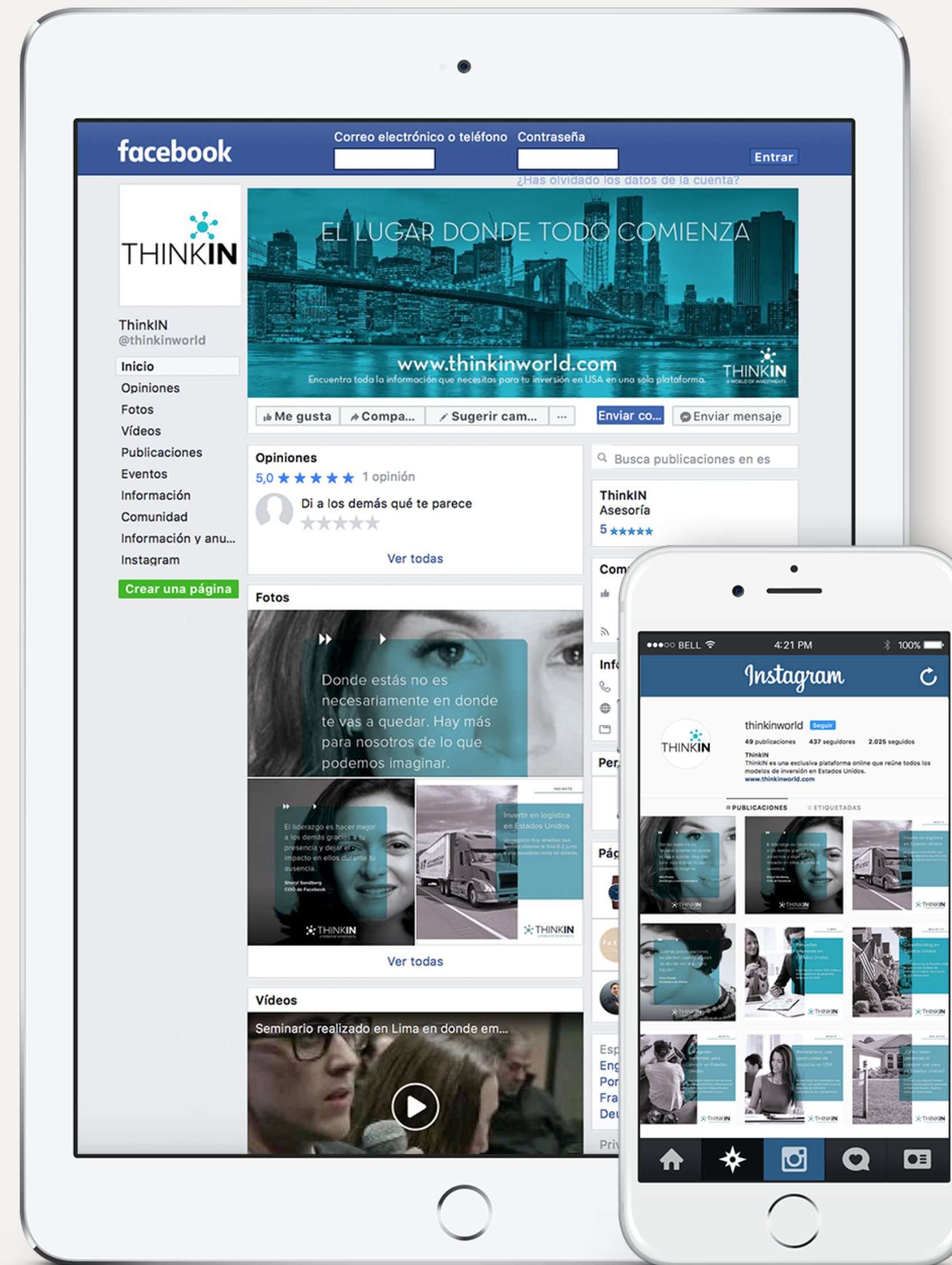






# SOCIAL MEDIA







# COVERAGE + DIFFUSION THINKIN

ThinkIN reaches potential investors throughout Latin America, from Mexico to Argentina, through an aggressive online communication plan to capture data, work on the site positioning and its platform in the main cities of the region. It strategically uses a strong advertising campaign on the web and social networks, with continuous efforts and actions.







# THINKIN

## Connection

USA Investment Seminars





Exclusive US THINKIN investment seminars series strategically developed throughout Latin America, making stops in the main cities of the region to connect potential investors from the region with US developers.



