"Entrepreneurship creates new jobs and new businesses, new ways to deliver basic services, new ways of seeing the world—it’s the spark of prosperity."

Barack Obama
Former US President
Global Entrepreneurship Summit 2015

OUR MISSION
Unleash the entrepreneurial mindset of students in Ecuador, and teach them business skills, so they are better prepared for the disruptive changes that come along with the 4th industrial Revolution.

Contact: Álvaro Freire-Guerrero
+593 992769612
+593 25152502
afreire@workingup.com.ec
www.workingup.com.ec
Quito - Ecuador

PROBLEM / OPPORTUNITY

Schools are focused on turning students into future employees, not giving them the option about becoming entrepreneurs. It causes that most Ecuadorians still rely on the government for job creation.

The Ecuadorian government recently introduced a requirement for high schools to provide an Entrepreneurship class for their students. However, schools and teachers are currently facing the following problems:

- **Non or limited knowledge** about startups and entrepreneurship.
- **No experience** whatsoever about starting a start-up or running a business.
- **No available offer of high quality content textbooks** about entrepreneurship for their classes. Current competition is quite outdated.

SOLUTION / SERVICES

Provide educational content to our clients (high schools), as set below:

- **Teacher training & support**
  
  - Online & On-campus
  
  *Monthly Recurring Fee

- **Digital textbooks and online material for students**
  
  *Monthly Recurring Fee

- **Events organization**
  
  - Inter high-schools pitch competitions
  
  *Fixed rate per event

- **On-demand skills education**
  
  - Online & On-campus
  
  *Fixed rate per course

FUNDING REQUIRED

- **US$ 90k**
  
  - Content creation (digital textbooks and online material).
  
  - Web platform creation & design.
  
  - Hosting and cloud services.
  
  - Overhead costs

POTENTIAL MARKET

MORE THAN

- **2 Million**
  
  High school students enrolled every year.

MORE THAN

- **9,000**
  
  High schools in Ecuador

US$ 50M

Market Size *per year*

TEAM & COMPETITIVE ADVANTAGE

- **Academic and practical experience** about starting a startup and running businesses (including high schools).
- **Global thinking and awareness** about the worldwide innovation ecosystem and the 4th Industrial Revolution.
- **Outstanding WorkingUp’s position in the innovation ecosystem**. We are the business incubator in charge of around 80% of projects granted with government’s seed capital from the Secretary of Innovation of Ecuador.
- **First MOUs with 3 private high schools to start pilot programs.**
Purpose
Dawere is a for-profit company committed to developing e-learning solutions to modernize Latin America's educational systems through our online platform and virtualization services. Our education empowers people to follow their own path towards self-determination.

Our Team
- **CEO**
  - Alvaro Gonzalez
  - Telecom Engineer (UCAB)
  - Competitive Leadership (Georgetown University)
- **COO**
  - Sonia Malm
  - Industrial Engineer (UCAB), MBA (MIT)
- **CTO**
  - Cesare Villalona
  - Software Engineer (USB)

Differentiators
- For the Online High School service we actually grant accredited high school diplomas to our students.
- Our reference based marketing system creates a viral coefficient that no other educational platform has.
- We truly understand the motivations and interests of teachers, students and parents in Latin America.
- No other company in the world can virtualize educational content at our speed, quality and price.

Main Services
- **Online High School**: allows high school drop outs to obtain their high school diploma studying through our e-learning platform.
- **Virtualization services**: Our educational content assembly line produces over 75 video classes a month. Universities, NGO's and companies can use this service to develop their own educational content.

Partner with us
- **Dawere's expansion to Latam**: To tackle new markets we plan to establish joint ventures (50%-50%) with businesses with experience in the education sector in other countries in Latin America.
- **Dawere's input**:
  - License to our educational content, software and brand
  - Educational content assembly line
  - Day to day customer support and operations
- **Local partner's input**:
  - Around 100K to virtualize educational content
  - Provide a certified high school diploma to students
  - Market our main services in his/her home country.

Experience
- Dawere was born in Venezuela in 2015. We virtualized the entire Venezuelan high school curriculum using only the best teachers from the most prestigious private schools in the country. Now, everyone can have access to quality education regardless of their socio-economic background.

Financials for Venezuela
- **Burning Rate**: USD 8,500
- **Cost of Client Acquisition**: USD 10
- **Life Time Value**: USD 720
- **Break Even**: 8500 users
- **TAM Online High School**: +37M drop outs
- **TAM Online Complementary Courseware**: +35M students currently enrolled in traditional schools
- **Life Time Value**: USD 720
- **Revenue since launched in October 2017**: USD 12,000
- **Registered users**: 3,200

www.dawere.com
Nosotros
Youth education platform on values for recognition of human dignity

THE PROBLEM

In Mexico people report to having witnessed discrimination to others:
- 75% Skin color
- 76% Socioeconomic situation
- 70% Ethnic group
- 58% Being a woman

6.6 out of 10 women in Mexico reported being victims of physical, psychological or sexual violence in homes, schools and workplaces.

"Young people who have been victims of discrimination or violence are at greater risk of engaging in violence themselves."
European Union Agency for Fundamental Rights

THE SOLUTION

Blended education platform

Online:
- Toolkits
- Informative video channel

Offline:
- On-site workshops

Revenue stream
Customized workshops and online content for private institutions

Market size:
- 3K tertiary education private institutions

Potential Impact
- 5.3 K institutions
- 3.7 M students
- 300 K faculty

SOCIAL BUSINESS MODEL

This program is supported by Tec de Monterrey University and its Center for the Recognition of Human Dignity.

KEY PARTNERS

- National Council for Discrimination Prevention
- Local NGOs

HOW TO SUPPORT

We are raising 15,000 USD of seed funding.

We are looking for methodological partners and expert networks.

TO LEARN MORE PLEASE CONTACT: Angelina Soriano angelinas@itesm.mx
The Problem
Currently in Perú 20.7% of the population lives under the poverty line. At the same time 13.3% of the children under 5 years suffer from chronical undernourishment.

This compromises seriously their physical and brain development, lowering their potential and making them more vulnerable to diseases and death.

In the economic side, this cost Perú over US$637 million in GDP annually and it generates a vicious circle of poverty that is repeated by the next generations.

Finally, aprox. 1/3 of total food produced ends in the rubbish, releasing high amounts of greenhouse gases during the decomposition process.

The Solution
The Peruvian Foodbank is an effective link between the excess of food that is being produced and the people that need it most. We recovered food from producers, retailers and factories and distribute it to low income schools, hospitals, shelters and parish churches, tackling the hunger and leveling the field.

We have grown steadily since 2014, recovering 2,640 tn of edible food in 2017 (or 15,000 meals per day). We have a compact and very efficient structure, multiplying every dollar received into US$22.80 of food.

Our Request
Now we are looking to recover more products high in proteins such as meat, chicken, fish, dairy products and other perishables so we need USD$27,500 for a 2 tn refrigerated truck. This will allow us to complement the diet of the more than 100,000 beneficiaries we are attending and distribute an additional 700 tn annually.

