

2019

November 13 and 14

We X change

Networking | Pitching | Mentoring | Training

**Women STEMpreneurs
Creating Global Businesses**

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Local Partner





Networking | Pitching | Mentoring | Training

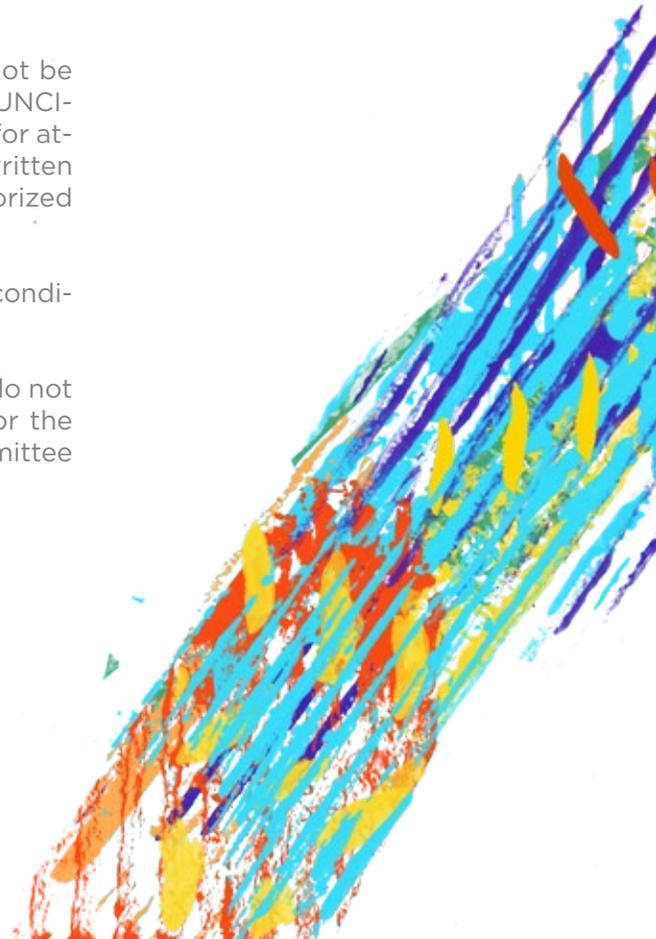
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About IDB Lab

IDB Lab is the innovation laboratory of the IDB Group. We mobilize financing, knowledge, and connections to catalyze innovation for inclusion in Latin America and the Caribbean. We believe innovation is a powerful tool that can transform our region, providing today unprecedented opportunities to populations that are vulnerable due to economic, social, or environmental factors.



About Inter-American Development Bank

The Inter-American Development Bank is devoted to improving lives. Established in 1959, the IDB is a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. The IDB also conducts cutting-edge research and provides policy advice, technical assistance, and training to public -and private- sector clients throughout the region.



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THE WX MOVEMENT



01

WeXchange

What is WeXchange?

Established in 2013 by **IDB Lab**, WeXchange is a platform that seeks to unleash the growth potential of women entrepreneurs in STEM (science, technology, engineering, and mathematics) in Latin America and the Caribbean. WeXchange aims to bring women entrepreneurs of different communities and backgrounds together, with three main objectives:

- **Recognize and strengthen** women entrepreneurs.
- **Connect women entrepreneurs** with mentors, investors, role models and other successful entrepreneurs.
- **Improve their opportunities** of access to financing and their chances of success through the creation of a supportive network, and by providing key tools for their entrepreneurial journey.

Since its inception, WeXchange has organized an annual forum providing women entrepreneurs from the region the opportunity to **broaden their network of contacts**, access mentors and investors, receive training in key areas for developing their startups, and compete for the possibility of participating in the Pitch Competition, a business contest that rewards the region's most dynamic and innovative woman entrepreneur.



WeXchange in Numbers



Historical



7
Editions

2,000
Participants

660
Women entrepreneurs

28
Countries represented

200
Sponsors and collaborators

390
Mentors and investors

Who takes part in WeXchange?



WOMEN ENTREPRENEURS

Entrepreneurs of innovative, high-potential tech-based companies in Latin America and the Caribbean come to seek business acceleration.



INVESTORS

Investors of venture capital funds, angel network and corporate VC gather to look for investment opportunities in the region.



ECOSYSTEM BUILDERS

Mentors and other ecosystem builders from accelerators, company builders, educational institutions, government agencies and experts, participate to improve the growth opportunities of women entrepreneurs.

THE WEXCHANGE PLATFORM

Since 2013, WeXchange has been leading the community of women STEMpreneurs in LAC. Today WeXchange is **the largest platform** connecting entrepreneurs with mentors and investors in **Latin America and the Caribbean**. What started once as an initiative of the IDB Lab's Early Stage Financing team to promote women entrepreneurs soon evolved into a movement with multiple product components.

01. Annual WeXchange Forum

The WeXchange forum is the cornerstone event of WeXchange as a platform. It takes place every year in different countries from Latin America and the Caribbean. This two-day conference **mobilizes entrepreneurs, mentors, investors, and ecosystem players** for a complete immersion of networking, mentoring, training and pitching opportunities.

In 2019, the WeXchange Annual Forum was held in Asuncion, Paraguay. With over **450 participants from 28 countries**, this edition has been the largest of all.

Further information about the content of each day can be found in Section II of this booklet.

WeXchange Forum consists of two different days:

Day 1: Intensive training and mentoring sessions exclusively for women entrepreneurs.

Day 2: Pitch competition finale, keynote speakers, panels & networking for all ecosystem players.



WeXchange Forum 2019 Snapshot Women STEMpreneurs Creating Global Businesses

Asuncion, Paraguay

450+
participants

28
Countries

99
WeXchange Fellows
sponsored by 13 different
organizations

165
women STEMpreneurs
from 23 countries in LAC

20
sponsors and collaborators

42
mentors, 49 investors and 207
ecosystem players



“WeXchange is not the typical event in which you sit down and listen. WeXchange satisfies the needs of the women entrepreneurs by putting them at the center of the entrepreneurial ecosystem.”

*Susana-García Robles,
Co-founder of WeXchange*



“At the IDB Group we are convinced that through entrepreneurship we can find sustainable solutions for the challenges of our region... We are committed to continue supporting more men and women entrepreneurs.”

