



Wheel the World

Providing accessible travel.

Arturo Gaona
Founder Wheel the World

Why did you found your startup in Belgium?

I actually launched Wheel the World in San Francisco, California and then moved to Belgium for family reasons. I'm now part of the Brussels hub, which is very international so as an expat it's great for networking.

There are challenges though, some language and cultural barriers. The taxes are also really high and there's bureaucratic confusion between the different regions. I find that there's a lack of a larger ecosystem to really scale great ideas. Which by the way I've seen a lot of: there is plenty of talent in Belgium!



Nationalities

- **Co-founders:**
Mexican, Chilean.
- **Team members:**
Chilean, Mexican, French, Belgian.

www.gowheeltheworld.com

 **WHEEL THE WORLD**

How have you experienced working with an international startup team?

We think of ourselves as an international startup, and our diversity makes us stronger. We're able to build a wider network as well as different approaches towards the challenges ahead.

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We believe in embracing the *multicultural mindset* to expand beyond what you can do alone.

I really believe in embracing the multicultural mindset to expand beyond what you can do alone, or in a team where everyone's from the same country.

Why did you join Start it @KBC?

It's great that initiatives like Start it @KBC are creating the foundations for a better entrepreneurial ecosystem, because it's really needed. They are also part of the GAN accelerator community, which will help us find investors.

Start it @KBC is made up of fantastic, committed and out-of-the-box people who welcome good ideas, talented entrepreneurs who take innovation to the next level. In my case it gave me the opportunity to be part of a community, which is very important when you are new in Belgium.

