



Bogotá, Colombia
May 27-28th, 2019
at Colsubsidio's El Cubo

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IPHONE & ANDROID APP***



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MIT REAP
Regional Entrepreneurship
Acceleration Program



MARTIN TRUST
CENTER FOR MIT
ENTREPRENEURSHIP

THE TEAM / EL EQUIPO

MIT WORKING TEAM

Directors

*Aditi Gupta
Kiran Wattamwar
MJ Antonini*

Organizing Team

*Christophe Chantre
Emily Hsiao
J Shelly
Jenna Aronson
Joaquin Richards
Kyle Branchesi
Lena Downes
Maya Nasr
Pramoda Karnati
Rachel Bellisle
Santiago Melo
Sarah Cen
Shea Lombardo
Tom Luly
Van-Anh Su
Zoe Wolszon*

Advisory Board

*Lee Ullmann (MSLAO)
Megan Mitchell (MIT Legatum)
Travis Hunter (MIT REAP)
Diana Lu
David Miranda Nieves
Juan Ruiz Ruiz*

BOGOTÁ WORKING TEAM

Cámara de Comercio de Bogotá

*Juan David Castaño Alzate
Martha Madrid Malo
Laura A. Silva Gómez
Johanna Dueñas Burgos
Jhon Fred Castillo López
Jorge Beltrán Garcia*

CET Colsubsidio

*María Carolina Lorduy Montañez
Wilmar Alexander Chinchilla Moreno
Diana Carolina Jaimes Suárez*

CESA

*Andrés Chavarro
Juan Sebastian Pachecho
Paula A. Abril
María Isabel Leyva
Britney Calderon*

Universidad EAN

*Catalina Ruiz Arias
Francisco J. Matiz Bulla*

Connect Bogotá

*Diana Gaviria
Tatiana León
Eloisa Vela
Juliana Gómez Mazuera*

MIT Alumni

*Laura Tovar Niño
Sebastián Solanilla*

WELCOME FROM MIT

We are honored to welcome you to the 22th annual MIT Global Startup Workshop!

Founded in 1998, MIT GSW is a student-run, non-profit conference that connects MIT technical and entrepreneurial expertise to ecosystems around the globe that are ripe for innovation and growth. We are honored to partner with the Cámara de Comercio de Bogotá, an essential player in the local ecosystem that serves and nurtures local business and innovation.

The entrepreneurial ecosystem in Colombia is strong and growing rapidly, making now an exciting time for entrepreneurs in the region. Our aim is to build on this momentum by bringing together entrepreneurs, investors, and other relevant stakeholders across both MIT and the local ecosystem to exchange knowledge and share entrepreneurial pedagogy, sparking innovation and leading to the creation of unique opportunities.

We are proud to build upon a legacy that spans over two decades of connecting entrepreneurs and innovators around the world, and we're particularly pleased to bring the Workshop to the vibrant city of Bogotá, Colombia for the first time. The rich landscape of collaborators here foreshadow a robust and important hub for the Latin America region as a whole. Home to one of a fast growing number of Latin American unicorns, Colombia is poised to become a powerhouse in innovation and entrepreneurship across LATAM. Our goal is to foster and develop that potential into true regional importance and entrepreneurial reach.

We hope you take full advantage of the opportunities at MIT GSW to launch your startup and grow your company. We hope this conference provides you the seeds to *innovate* in your endeavors, *inspire* a new generation of entrepreneurs, and *impact* Colombia's development. The future is yours.



A stylized, handwritten signature of Aditi Gupta in white ink.

Aditi Gupta
MIT GSW Director
PhD Candidate,
Harvard-MIT Health Sciences
& Technology



A stylized, handwritten signature of Kiran Wattamwar in white ink.

Kiran Wattamwar
MIT GSW Director
Master in Design Engineering,
Harvard University '19,
MIT '17



A stylized, handwritten signature of MJ Antonini in white ink.

