



#womenSTEAMpreneurs

Women Entrepreneurs
Transforming the World
with Technology

Santiago, Chile
December 4 and 5
2017



>Nxtp.Labs

WeXchange
is the platform that
**connects high-growth
women entrepreneurs**
in Latin America and the Caribbean
**with mentors
and investors**



Established in 2013 by the Multilateral Investment Fund, which is the IDB Group's innovation laboratory, **WeXchange seeks to liberate the growth potential of Latin America and the Caribbean's women entrepreneurs.**



WeXchange offers the region's women entrepreneurs the opportunity to widen their network of contacts, have access to mentors, investors, and participate in the pitch competition, a business contest that awards a prize to the most dynamic and innovative woman entrepreneur in Latin America and the Caribbean.

In its first five editions, the annual forum has brought together more than 1,200 women entrepreneurs, mentors, investors, and experts from 24

countries. In the 2017 edition, over 900 people also participated via web streaming.

The focus of WeXchange 2017 was on women entrepreneurs in STEAM (science, technology, engineering, arts, and mathematics). It was held in building IF Italia in Santiago, Chile, on December 4 and 5. It was one of the satellite events of the Gender Summit 12, in Science, Technology and Innovation for Latin America.



WeXchange is designed for



women entrepreneurs leading innovative businesses with high growth potential focused in Latin American and/or the Caribbean who are interested in accelerating the growth of their companies

investors interested in the region

mentors with experience advising businesses in the region

experts in the world of entrepreneurship

socially responsible businesses and institutions interested in supporting the creation of innovative businesses promoted by women



A forum of opportunities...

For women entrepreneurs

To participate or attend the Pitch Competition where the jury will choose the most innovative and dynamic woman entrepreneur in the region.

To receive personalized or group mentoring to resolve key business-related issues.

To network with key players in the entrepreneurial ecosystem.

To attend practical training sessions guided by experienced women entrepreneurs.

To meet women who were entrepreneurs and who today are CEOs and inspirational role models.

For investors, mentors, and invited guests

To capture female entrepreneurial talent in the region. To find investment-worthy projects.

To discover the latest trends in innovative technology and business models.

To learn about businesses destined to become the region's next success stories.

To be part of a platform formed by young talent that is contributing to wealth creation and social well-being in the region.



About MIF

The Multilateral Investment Fund (MIF) is the IDB Group's innovation laboratory that promotes development through the private sector by identifying, supporting, testing and trying out new solutions to development challenges and attempting to create opportunities for poor and vulnerable populations in Latin America and the Caribbean. To carry out this role, the MIF involves and inspires the private sector and collaborates with the public sector when necessary.



About NXTP Labs

With a presence in Argentina, Brazil, Chile, Colombia, Mexico, Uruguay, and the United States (Silicon Valley through Puente Labs), NXTP Labs is the most active technology investment fund in the region. After six years of operation and with a strong focus on high-potential, gender-diverse entrepreneurial teams, NXTP Labs has invested in more than 180 companies in over 15 countries. NXTP Labs adds value to its startup portfolio through acceleration programs that generate a fertile micro-ecosystem and networking for technological innovation, business development and commercial relationships for entrepreneurs, investors and mentors alike.



MONTERREY
2015

MIAMI
2013 & 2014

SANTIAGO
2017

BUENOS
AIRES
2016

WeXchange
2017

2 days
190
participants

17 countries
represented

900+
views on
web streaming

100
women entrepreneurs

43 panelists,
investors, and mentors

41 sponsoring
or collaborating
entities



Welcome!

“What began in 2013 as an internal undertaking of a small team in the MIF is today a regional force and a reality.” With these words, Susana García-Robles, Chief of the Financial Operations Unit of the Multilateral Investment Fund, welcomed the participants from 17 countries gathered in Santiago, Chile, for the fifth edition of WeXchange.

The event began, as its co-founder explained, as a platform aimed for women entrepreneurs, still a minority in the world of entrepreneurship, which is still eminently male. In this way, WeXchange has managed to create “a friendly environment in which to find mentors, investors and other actors in the entrepreneurial ecosystem.” Another fundamental characteristic of WeXchange is that it is “a place to find and generate opportunities.”

Throughout its history, the forum has placed the focus on technology-based women entrepreneurs, and already in its two most recent editions, it has specifically targeted women STEAMpreneurs. “We want

to debunk the myth that women only do lifestyle businesses! No, women also study STEM fields, and we also do business in technology and the arts,” said Susana García-Robles.