*María Florencia Attademo-Hirt,
Country Representative of Paraguay, IDB*



02. Annual Pitch Competition

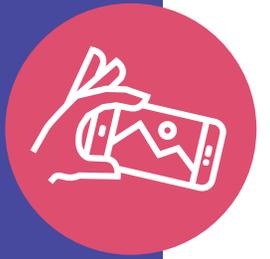
In anticipation of the annual regional forum, WeXchange also launches its **annual Pitch Competition**. Women entrepreneurs of all countries in the region are encouraged to apply.

The 2019 Pitch Competition was organized by Angel Ventures, and the basic requirements for the startups were the following:

1. The startup must have **at least one woman as a Co-founder** or in a C-level position.
2. The **startup** should have been **incorporated** within four years maximum.
3. The overall investment in the startup should **not exceed 1 million dollars**.



Pitch Competition 2019 Snapshot



570

pitch applications
from 31 countries

65

experts from 54
accelerators/VC/CVC/
startups participated as
virtual jury

6

Renowned international investors
as jury in the pitch finale



The top sectors
were: FinTech, EdTech,
HealthTech, E-commerce
and AI/BigData



All applications go through a rigorous evaluation process involving experts from local and regional VC/startup industries. In the 2019 Pitch Competition, a virtual jury of **65 experts** from **10 different countries**, participated in the selection process.

The finalists are invited to pitch at the regional WeXchange forum in front of a jury made of renowned investors and the overall public of WeXchange. The winner as well as the finalists are given prizes.

The rigorous selection process to determine the 6 finalists involves four phases.



570

Screening of Application



83

2nd screening interview



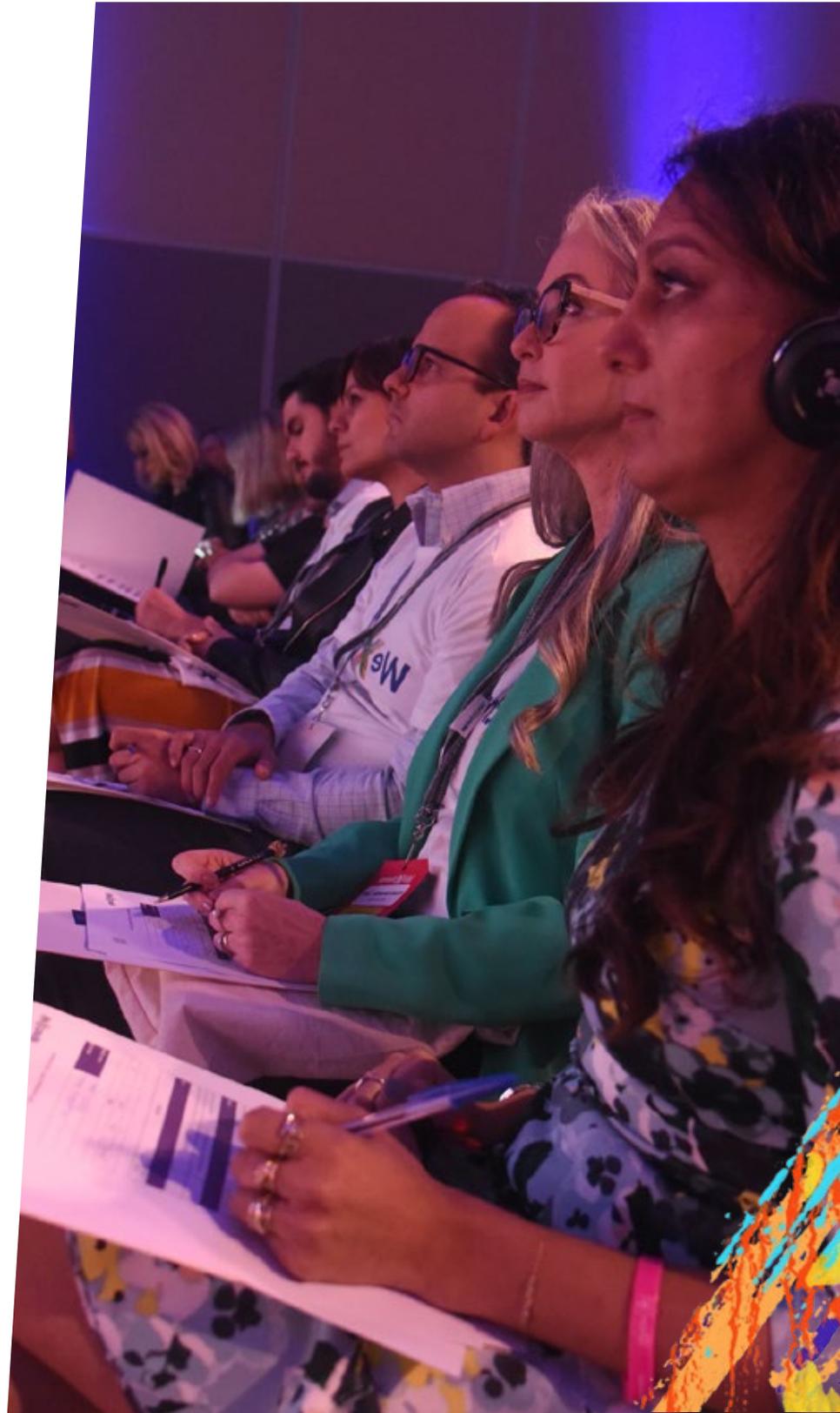
28

3rd screening interview



12

Semifinalist screening



Prizes



WINNER

Immersion program in San Francisco, organized and sponsored by Microsoft for Startups

Technical assessment package by Microsoft Experts

Azure Credits, sponsored by Microsoft for Startups

WeWork space, sponsored by WeWork

Pass to LAVCA Week- VC Day, sponsored by LAVCA

FINALISTS

Technical **assessment package** by Microsoft Experts

Azure Credits, sponsored by Microsoft for Startups

WeWork space, sponsored by WeWork

Pass to LAVCA Week- VC Day, sponsored by LAVCA



03. On the Road to WeXchange: Launch Events

WeXchange Pitch Competition and preparation for the regional forum start with various local launch events, in collaboration with our outreach collaborator organizations.

