

## Day 1 – December 4th (Only for women entrepreneurs)

**8:00 AM**     **Registration & Breakfast**

**9:00 AM**     **Opening remarks**

Susana García-Robles, Unit Chief, Financial Operations, Multilateral Investment Fund

**9:10 AM**     **Training Session #1 - How to Create an Effective Investor Pitch Deck?**

Carolyn Rodz, CEO, Circular Board

**10:00 AM**    **Training Session #2 - Networking Strategies that Never Fail & Exercise**

Sylvia Chebi, Executive Director and Co-Founder, ThalesLab

**11:00 AM**    **Coffee Break**

**11:30 AM**    **Training Session #3 - 10 User-Centered Design Tips for your Startup**

Martin Vivas, Latin America Director, F6S

**12:30 PM**    **Training Session #4 - Key Steps for Customer Acquisition & Retention**

Carolyn Rodz, CEO, Circular Board

**1:30 PM**     **Lunch**

**3:00 PM**     **Session #5 - What I learned from my immersion program in Silicon Valley**

Komal Dadlani, CEO & Co-Founder, Lab4U

Nora Palladino, Regional Marketing Director, NXTP Labs

**3:20 PM**     **Session #6 - HELLO ALICE Demo**

Carolyn Rodz, CEO, Circular Board

**3:30 PM**     **Session #7 - A mentor for your startup!**

Mentoring session organized by Endeavor

**6:30 PM**     **WeXchange & Startup Chile Entrepreneurs Meet and Greet  
(co-hosted with Startup Chile)**

Mallinkrodt 170 Santiago, Chile 7520362

## Day 2 - December 5th (Open to women entrepreneurs, investors, mentors and broad entrepreneurial community)

8:00 AM	<b>Registration &amp; Breakfast</b>
8:45 AM	<b>Opening remarks</b> Susana García-Robles, Unit Chief, Financial Operations, Multilateral Investment Fund
9:00 AM	<b>Session #1 - Women Entrepreneurs in non-conventional industries</b> Susana Balbo, Owner, Dominio del Plata Winery & Chair of Women20 Argentina 2018 Susana García-Robles, Unit Chief, Financial Operations, Multilateral Investment Fund
9:30 AM	<b>Session #2 - Beyond Borders: Lessons Learned of Entrepreneurs Expanding their Companies</b> Carolina Reis Oliveira, Co-Founder and CEO, OneSkin Technologies Monica Retamal, Advisory Board Member, Nisum and Ki Teknology; Executive Director, Kodea Foundation Laura González-Estéfani, Founder & CEO, The Venture City Mauricio Jaramillo Marín (Moderator), Founder, Hangouts de Periodismo e Impacto TIC
10:15 AM	<b>Coffee Break</b>
10:45 PM	<b>Pitch Competition</b> Marta Cruz, Founding Partner, NXTP Labs
12:30 PM	<b>Session #3 - Intelligent Growth: why fast growth doesn't always correlate with quality growth</b> Clelia Morales, Co-Founder & COO, Woom Nur Malek, Fundadora, Enviopack Rocío Fonseca (Moderator), Executive Director, Start-Up Chile
1:00 PM	<b>Lunch</b>
2:30 PM	<b>Session #4 - Corporates and Startups: New Era of Innovation</b> Claudia Muchaluat, Chief Digital Officer, IBM Latin America Rina Fainstein, Founder and CEO, P-EcoSys Stephanie Oueda Cruz (Moderator), Lead Investment Officer – Gender and Diversity, BID Invest
3:15 PM	<b>Session #5 - Study presentation - We ask men to win and women not to lose: Closing the Gender Gap in Startup Funding</b> Dana Kanze, Doctoral Fellow, Columbia University Luis Galindo Morales, CEO, Trefilia Capital Investments
3:45 PM	<b>Coffee Break</b>
4:15 PM	<b>Session #6 - The Power of Rejection</b> Daniella García, Founder & CEO, Elemental Lorena Banchemo, CEO & Co-Founder, GFDas SpA Tadashi Takaoka (Moderator), Entrepreneurship Manager, CORFO
4:45 PM	<b>Session #7 - Never too early, never too late: Ageless Entrepreneurship</b> Susana Cappello, Co-founder, Wary (Smart Straws) Maria Luisa Fulgueira, Owner & CEO, Daltosur SRL Karina Santo, CEO, GXC & K2B
5:30 PM	<b>Pitch Competition Award Ceremony + Cocktail</b>