More info: [www.bancodealimentosperu.org](http://www.bancodealimentosperu.org)  @bancodealimentosperu  bancodealimentosperu
KIDS AND SCIENTISTS TOGETHER TO ACHIEVE THEIR GREATEST POTENTIAL

OUR MISSION...
To expand the access to high quality science education for children and youth, inspiring and mentoring future generations of scientists and innovators in Colombia through international scientific networks.

OUR WORK...
We design interactive and hands-on workshops in Science, Technology, Engineering and Math (STEM).
We build connections between students and young scientists in order to pave the way for future collaborations.

OUR MODEL:
1 - Connect international and local scientists, and guide them in the process of creating their own workshop.
2 - Build connections between universities, sponsors, research centers and schools to provide the materials and infrastructure necessary to make these a reality.
3 - Engage young scientists and children in a collaborative network by inspiring them to strengthen the STEM ecosystem in Colombia and Latin America.

OUR REQUEST
Funding our next milestone to expand 15 sites in Colombia to achieve more than 150 Workshops and implement our model to other countries in Latin America.

OUR IMPACT
161 Clubs
322 Scientists
3016 Students
14 Sites (rural and urban areas)

JOIN US...
EXPLORE MORE
CLUBESDECIENCIA.CO
@CdeC_Col
#ClubesDeCienciaCo

USD$2,153
1 WORKSHOP = 20 KIDS
YUHNI
In native language tawahka, means hunger. YUHNI is a mobile app that will facilitate families the food donations to Child Care Centers.

THE PROBLEM

According to World Food Program, 20 out of 100 kids in Honduras are victims of chronic malnutrition, most of them under the age of five. A research from FAO estimates that 15% of the food produced end in the trash; equivalent to 500 lbs of food per person in a year.

THE SOLUTION

A young person between 15 and 20 years old, known as Super YUHNI, will be in charge of collecting the food of families of a four block area in a neighborhood. Super YUHNI will notify Child Care Centers, via the YUHNI mobile app, the date and time he or she will be collecting the food to see if they are willing to accept the food. When a Child Care Center accepts the date, Super YUHNI will send a notification to families with the time and date he or she will be passing by their homes to collect their food.

THE MODEL

Child Care Centers provide children with meals and education. The cost of one pound of food for the Child Care Centers are $1.30. Child Care Centers can reduce their food cost by 60% using YUHNI’s service. In order to make it sustainable, YUHNI will charge a service fee of $0.80 per pound collected, which $0.30 will be an incentive for Super YUHNI. Another source of revenue will be paid advertising by supermarkets and restaurants.

THE MARKET

There are 100 Child Care Centers around Tegucigalpa, which serve about 12,000 children.

THE ASK

YUHNI is in seed stage. We are seeking the investment for the operation-line of the first year. It will be able to start providing food to 4 Child Care Center.

$40k
PROBLEM
Gender inequality as a socioeconomic issue that drives a loss in innovation, profit, employee engagement and brand reputation for companies.

SOLUTION
Companies lack a tech-based data-driven solution to measure, improve and communicate corporate gender-friendliness (G-F).

PRODUCT
Gamified SaaS that measures, improves and communicates gender-friendliness through data management, automated consulting and a gender-friendliness seal and index. Measures Gender Balance, Equal Pay, Policies and Culture.

GLOBAL MARKET
- $43B (2017)
- $14.5B (2017)
- $3.45B (2016)
SaaS HRM HR consulting
- $9.2B (2022)
- $400-600M
- $8B
HR SaaS D&I consulting D&I training

COMPETITION
- Direct competitors: Pipeline, Equalytics, Aqueales, EDGE, Great Place to Work, Glassdoor
- Differentiator: Digitalizing the measurement, improvement and communication of G-F in a real-time, data-driven, engaging and scalable way, while including employees.

CONTACT
Clara Montes
CEO & Co-Founder
claramontesmojonero@gmail.com
+34639564076

FINANCIALS
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<td>5</td>
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</tbody>
</table>
OUR WHY?

From our experience leading Participatory Budgeting in Quito, Ecuador since 2015, we have successfully seen how society has taken full decisions on how to spend public budget (+20M USD each year). Our technical participatory process has resulted in accurate public works requested by the people in assemblies, as well as having an efficient public spending of the limited resources local governments have.

THE PROBLEM

Without citizen participation in local governments:

Weak social bonds + Inefficient spending of the public budget + Inaccurate public works + concentration of the power in public servers

= Low economic & social growth + high CORRUPTION rates

SOLUTION

"The Latin American Participatory Budgeting Guide & Index" 

A citizen participation tool for local governments in Latin America that contains adaptable processes to apply participatory budgeting into their internal procedures and legislation.

PROJECT TIMELINE

1 yr
1. Guide & index development
2. Selection of 10 cities in LATAM
3. Advisory & accompaniment during PBP* implementation

2 yr
1. New selection process
2. Advisory & accompaniment during implementation
3. Monitoring 1 yr PBP*
4. Index release

3 yr
1. New selection process
2. Advisory & accompaniment during implementation
3. Monitoring 2 yr PBP*
4. 1yr cities results
5. 2nd edition Index

EXPECTED RESULTS IN EACH CITY

Effective public participation in resource decisions + building of social capital + strengthening social bonds + greater potential for improving the quality and coverage of developmental inputs

= Social economic growth within the region + Resilient cities

WHO IS BEHIND?

A team of highly-trained professionals & researchers who have experience in Participatory Budgeting Processes, citizen participation methodologies, and metrics development.

WHAT WE NEED?

We expect to receive at least $ 90k USD from donations in order to found the organization, and launch the 1st year stage of the project.

NEXT YEARS FINANCING

NGO's Grants
Donations
Government Grants
Bilateral Agencies

To know more, get involved or fund: diegohidalgo@msn.com
Mission

EQUINOTERAPIAEDV’S MISSION IS TO PROVIDE EQUINE THERAPY AND EQUINE-ORIENTED ACTIVITIES TO CONTRIBUTE POSITIVELY TO THE COGNITIVE, PHYSICAL, EMOTIONAL AND SOCIAL WELL-BEING OF PEOPLE WITH DISABILITIES IN DOMINICAN REPUBLIC, THE CARIBBEAN AND ALL THE LATIN AMERICAN REGION.

Disability Rate Statistics

Global Disability Rate

As stated by the World Health Organization in January 2018, more than a billion people or 15% of the world population has some type of disability.

The United Nations Economic Commission for Latin America in 2014, assured that about 12.4% of the population of Latin America and 5.4% of the Caribbean suffers at least one type of disability.

Why Equine Therapy?

It is an alternative way of rehabilitation most parents, caregivers and patients are avoiding the traditional rehabilitation center, being inside an office, or in a consulting room. People are in constant search of something different, out of the box where they can be connected with nature and this is what EQUINOTERAPIAED V promises. This is the only certified equine therapy center in Dominican Republic.

Engagement

Our program is currently active and is working hand in hand with the Dominican Federation of Equestrian Sports, Centro Equestre Palmarejo, International NGO’s such as Save the Children, and private sector companies such as United Petroleum since May 2017.

Some other institutions affiliated are mentioned below:

Our Team

Emilia Diaz, equine therapist and founder of EQUINOTERAPIAEDV became the only equine therapist instructor in the country in 2016. As part of our team we also have volunteers, volunteers are essential for equine therapy. They settle the riding arena, they complete lesson plans, they lead horses during therapy and they assist patients during therapy sessions when they need physical support. Finally, but not least important, as part of our team we have horses.