In the two days, WeXchange 2017 brought real women on stage “from all walks of life, sizes, ages, shapes and backgrounds” with real stories of entrepreneurship, of passion and especially of overcoming obstacles. “Because it is OK to fail and learn from your mistakes. A failure doesn’t make us failures, it makes us men and women with experience. Let’s talk about our failures and what we have learned from them because these lessons strengthen our businesses.”

Susana García-Robles

Chief of the Financial Operations Unit and Gender Coordinator, MIF, and Co-founder, WeXchange



Impacto TIC @ImpactoTIC

#WeXchange just began!

@RoblesSusanaro emphasized that if failure was “permitted” in Latin America, we would go much further.

#WomenSTEAMpreneurs

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Instead of speaking of gender divisions, we should speak of gender dividend. Dividends are the earnings obtained from good investments. When we invest in women, when a company is led by a woman, there are more financial returns and it is also more likely that it includes social and environmental goals among its objectives. We women are motivated by doing business. We want to make money and we don't apologize for it. But we are also motivated by improving the communities in which we live.

SUSANA GARCÍA-ROBLES



Mauricio Jaramillo @MauricioJaramil

In the world of entrepreneurship, there is room to fail (if we take advantage of our failures to learn). #WeXchange is an event that seeks to encourage women entrepreneurs, not only in Santiago, but all over LATAM.

Carolyn Rodz @carolynrodz

Kicking off @WeXchange in Santiago with @RoblesSusanaro @fominbid. What an impressive group of #latina entrepreneurs! #Emprendimiento #emprendedoraschilenas #womenSTEAMpreneurs

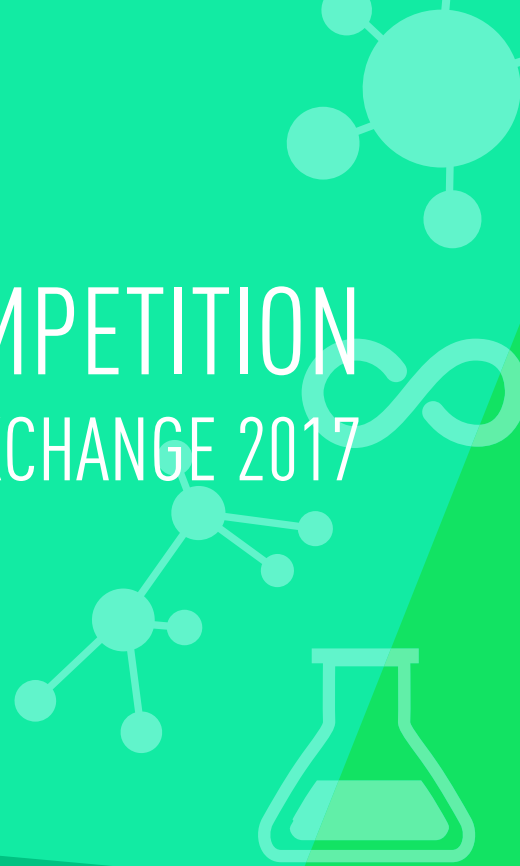
PatoRodil @patorodil

The first ones who need to be aware of their value are the women themselves @RoblesSusanaro en @WeXchange @fominbid



PITCH COMPETITION

WEXCHANGE 2017



Ximena Adiazola @Ximena_ad

**There's no better moment than NOW!!!
I'm ready to change the world #wexchange
#WomenSTEAMpreneurs**

Allan Jarry @AllanJarry

**@WeXchange 2017 Santiago Chile. It has been a
pleasure to be part of the Jury for the Pitch Competi-
tion. CONGRATS to @Jennreynap for her First Place.
Tremendous project!!! @RoblesSusanaro @Dadneo
#mujereseemprendedoras #inversionistas @Corfo**



Pitch Competition

Organized by NXTP Labs

Focusing specifically on women entrepreneurs in STEAM fields (science, technology, engineering, arts, and mathematics), the WeXchange Forum 2017 included in its program the Pitch Competition, a business contest which brings to the stage the most innovative women entrepreneurs in Latin America and the Caribbean. “We believe in the transformative power of technology and capital to produce a positive effect on society”, explained Marta Cruz, founding member of NXTP Labs, when she was presenting the Pitch Competition. This is the place where “we get more and more women to think big, to take their businesses forward” and also to come up onto the stage, presenting and leading their own projects.

