Santiago Bilinkis

Quasar Ventures

OFFICENET STAPLES
Simplifica tu vida en el trabajo

“ I saw an opportunity to create the 'Staples of Latin America.' ”

COUNTRY	Argentina
INDUSTRY	Financial Services
EMPLOYEES	600
YEAR SELECTED	1999
WEBSITE	http://www.quasar-ventures.com

COMPANY SNAPSHOT

The founders of OfficeNet — the very first entrepreneurs selected by Endeavor — are the epitome of high-impact. Santiago and Andy finished their undergraduate studies and joined Proctor & Gamble’s middle management. But every Thursday night from 1995 to 1996, the aspiring entrepreneurs met in a Buenos Aires bar to brainstorm business ideas. One day, they hit upon the idea of creating the “Staples of Latin America” — taking advantage of the fragmented, inefficient office-supply industry and resolving to transform it through technology, reliable service and modern marketing strategies. Soon afterwards, they founded OfficeNet.

By 2004, OfficeNet was the largest and fastest growing office-supply company in Latin America. In 2005, the company was acquired by Staples. The HBS case study on OfficeNet been taught internationally.

ENDEAVOR AND QUASAR VENTURES

“Endeavor’s network of US venture capitalists played a major role in helping Santiago and Andy renegotiate their ownership structure with their Argentine angel investors, going from 0% to 35% equity.

Through the network, they were introduced to the then-CEO of Staples, a company which subsequently acquired OfficeNet.

In addition to extensive mentorship on financing, growth, and leadership development, they also benefited from a Global eMBA, Immersion Tour, and Entrepreneur Summit.

True examples that Endeavor is an organization “of, by, and for” entrepreneurs, Santiago and Andy have not only served as panelists, mentors, and speakers but currently serve as chairman and co-chairman, respectively, of Endeavor Argentina’s country board.”