**Core values:**

* empatía
* perseverancia
* iniciativa
* creatividad

**Bullet points:**

* Notar una gran desigualdad educativa en el país. Y hacer algo por eso.
* Tengo conocimientos sobre programación, los tengo que aprovechar.
* Siendo un privilegiado ayudar a los demás.
* Si no lo hacemos nosotros no lo va a hacer nadie.

1. Notar problema
2. Encontrar solución
3. Desarrollar solución
4. Encontrar problemas al implementar solución
5. Conseguir inversión
6. Lo usan colegios publicos
7. Darme cuenta que quiero esto para mi vida.

Have you ever been in a situation in which someone is feeling awful and no one does anything? Well, I was there and I felt such impotence that I decided to do something.

Usually after school, I come back home and watch the news, especially that on current affairs and politics. One day, I saw a report that shocked me: 6 out of 10 kids in Argentina dropout of high school and only 10% of schools use technology for administration purposes. I could not believe it. How was it possible that in the twenty-first century there were kids in my country with no access to modern educational tools?

In my country our generation lives in two parallel worlds. In the first, which occurs outside school, we have a mobile application for every part of our lives. We have Instagram and Facebook to socialize, Spotify to listen to music, Airbnb to rent an apartment, and Uber to travel. In the second one, which comes to life at school, technology is widely underutilized. Why does it matter sentence here. I had found a significant flaw in the Argentine education system, but I had to do the difficult work of transforming an idea into a feasible digital product and solution.

I believed that as a programmer, I was capable of creating something to bridge the gap between these two worlds. I felt privileged to attend a modern high school like ORT, where students like me are encouraged to leverage technology and innovate solutions that help society. As a result, I embarked on a social-impact venture called *Identitic,* with the main goal of digitalizing the administrative functions that nowadays are mostly paperwork in Argentine schools.

Every week after class I went to a different public school to interview faculty, including headmasters, on the problems they had experienced. In most cases I ended up talking to professors, which was the key: their experience inspired me to embark on an edtech venture. With time, teachers revealed knowledge that would prove fundamental for the development of *Identitic*, not only concerning education but also familial situations outside of school.

The most impactful story I encountered was that of Roberto, an English teacher from a Nuñez public high school. He explained to me that after getting to school, students had to call their parents to let them know they had arrived. Due to the level of insecurity in Argentina, parents were scared that something would happen to their kids on their way to school, and if they didn't receive news they would start frantically calling the school to ask if their children arrived safely. This insight led to one of *Identitic’*s most defining features: electronic roll calling in class which immediately alerts parents of their kids’ arrival.

I spent all year looking for funding that would allow me to gain credibility and grow at a faster pace. The development and data gathering work I had done until then proved to investors that even though I was 17, I was capable of running my own startup. In March 2020, *Identitic* received seed investment from an important Latam venture capital firm and my dream became a reality.

The COVID-19 pandemic has compelled the educational system to adapt. Without the use of software, classes would not have been able to continue and *Identitic* proved to be invaluable for schools, changing the way they manage their administration. It has already been implemented in several provinces including Buenos Aires, Catamarca and Chubut, both in the private and public sectors.

The journey that I lived these past years as the CEO of my startup changed my way of looking at the world. adventure for life. When I started high school, I wasn't certain about my passions, but after creating a social impact startup, I found it in the happiness of the people that used my solution.