Throughout the five editions of the Pitch Competition, 30 finalists have presented their startups to a jury and the WeXchange community. They all play several different roles at the same time, they “think big” and they are building companies with triple impact, adding social and environmental value to economic value, Marta Cruz said. The women entrepreneurs of WeXchange are those who “learn not to be afraid to fail, nor to succeed”, who don’t want to give up balancing their personal and professional lives, and who are “changing the stereotype of being perfect for being courageous”.



Five years of WeXchange, 5 pitch competitions, 30 finalists and five winners. All with different stories.

Dynamic entrepreneurs, who think big, about creating regional or global businesses. Those that seek the best version of themselves and become protagonists of their own lives.

MARTA CRUZ
FOUNDING MEMBER, NXTP LABS

WeXchange
98
 applications
14
 countries



6
 finalists from
 Argentina
 Chile
 Guatemala
 Mexico
 Peru

INTERNATIONAL JURY



Tina Rosenfeld
 President/Director
 of Soluciones Orion



Luis Galindo
 CEO
 Trefilia Capital
 Investments



Eduardo Belio
 Director
 Grupo San Cristobal



Juliana Garaizar
 Managing Director
 Houston Angel Network



Allan Jarry
 Founding Member and Executive Director
 Jarry IP Intellectual Property SpA
 and Dadneo Fondo de Inversión

WINNER



Jennifer Reyna Gaszen

MEXICO

Gaszen creates better consumer experiences for the main source of energy for 3 billion people in the world, gas L.P., through a platform that provides information that makes the purchasing process more transparent and reliable.

I decided to become an entrepreneur because I believe that change has to come. There are very few people who take up the baton of change and step outside of their comfort zone to establish a startup [...] For me, the entrepreneurial spirit is about daring and being resilient. Dare to do the things you want to achieve, Dare to overcome every obstacles, even though you encounter many “no’s” along the way.

“

One of the best things about WeXchange is that it is made up of real women who inspire. These women are what has impacted me the most about this event, because regardless of where they came from or what decisions they have made, they're making an impact and changing lives.

FINALISTS



To become a finalist in the Pitch Competition is a real achievement. The process that brought you this far, we hope will become an accelerator for the women entrepreneurs and their projects. Although a winner was chosen, ALL of you have won because you got this far, and even more because you participated in all the preselection phases.

MARTA CRUZ

SOCIA FUNDADORA, NXTP LABS



Having the entrepreneurial spirit means adapting yourself all the time to changes, remaining alert and willing to make decisions, tolerating the ups and downs... but always with the conviction of believing in what you're doing, because if you're doing something you love, being an entrepreneur is wonderful.

Agustina Jait

TuVideo CV

ARGENTINA

TuVideo CV is an audiovisual platform for selecting talent and job opportunities. It enables anyone, even if they don't know how to make a video, to record, edit and complete Video CV and connect themselves with opportunities.



Cecilia Ezquerro LECO

MEXICO

LECO was born with the mission to change the way of resolving a simple problem: to see well. LECO is the new generation of on-demand services that be a breakthrough in the optical industry. It offers products that provide access to better vision through a convenient, personal and accessible service.

An entrepreneur is like a nucleus of energy, because it is moving very rapidly, wanting to devour things... but at the same time, you have to be focused and go step by step.

Kyle Hepp Boxmagic

CHILE

Boxmagic is a management platform for payments and reserves for sports groups or centers. The next generation of software conceived for the next generation of fitness.



I never wanted to have a boss. I have always sought my freedom, I always wanted to have a business that would enable me to live my life. An entrepreneur is someone who can reinvent herself constantly. That for me is the entrepreneurial spirit.



Roxana Kawas Chopinmol

GUATEMALA

Chopinmal is an online store with logistics, supply and door-to-door delivery infrastructure that offers Latin American immigrants in the United States the option to buy goods and services for their loved ones in their country of origin.

The entrepreneurial spirit is setting out to do something and achieving it, overcoming all the obstacles in the road. It is being able to say "I'm going to do this and I'm going to achieve it no matter what."

Ximena Adriaola Du-pont

BioNatural Cover

PERU

The mission of Bionatural Cover is to generate sustainable solutions using biotechnology tools to reuse the by-products of biodiversity and in this way, create innovative products in biotech and food tech.



The entrepreneurial spirit is that passion to want to create things for yourself that help society. That is, "why work on someone else's dream when you can build your own?"