In 2019, launch events were held in **11 different countries**, including Argentina, Barbados, Chile, Colombia, Costa Rica, Honduras, Jamaica, Mexico, Paraguay, Peru and Uruguay.

These events consisted of **inspiring talks** and **helpful training sessions** and mobilized 690 entrepreneurs and mentors.



11
countries

13
events

690
entrepreneurs and ecosystem actors mobilized

13
collaborating organizations



Angel Ventures @Angel_Ventures:
Y en el marco del #CDMXTechTour2019 (Emoji) y del #10thAnniversaryAV (emoji)... itenemos el lanzamiento de @WeXchange en la Ciudad de México! (Emoji) Casa Llena! ¡Gracias a nuestras amigas de @Comadre por el espacio!

Sylvia Chebi @sylchebi:
Empieza el lanzamiento de @WeXchange organizado por @idb_lab en Paraguay ¡Un privilegio ser parte de esta comunidad!

Observatorio del Poder @OpoderCN:
En el #HDC2019 @PeinadoEstrella presenta el @WeXchange, evento de @EI_BID para fortalecer emprendimientos liderados por mujeres.

PARTNERS

NXTP

wework



ANGEL VENTURES



endeavor ARGENTINA

CORFO

carao ventures

04. WeXchange Podcast

WeXchange Podcast, a new initiative started in 2019, covers inspiring stories of women entrepreneurs and ecosystem actors talking about challenges, lessons learned and major trends in entrepreneurship in the region.



Cecilia Retegui,
Zolvers



Agustina Sartori,
GlamST



Sally Buberaman,
Wormhole



Rodrigo Baer,
Redpoint eVentures



Brad Feld,
Foundry Group



Iliana Benitez,
Vertex Studio



Susana Garcia Robles,
Capria/LAVCA



Ingrid Briggiler,
Llamando al doctor



Regina Althie,
Cuentame



Juliana Villalba,
Rebus



Vicky Ricaurte,
Arukay



Liza Velarde,
Delee

The WeXchange podcast is streamed on YouTube, Spotify, Apple podcast, Libsyn and Soundcloud. You can also find them on our website at www.wexchange.co



05. wX Insights

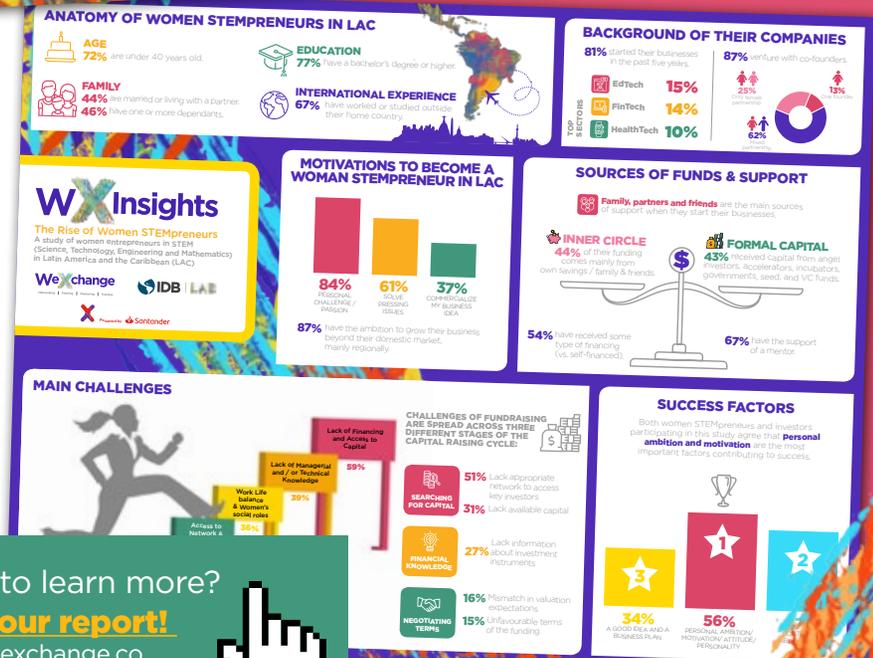
wX Insights is WeXchange's cornerstone knowledge product that provides the most recent data into the profiles of women STEMpreneurs in Latin America and the Caribbean.

In 2019, WeXchange, in partnership with Santander X, commissioned a study under the name **wX Insights: The Rise of Women STEMpreneurs**. This study complements the WeGrow report on women entrepreneurs, conducted in 2014 by IDB Lab and E&Y.

wX Insights was based on 1,148 survey responses from women in the entrepreneurial ecosystem in LAC, out of which 405 were identified as entrepreneurs in STEM. The study also interviewed 17 VC investors from the region who either invested in women or were women investors.

This year's study showed important findings on the **profile, motivation and challenges** of women entrepreneurs in the region.

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Want to learn more?
Read our report!
<http://wexchange.co>



RELIVE WEXCHANGE 2019

Women STEMpreneurs
Creating Global Businesses

02

wexchange



Day 1: Day of Women STEMpreneurs

OPENING REMARKS

Susana García-Robles,
*Former CIO and Gender
Initiatives Coordinator, IDB Lab*

María Florencia Attademo-Hirt,
IDB Representative of Paraguay



Susana García-Robles and **María Florencia Attademo-Hirt** gave a warm welcome to the **150+ entrepreneurs** and **40+ investors** and mentors that gathered for the first day of WeXchange.

“WeXchange is a great opportunity to connect with relevant actors from across the region, to realize that challenges are not country specific, and that dreams can become true.”

María Florencia Attademo-Hirt.

Susana García-Robles, former CIO explained that WeXchange was born under four pillars, networking, role models, training and having a space where women entrepreneurs feel represented.

“In spite of the crisis, there is a lot of innovation in Latin America and the Caribbean; each time we see more companies with the potential to transform the region.”

Susana García-Robles.