EquinoterapiaEDV’s Financials

Our revenues come from individuals such as parents of people with disabilities, private sector companies that contribute the percentage of social responsibility. We also work with international organizations that sponsor low-income patients that are referred to EquinoterapiaEDV but can’t assume the costs such as save the children.

Funding

We want to stress this innovative opportunity and kindly ask for your support to become our ally for both funding this initiative and further connecting us within the region to help people and families enjoy fully of this mental health rehabilitation experience. We need a 200.000 dollars funding for ramps, a covered round paddock and to recruit equine therapy instructors for the team.
Mission
Provide Refugees and Subsidiary Protection holders in Spain a job search platform that features professional advice by online volunteer HR staff. We aim to help them integrate in society by becoming active contributors through employment.

Why Spain?
- Accepted Refugees INCREASE x17.5 in only 2 years
- Integration Leader SPAIN: in 10 yrs, 1,194,300 have claimed nationality successfully
- 25% of EU passports given to foreigners given in Spain

Sustainability
- Creation of JOBS: Avr. 2012-2017: 500,000 jobs net/yr

The Team
- Experienced in Entrepreneurship
- Experienced in both Job Placement and Headhunting
- Created, managed and sold 2 businesses for a profit
- Lived in 5 continents: Global mindset
- Connect people from radically different cultures for jobs
- Created 400 jobs for people from 41 different countries

Financials
- Expansion to another country

Platform & Differencers
- Hire: Post a focused job ad or pay a fixed subscription to do active search
- Profile: Create a profile and remain anonymous for the first stage of the process
- Volunteer: If you are in HR, create a Coaching & Mentoring portfolio with real experiences

Key Partners
- CEA(R): In Conversion
  - Refugee Outreach
  - Studies
  - Raising Awareness
  - Demand planning
- UNHCR: In Conversion
  - Fundraising
  - Legal support
  - Refugee Outreach
  - Expansion
- acoge: Confirmed!
  - Umbrella Organization
  - Refugee Outreach
  - Institutional sponsor
- zava lance with purpose
  - Company outreach
  - Client outreach
  - Volunteer outreach
  - HR Expertise

Key Stats
- We asked refugees: Do you have a CV?
  - Yes: 15%
- Do you speak Spanish?
  - Yes: 100%
- Do you know of the government employment program aimed at refugees "Fundación Antena"?
  - Yes: 0%
- Would our platform help you?
  - Yes: 75%

The Ask
Any donation that gets us closer to US$60,000 target will help us transform this reality.
WHAT IS ELIGE TU ROL?
Elige tu Rol promotes gender equality in the school community by raising awareness and providing tools to achieve a classroom free of gender stereotypes. These stereotypes have effects on educational gaps, putting girls in disadvantage. In our platform educators will find resources and practice material for a more gender-equal classroom.

PROBLEM
Evidence has shown significant gender gaps in math results where girls get lower results. This means less women participating in STEM careers, obtaining lower salaries. Part of this gap is produced by gender stereotypes, reproduced by parents and teachers, who are key in the formation of self-concept, attitudes and skills. Locally, evidence shows how gender bias is present in teachers. Teachers have little knowledge about this problem and feed gender stereotypes unconsciously.

WHAT DO WE DO?
Our service is visualization workshops that are available in different formats. Gender stereotypes in the classroom exist, but they are not visible and no action is taken to remove them. We innovate by working with teachers applying a methodology to obtain evidence and create awareness about gender stereotypes. Dynamic and simple resources are provided to make consciousness and to remove the stereotypes.

IMPACT
2017
2 SCHOOLS
80 TEACHERS
1,2K STUDENTS

2018 (EXPECTED)
20 SCHOOLS
600 TEACHERS
12K STUDENTS

PARTNERSHIPS
eCh> enseñachile
Pontificia Universidad Católica de Chile

ASK
$50,000
WHAT FOR?
New Methodologies
Gender Platform (SW and HW)
Marketing
Hosting and Support
Market Validation
Overview

#Blood4All is a global initiative that aims to engage with people through social media to spark a conversation about becoming voluntary blood donors and taking action donating blood periodically. Our main goal is holding multiple simultaneous blood drives to ignite a campaign to normalize and promote regular blood donations in communities around the world.

Objective

Developing digital initiatives, programs, events and blood drives that will change the way people think and talk about blood donation and ultimately improve health outcomes.

This is a multistakeholder initiative between the World Economic Forum, Global Shapers Community Hubs, Government, international organizations, academic institutions, civil society and business sector.

Impact

In 2016 reached 32 cities and in 2017 reached 52 cities in Europe, America, Asia and Africa. The Global Blood Drive helps an estimated of 20000 adults around the world.

Our Market in LATAM

With a population of 652,012,001, we look to develop partnerships around the region that will help to improve health outcomes. This year, we aim to excel last year's results.

4 Phases

1. SUSCRIBE
   Fill this form to get more information https://goo.gl/forms/3vOB0mWwZyiaQinY?

2. CONNECT
   Reach your local hospitals, blood banks, Non profits and business sector

3. DEVELOP
   It is time to begin the project with your stakeholders

4. IMPACT
   Measure impact and complete the Global Report.

Ask

Funding Goals

Our funding goals to begin our operations per country

20% 55,824
5% 17
10% Legal
25% Marketing
20% R&D

CHANGE LIVES TODAY. TALK TO US

Contact us:
Gabriel Recklin MD +507 6212-9723
gabriel@sangrepanama.org // Blood4All@globalshapers.org
www.blood4all.net
ECUAFIELDS - CATALYST OF CHANGE
Gabriela Vallejo - GCL 2018

Ecuafields C.L.
Ecuafields is a premium fruit exporting company, sourcing directly from the tropical regions of Ecuador.
Our mission is to provide tasty fruits in a reliable, efficient and responsible manner that contributes to the socio-economic growth of our sourcing areas as well as the welfare of our community.
Our main product is the yellow pitaya, a highly demanded fruit on the Asian market due to their fascinating digestive properties.

Drivers for Ecuafields' Inclusive Business Model

- Need to ensure stability and security of pitaya supply
- Availability of 10 hectares of fertile soil owned by the exporting company
- Support socio-economic growth of smallholders farmers that live at the Base of the Pyramid (BoP)
- Traceability of the fruit
- Quality assurance

Solution:
It requires collaborating with others.

With the support of an experienced NGO / Private partner - who hold key resources:
- Community Knowledge and Development
- Loan Guarantees
- Technical Expertise

Base of the Pyramid (BoP) is a demographic term that covers the 4 billion people who live on less than USD $9 per day.

PROBLEM:
"Unsustainable Supply Volume"

Pitaya Export Destinations 2017
- 63% Hong Kong
- 10% Canada
- 7% USA
- 8% Singapore
- 5% Indonesia
- 3% Malaysia
- 4% Dubai

Target Market:

Benefits
- Increase Production
- Fidelity to Ecuafields
- Job opportunities across the Base of the Pyramid
- Fair Trade
- Generate Business Ecosystem
- Empower smallholder farmers

Key Metrics
USD $2,286,000 Total Project Implementation Cost
USD 5,441,530 Total Sales
USD 1,598,212 Sales Taxes
USD 2,586,772 Investment Return (13% + 20% equity)

1.3 Billion Consumers

Officials from the Ministry of Agriculture of the People's Republic of China visited Ecuador on June 2017 and both countries are negotiating the opening for the pitaya into China.