Más allá de las fronteras: lecciones aprendidas de emprendedoras expatriadas y sus compañías

Carolina Reis Oliveira, Cofundadora y CEO, OneSkin Technologies
@Carol_reisoliveira

Mónica Retamal, Directora, Nisum y Ki Tecnología; Directora Ejecutiva Fundación Kodea @mretamal

Laura González-Estefani, Fundadora y CEO, The Venture City
@TheVentureCity

Mauricio Jaramillo Marín, Fundador, Hangouts de Periodismo e Impacto TIC @MauricioJaramil

@womenSTEAMpreneurs @WeXchange2017 @fominbid
@NXTPLabs @emprendedoraLAC

WEXCHANGE 2017 SESSIONS: LEARNING FROM THE EXPERIENCE



Barbara Clarke @beclarke

'When you fail, you look for exits and you find new paths' Failure can be helpful. Susana Balbo from @ddpwinery @WeXchange

Impacto TIC @ImpactoTIC

"When we are deciding our future as mothers, let's NOT educate princesses; let's educate the architects of their castles": @Lauragestefani #WeXchange #womenSTEAMpreneurs



Ale Marcote @AleMarcoteOk

"It doesn't matter what you studied in the University (I am a journalist). You always have time to change and do what you are passionate about (technology). The limits are those we put on ourselves. We should follow our hearts". @mretamal en @WeXchange #WeXchange Agree!



Women Entrepreneurs in Unconventional Industries

Susana Balbo opened the WeXchange 2017 sessions on December 5 in the auditorium of the Edificio IF Italia, in Santiago, Chile. Susana, who is the first female enologist in Argentina to have been elected as part of Women20, began her talk with a review of her career path and remembering the difficulties that she had to overcome to open up a path in a predominantly male profession. After 10 years of professional experience as an enologist in a bodega, “I thought that I never again wanted to work for anyone else but myself.” I started my own business and I failed miserably, I lost everything”, she explained to the audience. However, “if you want to grow and progress, you should never be afraid to fail, because failures are only experiences, and what they do is draw the limits, teach you where you want to go.”

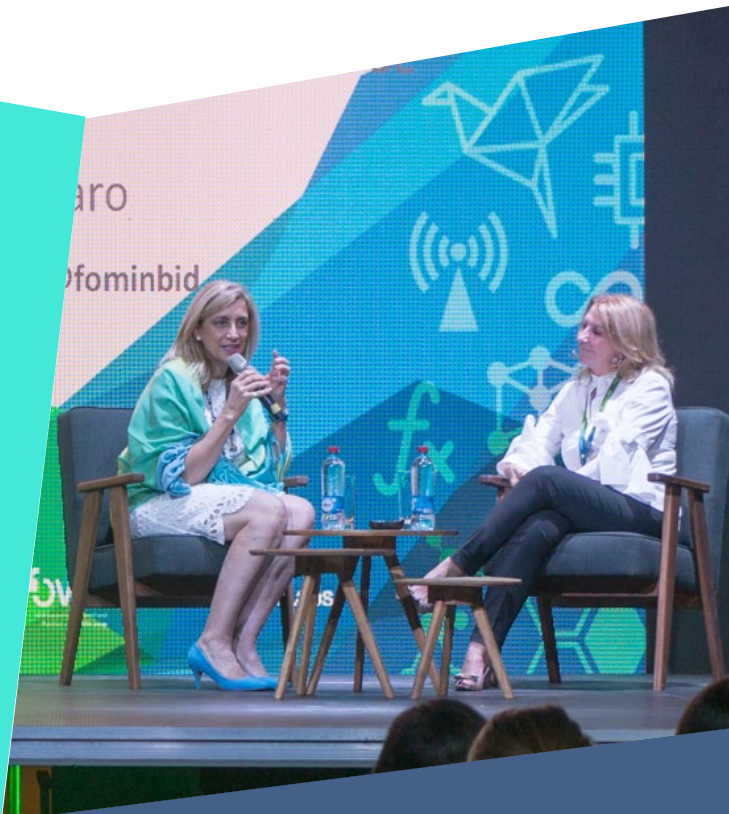
She gave the participating entrepreneurs some key points, such as to be very clear about what your market is, or the certainty that you can create that market. “If you don’t have a market and you don’t know how to create it, change your project. You don’t have to fixate on a single business idea.” She also underscored the importance of perseverance to be successful. “Resilience is fundamental in an entrepreneur. To be successful is 1 percent inspiration and 99 percent hard work, perseverance, never giving up.”

The Argentine entrepreneur also underscored the importance of visualizing the role of women in the various spheres of society. “We are losing a lot if women are not active in decision making. We must emphasize work-life balance, telework, parental leave ... so that women don’t have to choose between their family and their profession and so that this is not an obstacle when it comes to hiring a woman. (...) It is proven that having women in leadership is an advantage at every level.

