

## Angel Ribo of The CEO Confidant

**Speaker1:** [00:00:04] This is the Investor Connect podcast program. I'm Hall Martin and the host of the show in which we interview Angel Investors, venture capital, family offices, private equity, many other investors for early stage and growth companies. I hope you enjoy this episode. Interested in learning more about investing in startups, launching a new startup need to raise funding to start funding espresso as a daily podcast and a short, concise format delivered to your inbox every day Monday through Friday, the time it takes to drink an espresso and to learn about startup funding to subscribe to Disconnect Dog and put your email into the Pop-Up Box. Hello, this is Hall Martin with Investor Connect . They were here at Angel Ribo, The CEO Confidant. Angel. Can you tell us more about yourself?

**Speaker2:** [00:00:51] Yeah, thank you. Thank you for having me. And obviously, thank you everybody who's listening to us today. Yes. So basically, as you realize, my accent is not from Texas, although I live in Texas. I was I came here 10 years ago after living in seven more countries before I'm originally from Spain close to Barcelona. I was born there. And a very early on in my in my life, I studied a couple of foreign languages. And that really was the starting of an international career in the 90s. I left to Spain for good and I started actually a career in corporate America, my first employer outside of Spain, like, you know, permanent employer was actually in the U.K. And since then, I've worked in a lot in corporate America until 2016 when I left corporate America. And I started basically two different ventures, one, which is my business, which is the CEO content and the brand, and the other one, which is my non-profit and school wisdom for kids. And we help underprivileged kids in Latin America become entrepreneurs using the local resources. That's my life and a whole.

**Speaker1:** [00:01:52] Oh, great. So what led you to start work in the entrepreneurs face?

**Speaker2:** [00:01:56] Yeah. So basically in 2015 I had any spiritual experience and not a lot of people know about, but after having lived in Latin America for ten years and worked for 15, I really learned a lot and I saw a lot. And as you can imagine, you know, there's a lot of poverty in Latin America. There are eight one eight one million kids in Latin America that live in poverty, and twenty one of them don't have access to drinking water. So just just speak to that in your in your throat for a while. And it's funny because the company I was working with, the they

always were. I mean, they were all like high tech products and services they were selling and the companies they were selling to, if they wanted to close those businesses, I had to reach out to sea level executives all the time. So so I was all constantly going to those manufacturing plants to serve them with the products and services they were selling at that time with different companies. And I was always reaching out to the sea level executives, the higher management, those companies. But every single time I would go to one of those manufacturing plants where those, you know, our products and services were used and talking to these highly, highly influential and impactful people in the community at the same time, just before going to those places, guess what? There would be kids coming to me. Hey, senior. Senior, would you like to have your car wash? Would you like to buy some gum from us? Would you like to allow us to to keep your car safe while you are inside the plant? So in 2015, I had this experience that was very clear to me that that had to be the Connector of the unconnected. And it's so funny because that's really been the mantra of my entire life, always connecting the unconnected, connecting the people that are typically unconnected. Then guess what I mean? We've been 18 minds already through this, let's say, global insanity. And I think that people right now are literally craving for connectional. And that's why I consider myself really like someone that has constantly been connecting the unconnected. And I keep on doing that on a professional basis with the CEO confident brand and with simple kids and the kids in poverty in Latin America.

**Speaker1:** [00:04:07] Well, great, well, tell me more about wisdom for kids. How does it work?

**Speaker2:** [00:04:11] Yes, so basically we identify communities where city fathers and the president, the other two are in Mexico and basically identify communities where we think there's a high level of poverty. Typically in Latin America, there's like three or four different kinds of communities. Right. The ones that have the least poverty are the cities. And it's typically 25 percent suburban areas. It's 50 percent. Rural communities are 75 percent and indigenous communities have 95 percent. So for the sake of being more effective with what we do is we wisdom forget, we try to identify indigenous communities. We talk to the community leaders and we tell them, hey, we would like to do that. We would like to actually start your kids in your community on an entrepreneurial journey. We don't say like this. Obviously, we use their words of the language, obviously. But guess what? The first question is from them is how much is that going to cost us? And we always say, yeah, and that's a lot because they say we've never heard this before. Why would anybody come here and help us to to have a better future?