Established: 2016
Direct and Indirect Employees: 120
Export Business Agriculture
35 years of democracy

1982 - 1990 Economic crisis
1999 - 2008 Social and political crisis
2010 - 2018 Democratic back slide

The Economist classified Bolivia in the democracy index as a Flawed Democracy from 2006 to 2009. From 2010 to this day, it is considered a Hybrid Regime with authoritarian tendencies (...)

WE, created a Index of Democracy with 5 Pilars and over 50 indicators applied to 4 level of government

A base line to determine the main shortcomings of the democratic system. To create subsidiary projects to approach specific cases and publish the available data on a free access digital platforms.

Goal: 2025 as a full democracy

Funding

Ask

Co - Founder in the US and $20,000

10% Web apps
20% HR
60% Data Collection
10% MKT

Politicians
4 Levels of government
Private sector

Ngo's, Private sector, Universities
Advocacy funds
Partnerships

@weTT we.com.bo gonzalo@we.com.bo
BRASIL PARALELO 2018

Mission & Vision
Change Brazilian Culture with Educational Entertainment being responsible for a major political charge in the next 20 years.

Position in the Market

Products and Services
Documentaries offering a new view of major events in Brazil.
- Congresso BP
- A Última Cruzada
- Others

Milestones
- Founded
- Congresso BP
- A Última Cruzada

Key Metrics (2017)
- Revenue: $2,000,000
- Members: 13,500
- People Reached: 110,000,000
- Facebook Likes: 266,000
- Video Views: 8,000,000
- Profit: $700,000

Customer Segments
- 75% Highly Ed.
- 25% Rest

Management
- Henrique Viana
- Guilherme Benezra
- Filipe Valerim
- Lucas Ferrugem
- Rodolfo Tayler

Board Members
- Luiz Philippe de Orleans e Bragança
- Leandro Ruschel

www.brasilparalelo.com.br
OUR VISION
In the year 2035, all the children in Uruguay will receive an excellent education.

THE CHALLENGE
Only 38% of Uruguay’s youth finishes Secondary education, one of the lowest rates in the region.

THE OPPORTUNITY
Teachers as agents of change to transform this reality and help teenagers reach their full potential.

THE IMPACT SO FAR

Drop out rates
86% of our students complete the school year

Leadership development
In average, our participants improve their leadership competences by 17%

Scale
We teach 2% of all students in vulnerable contexts in Uruguay

Goal in 2018: reach 2700 students

WHAT DO WE NEED TO SCALE OUR IMPACT?

GCL FUND: USD 25,000 Activates BRIDGE MATCHING GRANT: +USD 25,000 Activates GOVERNMENT FUNDING: +USD 200,000
We provide high quality architectural services to low-income communities in Colombia who would otherwise not have access to them, contributing to the improvement of our built environment by means of inclusive, social and participative practices.

We have two main courses of action →

Each project follows our four step process that directs efforts where they are most needed, guarantees the community’s necessities are met, generates empowerment and stimulates knowledge distribution.

1. Diagnostic
2. Participative Design
3. Collective Construction
4. Evaluation

2010-2017

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<td>Beneficiaries</td>
<td>$1M+</td>
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← Income and involvement
Micro and small businesses in Puerto Rico often fail to thrive because their owners lack the necessary tools and training as entrepreneurs, which ultimately impedes the proper management of their businesses. The lack of income generation has a negative impact on the business owner's quality of life, on the business itself, and on Puerto Rico's economy.

**THE SOLUTION**

elsurcohub will offer workshops to micro and small businesses owners in Puerto Rico to help them develop their entrepreneurial and personal skills. This will result in an increase of their sales and will strengthen their capacity for successful business management. At phase I, we will start with a group of 10 micro and small business owners from the municipality of Guayama, Puerto Rico.

**THE WORKSHOPS**

- **Topics**
  - Business Plan Development
  - Sales Strategy
  - Digital Marketing
  - Branding

- **4 modules**
- **32 contact hours**
- **7 workshops in 2018**

**PARTICIPANTS**

- **Phase I**
  - 10 business owners per workshop
  - 70 business owners in 2018
  - Guayama, PR

- **Phase II**
  - Will expand to other municipalities

**PARTNERSHIPS**

We will partner with the municipality of Guayama, that will provide the physical space for the workshops, and Colmena 66 and the Centro para Emprendedores, which will aid with the curriculum and program development.

**OUR TEAM**

- General Coordinator
- Assistant Coordinator & Industry Expert

**NEXT STEPS**

- Fundraising: 3/2018 - 6/2018
- Workshop Launching: 7/2018
- Expansion of workshops: 1/2019

**$35,000**

Needed to cover the costs of Phase I.

TO KNOW MORE, GET INVOLVED, OR FUND: JH2095@GEORGETOWN.EDU
Malquerida is a digital platform in Spanish, entirely written, edited, produced and illustrated by women. In its first year, Malquerida has received significant attention within academic circles and has won journalism awards, creating new reference points for young Latin American female journalists and researchers.

In response to gender inequality in the media, Malquerida was conceptualized as a platform where women and sexual and gender minorities tell their own stories, using a visual medium that seeks to amplify their words and redefine the ways that women are depicted. Malquerida is a multimedia space that uses visual and writing tools to question power structures in media. We welcome experienced and inexperienced women and minority writers and journalists. Malquerida provides guidance and a dedicated editorial accompaniment from a gender perspective. It is not only about correcting grammar, or discussing phrasing—it is also about finding a voice usually dismissed by traditional media. This accompaniment includes strengthening writing skills, questioning patriarchal narratives, and looking for funding opportunities.

In Malquerida, we prioritize long stories, reports, and interviews, over clickbait content. Some stories just need space. We emphasize the power of visuals too. Our texts are our stories; our graphics are our identity. From its name to its colors, Malquerida aims to make noise—and to disrupt the way women’s stories are seen.

Malquerida is an alternative and safe space for non-patriarchal narratives, empowering women and minorities, and challenging the state of affairs in Spanish speaking media.

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**We have had a lot of history in traditional media. It is time for her-story.**

[www.malqueridadice.com](http://www.malqueridadice.com)

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**STEPS of sustainability**


2. International cooperation with organizations that share our editorial line.

3. Offering laboratories of investigative journalism and data in Peru.

---

**Who we are?**

- Lucia Chuquillanqui
  - Coordinator
- Estefani Canpana
  - Designer
- Ana Munoz
  - Editor
- Natalia Sanchez
  - Editor

**Our achievements**

- [FRIDA](http://frida.org) The Young Feminist Fund
**Conect(a)Panama**

**The Problem**
Despite the investments in internet access and computer labs in public schools the last couple of years, Panamanian education hasn’t improved the way it should. The school teachers don’t have the knowledge to take advantage of all these new tools they have.