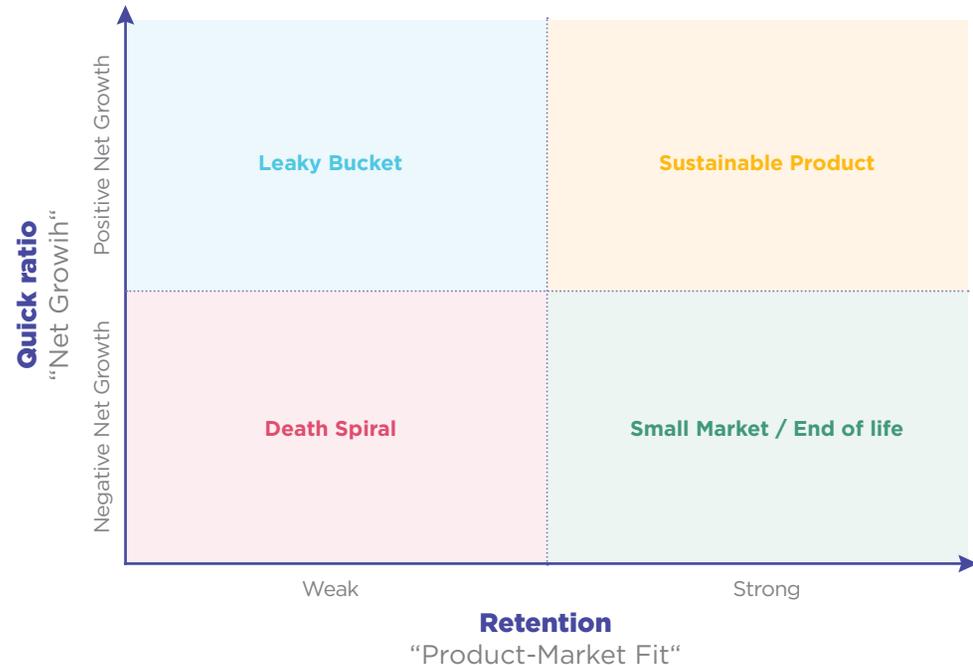
Customer Acquisition, Retention and Sales Strategies to Grow Your Startup

Mariano Amartino,
Managing Director, Microsoft for Startups LATAM

Mariano Amartino, Managing Director of Microsoft for Startups LATAM, led a very interactive workshop with the STEMpreneurs. He discussed the key concepts, metrics and strategies for customer acquisition, customer activation, customer retention and customer monetization.

“A product / service must address and solve a problem to become sustainable in the long term.”

To measure the long-term sustainability, Mariano suggested using Retention as Customer Market Fit and Quick Ratio as Net Growth to diagnose the stand on the company in the following graphic:



How to Scale Local Startups to Regional & Global Markets

Yanire Braña,
Executive Director, MET Community

Yanire Braña, Executive Director of MET Community, talked about the **key elements** needed **to globally scale one's business**: People (the right type of people with vision), Processes (automated and streamlined), Systems (unified CRM across operating countries), Usability (easy access for customers), Measurement (tracking every metric of conversion), and Visibility (media exposure and consistent branding).

Entrepreneurs were also encouraged to form breakout groups by market geographies and industries in order to discuss potential partnerships in international expansion.



What to Do and Not to Do When Looking for Investment for Your Startup

Pablo Grandinetti,
Co-Founder & COO, Blink

Pablo Grandinetti, a serial entrepreneur, angel investor, and currently the Co-Founder & COO of Blink, talked about **key tips in dealing with potential investors** for startup founders. He went over the ABCs of VC funding, from the pros and cons of each funding type and the principal criteria that VCs look for. He also provided step-by-step guidance to contacting, pitching to, and following up with potential investors, as well as live examples of do's and don'ts when engaging with investors.

TIPS: WHAT THE INVESTORS ARE LOOKING FOR

1. **Big, growing markets**
2. **Competitive advantage**
3. **Experimentative team**
4. **Reasonable terms**
5. **Measurable milestones**
6. **Clear value-add**



Legal Kit for Startups

Lizbeth Flores,
Partner, Private Advising Group



Lizbeth Flores, Partner at Private Advising Group, shared eight concrete steps that should be considered in the legal framework of startups:

- Form your entity
- Define the relationship with your co-founders
- Keep your employees, advisors, investors, etc. aligned with the growth of the company
- Understand your Cap Table
- Protect your Intellectual Rights
- Structure your Corporate Governance
- Explore how & when to engage a legal advisor
- Plan for international expansion

“80% of the startups that fail, fail due to disagreements between the founders. Having all arrangements clear from the beginning can prevent disagreements that could later threaten the company.”

TIPS:

Legal aspects of a startup



- 1 It's important to be **aware of legal concepts** from the beginning of the entrepreneurial journey
- 2 It's much less costly to **do things correctly from the start**, rather than fixing errors later
- 3 Seek an **expert in startups** or VC. Not all lawyers understand the specifics of working with a startup and the changes that may come with funding rounds
- 4 A good lawyer will tell you **when it's cheaper** for you to make the paperwork on your own