Because we tell them, you know, we would like them to give a better future for themselves and for the community and say, no, no, no, no, no, it's not going to cost you anything. It's just what we do. We just like to do this. We just like to to to to give back to the communities. And we would like I mean, we like to do it this way. And then we start telling them, hey, it consists of this, their starting point to space. And then they saw basically the first touch point where we reach out, where we actually physically go to those communities. What we do is we deliver a workshop, a workshop that we talk to us two years to develop because we wanted it to be really impactful. We wanted really to leave the kids when we as a community, we wanted to really leave the kids with something that they could anchor to and also that they could they could remember and remember and remember throughout their lives. Right. So that we we even had to these students doing the thesis work on that. The specific workshop that we developed. It's a very impactful workshop. It's completely different, Don, specked any whiteboarding or blackballing of concepts. You know, we we all we all know what intrapreneurship, dales. It's rather like a very high energy kind of workshop in which we tell the kids, remember, we'll be talking to these kids that live in poverty. We think we basically open their their their minds, their brains, their hearts to another possibility, which is becoming their own boss. And we you know, we sing, we dance, we jump, we play games, we tell them stories and we meditate. So it's really a very unique way to approach entrepreneurship. And then we identify the kids that we think could be better out of those communities and kids that we see every time we go there. And then our local volunteers start on intrapreneurship, a journey journey with them. The reality is that. It's a for us, it was the first time we did it was literally life changing because you tend to think that the kids have seen it all. But the reality is that you, the kids, are really capable of embracing anything and absorbing anything. And specifically, for instance, that the meditation that we do with them in which we tell them how infinitely powerful they are, how come how many possibilities they have in their lives and everything using and neurolinguistic programming, language and language and everything, this changes them completely with. We saw in the beginning that, oh my God, how are we going to make kids meditate? You've never done it. Guess what? Their natural of meditating natural. So they are actually embracing those concepts and things that we tell them much more openly than anybody else. So it's really a life changing experience. And very often I get actually it's funny how a very active on to you get messages from time to time for people that know I'm involved in that in Latin America with entrepreneurs. And they tell me, hey, I like my kids to go and see this because I don't know really. I mean, my kids have never seen that and they cannot imagine what it is like to camp

with with you to those missions. And I tell them all the time, I mean, we are more than more than welcome. But, you know, obviously we would like to get all the you know, all the liabilities and all these things really like squared down. So we are able to make sure that everything is safe and we can go to those communities and teach those kids. But it's a life changing experience for everybody involved. Whole.

**Speaker1:** [00:08:47] Well, it's great when I understand you also work with founders on their company and how do you do so?

**Speaker2:** [00:08:53] Yes, so basically I number one, A, I'm very active and the first thing is so my Marchetti's there, as I said before, with my company, with the CEO, confident with the brand. Know, what we do is we help both corporate CEOs and established entrepreneurs to bridge the gap globally for expansion and exposure as a way to accelerate the growth of the businesses. We do a lot of work on Lincoln. You will see that they have a huge Auldridge. They're a very active post almost every single day. And it's this way with every single piece of content that I connect with my audience. I look for people that can be again, can be in corporate America, they can be entrepreneurs. I look for people that really want to change the world, that really want to change themselves, and they don't want to leave a legacy, those three things. So I don't focus specifically on people that want to or a specific industry excuse me, but rather, let's say the character, the personality of the CEO or of the founder, business owner or an entrepreneur, self-employed that wants to wants to work with us. And then we basically have a conversation about, you know, you develop all these services that you're trying to do. Depending on which stage they are. Right. There's people that are still on the fence and they don't know exactly what product or service to offer. And then we follow different strategies to do that. What's what's the last year, for instance, that a lot of people where people are doing and reinventing themselves? We were talking a lot, a lot about that. And we were talking about how to go from where you are today to spending or excuse me, providing your market with a new value proposition, a new product or service that requires a certain things with other people.

**Speaker2:** [00:10:35] Basically, they have already a product or service. They have, let's say that intellectual property already developed and they want to basically grow by going to other communities that they can serve and those communities being abroad in other places. You

know, the reason why my brand is the CEO continent is because I have held more than fifteen hundred companies and their executives in the last 20 plus years in 33 different countries. So that's that's putting all these experience together is that they are able to help build the business owners and the executives that asked me to do this. When it's a corporation, they have the things more established. And then and let's say that we started by making sure that their proposition, the value proposition is going to be valid and valuable in that particular geography, that they want to deploy their products and services. They want to sell them. And then obviously we analyze other financially ready. What are the other support systems that they need in place? They need they need recruiting companies. They need tax experts. You know, many other things that they might need in order to be able to be their legal assistance. There's different ways to expand a business internationally, and it typically has different stages and we seldom do that. But the most important thing is always how to grow your business, how to make your value proposition unique in the area. What do you want to expand or what you are already?