**The Idea**
Create a free digital study plan accessible anywhere with connectivity all over the country to upgrade professors knowledges, allowing them to use the technological infrastructure underutilized.

**Market**
There are 62,000 school teachers in the country but we can only reach 65% of them. We are starting the project with 800 (2%) professors in the first year of operation.

**Partnership**
Our partnership will be with two private sector companies and the technological state university. They have agreed to provide consultancy, IT infrastructure and part time personnel to the project.

**Team**
- Education Expert
- Logistics Coordinator
- Data Analyst

**Revenue**
To make the project sustainable in time, we will start adding advertising to the platform and sell the data we gather to interested parties.

**Next Step**
To reach the next milestone, we need to collect US$ 30,000 to finish the digital platform and operate the first year.

For more information, please contact us: luis.blanconvila02@gmail.com
Medical-Legal Partnerships for Puerto Rico

Needs
Health is determined by people’s social circumstances. Some studies say that 60% of a person’s health is shaped by social factors. This relation is more evident in patients in need.

Hurricane María made evident the social problems of Puerto Rico, the jurisdiction with more Medicaid patients in the United States. These social problems are creating difficult challenges to Puerto Rico’s healthcare system. For years, our system has omitted the patient social factors subsidizing healthcare services with federal funds.

Health clinics in Puerto Rico are in dire conditions, because the Medicaid system uses the managed care approach to work with the patients. In this model, the health clinics should cover all costs of the patients’ illness. With the social problems creating more services demand, the Puerto Rican health clinics will not subsist in the future.

Solution
One solution to the Puerto Rican healthcare crisis is creating the first Medical-Legal Partnership (MLP) in Latin America. An MLP is a formal agreement between a health clinic and a civil legal aid organization to solve many social problems that are rooted in laws and policies. In this model, the clinic team has a legal expert that could help solve the real roots of the patient problems reducing the utilization (services required).

The MLP has been implemented successfully in more than 300 organizations including academic institutions like Georgetown University.

Opportunities
The Federal Qualified Health Centers (FQHCs) are considered the safety net of the Medicaid patients in Puerto Rico. They have more than 350,000 Medicaid patients and 86 sites across the island. These organizations have physical facilities in every town in Puerto Rico.

On the other hand, Puerto Rico has many legal aid organizations that are not integrated into the healthcare system and ignore how to work with the social determinants of health. Using and training this workforce, we will have better healthcare outcomes as well as less health clinic costs.

Benefits
Patients are the final beneficiaries of MLPs. However, MLPs have great benefits to the health clinics. For example:

- people with chronic illnesses are admitted to the hospital less frequently;
- less money is spent on health care services for the people who would otherwise frequently go to the hospital;
- and clinical services are more frequently reimbursed by public and private payers.

All those results are sounding with the MLPs mission, reduce healthcare costs, improving the patients’ social conditions.

The Impact
MLPs in Puerto Rico will have tremendous outcomes in the healthcare system. Considering our high Medicaid patients and our social conditions -worsened since hurricane Maria-, an MLP will alleviate the severe change in the healthcare spending trend in our FQHCs.
**Access + Ability**  
**ENABLING INCLUSIVE COMPANIES**

**PROBLEM**

Small and medium companies have limited knowledge and tools about inclusion policies of People With Disabilities (PWD).  
71% of Argentinian companies do not employ PWD.

**CONTEXT**

PERSONS WITH DISABILITIES  
5 millions (13% of Argentinian population)  
1.3 millions are on working age and excluded from the labor market.  
SMALL & MEDIUM COMPANIES IN ARGENTINA: 600.000 (represent 99% of private sector).

**SOLUTION**

We help companies to measure, identify and implement inclusive initiatives

**HOW?**

1. INDEX: data collection and analysis  → free online access  
2. STRATEGY DESIGN to match business objectives  
3. IMPLEMENTATION of the initiatives  
4. EVALUATION

**WHY?**

- Better corporate reputation.  
- Improve the working atmosphere  
- Increase productivity

**KEY ELEMENTS**

**DATA-BASED**

Online surveys & company visits

**MULTI-DIMENSIONAL**

Culture & Knowledge  
Enterprise accessibility  
Employment practices  
Support services

**INTERACTIVE & COMPARATIVE**

Performance comparison & identification of opportunities

**COLLABORATIVE & HUMAN-CENTERED DESIGN**

"Nothing about us, without us"

**NEXT STEPS**

<table>
<thead>
<tr>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey co-design</td>
<td>Consultancy services (Objective&gt;50)</td>
</tr>
<tr>
<td>Platform development</td>
<td></td>
</tr>
<tr>
<td>Campaign to encourage companies to participate of the Index (Objective&gt;1000)</td>
<td></td>
</tr>
</tbody>
</table>

**BUDGET**

(to set up)  
$40.000

**TEAM**

Director  
HR specialist  
Data analyst  
Communication & Design

**PARTNERSHIPS**

Club de Empresas de Comprometidas  
En Buenas Manos  
Incluyeme.com
WHAT WE DO
Pazala is a NGO founded in 2012 in El Salvador which promotes peace by supporting the religious and academic education for street children in order to prevent them from joining gangs. It seeks to expand its programming. Pazala wishes to serve people besides street children, with the goal of creating jobs and promoting micro entrepreneurship opportunities for youth and adults. In this way, youth and adults will have an income source and will not need to resort to crime, violence, or gang activity for their economic needs and the overall security situation in El Salvador will improve.

SOLUTION
A business model will be developed based on recycled material: Plastic, glass and fabrics. They will collect these materials and create a variety of handcrafted goods which they can sell. This will generate a source of sustainable income, greater income than a minimum wage.

INVESTMENT
We need to invest $75 per person in training every person just one time and they can make a average of $350 of income per month forever.

$75

PROFIT
Since 2015 that we make the pilot, the average income is the $9,100, and represent around $4,200 per year.

$4,200

35 of 46

PILOT
We invest in 46 people $3,450 in 2015, now 35 of them still living of this business and have done in income $318,500.
ENSEÑA NICARAGUA
A PARTNER OF TEACH FOR ALL

ABOUT US
Enseña Nicaragua believes in the power of education and leadership for social transformation. Enseña attracts and develops top-notch young professionals to teach for 2 years in some of Nicaragua's most vulnerable communities. Through a transformational experience, our youth team first-hand about the challenges that students face. Alumni become leaders in their fields who push for change in the education system.

We are the only education program in Nicaragua focused on leadership development for long term impact.

THE PROBLEM
- In Nicaragua, 6 out of 10 children do not graduate from high school.
- The bottom 10% of the population has 4 years of education on average. The top 10% has 9.
- About 5 out of 10 teachers at the high-school level are not properly trained, compared to 2 out of 10 on the Latin American region.

THE MARKET
+260,000
College Graduates

INVESTMENT
$20 / DAY
Impact 40 students

OUR APPROACH
We raise collective leadership through the following process:
- Recruiting and training young professionals.
- Placing participants as teachers.
- Accelerating Alumni Leadership.
- Measuring and Evaluating impact.

OUR TEAM
- 15 years of experience in development projects.
- In-depth knowledge of the education system in Nicaragua.
- Extensive experience in fundraising and partnership development.

