

Vladimir Guzmán

Former CTO at HoyTrabajas.com (YC W22) & FLUVIP (Latin American Influencer Marketing Leader)

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My purpose is to help entrepreneurs make a living from their passion.

I am a Colombian entrepreneur and software engineer with 14+ years of experience building businesses, developing technology from day one and leading teams across Latin America. I combine product, technology and commercial understanding to turn market needs into practical businesses.

01 — EXPERIENCE

Companies *and my involvement*

Gingga

gingga.com

Founder · my current venture

I am building the business with my co-founder, Camilo Jiménez. We develop and operate AI-powered sales systems for companies that invest in Meta Ads and rely on WhatsApp to engage prospective customers.

FLUVIP

www.fluvip.com

Early team member, former CTO · current minority shareholder

Helped build the platform from day one and led up to 20 developers. Supported international expansion. In three months, delivered the technology requirements needed for the Spark acquisition in Brazil. The company raised US\$4.5m. I am no longer operationally involved.

HoyTrabajas

www.hoytrabajas.com

Co-founder and former CTO · current minority shareholder

Built the platform from inception and led up to 14 developers, supporting 50,000 monthly users. The company joined Y Combinator W22 and raised US\$5.5m. I am no longer operationally involved.

BeerHappy / El Puerto Cerveceros

Closed

Entrepreneur behind the business

A craft beer subscription club that won Colombia's eCommerce Startup Competition in 2017 and reached 100 subscribers. We then pivoted to a low-cost bar concept, which was hit hard by the pandemic. The business later closed, providing valuable lessons in commercial validation and financial discipline.

Macondo / Bricksave

soymacondo.com

bricksave.com

Angel investor · current Bricksave shareholder

Invested in Macondo in 2022. Following its acquisition by Bricksave in October 2023, my holding converted into Bricksave shares. I have no operational role.

02 — GINGGA

Current focus *and next steps*

Focus

Real estate businesses and student recruitment companies. Our systems respond to enquiries, qualify leads and automate follow-up, with people involved where judgement and relationships matter.

Next step

Consolidate our early pilots, demonstrate repeatable customer value and build a focused, sustainable business through relevant clients and complementary partnerships.

Longer-term ambition

Make technology and practical business education more accessible, helping more entrepreneurs build sustainable livelihoods around what they do best.

03 — COMMUNITY

Community *and entrepreneurship*

I led the Entrepreneurship Committee at the Colombian Consulate in London, helping deliver three full programme cycles reaching **270+ entrepreneurs**. The latest edition achieved an **NPS of 87.1**. Working with migrant entrepreneurs has deepened my commitment to combining technology, education and practical support.

04 — GROWTH

Where I would like to grow

- **Gingga.** Build Gingga into a sustainable business, consolidating our pilots through relevant clients, strategic collaborations and complementary partnerships.
- **Personal.** Strengthen my personal brand to keep offering selected consulting in business development, strategic technology and marketing, exploring how my ability to build products, lead teams and connect technology with commercial needs could complement the companies in your network.