

# Juan Carlos de la Llera

SIRVE



“ I saw an opportunity to protect buildings from earthquake damage. ”

**COUNTRY** Chile

**INDUSTRY** Industrials

**EMPLOYEES** 45

**YEAR SELECTED** 2011

**WEBSITE** [www.sirve.cl](http://www.sirve.cl)

## COMPANY SNAPSHOT

SIRVE designs, produces and implements devices that protect structures from damage caused by earthquakes. For years, Juan Carlos, a professor, engineer and entrepreneur tried to convince architects and builders that his seismic protection devices were a necessity, not a luxury. But when SIRVE-equipped buildings, public works and private homes withstood the fifth-strongest earthquake ever recorded, SIRVE's projects tripled. Today, the company is ready to capitalize on the estimated US\$300 million seismic protection devices and services market. SIRVE's significant investment in R&D and its ability to both develop and implement superior technology at a lower cost (as low as \$20/m<sup>2</sup>) separates it from its competition. It has changed the market by offering a full service including the design, production and implementation of seismic protection systems at 20-50% of the competition's prices. Through his work, Juan Carlos has been a role model to an entire generation of engineers and entrepreneurs, showing how academic excellence can be rewarded in the business world to create a better, safer world.