MILESTONES
CHARLY.IO

SMART STARTUP INVESTMENT ADVISOR

OUR VISION:
BE THE FIRST DATABASE OF EARLY STAGE COMPANIES IN LATIN AMERICA

WWW.CHALY.IO
ALELOPEZ@CH-ARLY.IO
ALEJANDRA LOPEZ ALVAREZ

EXPERIENCED TEAM:
Sebastian Merker, CEO & Founder
Marko Scherer, CTO & Data Scientist
Pablo Ambram KAM & Founder
Diego Barquero, CFO & Founder
Alejandra Lopez, Regional Manager

- Serial entrepreneurs, created an Angel Investment network and a VC fund
- Knowledge and networks of the entrepreneurial industry in Argentina, Chile, Colombia, Peru, Mexico, Ecuador and Central America
- Charly was developed for and by investors
- Previous experience working together
- Senior Advisory Board

PROBLEM:
- LACK OF MARKET DATA IN THE ENTREPRENEURIAL INDUSTRY IN LATIN AMERICA.
- LACK OF PROFESSIONAL TOOLS AND FINANCIAL MODELS TO VALUE EARLY STAGE COMPANIES IN LATIN AMERICA.
- ASYMMETRICAL ACCESS TO INFORMATION BETWEEN ENTREPRENEURS AND INVESTORS.

MARKET SIZE:
- PRIVATE SECTOR: ~600 VC FUNDS, ACCELERATORS, INCUBATORS IN LATIN AMERICA.
- PUBLIC SECTOR: 20
- TARGET MARKET: 1 PRIVATE SECTOR, 8%.
- PUBLIC SECTOR, 20%
- 20 ANGEL NETWORKS IN LATAM (IDB XCALA PROGRAM) + 12 ACCELERATORS (IDB PACIFIC ALLIANCE) + 20 CURRENT CLIENTS
- IDB-FOMIN PACIFIC ALLIANCE, 4 INNOVATION AGENCIES

VALUE PROPOSITION:
Charly is a Robo Advisor for Critical Investment Decisions in Latin American Startups. It provides analytics and management tools, based on market data, to investors and other private and public institutions in the entrepreneurial industry.

WE ARE LOOKING FOR...
SMART CAPITAL ADVICE + CONTACTS + PRIVATE INVESTMENT OF USD $100K FOR 12% EQUITY. TO BE USED:
- PLATFORM DEVELOPMENT: IMPROVING USER EXPERIENCE
- EXPANDING OPERATIONS TO MEXICO AND PERU (2018), BRAZIL (2019)
- GIANT * GU STAMP LAUNCHING OUR 1ST STUDY OF THE VC INDUSTRY IN LATAM

CONTACTS: POTENTIAL CLIENTS AND PARTNERS

PRODUCT AND TECHNOLOGY

I. AUTOMATED TOOLS: MODULAR SOLUTIONS FOR THE EVALUATION AND MANAGEMENT OF INVESTMENT DECISIONS MADE BY VENTURE CAPITAL INVESTORS, ACCELERATORS, OTHER INSTITUTIONS OF THE ENTREPRENEURIAL INDUSTRY. OUR MODULES CONSIDER: SELECTION PROCESSES, BENCHMARKING, DUE DILIGENCE, CROSS-MODEL VALUATION, PORTFOLIO MANAGEMENT AND MATCH-MAKING.

- Crossed Model Pre-Money Valuation Range
- Exit waterfall Analysis
- EBIT Table & EBITDA Diffusion Simulation
- Roadmap Builder
- Exit Map & Exit Dates
- Deal Flow & Exit Valuation

II. STUDIES: BIG DATA ANALYSIS, TRENDS OF LATIN AMERICAN STARTUPS BY INDUSTRY, STAGE OF DEVELOPMENT AND COUNTRY

COMPETITIVE ADVANTAGE
FIRST HOVER IN LATIN AMERICA WITH BIG DATA: MACHINE LEARNING AND PREDICTIVE ANALYTICS TOOLS. EXISTING PLATFORMS ARE FOR DEVELOPED COUNTRIES AND NOT COMPARABLE WITH LATAM. THEY ARE OUR REFERENCES AND POTENTIAL ACQUIRINGERS OF CHARLY - GST.

RESULTS: (LESS THAN 2 YEARS)
- DATA BASE: ~60,000 STARTUPS, VL $150 IN LATAM
- 30 CLIENTS IN 4 COUNTRIES
- PILOT WITH THE PACIFIC ALLIANCE: 12 ACCELERATORS
- PUBLIC CAPITAL: USD $100K, PRIVATE INVESTMENT: USD $10K
- KPIs: SALES (2017), 1 R$450,200, BURN RATE: USD $7,000 (month).

BREAK EVEN BY THE END OF 2018
Fighting food waste
one 'ugly' fruit and veggie at a time...

Real beauty comes in all shapes and sizes. At Lindas Por Dentro, we celebrate diversity. We help find a home for nutritious fruits and veggies, whose only crime is being a too curvy, too big, too small or too weird. We only care what's on the inside!

Food Waste: A "Glocal" Problem

Over ½ of all Food produced in the world is wasted.

Food Waste in landfills produces methane, a greenhouse gas 27 times more powerful than CO2.

1 in 7 People Are Hungry

In Dominican Republic Alone

42% of fruits and veggies are tossed because they do not meet aesthetic standards.

+1 MM fruits and veggies are wasted in MercaDOM, the biggest produce market in Santo Domingo.

Our Solution for the Future

Saves Money | Saves Time | Saves the Environment | Supports Local Producers

At Lindas Por Dentro, we are on a mission to encourage people to waste less, treasure food and live more sustainably.

We provide zero-waste customizable fruit and veggie boxes that you are able to purchase online for 30% less than grocery stores.

They come in a variety of sizes. Find the option that's just right for your and your family delivered right to your doorstep.

BUSINESS MODEL

We source ugly produce from farmers at Merca Santo Domingo for 70% less than actual price.

Consumers choose and buy online the customized box they'd like to receive saving 20%-30% less than grocery stores prices.

We deliver a healthy and delicious Lindas Por Dentro Box to their doorstep.

INVESTMENT $60K

E-commerce platform | Marketing | Rental of Premises | Operations | Distribution

Merybell Reynoso, CEO
merybell.reynoso@gmail.com
Skype: Merybell.Reynoso
+1-629-972-5396
PERSONAL BRANDING
AND
STORY TELLING CONSULTANCY

More than 40,000 students graduate from college each year in Costa Rica

- 50% are unhappy with their current job
- 42% are looking for a new opportunity
- 40% are willing to work for free

Who would you want in your organization?

VS

Young professionals need to build a strong personal brand and share their stories successfully to increase their competitiveness and attract opportunities.

1. Think what you want
2. Understand your values
3. Want your story
4. Make an impact

How can you be more you?

The Team

Our Service

Online content and support
Workshops
Group Sessions
Individual Sessions

Free content (articles, interviews)

$100 for 10pp (universities and local governments)

$200 for 5pp (colleagues, friends)

$60 for 30min sessions

Partners
PLURALIO
SOCIAL GOVERNANCE ACTION

We are a citizen independent cloud-based solution that enables anyone to participate and take action over problems at a city level.

We retrieve data from all of them, and give open data back to everyone to take action.