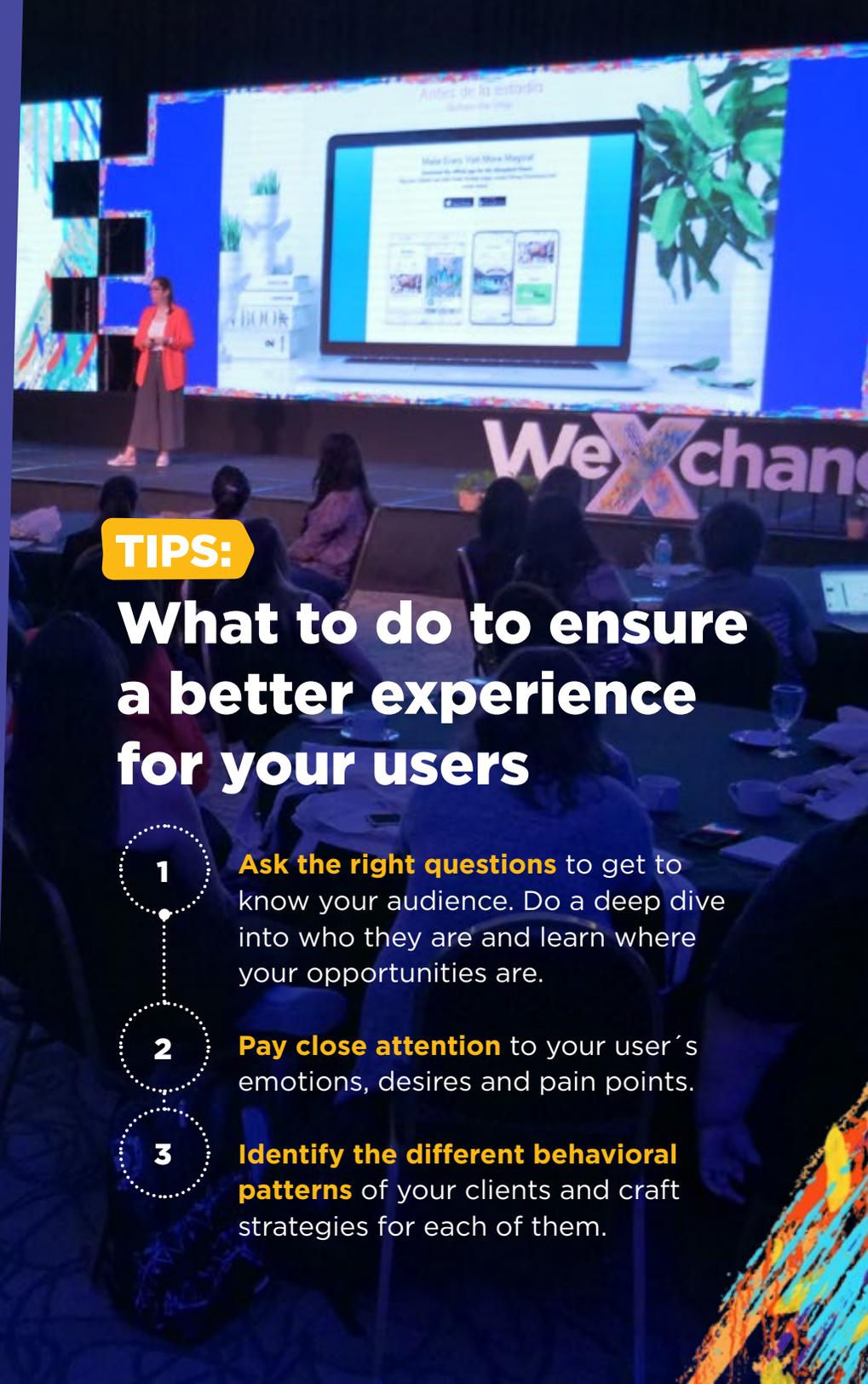
UX- The Era of End-to-end Experience

Valentina Raggio, Design Thinking at Thales Lab, shared the three mistakes she often experiences when helping entrepreneurs connect with clients: communication focused on the company (not the client); assume all users are the same; crowdsource feedback from experts (not clients).

“Don’t design a product or service, design the experience you want your users to have when using your product or service.”

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ThalesLAB



TIPS:

What to do to ensure a better experience for your users

- 1** **Ask the right questions** to get to know your audience. Do a deep dive into who they are and learn where your opportunities are.
- 2** **Pay close attention** to your user’s emotions, desires and pain points.
- 3** **Identify the different behavioral patterns** of your clients and craft strategies for each of them.

A Mentor for Your Startup!

Session organized by WISE Latin America/IAE Business School

During this session, **150 women STEMpreneurs** got to speak with mentors and peers on specific topics of interests such as: Legal aspects, Raising capital, Expansion, Commercial strategy, Growth marketing, Strategy & value proposition, and Team management.

Entrepreneurs were encouraged to sign up for **relevant mentoring themes** in advance to WeXchange. Then, each entrepreneur was assigned to a group mentoring table of 5-6 people with a mentor. After the first 60-minute session was over, the entrepreneurs moved onto the next table for another 60-minute mentorship.

Pitching Sessions

After the end of group mentoring sessions, entrepreneurs took turns in small groups to make a business or sales pitch. For 60 minutes they exchanged feedback with their peers as well as from a pitch expert assigned to each table.



Mentor Sessions in Numbers



150

entrepreneurs in the mentoring sessions

44

mentors participated

24

individual mentorship sessions for pitch finalists and semi-finalists

67%

of participating entrepreneurs had revenue-generating companies;

27%

had the MVP developed at pre-sales; 6% were at idea stage

Guided Networking & Cocktail

Sylvia Chebi, Co-founder & Executive Director of Thales Lab, went over the importance of networking and the **basic techniques of building networks**, which was followed by a practice session. Next time you go to a networking event, try the following tips:

BEFORE

- Choose the event wisely and dress appropriately
- Find out who is attending
- Prepare my pitch and set measurable goal
- Don't forget the business cards!

DURING

- No negative thoughts & take notes
- Go to the bar
- Pull away from someone you went with

AFTER

- Follow up & be grateful
- Honor what you said!



“Networking is to create long term productive work relationships... It is NOT about self-promotion, collecting business cards, selling, or an activity for extroverts.”

Sylvia Chebi

Day 2

Opening Remarks

Susana García-Robles, former CIO and Gender Initiatives Coordinator of IDB Lab shared before 450+ entrepreneurs, mentors, investors and ecosystem players, the milestones that WeXchange has had over the years. She talked about the importance of building community, and of committing to create innovation based on inclusion.

“Becoming an entrepreneur is not only a matter of economic returns, but rather of creating solutions with social or environmental impact.”

Susana García-Robles.

Keynote Speaker

Jalak Jobanputra, Managing Partner of Future\ Perfect Ventures, was this year’s keynote speaker. In a fireside chat moderated by Susana García-Robles, she shared stories about her path towards becoming a VC investor.

“If you don’t push yourself, you’ll never know your true potential.”

Jalak Jobanputra.

Having been born in Kenya to Indian parents, Jalak shared with the audience how she went from wanting to become a professional dancer to managing her own VC fund in NYC; her constant need to push herself and break stereotypes.

Reflecting on her personal journey building Perfect / Future Ventures and her experience mentoring tens of startups, Jalak shared her advice for STEMpreneurs:

Find your “True North”

Continually build your skill set

Resilience is the key to success



Everything You Always Wanted to Ask a VC Investor

Laura Mendoza and Jennifer Reyna led a candid discussion with three VC investors. In this non-filtered conversation Marta Cruz, Santiago Zavala and Nathan Lusting had the reverse role of pitching their VC funds to the entrepreneurs and the audience.

“As investors we are drowned by companies and industries that are impacting lives and developing new technologies.”

Marta Cruz.