MJ Antonini
MIT GSW Director
PhD Candidate,
Harvard-MIT Health Sciences
& Technology

WELCOME FROM BOGOTÁ

Durante más de 140 años, la Cámara de Comercio de Bogotá se ha posicionado como el principal aliado para que los emprendedores y empresarios de Bogotá-Región cumplan sus sueños empresariales, sean sostenibles, generen valor compartido y así se construya una región más próspera y productiva. Con este fin, trabajamos por impulsar la seguridad jurídica de los negocios, creando un ambiente propicio para la inversión y la competitividad; fortalecemos las capacidades empresariales con nuestra propia metodología de intervención, brindando herramientas personalizadas a los empresarios en sus diferentes etapas de desarrollo; e incidimos en el ecosistema empresarial mediante la participación activa en diálogos de política pública y desarrollo.

Para fortalecer el emprendimiento en Bogotá-Región desarrollamos un programa, que tiene la visión de posicionar a Bogotá como la ciudad emprendedora de América Latina, y desde el cual se ha puesto a disposición de la ciudad un portafolio integrado y especializado de servicios, para apoyar a los emprendedores en la adopción de tecnologías y buenas prácticas gerenciales en sus modelos de negocio, que les permitan alcanzar su máximo potencial, y por tanto generar empleo y prosperidad en la región. Alineando nuestras estrategias con las tendencias globales para impulsar el emprendimiento, y con el objetivo de brindar las mejores herramientas a nuestros emprendedores, recibimos como anfitriones, uno de los eventos más importantes a nivel mundial en materia de emprendiendo: el Global Startup Workshop (GSW) 2019. Durante 2 días, cultivaremos y dinamizaremos el ecosistema de emprendimiento de la ciudad a través de conferencias de alto nivel, jornadas de networking, talleres, paneles y dos concursos que nos permitirán identificar y premiar el emprendimiento dinámico que se está gestando en el país; bajo una agenda de trabajo denominada "La innovación y el emprendimiento: Los caminos para acelerar el crecimiento económico y alcanzar la equidad social".

Esperamos que los emprendedores que nos acompañan en este evento generen conexiones estratégicas que permitan el escalamiento de sus negocios, e identifiquen las mejores prácticas empresariales que han permitido el crecimiento de miles de emprendimientos exitosos desde el MIT. Igualmente, invitamos a los diversos actores del ecosistema, esto es, fondos de inversión, universidades, entidades públicas del orden local y nacional, aceleradoras, incubadoras, empresarios y todos los demás que nos están acompañando, a identificar el gran potencial y talento de los emprendedores dinámicos que están aquí presentes y a continuar trabajando por su desarrollo.

¡Bienvenidos!



J - n y f

Juan David Castaño Alzate

*Vice President for Business Strengthening,
Cámara de Comercio de Bogotá*

AGENDA

Monday May 27th

07:00 - 07:45

REGISTRATION

08:00 - 08:15

WELCOME

08:15 - 08:30

PLENARY

MARTA LUCIA RAMIREZ

Vice President of Colombia

08:45 - 09:30

KEYNOTE

CHARLES KANE

Professor, MIT Sloan; Chairman, One Laptop Per Child

09:30 - 10:15

COFFEE BREAK

10:15 - 11:30

PANEL

ASK ME ANYTHING: STARTUP FOUNDERS

FIRESIDE CHAT

INNOVATION FOR IMPACT

11:30 - 13:30

STARTUP SHOWCASE

Showcasing startups from our Business Plan Competition

LUNCH

13:30 - 14:30

PANEL

ADVANCED TECHNOLOGIES & SOCIAL ENTREPRENEURSHIP

FIRESIDE CHAT

THE INSIGHTS OF A SERIAL ENTREPRENEUR

14:45 - 16:15

PANEL

PATHWAYS TO INVESTMENT

WORKSHOPS

ENTREPRENEURSHIP 101

HOW TO BE A FOUNDER AND MANAGER

CREATING A BUSINESS PLAN

16:15 - 17:00

COFFEE BREAK

17:00 - 17:45

KEYNOTE

RICHARD LESTER

*Associate Provost for International Affairs, MIT;
Professor & Former Dept. Head, MIT Nuclear Science & Engineering*

