Daniel Daccarett

Producto Protegido

“ I saw an opportunity to expand the way that vending machines are used. ”

COUNTRY	Chile
INDUSTRY	Consumer
EMPLOYEES	400
YEAR SELECTED	2002
WEBSITE	http://www.productoprotegido.cl

COMPANY SNAPSHOT

The recipient of numerous entrepreneurship awards, Daniel is the visionary behind Globe, a company that uses vending machines as a distribution method for products from books and snacks to subway tickets and long distance telephone cards. The company has two vending areas: retail, with direct sales in products such as prepaid phone cards, books, CDs, medicine, and videos that generate revenue from sales commissions, equipment rental, and publicity on selected products; and fare-tariff collection, a unit that sells subway and bus tickets.

Propelled by the success of Globe, Daniel has gone on to start another company, Producto Protegido.

Producto Protegido offers product theft protection services. Through laser printing a unique code on valuable goods such as computers, iPods, and other electronic goods, Producto Protegido deters product theft. The unique code is registered on the company’s website and contains information on the marked product’s details and owner contact information. If a marked good is stolen, Producto Protegido’s online database works directly with authorities to increase chances of stolen items being returned to owners. In September 2011, Producto Protegido received the “Public-Private Partnership: Committed to Safety 2011” award from Chile’s Secretary of Crime Prevention.

ENDEAVOR AND PRODUCTO PROTEGIDO

With Endeavor’s help, Daniel sold two branches of his business and focused his business plan. The company grew significantly, with sales presence in Chile, Brazil, and Peru.//In addition to counseling on finance and corporate governance, Daniel has benefited from the eMBA and G-Lab programs, Immersion Tour, and Entrepreneur Summit.//Daniel demonstrates commitment by speaking at Endeavor events and mentoring fellow Entrepreneurs.