



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

**[gsw.mit.edu](http://gsw.mit.edu)**

**2019 MIT GSW  
IPHONE & ANDROID APP**



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## 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  
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*Lee Ullmann (MSLAO)  
Megan Mitchell (MIT Legatum)  
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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  
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#### **CET Colsubsidio**

*María Carolina Lorduy Montañez  
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*Andrés Chavarro  
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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!



*Juan David*

**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

**FINTECH OPPORTUNITIES IN LATIN AMERICA**

**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 Constain**  
*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, Relativity9

## 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*

## FINTECH OPPORTUNITIES IN LATIN AMERICA

**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*

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## **HOW TO BE A FOUNDER & MANAGER**

**Nick Meyer**

*Senior Lecturer, MIT &  
CPO, Relativity6*

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## **CREATING A BUSINESS PLAN**

**Sorin Grama**

*Co-Founder,  
Transaera, Inc*

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## **HOW TO RAISE VENTURE CAPITAL**

**Joaquin Richards**

*MIT Sloan School of  
Management*

**Santiago Melo**

*MIT Sloan School of  
Management*

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## **PRODUCT DESIGN**

**Lee Moreau**

*VP of Design,  
EPAM Continuum*

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## **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.*

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## 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.*

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## 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

## 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.



## ***NOTES***