17:45 - 18:00

CLOSING REMARKS

AGENDA

Tuesday May 28th

08:00 - 08:15

WELCOME

08:15 - 09:00

KEYNOTE

ADRIANA NOREÑA

Google Inc. Vice President, Spanish Speaking Latin America

09:00 - 09:30

PLENARY

PRESIDENT IVÁN DUQUE

President of Colombia

09:30 - 10:15

COFFEE BREAK

10:15 - 11:15

PANEL

BUILDING THE COLOMBIAN ENTREPRENEURIAL ECOSYSTEM

FIRESIDE CHAT

AN INVESTOR'S PERSPECTIVE

11:30 - 13:00

GRAND CHALLENGE PRESENTATIONS

WORKSHOPS

HOW TO RAISE VENTURE CAPITAL

PRODUCT DESIGN

SCALING UP FOR GREATER IMPACT

13:00 - 14:00

LUNCH

14:00 - 15:30

BUSINESS PLAN COMPETITION PRESENTATIONS

WORKSHOPS

10 WAYS TO GET FUNDED

PRODUCT DESIGN

SCALING UP FOR GREATER IMPACT

FEATURED TALKS

APPS.CO [14:00 - 14:30]

KNOW YOUR CUSTOMER [14:45 - 15:15]

15:45 - 16:45

PANEL

LEARNING FROM COLOMBIA'S SUCCESS STORIES

FIRESIDE CHAT

THE FUTURE OF DIGITAL TECHNOLOGIES

16:45 - 17:30

COFFEE BREAK

17:30 - 18:15

KEYNOTE

DANIELLE WOOD

Professor, MIT Media Lab; Director of MIT Space Enabled Research Group

18:15 - 18:30

CLOSING REMARKS

SYLVIA CONSTAIN

Minister of Information and Communication Technologies

18:30 - 20:00

CLOSING AND AWARD CEREMONY

PLENARY SPEAKERS



Iván Duque Márquez
President of Colombia



Martha Lucía Ramírez
Vice President of Colombia



Sylvia Constáin
*Minister of Information and
Communication Technologies*

KEYNOTE SPEAKERS



Richard Lester

*MIT Associate Provost for International Affairs,
Professor and Former Department Head,
MIT Nuclear Science and Engineering*



Adriana Noreña

*VP, Google Spanish Speaking
Latin America*



Charles Kane

*Senior Lecturer, Global Economics
and Management and Technological
Innovation, Entrepreneurship, and Strategic
Management, MIT Sloan*



Danielle Wood

*Professor, MIT Media Lab
Director of MIT Space Enabled
Research Group*

SPEAKERS



Maier Avendaño

*Senior Associate, Flagship
Pioneering & Head Of Innovation,
Invaio Sciences*



Pierpaolo Barbieri

*CEO & Founder,
Ualá*



Diego Benitez

*CEO & Founder,
Siembraviva*



Juan David Castaño Alzate

*Vice President for Business
Strengthening, Cámara de
Comercio de Bogotá*



Felipe Chávez

*CEO & Co-Founder
Kiwi Campus*



Diana Gaviria

*Director,
Connect Bogotá Region*



Sorin Grama

*Co-Founder,
Transaera, Inc.*



Isabel Guerrero

*Director, Imago Global
Grassroots & Lecturer, Harvard
Kennedy School*



Chris Howard

*CEO & Co-Founder
The Rattle*



Travis Hunter

*Executive Director, MIT Regional
Entrepreneurship Acceleration
Program*



Kathleen D Kennedy

*Executive Director, MIT Center
For Collective Intelligence*



Jeffrey Kratz

*General Manager & Regional
Head, Amazon Web Services
Latin America, Canada &
Caribbean*

