



Challenges and program focus; specific goals

The program's central purpose is to collaborate with Startups that represent the verticals defined by Wind Garage, all of which are detailed in the following paragraphs. This collaboration contemplates providing legal, technical, commercial, or strategic advice to achieve an environment that provides the necessary conditions to generate, in the short term, concrete collaboration models with the participants' Startups.

The program seeks **innovative and scalable solutions under the following subjects and/or industry trends:**



LOGISTICS AND DISTRIBUTION

SERVICE NETWORK AND FUTURE INFRASTRUCTURE



The new forms of consumption driven by the ecommerce growth and digitalization are creating big challenges and opportunities when it comes to meeting people's expectation of immediacy, cost and mix of desired products.

This work focus is understood as the set of tools, systems, models and technologies that allow the Company to approach clients in a transparent, agile, efficient and environmentally friendly way. This involves identifying mechanisms that enable memorable experiences, connect available capacities of the different actors that participate in the ecosystem, and allow an excellent logistics operation, taking advantage of the territorial presence and assets of the Company and or of related third parties.

The questions that are proposed to guide entrepreneurs and innovators are the following:

- ▶ **How can we provide services and deliver products to our clients in an efficient and timely way, without having our own distribution mechanisms?**
- ▶ **How could we fulfill "in real time" (at the same time a customer buys) by storing, ordering and shipping to customers, without having our own distribution center?**
- ▶ **How could we ensure the total availability of our products (or offer) efficiently, avoiding wastage and stock breaks?**
- ▶ **How could we take advantage of the mobility, space and time capacity of our clients in order to strengthen our logistics and distribution processes?**
- ▶ **How could we reduce the negative impact related to the logistics and distribution process, or even transform it into a positive impact?**
- ▶ **How could we deliver value in new ways through our network of 700 service stations and 415 convenience stores in the country?**

ENHANCE THE ONMICHANNEL PURCHASE EXPERIENCE



When it comes to interacting with companies, people look for simple, efficient and frictionless solutions. This work focus is understood as the set of devices, technologies, intelligence engines, etc., that allow the Company to improve the consumer experience (physical and online) of customers significantly, by adapting to their needs and preferences. This implies identifying mechanisms that allow taking charge of people's daily issues, managing an ecosystem of solutions capable of solving them in a timely and memorable way.

The questions that are proposed to guide entrepreneurs and innovators are the following:

- ▶ **How can we deliver an exceptional purchase experience to our clients, considering their complete journey (from inspiration to post-sale), whether it is face-to-face, on line or a mix?**
- ▶ **How could we drastically reduce waiting times and physical interaction when purchasing services and products?**
- ▶ **How could we motivate our clients in order to develop sustainable habits, through incentives that benefit them when interacting with the Company?**
- ▶ **How could we articulate an ecosystem of solutions and partners that allows us to offer a memorable experience and offer to our clients?**

LIFESTYLE

NEW INTERACTION MODELS WITH PEOPLE AND THEIR ENVIRONMENT



In a hyper connected and digitized world, where, in addition, Covid-19 has accelerated trends and changes in people's lifestyles, we must take care of an endless number of new habits, customs, interests, preferences and concerns. All this represents a challenge and an opportunity for companies to incorporate innovations that reflect this new reality.

For this reason, in this innovation focus we seek proposals that invite us to explore new models of relationship and interaction with people, in aspects such as:

- Accompany people's lives in movement.
- Needs related to pet ownership.
- New habits and eating trends.
- New practices of well-being and healthy life of people.
- Responsible and positive consumption for the planet care.

Based on the above:

- ▶ **How could we transform and expand our ecosystem (Service Stations, Stores, partner networks, eCommerce, etc.), in a space that facilitates, enables and enhances these new lifestyles, through exceptional experiences?**

COLLABORATION MECHANISMS (to be evaluated with each startup)

Venture Client

CLIENT- STRATEGIC SUPPLIER RELATIONSHIP

In the case of validated technologies/services or products, it is expected that they are in a position to carry out a pilot and present an attractive business case for Wind - Copec.