The investors were asked how do they decide when to lead a funding round, and why is it common for regional funds to invest in technology and science based startups only after a foreign fund has committed money? They were also faced with hypothetical situations regarding pregnancy and were asked about particular concerns when investing in startups led by women. The overall conclusion was that maternity and entrepreneurship do not and should not “cancel out” each other - in fact, women tend to be more efficient managing their time if they have a family.



Santiago Zavala,
Partner

500
startups



Jennifer Reyna,
Co-Founder & CEO



Nathan Lusting,
Managing Partner



Marta Cruz,
Managing Partner

NXTP



Laura Mendoza,
Co-Founder & CPO



**Stella Yoh @stella_yoh: “Give us a 1 min pitch of your fund.”. Tables were turned today at @WeXchange Day 2! @ Laura_MeVi @Jennreynap ask questions to @marta_cruz @dfect @nathanlusting @MagmaPartners @500LatAm @NXTPLabs #WomenSTEMpreneurs

Coffee Break & Showcase of WomenSTEMpreneurs

Eight women STEMpreneurs from distinct countries (Argentina, Brazil, Chile, Costa Rica, Honduras, Jamaica, Nicaragua and Uruguay) were invited to showcase their services/products during coffee breaks. All of them were WeXchange Fellows, sponsored by various organizations, and came from diverse sectors.

Featured Startups



agrocentral



CLOQ



COSTA RICA INSECT COMPANY



GUALA
MANOS EN ACCIÓN



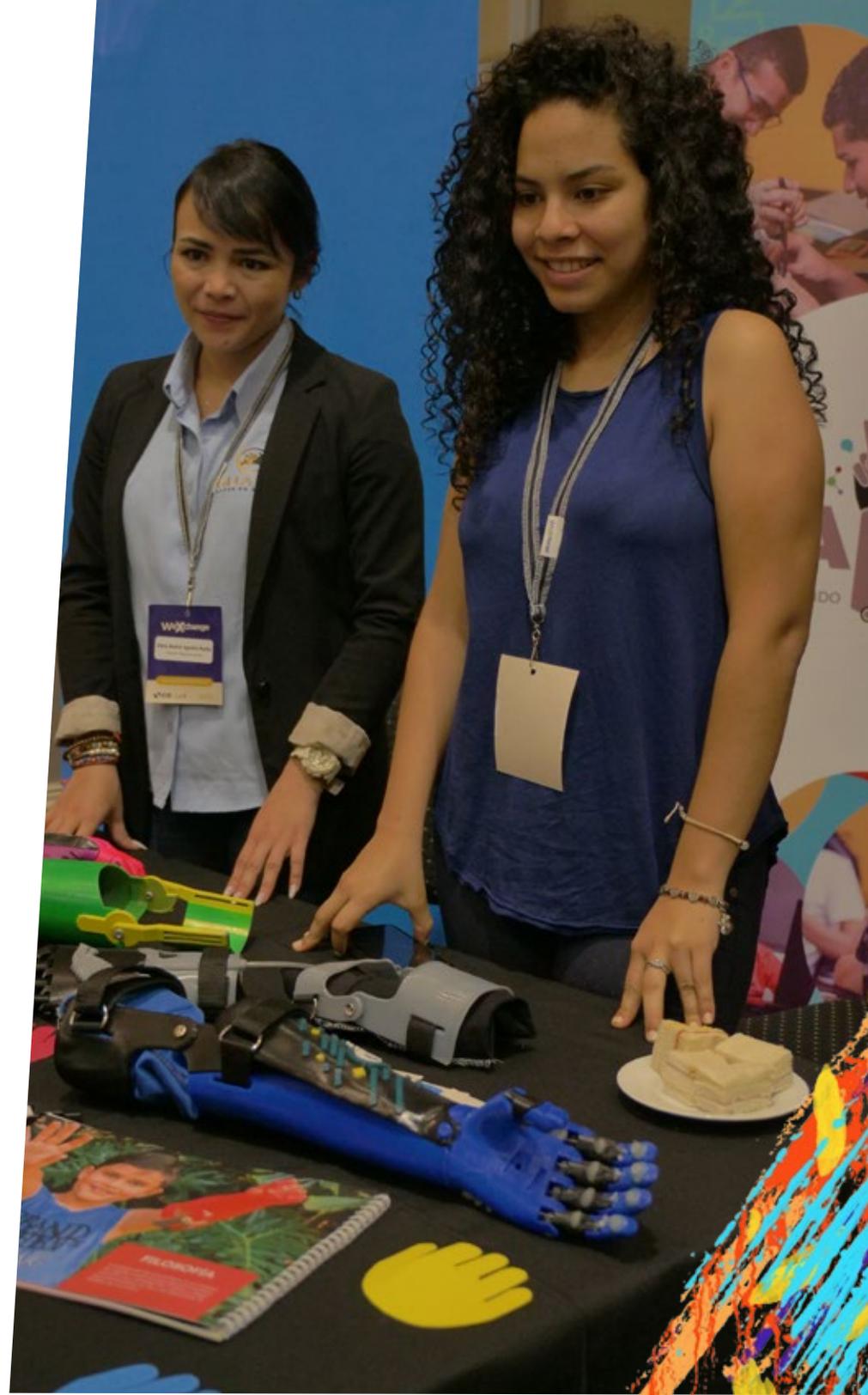
PROMETEO



RoboProk
INICIATIVA DE ROBOTICA Y PROGRAMACION

SUN  AST

webee



From Startups to Scaleups: Lessons by Entrepreneurs

Agustina Fainguersch, Founder & CEO, Wolox

Ana Barrera, Founder & CEO, Aflore

Marta Cruz (Moderator), Managing Partner, NXTP Ventures

Ana Barrera and **Agustina Fainguersch** talked about their **journeys as entrepreneurs**; how they raised funding and how they are scaling up their companies. They also discussed the relationship with their co-founders and shared some of their day-to-day, time management practices.

“Learn to enjoy the ride! The entrepreneurial journey is long and tough with many emotional ups and downs. Enjoy your day to day and celebrate all achievements.”

Agustina Fainguersch

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NXTP

Upon discussing entrepreneurship in LAC vs. other ecosystems, both agreed there are very talented entrepreneurs in the region **solving real and meaningful problems**. They gave a shout out to investors and asked them to take a chance on women entrepreneurs. Both shared they have already invested in other companies!