SPEAKERS



Carolina Medina Gutiérrez
Entrepreneur and Consultant



Paula Mendoza
*Designer & Founder,
Paula Mendoza Jewelry*



Nick Meyer
*Senior Lecturer, MIT
CPO, Relativity6*



Lesley Millar-Nicholson
*Director, MIT Technology
Licensing Office*



Megan Mitchell
*Acting Director, MIT Legatum
Center For Development &
Entrepreneurship*



Lee Moreau
*VP of Design,
EPAM Continuum*



Camila Petignat
*Principal & Accelerator Program
Manager, The Yield Lab Latam*



Alexander Torrenegra
*CEO,
Torre*



Julián Torres
*CEO & Founder,
Fitpal*



Freddy Vega
*CEO,
Platzi*



Ignacio Vidal
*Founder & Executive Director,
Socialab Colombia*



Luis Fernando Sanabria
*COO,
Fundación Paraguaya*

... and many more! For a full list, please visit our website and app.

PANELS

ASK ME ANYTHING STARTUP FOUNDERS

MODERATED BY

Chris Howard
CEO & Co-Founder
The Rattle

Camila Petignat
Principal & Accelerator Program
Manager, The Yield Lab Latam

Pierpaolo Barbieri
CEO & Founder, Ualá

Freddy Vega
CEO, Platzi

Nick Meyer
Senior Lecturer, MIT & CPD, RelativityQ

ADVANCED TECHNOLOGIES & SOCIAL ENTREPRENEURSHIP

MODERATED BY

Megan Mitchell
Acting Director, MIT Legatum Center For De-
velopment & Entrepreneurship

Carolina Medina Gutierrez
Entrepreneur, Consultant

Diego Benitez
CEO & Founder,
SiembraViva

David Londoño
Corporate Marketing Director,
Claro Colombia

Lesley Millar-Nicholson
Director, MIT Technology
Licensing Office

Maier Avendaño
Senior Associate, Flagship
Pioneering & Head of Innovation,
Invaio Sciences

PATHWAYS TO INVESTMENT

MODERATED BY

Carlos Castañeda
Open Innovation Leader, Accenture

Javier Villamizar
Partner,
Softbank Operating Group

Catalina Gutierrez
Business Solutions Manager,
Fintech Regional at NXTP

Óscar Rodríguez
Innovation Vice President,
Grupo Bolívar

Gregorio Marquez
Managing Director, inQlab

BUILDING THE COLOMBIAN ENTREPRENEURIAL ECOSYSTEM

MODERATED BY

Juan David Castaño Alzate
Vice President for Business Strengthening,
Camará de Comercio de Bogotá

Diana Gaviria
Connect Bogotá

Carolina Lorduy
CET Director,
Colsubsidio

Francisco Matiz
Entrepreneurship Manager, EAN

Victor Munoz
MinTIC, Advisor for Digital
Transformation and Innovation

Travis Hunter
Executive Director, MIT Regional
Entrepreneurship Acceleration Program

LEARNING FROM COLOMBIA'S SUCCESS STORIES

MODERATED BY

Ignacio Gaitan
Director, Innpulsa

Paula Mendoza
Designer & Founder,
Paula Mendoza Jewelry

Felipe Chavez
CEO & Co-founder, Kiwi Campus

Julian Torres Gomez
CEO & Founder, Fitpal

Ignacio Vidal
Founder & Executive Director,
Socialab Colombia

FIRESIDE CHATS

INNOVATION FOR IMPACT

Luis Fernando Sanabria
COO, Fundación Paraguaya

Isabel Guerrero
*Director, IMAGO Global Grassroots
& Lecturer, Harvard Kennedy
School*

THE INSIGHTS OF A SERIAL ENTREPRENEUR

Alex Torrenegra
CEO, Torre

Travis Hunter
*Executive Director, MIT Regional
Entrepreneurship Acceleration
Program*