**Speaker1:** [00:12:08] You talk about a few success stories that you've worked with.

**Speaker2:** [00:12:12] Yes, I mean, I can talk about obviously in so many years, I can talk about a lot of successes and failures. And maybe one of the successes I'd like to share the most was one of the companies they helped grow a lot was actually a company that were originally like two people and actually were a couple. And they will never forget the time when they came to see me with a very small car and they really wanted to do it. And and they were really super excited in City for years. Actually, they they they ended up having over almost 40, 40 employees. So how did we do that? Basically continuously analyzing, continuously going or looking for unconventional knowledge. How can you in a competitive market provide in this case was engineering services, high tech services? How could they provide those services in a different way? So products excuse me. So there's a services in this case, what would be considered a number one choice, the one in a market in which products work like the most important thing and the rest of the people in the market that weren't really making an effort to have their own value proposition differentiated from the others as far as services go. And the reason they did it very well and, you know, having such a large I mean, already a startup company kind of thing, they did a great job bringing a lot of people and training a lot of people. Their own body was

really, really, really good. I really had it was a pleasure for me to be helping them all the way home.

**Speaker1:** [00:13:47] Right, and so what's your advice for people investing in startups? What do you tell them to do before they write that first check?

**Speaker2:** [00:13:54] Well, there's a lot of things. There's definitely it's good that you ask me the question, because I am involved here in Dallas with a few business accelerators. So I have this conversation often with with different types of people. Right. I mean, obviously, the most important thing for any investor is do your property do the proper due diligence. I mean, obviously, it's a no brainer, but it's I mean, you really have to meet with the owners founders, with the entire team, obviously. Have a look at the back, the investors that make sure that it really contains everything that it should contain. Who you know, where is the effort and money come from so far? What are these what are the sales strategies for the future? How are they going to keep afloat? Do they really know what what being profitable means? I mean, those are all basic stuff that through the due diligence process, they are all in this. On the surface. I still obviously believe that the personality or the character of the founder or co-founders is very important because it tells you really how they are going to behave down the road. You only you only get to know that by their experience or by their recent history. But it is still something that you can make some calls. You can ask for some referrals. And you can eventually you can get all the information that you need, but it's definitely the proper due diligence and never never underestimate the proper sort of deep due diligence whole.

**Speaker1:** [00:15:22] Doing well in the last few minutes that we have here. What else should we care that we haven't?

**Speaker2:** [00:15:26] Well, maybe I would like to share with everybody my main business mantra, and the reason why I want to do it is because, as you know, we live in a world that is changing rapidly. And if we don't learn the basic foundational skills to be able to adapt, to change and make it an opportunity for us continuously, I think that we are going to fail and talk to everybody of you about listening to our conversation today. And I want to share my main business mantra, as I said, which is take imperfect action. Now, nothing ever is going to be perfect in your business. You will want to get close. Never is going to get perfect. I would really

like to advise you to every single time that you have an idea, you have something in mind that you think is going to work. Try to give it not only a thought, but put it in action, put it in action, start going to potential future prospects or clients take action immediately, even if not everything is taken into account. It doesn't matter. Get some market feedback first and then put in place in the background, the back office in your operations with your operations, then the rest of their strategies you need to put in place. But go talk to your clients, take imperfect action as soon as possible. Now, that would be my five cents hole.

**Speaker1:** [00:16:36] That's good advice. Perfect is the enemy of the good, and so it's a good thing to get out there and start working on it as soon as you can. So how best for listeners to get back in touch with you?

**Speaker2:** [00:16:48] Yeah, thank you. So I'm very active on LinkedIn is very easy to find me. My name is Angel and last name Rebill are asking. Oh, and my brand is the CEO confidence. If you go to Lincoln you will see me. Actually if you Google me you will see that I like this every single day on every single social media outlet. And also you want to send me an email? It's very easy. The email address. It's Angel and Angel. Rebo one word. Dot com angel at Angel Rebo dot com. And thank you for having me. It's been a pleasure. And thank you, everybody, for listening to us. Right.

**Speaker1:** [00:17:23] We'll put that in the show notes. Want to thank you for joining us today and hope to have you back for a follow up soon.

**Speaker2:** [00:17:28] Absolutely. Thank you.

**Speaker1:** [00:17:35] Investor Connect helps investors interested in startup funding. In this podcast series Experience, investors share their experience and advice. You can learn more at Investor Connect. Doug Alti Martin is the director of Investor Connect, which is a 5.1 C3 nonprofit dedicated to the education of investors for early stage funding, all the opinions expressed by Hall and podcast guests or solely their own opinions and do not reflect the opinion of Investor Connect. This podcast is for informational purposes only and should not be relied upon as a basis for investment decisions.