“We often think that the entrepreneurial journey is lonely, but it doesn’t have to be. Surround yourself with the right people and befriend other entrepreneurs.”

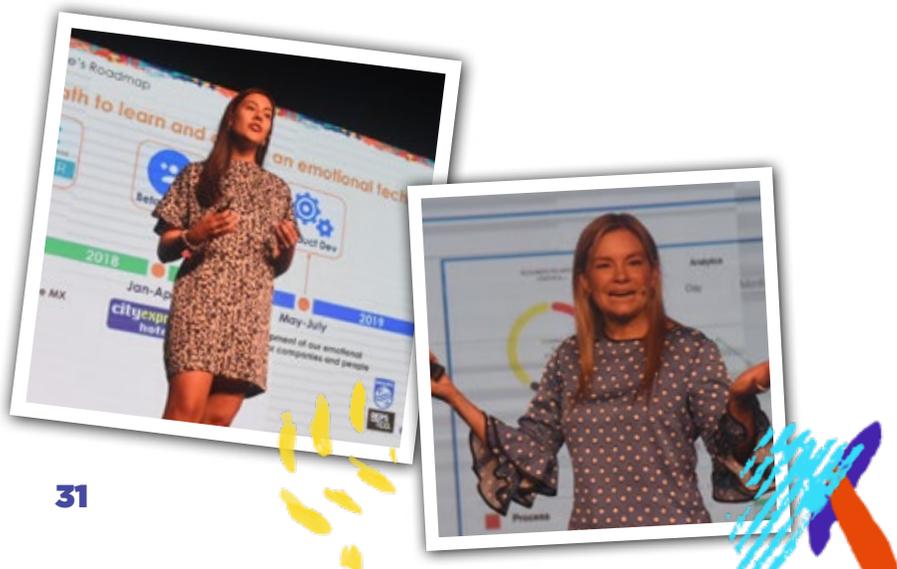
Ana Barrera



Pitch Competition Finale

After a rigorous process of pitch competitions over the course of 3 months, six finalists were selected to deliver their pitch to a panel of investors. The finalists came from **6 different nationalities**, including Colombia, Argentina, Mexico, Peru and Bolivia.

Elizabeth Acuña, Senior Analyst of Angel Ventures Peru, and the organizer of Pitch Competition 2019, opened the event along with Marta Cruz, Managing Partner of NXTP Ventures.



Meet the Jury



Vivianne Bernardes-Cibils
CEO
Ringold Ventures



Nathan Lustig
Managing Partner
Magma



Santiago Zavala
Partner
500 Startups



Jalak Jobanputra
Managing Partner
Future\Perfect Ventures



Adriana Tortajada
Directora Global de
Emprendimiento
Santander Universidades



Javier Sánchez Aldana
Director Regional
Angel Ventures

Meet the Finalists



Vicky Ricaurte,
Co-founder and CEO



Arukay is an EdTech company that focuses on K-12 students to teach them programming (coding) and STEAM content (science, technology, engineering, arts and maths).



Sofia Gancedo,
Co-founder and COO



Bricksave is the real estate platform that makes investing in institutional grade properties at low-risk, easy and accessible for everyone.



Sully Siucho,
Co-founder and COO



RebajaTusCuentas is a mortgage broker, which helps people obtain the best mortgage credit in the market for free, while providing loan clients to banks.



Ingrid Briggiler,
CEO



Llamando al Doctor offers qualified and immediate medical attention via video calls 24/7.



Regina Espinoza Athié,
Co-founder and CEO



Cuentame is a HealthTech company that offers online video therapy with certified psychologists in a professional and confidential way, making mental health more accessible.



Andrea Puente,
Co-founder and CEO



Panal Fresh is an e-commerce platform that connects suppliers and farmers who sell fresh/processed food products with businesses (restaurants, hotels, coffee shops).

WISE Latin America Platform Launch

WeXchange 2019 marks the launch of WISE Latin America Platform!

The WISE platform is dedicated to creating a community and giving visibility to STEM startups led by women. It will be both a go-to-place for investors looking to fund women-led startups, and a space for entrepreneurs to connect with mentors and other women entrepreneurs.



Access the platform via
www.wiselatinamerica.com



wX Insights Report: Presentation & Panel Discussion

Juan Savino (*Moderator, Advisor, ARCAP*)

Jazmin Gustale Gill, *Innovation and Competitiveness Coordinator, Presidency of Paraguay*

Silvia Torres Carbonell, *Director, Entrepreneurship Center, IAE Business School*

Isabelle Chaquiriand, *Executive Director, XCALA*

Juan Savino, author of study wX Insights, presented the major findings of WeXchange's newest study (See p. 16 for more information on wX Insights). Afterwards, Juan led a panel discussion on the evolution of women entrepreneurs in the region.

“If we want to reach the same destination we should start talking about the obstacles. We must aim for equal opportunities for all.”

Jazmin Gustale Gill

Isabelle Chaquiriand, Executive Director of XCALA, started off by praising the radical improvement in the level and complexity of women entrepreneurship in the region, compared to the first WeXchange in 2013.

Jazmin Gustale Gill added that we still have a “lack of opportunities” problem for women, and shared the initiatives led by the Paraguayan government to promote entrepreneurship.

“I challenge women to build family-friendly companies, to enable the personal fulfillment of both men and women.”

Silvia Torres Carbonell

Silvia Torres talked about the importance of not only creating more women-led companies, but also family-friendly companies. When the responsibility of childbearing and rearing is still predominantly born by women, a family-friendly environment can be crucial in leveraging opportunities between men and women.



Entrepreneurs in FinTech, Blockchain and more!

Gloria Ortega, General Manager, Bancard

Nadia Alvarez, Business Development, MakerDAO

Hanna Schiuma, Director of Iberoamerican Network of Women in Fintech

Gabriela Estrada, Co-Founder & Chief Financial and Risk Officer, Vexi

Nora Palladino (Moderator), Community Manager, Bitso

From the impact of credit lending/tech-based banking to the use of crypto currencies as a solution to LAC's financial instability, five women entrepreneurs in fintech and blockchain exchanged heated insights in a discussion about the future of fintech in the region. They all agreed that the smartphone penetration in LAC is growing rapidly, and that there are huge opportunities for technology to bridge the gap in access to financial services.