Water/electricity
Infrastructure
Discrimination
Environmental
Discussions
Plebiscites
Corruption
Complaints
Accidents
Elections
Impunity
Security
Reports
Transit...

Scale-up Partners

Sponsors & Users

>26M Young Citizens

300K
1.2M

SEED CAPITAL
FOUNDErs
2K USERS
PILOT
PILOT MARKET
LATAM DEPLOY
6 MONTHS
18 MONTHS

300K
SEED SPONSORS
ORGANIZATIONS
6M-10M POPULATION
450M POPULATION
FIRST SPONSORS
PRIVATE MONEY
4S & Big Data
SELF SUSTAINABLE

There are 2 ways you may help us:

1. Become one of our First Sponsors
2. Help us connecting with cool People

Latin America faces the worst government crisis where, corruption, inefficiency, deligitimacy is the constant and the gap between politicians and citizens is greater than ever, based more on personal and political interests than in social needs or accurate data.
Recovery of Assets Stolen by Acts of Corruption in VENEZUELA

WHAT?
WE ARE BUILDING, PROMOTING AND CARRYING ON THE PROCESS OF RETRIEVING ASSETS STOLEN BY ACTS OF CORRUPTION IN THE PAST 18 YEARS IN VENEZUELA.

WHY?
$300 BILLION (1/3 OF OIL REVENUE IN 10 YEARS) WAS STOLEN BY THE REGIME, THAT CONTINUES TO LOSE SUPPORT AND STRENGTH. MANY BELIEVE A DEMOCRATIC TRANSITION IS ON THE WAY. A LOT OF RESOURCES WILL BE NEEDED TO REVERSE THE CRISIS AND GENERATE GOVERNABILITY. RETRIEVING THIS MONEY IS NECESSARY TO FUND THE NEW POLICIES, BUT WE CURRENTLY LACK HUMAN, TECHNOLOGICAL AND INSTITUTIONAL CAPACITIES NEEDED.

HOW?
INVESTIGATION AND AGREEMENTS WITH FINANCIAL INSTITUTIONS AND OTHER GOVERNMENTS LAST YEARS. BUT WE CAN BE READY TO "PULL THE TRIGGER" AND CLAIM PROPERTY OVER THE ASSETS AS SOON AS THE DEMOCRATIC TRANSITION HAPPENS. SHORTENING THE TIME OF THE EARLY STAGES IS NOW MORE URGENT THAN EVER. SUCCESS MEANS THE NEW GOVERNMENT CAN ACCESS TO GREATER AMOUNTS OF RESOURCES IN A MORE EXPEDITE WAY TO ADDRESS THE CRISIS AND IMPLEMENT PUBLIC POLICIES THAT REACTIVATE THE ECONOMY.

1. TRAINING & TECHNOLOGY.
Train human resources and acquire technology to track the money.

2. INSTITUTIONAL AND LEGAL FRAMEWORK.
Approved procedure, incentives and administrative guidelines to operate.

3. NETWORK & AGREEMENTS.
Build and consolidate bilateral or multilateral relations with financial institutions and other governments.

4. CLAIMING & ALLOCATION.
Officially claim property over assets, and make them available for allocation to fund public policies.

ABOUT US...
WE ARE A NON-PROFIT ORGANIZATION CREATED TO FIGHT AGAINST CORRUPTION IN VENEZUELA. WITH A TEAM OF OVER 10 PROFESSIONALS, HIGHLY SPECIALIZED IN: Law, Finances, Political Science, International Studies, Diplomacy and Public Auditing.

FOR TWO YEARS WE WORKED WITH THE NATIONAL ASSEMBLY OF VENEZUELA, AND SEVERAL NATIONAL AND INTERNATIONAL ORGANIZATIONS TO DRAFT AND PASS THE "LAW FOR THE RETRIEVAL OF ASSETS STOLEN BY ACTS OF CORRUPTION".

<table>
<thead>
<tr>
<th>1st YEAR OF OPERATIONS</th>
<th>1st YEAR OF OPERATIONS AFTER DEMOCRATIC TRANSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE ASK</strong></td>
<td><strong>$140,000 annually.</strong></td>
</tr>
<tr>
<td>Technology, training, networking, promotion of progress.</td>
<td>Effectively claim property over assets and allocate them into urgent policies.</td>
</tr>
<tr>
<td><strong>OUTCOME</strong></td>
<td><strong>$3 BILLION</strong></td>
</tr>
<tr>
<td>Locate, secure talks and agreements, freeze funds.</td>
<td>$10 BILLION</td>
</tr>
</tbody>
</table>

ONE YEAR OF INVESTMENT CAN PRODUCE AS LITTLE AS $20,000 TIMES ITS NET VALUE. AND WHEN INVESTED IN PUBLIC POLICIES, IT WILL PRODUCE MUCH MORE ADDED VALUE.

Help us recover the future of Venezuela
Although the world, taken together and from a historical perspective of humanity, has reached a level of unprecedented prosperity and growth, inequalities have increased in many countries in recent years and this is reflected when 1% richest of the world's population possesses more wealth than the rest of the planet.

Our region, Latin America, suffers particularly from these problems, since it is the region of the world with the highest income inequality, with 30% of its population below the poverty line and an average youth unemployment of 18%. This reality brings with it conditions of inequality that generate a process of growing exclusion and as an inevitable consequence, situations of extreme violence and marginality.

Particularly in regard to Argentina among various problems that are a very worrying reality, highlights the existence of 1 MILLION YOUNG PEOPLE WHO DO NOT STUDY, NOR WORK. On the other hand, 41% of the manufacturing companies in Argentina consider that the inadequate training of the labor force is an "important obstacle" for the development of the company.

"Education is the most powerful weapon which you can use to change the world"}

In POTENCIAR, we consider EDUCATION as a powerful instrument of inclusion as well as a generator of upward social mobility, since it equally offers opportunities beyond the socio-economic origin of citizens. The dissemination and distribution of knowledge and skills is therefore a crucial tool to reverse the processes of inequality, exclusion, and marginality.

Now we can ask ourselves:

What kind of education?

It is imperative to modernize educational systems, moving from an SXE education to a SXXI one. Too much distance exists in our country between the world of school and the world of work, and it is urgent to shorten it. In order for the education system to serve as an equalizing instrument of economic conditions, undoubtedly it must achieve greater articulation with the demands of the productive world and in turn strengthen the technical skills and soft skills of young people, equipping them with tools, skills, and abilities to adapt to permanent changes and improve their opportunities for employment.

Potenciar en El Barrio

Team and Growth Plan

Our interdisciplinary team of specialists in Employment and Training in contexts of vulnerability, will begin the development of the project will begin in a Training Center in the district La Matanza (the most populated and vulnerable district of the Province of Buenos Aires), and from the session on the part of the provincial authorities already it has planned a first stage of expansion, with two more centers, one in the Great Rotary and another one in the Province of Córdoba.

Value Proposition:
- Training Center located directly in El Barrio
- Training specifically built based on local labor demand
- Focus on the necessary Soft Skills
- Personalized follow-up of the students, through the accompaniment of the network of volunteer tutors

Who wins with Potenciar?

