

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

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/m²) 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.