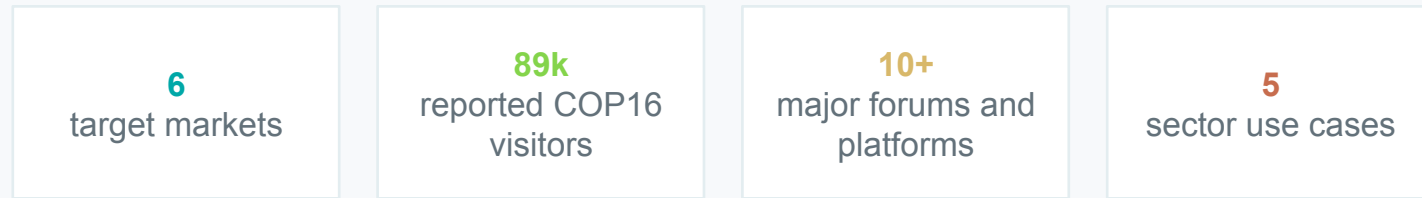


Kiko Technology LATAM Market Development: Executive Snapshot

Nearctic translated a scientist-led environmental technology into a LATAM market-entry platform by combining technical storytelling, institutional access, pilot origination, media authority and multi-sector relationship development.



Market-entry thesis

- Position the technology for water, remediation, agriculture and sustainability.
- Open doors with government, academia, public sector, private operators and technical experts.
- Convert visibility into pilot opportunities across Colombia, Mexico, Dominican Republic, Brazil and Peru.



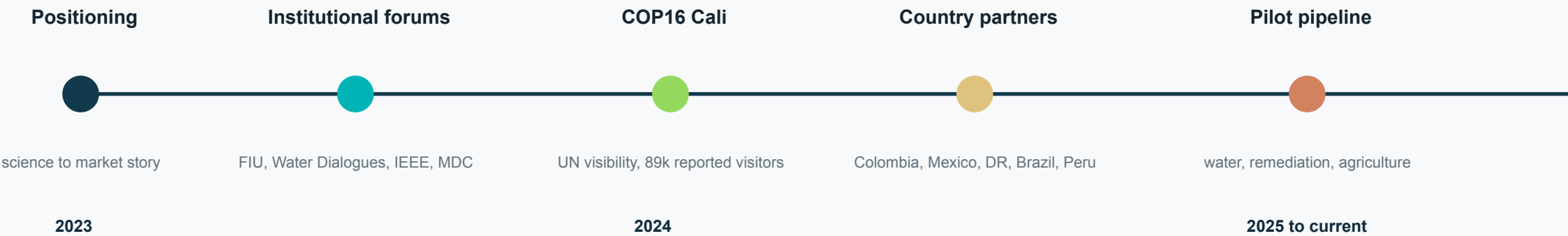
Primary marketing value created

Authority + trust + local market relationships + pilot pipeline

Nearctic did not only promote the brand. It built the ecosystem that lets the science be understood, trusted, tested and connected to commercialization paths.

Time Representation: From Visibility to Country-Level Pilot Pipeline

The campaign compounds over time: early authority platforms create credibility, then credibility creates meetings, then meetings become local representatives, pilots and sector-specific use cases.



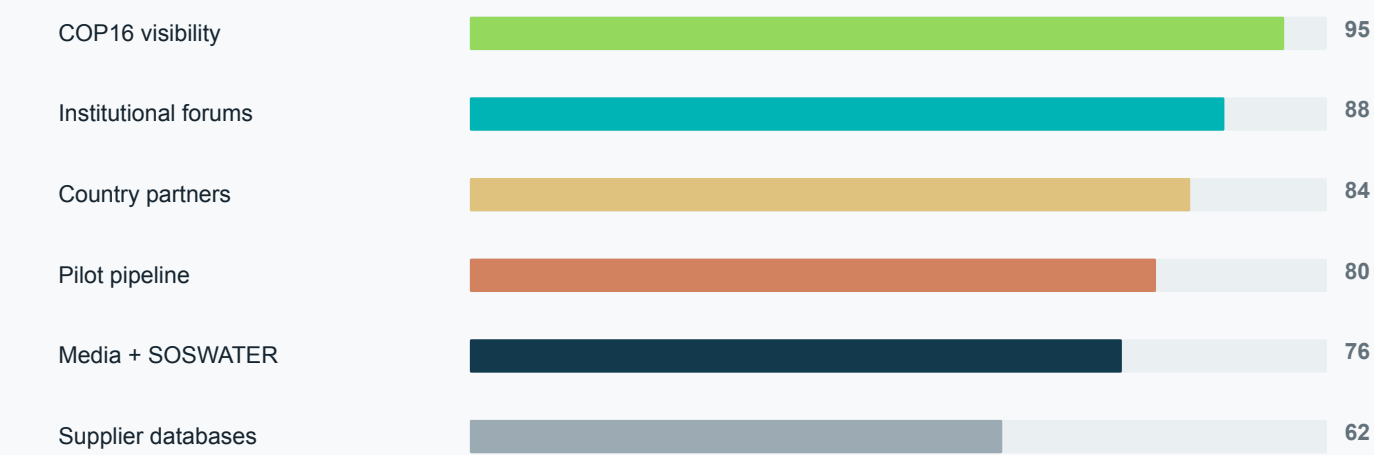
Country development view



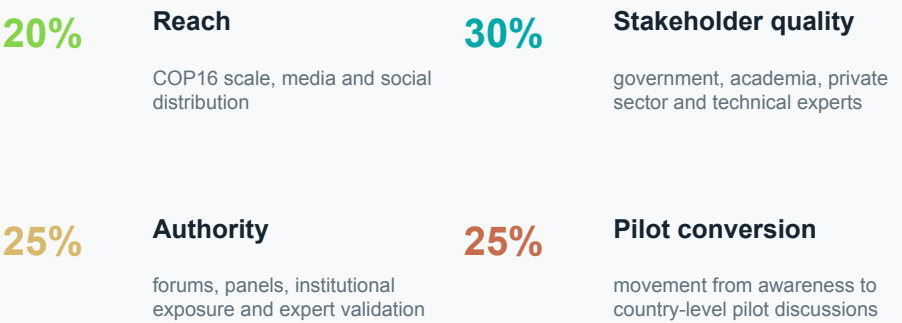
Marketing Value Representation: Where Nearctic Created Leverage

Marketing value is represented as a strategic score, not revenue. Scores reflect audience reach, stakeholder quality, authority creation and ability to move toward pilots or commercial partnerships.

Strategic marketing value score



Value model



What this means for Kiko

The highest-value next step is to convert the existing authority and relationship pipeline into documented pilot scopes, local partner roles, technical evaluation notes and country-specific commercialization materials.

Priority deliverables

- 1. Pilot one-pagers
- 2. Country partner map
- 3. Technical proof packet
- 4. Investor and client narrative