“

Often we are the ones who put the ceiling on ourselves. We need to dare to lose and fail, because this is how we discover new talents, that we are capable of doing something different. We have to jump into the pool and start swimming even with just a little bit of water.

SUSANA BALBO
OWNER, DOMINIOS DEL PLATA WINERY AND
CHAIR, WOMEN20 ARGENTINA 2018



Beyond the Frontiers: Lessons Learned from Women Entrepreneurs Who Have Expanded Their Companies

Mauricio Jaramillo, founder of Hangouts de Periodismo TIC, moderated a panel of three women entrepreneurs who have grown and globalized their startups, each in a different way.

Monica Retamal, director of Nisum and Ki Tecnología and executive director of Fundación Kodea, explained that in the technological realm, “Chile is a very competitive market and at a certain point in the growth of the company, we had to go outside the country in order to grow.” She explained that, contrary to expectations (expanding in Latin America), they entered the U.S. market. “I think we didn’t realize that it was impossible and that’s why we achieved it”, she joked. Differentiation, perseverance, and thinking big were, for this entrepreneur, key to the process.

In the case of **Carolina Reis Oliveira**, co-founder and CEO of OneSkin Technologies, her biotechnology project failed when she tried to go outside the Brazilian

market, but thanks to an acceleration program they managed to get to Silicon Valley. “For those of us who came from the scientific world, the great challenge is understanding the market,” she explained. “Sometimes you think that you’re too small to do what you’re doing! it requires a lot of hard work, but it’s possible.”

For her part, **Laura González-Estéfani**, founder and CEO of The Venture City, encouraged the women entrepreneurs to “not let anyone put limits on you (...) it doesn’t matter where you are, don’t put limits on yourself. Technology enables us to achieve our dreams and regardless of where you come from, you can impact millions of people.”



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In today’s world, we have to reinvent ourselves every day. If there’s one thing that is constantly changing, it’s knowledge and you can always change course in life and do something different.

MONICA RETAMAL
DIRECTOR, NISUM AND KI TEKNOLOGY;
EXECUTIVE DIRECTOR, FUNDACION KODEA

Intelligent Growth: Why Doesn't Rapid Growth Lead to Quality Growth?

Led by **Rocio Fonseca**, executive director of Start-up Chile, this panel addressed the question of how a startup can achieve quality growth. “Not always having huge amounts of money and meteoric growth is the healthiest thing for a business,” according to **Nur Malek**, founder of Enviopack, a platform that brings together many logistics providers with e-commerce businesses. Nur also emphasized that having a good product that is scalable and far-reaching is key when attempting to raise capital.

For her part **Clelia Morales**, co-founder and COO of Woom, a fertility app, encouraged women entrepreneurs to overcome their limitations, which “sometimes are in our own heads.” Although when seeking investment there may be barriers to entry due to gender, or when a project focused on women, is being evaluated, the key to overcoming this barrier is to “always try to be the best, have the metrics of the business very clear”, and especially, transmit the passion for your project. “It has to be something you’re really passionate about,” she said.



“

I believe we're growing a lot as women entrepreneurs, and this event is a great example, because of the quality of the businesses and the financing being offered here.

NUR MALEK, FOUNDER, ENVIOPACK

Corporations and Startups: A New Era of Innovation

Where is the next frontier of innovation? This session, moderated by **Stephanie Oueda Cruz**, Lead Investment Officer—Gender and Diversity at IDB Invest, offered the vision of women who, from their positions in large corporations that are leaders in their fields, address topics such as open innovation or confront huge changes in technology markets.

Claudia Muchaluat, Chief digital Officer for Latin America at IBM, reviewed the various initiatives with which the corporations foment innovation and entrepreneurship within and outside of the company and explained how startups are also a mirror in which corporations view themselves. “IBM exchanged a huge aversion to errors for a culture of learning from failures”, she said. “If you’re the owner of your business and you are not afraid to dare, you have to innovate [...] from the thinking of the startups, we learn to confront fear, step outside our comfort zones and seek growth curves” in a continuous, dynamic process.

“Up to now, huge companies bought other companies in order to grow, but this system won’t work in 10 years from now,” explained **Rina Fainstein**, founder and CEO of P-EcoSys. We have to innovate within our own companies. To do so, corporations have begun to create their own I+D centers, to set up accelerators to attract startups, open innovation programs. “The solutions that they seek can be found in the startups. For that reason, she advised the audience, “don’t badmouth corporations because they might be your clients. The B2B market can be a huge opportunity.”