“There are technologies with the potential to change people’s lives... Unfortunately, those with the most need of those technologies tend to be the ones farthest away from it.”

Nadia Alvarez

“We see a great challenge and a huge opportunity for women in the fintech sector... as users, as founders of startups, investors, and as part of the technical and product design teams.”

Hanna Schiuma

Women Entrepreneurs Leading Science & Technology-based Startups

Liza Velarde, Co-Founder, Delee

Pia Garat, Co-Founder & CEO, Eolo Pharma

Ezequiel Chiapero (Moderator), Chief Scientific Business Developer, CITES

At only 27 years old, Liza Velarde and Pia Garat have founded **the region's leading scientific startups**. During the panel they shared their unusual journey towards becoming entrepreneurs and the challenges they are facing as CEO's.

“As CEO you have to reinvent yourself with each challenge... Scientific processes require very specific knowledge... If you involve yourself in every single process, you lose energy and become more inefficient. The objective of the CEO is to build roads so that the company operates properly.”

Pia Garat

“In order to push your team and raise them to a higher level, you must put aside psychological biases such as: I'm a woman, I'm too young and I'm Latin American.”

Liza Velarde

Liza, Pia and Ezequiel discussed funding strategies for science intensive startups and the need to **articulate more academia and businesses**.

“Science and business have to go hand in hand ... Science has the potential to improve lives, but the reality is that in order to keep innovating in science, funding is needed.”

Ezequiel Chiapero



Building Regional Startups from Emerging Markets

Adriana Mata, CEO, Cuantix

Iliana Benítez, Co-Founder & CEO, Vertex Studio

Alessandra Vallese, Co-Founder, Abitapp

Stephanie Dragotto, COO, Koga

The STEMpreneurs shared **what motivated them to start their own companies**; how they developed and pivoted their mvp's; and the main challenges they have faced when scaling up their companies to other markets.

During the conversation they mentioned that coming from emerging economies and small markets, they had to think regionally from the start. As to how they are expanding to other countries, they agreed on **taking advantage of every opportunity** to do networking and build strategic alliances with people who can connect you to opportunities in the markets of your interest.



“Apply to incubation and acceleration programs. The simple exercise of filling out the paperwork forces you to polish parts of your business.”

Adriana Mata

Closing & Networking

“Over the years I have witnessed how the discussion has moved from gender divide to gender dividend... When society invests in women, it reaps benefits; there is much evidence out there of how much women contribute to the economy. Don’t ever forget that you can actually change the world through your startups!”

Susana García-Robles



wX

Moments



ANDE @ANDEUruguay: ¡**Toda la delegación uruguaya que viajó a @WeXchange Paraguay 2019!**



Marcelo Roca @rocamarcelo: **Compartiendo buenos momentos en @WeXchange con algunos de los inversores y emprendedoras convocadas por @XCala_ ¡Gracias por venir! #WeXchange2019**



Susana Garcia Robles @RoblesSusanaro: **Jury voting for @WeXchange finalist!!**



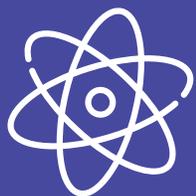
@WISELamerica: **Pasamos dos días increíbles en #WeXchange2019 Estamos felices de haber formado parte de esta edición y de haber acompañado a las ganadoras del Concurso de Proyectos #WISELatinAmerica para vivir esta experiencia ¡Nos vemos el año próximo! #WomenSTEMpreneurs**



Cecilia Flores @ancef: **So moved after spending two days meeting great tech entrepreneurs from #LAC So many fearless women leading with purpose. Thanks @WeXchange for hosting such a great event! #WomenInSTEM**



Rafa Cavalcanti @CavalcantiRK: **@WeXchange was by far one of the best networking events I have ever been! @RoblesSusanaro mentioned we should create communities in our region and I did. Today is born Women in Tech NN (north northeast Brazil). This is the first of a kind. #challenge #WomenInSTEM #Brazil**



Testimonials

“At WeXchange the magic is real. I am leaving full of ideas to implement in my startup”.

Vicky Ricaurte, Arukay (Colombia)

“WeXchange has been a very enriching experience! It has opened my eyes to what I should be doing to raise capital and has also helped me realize some mistakes that I am making.”

Elena Aguilera, Guala (Honduras)

“The quality of this WeXchange has been amazing! I love the community of investors, speakers and women entrepreneurs, we share contacts, clients and support each other.”

Komal Dadlani, Lab4U (Chile)

“Getting to know what women are doing to improve the region and generate impact, was very inspiring. After WeXchange I am a different person; more committed to involving women in technology... and thus contribute to a more inclusive and creative society.”

Ana Mayela Campos, MamáEmprende (Nicaragua)

“One of the challenges that I face constantly is having opportunities as a female entrepreneur. WeXchange has given me the opportunity to connect not only with like-minded females ... but also I have been able to engage with a lot of mentors and VCs, giving me the advice and knowledge that I need to take my business to the next level.”

Deidre Lee, Dingole Ltd (Trinidad & Tobago)

“This experience has been very good to me. I have met many entrepreneurs from the region as well as mentors; actually, one of the mentors has already agreed to continue working with me!”

Daniella Jacks, Dofen News (Haiti)

“I am greatly impressed by the quality of the entrepreneurs, the mentoring and the depth of the talks. The networking is incredible, everyone is willing to connect and help each other. The spirit of the forum is simply inspiring.”

Patricia Saenz, Managing Partner EWA Capital (Colombia)

“I am leaving WeXchange with a super powerful network of women entrepreneurs.”

Hanna Shiuma, BankHer (Argentina)

“Attending WeXchange is a truly valuable experience for mentors, investors and women entrepreneurs. As an investor, you have access to the best women entrepreneurs of LATAM all at the same place.”

Viviana Angulo, LATAM Director Valhalla Private Capital (Bolivia)

“I really enjoyed getting to know the founders. It was fun to spend time with many of the finalists and do a deep dive into their businesses.”

Nathan Lustig, Managing Partner, Magma Partners (US)

“I was positively surprised of founding so many talented women entrepreneurs in STEM. All committed to helping each other grow.”

Damaris Mendoza, 500 Startups LATAM (Mexico)

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