



Welcome to Startup Embassy, one of the Top Ten best co-living spaces (also called hacker houses) in Silicon Valley! Immerse yourself with three idealistic entrepreneurs in a part of the high-tech world you've never seen. They want to make the world a better place, but face extreme odds: 90% fail. This moving story explores the human cost of pursuing your dreams.

These visionaries often show up without any contacts or ideas about what to do once they land. Many end up at one of the Valley's hundreds of hacker houses, where each resident pays fifty dollars per night to share a bunk bed–outfitted room with seven other people in a suburban house. What puts Startup Embassy in the Top Ten? Its founder, **Carlos de la Lama-Noriega** (Madrid), offers a home away from home.

STARTUP EMBASSY follows **Carlos** and two hopeful Startup Embassy residents: **Habibe Turfan** (Istanbul) and **Lucas Gozávez** (Seville).



**Carlos** came to Silicon Valley ten years ago. When his ideas for startups quickly failed, he founded Startup Embassy. There he plays “father” to dozens of nascent innovators, while sacrificing time with his own children back home in Madrid. Because of COVID, his dream of replicating Startup

Embassy's intimate community with a chain of hacker hotels in high tech cities around the world is on pause.



**Lucas** found his way to Startup Embassy from Seville four years ago, residing there on and off while he sought connections for his creation, a miraculous artificially intelligent app that allows businesses to build their own apps. Money isn't important to him, he is seeking a kind of immortality.

**Habibe**, a young Chinese Turkish prodigy, invented a revolutionary new fire extinguisher. After years of heartbreaking failures, in February 2020, she successfully closed a deal and despite the pandemic, her lab in Istanbul is up and running.



*This pandemic is just a whole new chapter.  
But when there's a problem that means it's a problem to solve.  
~ Habibe*