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Solemos centrarnos más en mejorar nuestras debilidades que en empoderar nuestras fortalezas, que es mucho más sencillo. Las debilidades están ahí, hay que buscar un equipo que nos complemente, pero cuando empoderamos nuestras fortalezas, nos sentimos bien y somos mejores.

RINA FAINSTEIN
FUNDADORA Y CEO, P-ECOSYS



We Ask Men to Win and Women Not to Lose: Closing the Gender Gap in Financing Startups

Is there a gender bias when it comes to investing that negatively affects women entrepreneurs? **Dana Kanze**, who earned a doctorate at Columbia University, explained that women-led businesses represent nearly 40 percent of U.S. businesses. However, only 2 percent of business capital in the United States is allocated to women business owners. Through her research, she found that this bias still exists, even among women investors, because it comes from gender stereotypes that will take time to change.

WHY? One of the manifestations of this gender bias is the type of questions that investors ask. Women entrepreneurs tend to receive questions about “prevention,” while men entrepreneurs receive questions about “promotion.”

THE SOLUTION? CHANGE THE FOCUS! Respond with “promotion” arguments to a “prevention” question might make a difference.

Words of...

Promotion

Achieve
Aspire
Aspirations
Increase
Advance
Grow
Desire
Hope
Expand
Earnings
Win
Ideal
Impulse
Increase
Improve
Obtain
Optimist
Progress
Promotion
Promote
Rapid
Dream
Speed

Prevention

Threat
Anxious
Scared
Conservative
Careful
Duty
Should
Defend
Pain
Escape
Evade
Avoid
Exactitude
Fail
Fear
Obligation
Loss
Precision
Prevent
Protect
Responsible
Risk
Safety
Vigilance



The Power of “NO”

The “no” of an investor or a client can be difficult to overcome for entrepreneurs. Changing the meaning of rejections and converting them into something positive in the future is a trick proposed by **Lorena Banchero**, CEO and co-founder of GFDas SpA to confront the “nos”. “If they say no to a \$100,000 business, I think I learned what not to do for a \$250,000 business.

In this panel, moderated by **Tadashi Takaoka**, business manager of CORFO, the discussion focused on the keys to not being afraid of “no” and how to take advantage of them to improve. In the words of **Daniella García**, founder and CEO of Elemental, stated that one of the keys is self-confidence. “The first person who has to believe in you is you. The first person who has to invest in you is you.”



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For me, entrepreneurial spirit means wanting to do something positive for the world. It means facing challenges, having a purpose in your life and working hard to achieve your dreams.

DANIELLA GARCIA MORENO
FOUNDER AND CEO OF ELEMENTAL



Corfo @Corfo

@TadashiTakaoka Business Manager of
#Corfo #WomenSTEAMpreneurs

“We know there is not a single startup profile. The entrepreneur creates herself, and little by little, women are becoming protagonists in this area.”



Not Too Early, Not Too Late: Ageless Entrepreneur

When are you too young or too old to start a business? **Susana Cappello, María Luisa Fulgueira y Karina Santo** another myth about innovative entrepreneurship. In the case of Susana, she started a business with two friends when they were 17 year old high school students. Together they created a reactive strip that, used in a cocktail shaker, detects the most common illegal drugs – GHB and ketamine – in alcoholic and non-alcoholic drugs.

“When I turned 60, my company “retired me” and I had to start my own business. Thus begins another story of ageless entrepreneurship. Maria Luisa Fulgueira, owner and CEO of Daltosur SRL, who jumped over to business entrepreneurship when most are winding down their professional careers, and at 69 she has a \$5 million company. “I learned to enjoy my successes, and every now and then we fail. It’s important to accept them and think long-term.”

Your age or where you come from does not matter. “You can always succeed: the difference is in the amount of effort we’re willing to invest,” said Karina Santo, CEO of GXC & K2B. “Success that you earn through values is better than success taken without them, and it last longer”, she added, encouraging the audience to “discover the colors of our business, with the conviction that leaving the world better than we found it is worth doing.”

“

WeXchange brings forth a lot of topics and examples, generates linkages and connections that are important for women entrepreneurs [...] I’m taking away from this event a lot of energy and a rekindled passion.