Joint Venture

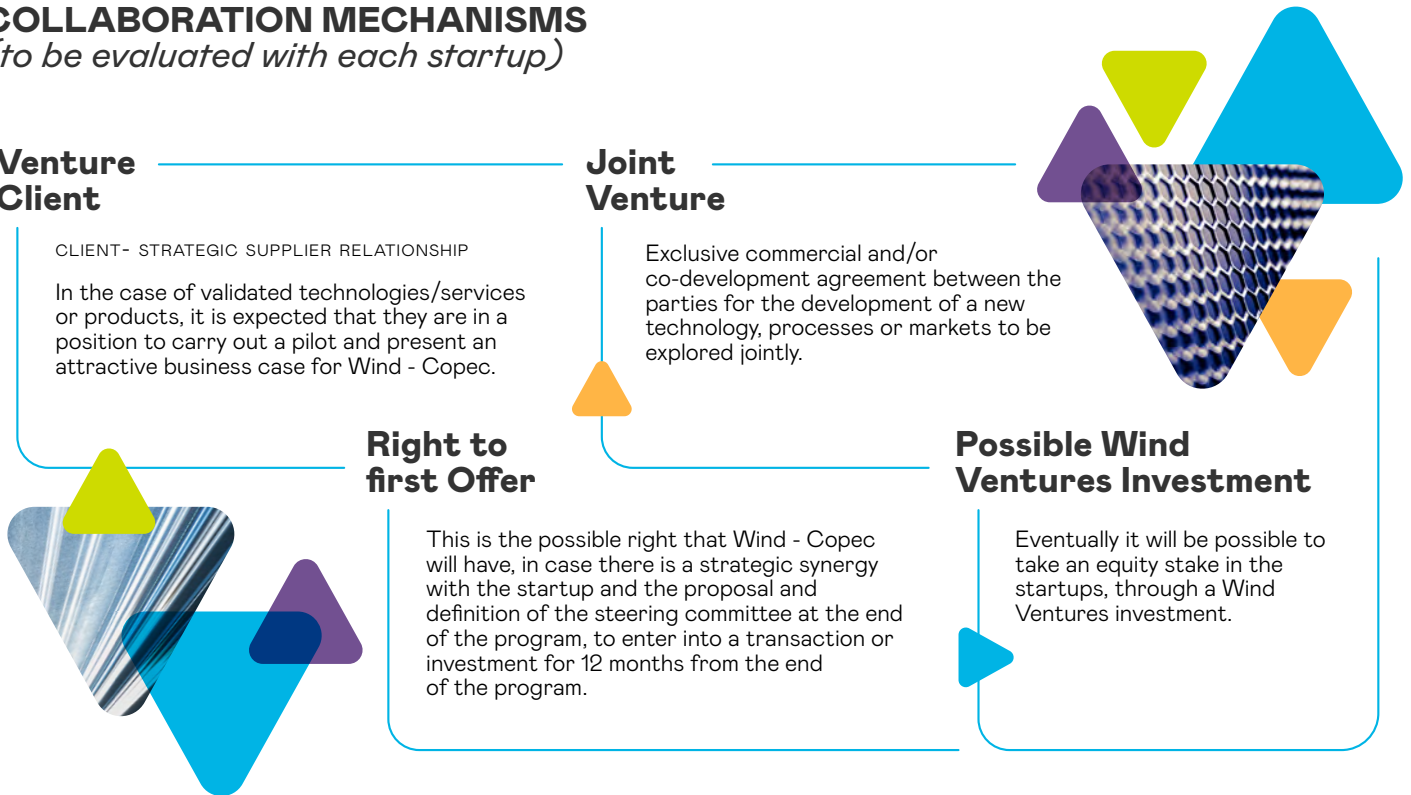
Exclusive commercial and/or co-development agreement between the parties for the development of a new technology, processes or markets to be explored jointly.

Right to first Offer

This is the possible right that Wind - Copec will have, in case there is a strategic synergy with the startup and the proposal and definition of the steering committee at the end of the program, to enter into a transaction or investment for 12 months from the end of the program.

Possible Wind Ventures Investment

Eventually it will be possible to take an equity stake in the startups, through a Wind Ventures investment.



Apply and solve the Wind Garage Copec challenges by logging in to:
www.windgarage.cl/programa-de-innovacion-abierta/