

I WANT MY BUSINESS BACK REPRESENTING A CALL FOR MORALITY IN BUSINESS

- The campaign [iwantmybusinessback.com](http://www.iwantmybusinessback.com) on the web and in social media under #iwantmybusinessback in order to receive advice from entrepreneurs and the public in general on how to bounce back from an unfortunate series of events that led him to lose his business.

José Antonio Del Valle's story is echoing broadly, representing a call for morality in business, as well as a rallying invitation for entrepreneurs around the world to stand up for fairness in business endeavors.

Mr Del Valle began developing the GO GABA soft drink in 2008. GABA (Gamma-Aminobutyric Acid) is said to help sharpen the mind, providing clarity and focus. Initial commercialization in Mexico and select European countries enabled him to commission further research and attract start-up investment. In 2017, after working for a couple of years on a revamp of the product and branding, Mr. Del Valle entered an agreement with one of the biggest global companies in the industry.

The founder of GO GABA wants to raise his voice and invite the public in general and other entrepreneurs to share their own experiences. Mr Del Valle stated: *"I am convinced that there are many people experiencing similar issues while following their dreams. People that never managed to accomplish their dream, or lost it somewhere along the way for different reasons. With this initiative, I want to present my business story and hear what others have to say."*, says Mr Del Valle.

Alleged Contractual Breach by The Coca-Cola Company

Following a friendly and prosperous start, The Coca-Cola Company asked Mr Del Valle to sign a new contractual agreement, thereby eliminating a previously agreed non-competition clause. The GO GABA inventor declined. A month later, Coca-Cola launched FANTA GABA in Japan. Mr Del Valle's reproach against The Coca-Cola Company: Despite a clear legally binding agreement in place, Coca-Cola who still enjoys the presumption of innocence, launched FANTA GABA, in breach of agreement without Mr Del Valle's knowledge nor involvement. Mr Del Valle's attempts to achieve a re-conciliation in order to get his business back have been met with resistance and denial.

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Everyone is invited to share their ideas, advice, experiences and opinions on social media and on <http://www.iwantmybusinessback.com>

About GO GABA

[GO GABA](#) is a functional soft drink, enriched with natural ingredients that are said to help sharpen the mind, achieving greater focus and mental clarity. GO GABA is a small enterprise with a team of 5 people that has been recognized by the Mexican Institute of Entrepreneurship as a High Impact Innovative Enterprise and by Google to be part of their HiPo program (High Potential). GO GABA was a winner in the Binational Mexico-France contest organized by the Mexican French Council for Entrepreneurship and Innovation. The functional soft drink was sold in Mexico and exported to The Netherlands. It was sampled successfully in France, Germany, Sweden, Norway, and the UK.

About "I Want My Business Back"

["I Want My Business Back"](#) is an initiative launched by Mexican entrepreneur and GO GABA founder JoséAntonio Del Valle in order stimulate debate for entrepreneurs on how to grow new businesses and bounce back from any potential unsuccessful ventures.

Contacto:

Felipe López Moyao

044 55 54 53 04 40

press@iwantmybusinessback.com