**Seminars and conferences.**



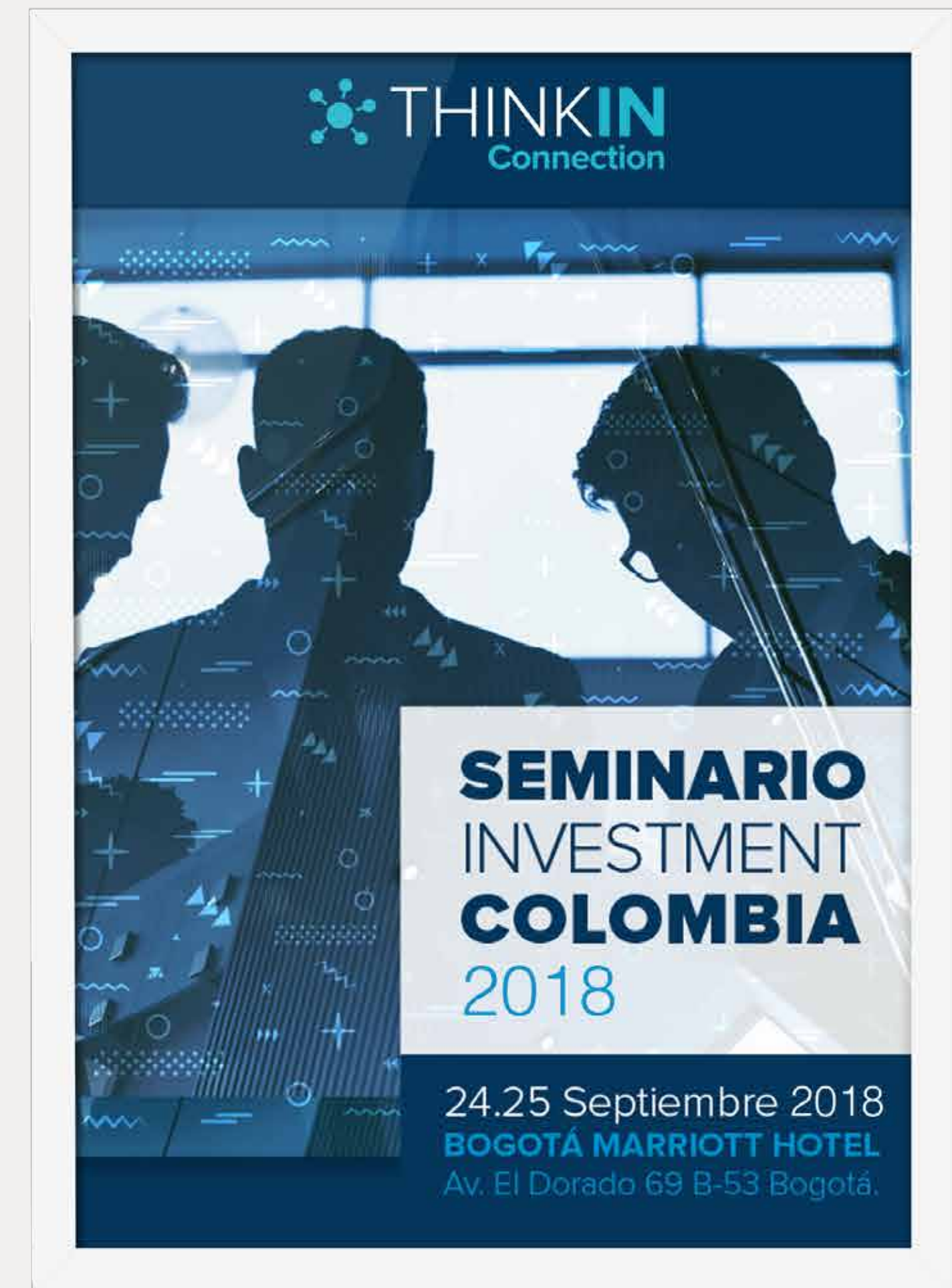
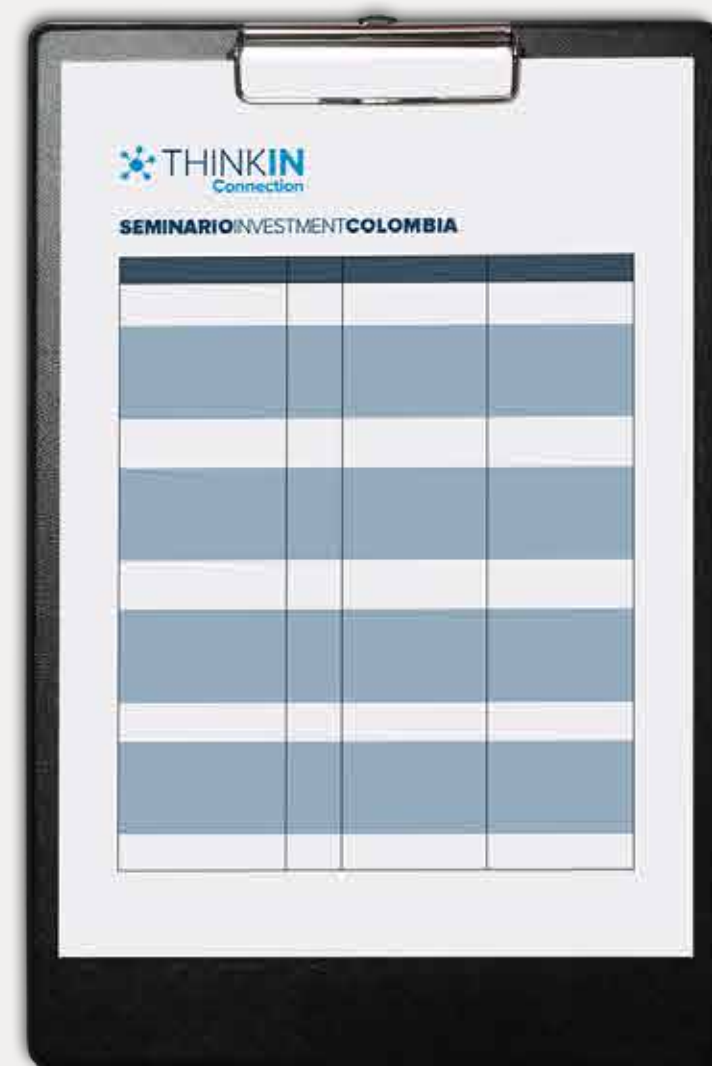
**Business meetings.**



**Networking spaces.**



# BRANDING





# NEWSLETTER





# BUSINESS MEETING





A photograph of four business professionals in a meeting, overlaid with a teal color filter. A man in the center is smiling at the camera, while others are looking towards the left. They are holding clipboards and pens, suggesting a collaborative work environment.

Welcome to ThinkIN World.  
Welcome to the World of Investments.





Thank You!



**THINKIN**

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