

MODEST  INNOVATOR

# COLOMBIA

Population: 48,168,996 | GDP: \$711.6 billion | Language: Spanish | Unicorns 2009-2018: 1



## What did Colombia do right?

In 2018, Colombia improved its ridesharing rules, boosting its Ridesharing grade to a C from an F. Colombia's air and water quality has also improved since the 2018 Scorecard, earning the country a B in Environment - up from a C+ - and the country demonstrates high levels of both personal and political freedom.



## What can Colombia do better?

Colombia could pass legislation paving the way for the development and use of self-driving vehicles. The country could also encourage growth in the proportion of high-skilled workers in its population, a metric that contributed to the drop in Colombia's Human Capital grade from a C to a D+.

## KEY TAKEAWAYS

Entrepreneurs in Colombia, a Modest Innovator, face a challenging environment. While starting a new business in the country is moderately easy, broadband infrastructure is poor, research and development investment is low and corporate tax rates are some of the highest of any country on the Scorecard.



Credit: Guia de Viajes Oficial de Medellin, Flickr

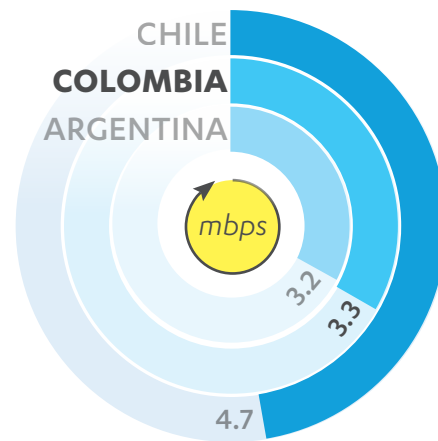
Human Capital, in which Colombia received a D+, is another problem area. Only 18.4 percent of the workforce is highly skilled, and the country awards fewer than a quarter of college degrees in science, technology, engineering and math (STEM) fields.

The city of Medellín, however, has a burgeoning tech scene to rival that of the capital, Bogotá. Local startups there find support from government-backed initiatives, such as Ruta N, a business center that provides training and access to capital and infrastructure.

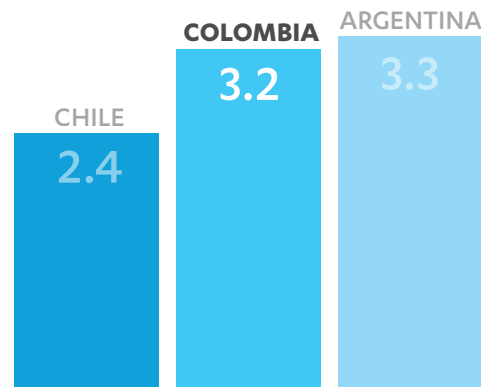
Environmental measures progressed, with over 96 percent of the population now enjoying access to improved drinking water sources. Regulators have taken a more welcoming approach toward ridesharing services, bringing up one of Colombia's lowest grades on last year's Scorecard, but pre-arranged rides still face caps that have been in place since 2015.

Sources: (Ruta N) (TechCrunch)

## Mean Download Speed (Fixed & Mobile)



## Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



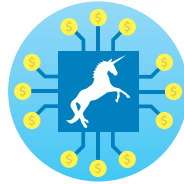
**Entrepreneurial Activity**

The ease of starting a business in Colombia is high, and the new business entry rate is 2.28 per 1,000 people.



**Diversity**

Immigrants make up only 0.3 percent of the population and the country lacks ethnic diversity.



**Unicorns**

The country produced one unicorn between 2009 and 2018.



**Broadband**

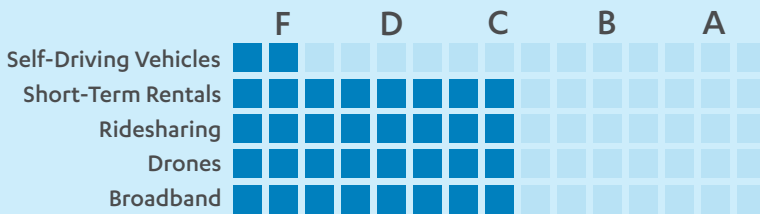
The mean download speed of fixed and mobile internet is slow at 3.3 Mbps.



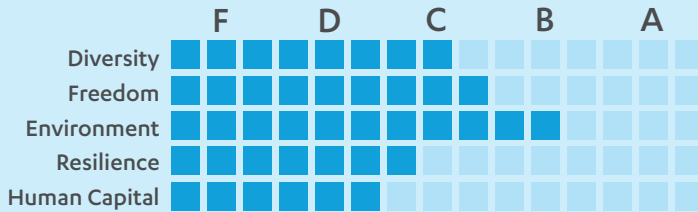
**Drones**

Drone flights over crowded areas are prohibited and recreational users are required to meet training and education requirements.

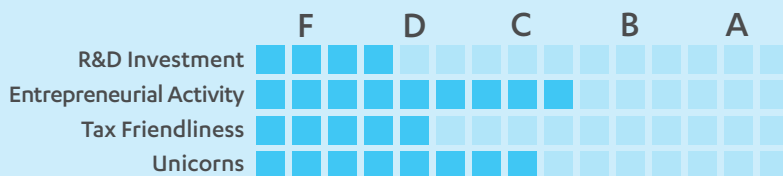
**Technology**



**Society**



**Economy**



**ABOUT THE SCORECARD**

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

**ABOUT CTA**

The Consumer Technology Association (CTA)<sup>™</sup> is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES<sup>®</sup>, the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

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