AN INVESTOR'S PERSPECTIVE

Pierpaolo Barbieri
CEO & Founder, Ualá

Edwin Zacipa
Managing Director, Colombia Fintech

Julian Robledo
*Director of Business Services,
Camará de Comercio de Bogotá*

Santiago Suarez
CEO, Addi

THE FUTURE OF DIGITAL TECHNOLOGIES

Kathleen Kennedy
*Executive Director, MIT Center for
Collective Intelligence*

Jeffrey Kratz
*General Manager & Regional Head,
Amazon Web Services Latin America,
Canada & Caribbean*

FEATURED TALKS

APPS.CO

Jehudi Castro Sierra
Vice Minister of Digital Economy

KNOW YOUR CUSTOMER

Gabriel Vallejo
*Former Minister for the Environment,
Author, Entrepreneur*

WORKSHOPS



ENTREPRENEURSHIP 101

Chris Howard

*CEO & Co-Founder,
The Rattle*

HOW TO BE A FOUNDER & MANAGER

Nick Meyer

*Senior Lecturer, MIT &
CPO, Relativity6*

CREATING A BUSINESS PLAN

Sorin Grama

*Co-Founder,
Transaera, Inc*

HOW TO RAISE VENTURE CAPITAL

Joaquin Richards

*MIT Sloan School of
Management*

Santiago Melo

*MIT Sloan School of
Management*

PRODUCT DESIGN

Lee Moreau

*VP of Design,
EPAM Continuum*

SCALING UP FOR GREATER IMPACT

Isabel Guerrero

*Director, IMAGO Global
Grassroots & Lecturer,
Harvard Kennedy School*



COMPETITIONS



GRAND CHALLENGE

The GSW 2019 Grand Challenge theme is “Cultivating connections to promote Colombia’s development & shared prosperity”. To foster connectivity in Colombia, we invite applicants to propose a solution that can overcome challenges limiting connectivity between geographically separate locations in the country.

BUSINESS PLAN COMPETITION

The annual Business Plan Competition (BPC) provides student entrepreneurs or aspiring business owners with the opportunity to gain seed money needed to take companies to the next level. In addition to meeting other like-minded people at GSW, the competition offers finalists direct feedback from experienced judges and mentors.

STARTUP SHOWCASE

Business Plan Competition semi-finalists will exhibit their startups’ product or service at the GSW Startup Showcase. The showcase is an opportunity for startups across all stages of development to display their products and progress to a large audience, and to receive valuable feedback from fellow attendees, including potential customers and investors. Learn about entrepreneurship from entrepreneurs who are actively working on their own exciting ventures!



THE MIT GLOBAL STARTUP WORKSHOP

TIMELINE

- 1998**, Cambridge, USA
- 1999**, Singapore
- 2000**, Seville, Spain
- 2001**, Melbourne, Australia
- 2002**, Bologna, Italy
- 2003**, Beijing, China
- 2004**, Cambridge, UK
- 2005**, Abu Dhabi, UAE
- 2006**, Buenos Aires, Argentina
- 2007**, Trondheim, Norway
- 2008**, Madrid, Spain
- 2009**, Cape Town, South Africa
- 2010**, Reykjavik, Iceland
- 2011**, Seoul, South Korea
- 2012**, Istanbul, Turkey
- 2013**, Tallin, Estonia
- 2014**, Marrakech, Morocco
- 2015**, Guatemala City, Guatemala
- 2016**, Hyderabad, India
- 2017**, Santiago, Chile
- 2018**, Bangkok, Thailand
- 2019, BOGOTÁ, COLOMBIA**

HISTORY

The MIT Global Startup Workshop was founded in 1997 when the MIT \$50K (now \$100K) Entrepreneurship Competition received numerous queries from organizations around the world interested in starting and improving their own business plan competitions (BPCs). The first MIT GSW was held in Cambridge, Massachusetts in 1998, and brought together an international community committed to launching BPCs to stimulate and nurture entrepreneurship worldwide.

A decade later, having helped grow and mature the BPC community, MIT GSW expanded its mission to include all aspects of the entrepreneurial ecosystem. Today, we continue to foster stronger and more productive entrepreneurial ecosystems around the world, while also cultivating a diverse and dynamic global support network for entrepreneurs.