KARINA SANTO
CEO, GXC & K2B





MENTORSHIPS WEXCHANGE



Susana Garcia Robles @RoblesSusanaro
What if women finally get a seat at the table in the business world?
 @WeXchange @wef @endeavor_global
 @NXTPLabs @SilviaTorresC
 @DamsCarolina



Ivana Leon @Ivana_Leon
"In teams there are good people and talent"
 by @CleliaMorales en
 @WomenSTEMpreneurs
 @WeXchange



A Mentor for Your Startup

Session Organized by Endeavor Chile

WeXchange entrepreneurs 2017 participated in various group mentoring sessions led by recognized actors from the entrepreneurial ecosystem. Organized in 11 simultaneous group tables, each led by an expert mentor, each group discussed solutions and received advice on how to overcome challenges faced by women entrepreneurs, strengthening their abilities and talents.

The topics covered included growth and sources of financing, business plans, how to lead teams, Internet and social networks as a sales channel, internationalization, financial management, possible conflicts among members and how to resolve them as well as investment opportunities.





WEXCHANGE TRAINING



Susana Garcia Robles @RoblesSusanaro
**What if women finally get a seat at
the table in the business world?**
@WeXchange @wef @endeavor_global
@NXTPLabs @SilviaTorresC
@DamsCarolina





How to Prepare an Effective Pitch Deck for Investors

A good pitch is essential when it's time to "sell" a business project, not only to investors, but also to clients and partners. A business owner is selling her business all the time. For that, **Carolyn Rodz** offered tips for a good pitch:

- Sell your vision, what is essential and what is disruptive about the idea. If you don't get their attention in the first two minutes, you've lost them
- Make the audience "feel" the problem, identify with it, and then explain how you are going to make it disappear
- "Show me the money". Show how your company will grow, scale up and the profit forecasts
- Show your team and your passion for what you do
- Put the accent on the achievements, everything you have gained along the way
- Show that the money you are seeking is key for your success and what you intend to do with it
- It's not a loan, but rather an investment opportunity. Explain why your interlocutor is the perfect investor for you
- Try to get a quick response. A quick "no" is better than a slow "no"



“ I started three businesses and my first one failed. And it's probably my best learning experience.

CAROLYN RODZ
CEO, CIRCULAR BOARD

Infallible Networking Techniques

Networking is the capacity to create productive, long-term work relationships to generate opportunities. Especially in the world of business, “in any one of its roles – business owner, investor, partner, client” We all need each other and how to explain our project and connect with others.

NETWORKING IS NOT:

- Self-aggrandizement
- Collecting business cards
- Selling
- For extroverts

SOME TIPS BEFORE, DURING, AND AFTER NETWORKING:

- Be prepared – choose the event well, the dress code, find out who will be there, who you want to meet and take business cards with you!
- Set achievable and measurable goals and prepare your personal pitch
- Listen empathically, ask questions, ask for advice and thank people for their feedback
- Speak little and listen a lot
- Follow up, hold onto the information, and keep your word

“

We don't know how many opportunities we're losing by not knowing the people right next to us. [...] We all need others regardless of the role we are playing.

SYLVIA CHEBI
EXECUTIVE DIRECTOR AND
COFOUNDER, THALES LAB



Sylvia Chebi @sylchebi

Empieza Karina Santo CEO de @GXConsulting en @WeXchange, inspirando... “Hagan todo lo que aman” #womenSTEAMpreneur





“

I invite you, for the rest of your lives, to join with people who motivate you, who ignite your passion, and who have better ideas. Surrounding yourself with people who challenge you makes you change your vision of what you want to build and improves your life forever.

MARTIN VIVAS
DIRECTOR
FOR LATIN AMERICA, F6S

10 Tips on User-Centered Design for your Startup

User-centered design is a method in which the needs, desires and limitations of the end users of the product are considered and taken into account throughout all the stages of the design process, from the analysis to the implementation and development.

One key: “In any discussion, between you and your partner, the client is right.”

10 TIPS:

- Build a hierarchy and decide your priorities. You are the one who knows the most about your business.
- Empathy: put yourself in the client's place. “The market, not your friends, decides what the business is worth.
- Understanding: understand relationships and causes. Always ask why.
- Synthesis and divergence: when there is a big problem, you can divide it into smaller problems to see which parts can be resolved and which can't.
- Mantra: Repeat what problem do we want to solve? And What is your vision? Don't lose focus. If it throws us off our goal, we shouldn't do it.
- Visualization: Set tangible future goals.
- Storytelling: tell a real story, with people and scenarios in context
- Inter-disciplinary: involve all the roles of the team in the challenges.
- Observational research: Listen to the client and give her the opportunity to express herself.
- Synthesis and convergence: seek agreement and converge on a solution. “we don't need to invalidate the other person's idea in order to be right.”