Benefits for Youth:
Greater opportunities and increased employability at a very low cost and in a short time

Benefits for the companies:
- Greater skilled labor, with a reduction in cost and risk when hiring.
- Tax benefits for hiring people belonging to social plans of the State.

Financing

- Programs of the Argentine Government of execution of Professional Training. (Each year the gov. dedicates $ 80 mil in hiring organizations for these purposes)
- Provision of Services to companies of formation of RRHH to incorporate populations that generate tax benefits
- Contributions from Companies with Corporate Social Responsibility.
30% Brazilian youth is unemployed, highest in 27 years +2x global average (13.1%)

According to the International Labour Organization, in Brazil, young people with only secondary education take 6x more time to find a job than those with tertiary level. Average of 190 nations in the study is 1.7x. As an example, ratio for Dominican Republic, El Salvador and Peru is 2x.

Solution
Private companies
Bridging the gap between education and work
- Have money
- Need skilled workers
- Have a huge problem with productivity/turnover

Context
Young Apprenticeship Law (2005)
- 5%-15% workforce mid-large companies must be Young Apprentices (YAs)
- 14-24 yo, enrolled in specific education program

Companys pay between $50 and $150/month/YA, BUT:
- Students say they don’t learn anything
- HR managers complain they are poorly trained

Market Size Analysis

Basic Skills Program
Focus on behaviour
- 4h/week training
- $50/month/YA

Technical Degree
- 2yr duration
- Diploma
- $150/month/YA

Learning System
Content Creation
- Train Teachers
- $7/month/YA

What we Do?
We offer 3 different types of training programs:

Basic Skills Program
Technical Degree
Learning System

Roadmap

Year 1
500 YAs
1 Site

Year 2
2k YAs
3 Sites
LS Launch

Year 4
20k YAs
30 Sites
5k LS customers

Team
Guto Belchior, Business Unit Manager
- 7 years experience as equities trader/PM
- Former Managing Partner @ ELLIF Educação/Gympass
- B.A. Economics (Inspec), Stanford Ignite alumni, Georgetown’s GCL alumni
- Expertise in building partnerships and Biz Dev
- @italo: leverage on established infrastructure/overhead

What do we need?
1) Access to CEOs and SVPs in multinational companies located in Brazil, early-adopters of diversity/inclusion/CSR initiatives
2) Access to potential donors and investors in multilateral organizations
3) Help building our board of advisors and taking part as an advisor/counselor

Expected Impact:
400k Directly
10MM Through content

Objective:
Launch a new business unit to offer vocational training

Key highlights:
Established: 1948
Employees: +200
Students: +7,000
Faculty Members: +150
UG/PG Courses: 46

- Not-for-profit
- Focused on serving the middle-class
- 40" bus trip to 1MM middle-class people

Key metrics:
Total Serviceable Market: ~2MM YAs
Expected Market Share: 400k YAs (20% share)
Potential Yearly Revenues: USD 64MM

Smooth transition from study to work and access to tertiary education are key to solve the 3 biggest challenges in Latin America:
1. Lack of competitiveness
2. Low productivity
3. Middle-income trap

NGOs:
- (-) poorly managed
- (-) lack vision/scale
- Very fragmented

3 Big players:
- 40% market share
- (-) students complain
- (-) HR managers complain

Typical case for disruption in for-profit business!
**Problems**

In Paraguay, only 8 out of 10 High School Students get the Diploma.

- 370,000 people under 35 will not have a high school diploma.
- No attendance other than the traditional public education.
- Economic struggle with the academic need to work & manage part of the educational offer.
- Poor educational standards correlated with poverty, crime, and poor health.

**Solution**

Academia System based on an Online Platform and the ability to teach that adapts to student availability:

1. Active Platform
2. Live & Record
3. Inactive Content
4. Automated Evaluations

**Competitive Advantages**

- High Quality Lessons developed by the most qualified teachers from the best public schools in Paraguay.
- Investment in 24/7 access to teachers.
- Teacher availability anywhere, anytime.
- Custom technology customized by student.
- Data collaboration & analytics.

**Financials**

By securing only 1.5% of the Total Market:

- Profitability @ Month 7
- Low Break even Point: 12% of Total Addressable Market
- Strong Potential for Growth: $18.5M in Revenues at Year 5

**ROI**

- Year 1: 18%
- Year 2: 43%
- Year 3: 68%

**THE MARKET**

- 570,000+ People Under 35 Years Old.
- First Mover Advantage/No Competition
- Strong Potential for Growth

**The Organization**

**Sebastian Gorostiaga**

Founder & CEO

Babson College

**BRICAPAR S.A.E.C.A. - Board of Directors**

**Active Creditos - Founder: 35+ employees, 2017 Revenues of $650K**

Experience in Raising Money, Portfolio Management, and People Management, Sales Expertise

sebastian@gorostiaga.com.py

**Marta LaFuent**

Co-Founder & COO

2013-2016 Secretary of Education, Paraguay

20+ years of Experience as a high school public teacher

marta@deweere.com
“Selección española” is a leadership program dedicated to promoting a new generation of socially responsible, innovative and ethical leaders in Spain.

We aim to build a space of academic excellence for young leaders about public, private, non profit and personal leadership from a global, national and regional perspective.

- **Academic course**
  - Online course
  - Workshops in the most prestigious Universities in Spain every month

- **Mentorship**
  - Genuine role models of Spain will guide, inspire and empower our Young leaders

- **Visits**
  - Brussels, to experience the "European way of life" at the European institutions
  - Washington, to experience the "American dream" in Georgetown University

“Selección española” is a one year leadership program for 50 young leaders from 25 to 35 years old. Our goal is to have around 10,000 young leaders in the network in 5 years to make a social change in Spain through youth employment, social prosperity and national cohesion.

Participants will be selected from a diverse applicant pool on the basis of their professional experience, personal leadership capability and potential to make a significant impact.

**OUR TEAM**
- Juan Rivera, Professor at Georgetown University
  - The Prime of Ateneo Chair at Georgetown University
  - Spanish G.U.L.s

**CHALLENGES**
- We need to raise funds up to $300,000.

**IMPACT**
- Participants must develop social impact projects and to outreach more young leaders to have a "multiplier effect"
NutriFoods

WHO ARE WE?

NutriFoods is founded upon an inclusive business model, to increase and stabilize the incomes of small-scale Bolivian food producers, with the aim to increase the production and availability of Bolivian natural and organic products with high nutritional potential, for the national and international market.

PURPOSE

We care about climate change and we encourage small-scale farming communities focused on organic production. We are committed with the conservation and utilization of natural resources, but also an appreciation and preservation of indigenous cultures.

IMPACT

- Farmers that work with us have increased their annual income by 35%.
- We work with over 300 family owned farms in the lowlands and highlands of Bolivia.
- In partnership with local municipalities we provide school breakfasts for over 500 students daily.

We have developed more than 30 different products derived from the best Bolivian super foods.

Andean Quinoa, Maca, Amaanth and Canahua
Amazonic Chia, Acai, Sesame
Dried Fruits: Raisins, Peanuts, Almonds

AN INTERNATIONAL COMPANY

We export to Columbia and project export fig to Chile, Brazil, United States and Paraguay.

KEY PARTNERS

Non-Profits: Farmer Association
Municipality of Tariquino

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