Key Steps for Acquiring and Retaining Clients

Enlarging the client base is key to growing a company, but how do you do it? How do you keep your current clients and capture new ones? **Carolyn Rodz** offers some suggestions:

- Start small: start from below and build the product well. If it is something small it will be easier to pivot and adapt to the client's needs
- Learn from your mistakes. Failing is painful, but it is better to do it early.
- Each client is the most important one: the experience should be special and unique for each one of them.
- Ten-star experience: Create the best experience that you can give to your client and improve it
- Build a brand that transmits the company's values. Center on what you do well, on what you contribute and transmit it so that the client feels it personally.
- Ask. Even if you have a million clients, invite five of them for coffee and ask them to tell you about their experience: humanize the metrics.

“

Don't lose the authenticity. If it doesn't feel real, you shouldn't be doing it. If it does feel real, some people are going to like it. Not everybody likes everything: don't be afraid of that. If everybody loves you, you are doing something wrong.

CAROLYN RODZ
CEO, CIRCULAR BOARD



Impacto TIC @ImpactoTIC

“Hacer turismo en Silicon Valley me parece malísimo. Hay que ir con un plan, una estrategia clara, conociendo el negocio al derecho y al revés”: Komal Dadlani
@Lab_4U en #WeXchange
#womenSTEAMpreneurs

Learning from Experience: What I learned from the Immersion Program in Silicon Valley

Komal Dadlani, co-founder and CEO of Lab4U and winner of WeXchange 2016, was interviewed by **Nora Palladino**, regional director of Marketing of NXTP Labs. A biochemist with research experience in nanobiotechnology, biomedicine and molecular diagnostics. Komal co-founded Lab4U in 2013 with the aim of democratizing science and changing the way it was taught. She was awarded the Women’s Initiative Prize of Cartier 2015, the Toyota Mother of Invention 2017 prize and internationally recognized by the New York Times, Forbes, People Magazine and the BBC.

The following are some of the things she learned in the immersion program:

- One of the challenges during my scientific education was seeing that science was taught in a very boring way. I wanted more, and Lab4U was born.
- The best thing I got from this business was the team. If you see people who are more talented

than you, with more experience and that want to join your dream, this means you’re doing something right. The team is always bigger than oneself.

- The most difficult thing for us was not raising capital. Other things, such as putting together a team, making a product, not having a problem with your co-founder... are much more difficult than raising capital, or at least are in the same range of difficulty.
- You should seek “Smart money” because good investors contribute more than just money, they contribute knowledge about the market.
- As a leader, I recognize myself as persevering (...) I believe that patience and perseverance are the key to succeeding in business.

Meeting HELLO Alice

When Carolyn Rodz began Circular Board, a virtual accelerator for women entrepreneurs with scalable business models, she realized that “women really had shortcomings in terms of access and business relationships. “ Often, the entrepreneurs, especially those from Latin America, are outside the circle where information flows, “where most of those are white men living in Silicon and Valley, who don’t know our reality and don’t invest in our companies.”

“Let’s try to change these statistics,” asked Carolyn, opting to create an open ecosystem, linked to a digital hub so that the information flows not only in a closed circle, but rather in every direction. Carolyn created an open ecosystem through her most recent initiative, Hello Alice, whose digital hub structure ensures that information flows in all directions. This way, we can all be part and take advantage of the information flows, not because of who we are but based on what we need and what we can contribute.”

For more information, and to be part of this new digital platform, log onto: helloalice.com



Marcelo Roca @rocamarcelo

**Excelentes oportunidades
de inversión de emprendedoras
en #WeXchange les paso las
referencias para que las
consideren! @WeXchange
@XCala_**



NETWORKING TIME

Incredible program, without a doubt a great opportunity to empower any participant to not fear success.



This is the first time I have attended WeXchange and I am extremely grateful to have been able to participate. I learned a lot and they filled me with energy and courage to continue on this path.

Its focus makes an impact and creates awareness in men and women. The event has a clear purpose: create value among women.



It is dynamic, well oriented and enables very good regional networking. Real training. Lots of good content.

The mentors listened carefully to us to understand our businesses and they imparted all the knowledge they could give us, applied to the needs of each one, in the time available. They were great, very generous and their contributions were right on the mark.

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Marta Cruz, *Founding Member, NXTP Labs*

Nora Palladino, *Regional Marketing Director, NXTP Labs*