



<Laboratoria>
Talent that transforms



Bringing more women into tech in Latin America

Ana Maria Martínez, Partner & COO

The 1st problem:

Women are missing
the tech opportunity

“Software developer will be the job with the highest demand increase from hiring companies in the next decade in LATAM”.

IDB, 2015

```
1 <html>
2 <head>
3 <script type="text/javascript" src="https://www.google.com/jsapi"></script>
4 <script type="text/javascript">
5 window.onload = function(){
6   google.load("visualization", "1", {packages:["corechart"]});
7   google.setOnLoadCallback(drawChart);
8   function drawChart() {
9     var data = new google.visualization.DataTable();
10    var categories = ['Western Restaurant', 'Khmer Restaurant', 'Hotels', 'Resort'];
11    var values = [100, 49, 120, 30];
12
13    for (var i = 0, len = categories.length; i < len; i++){
14      data.addColumn('number', categories[i]);
15    }
16
17    data.addRows(1);
18
19    for (var j = 0, jlen = values.length; j < jlen; j++){
20      data.setValue(0, j, values[j]);
21    }
22
23    var chart = new google.visualization.ColumnChart(document.getElementById('chart_div'));
24    chart.draw(data, {width: 600, height: 180, chartArea: {left:50,top:30,width:"50%",height:"75%",
25    backgroundColor:{strokeWidth:0}}});
26  }
27 </script>
28 </head>
29
30 <body>
31 <div id="chart_div"></div>
32 </body>
33 </html>
```



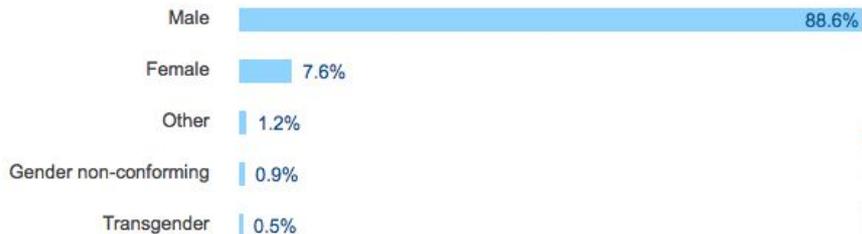
Demographics

Gender

All Respondents

Professional Developers

Students



Geography

Survey Respondents

Monthly Stack Overflow Visits

Professional Developers



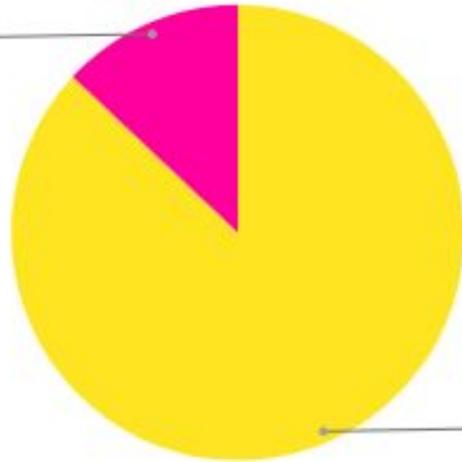
“Women are <10% of the software developers today”
Stackoverflow, 2017

► Situation is similar in LATAM

In Latin America, women are <13% of the IT workers today, a sector that will offer +450k jobs in 2019 according to CISCO.

IT jobs in LATAM by gender

Women
13.0%



Men
87.0%

+450k
jobs in
2019!

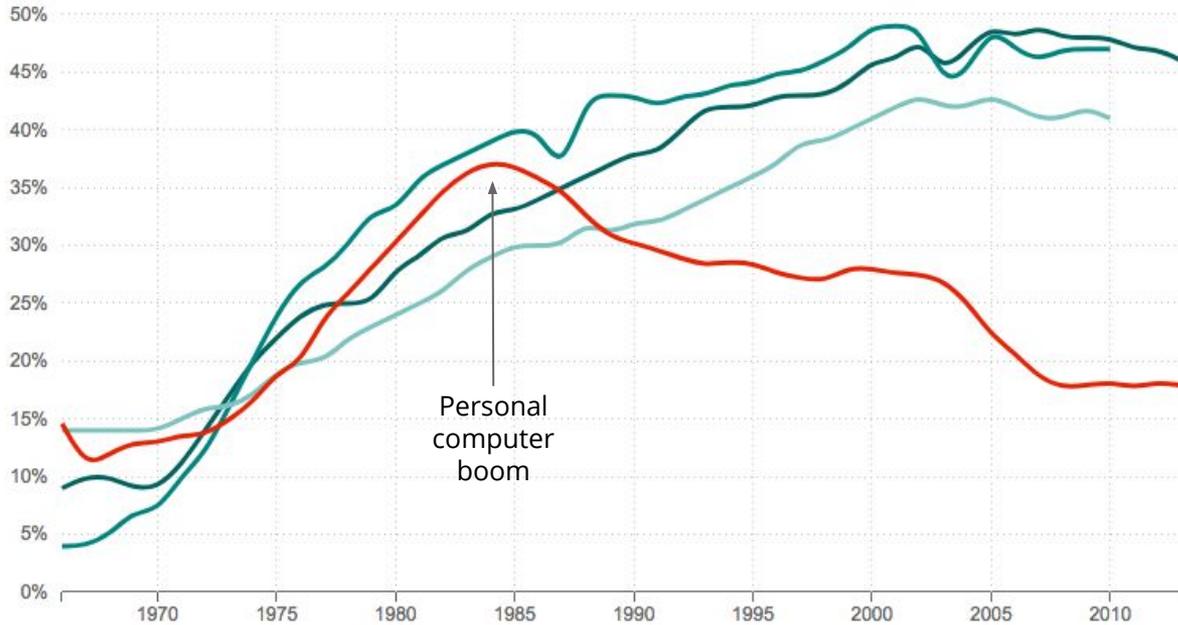
Barriers

Why are there
so few women
in tech?

What Happened To Women In Computer Science?

% Of Women Majors, By Field

Medical School Law School Physical Sciences Computer science



Source: National Science Foundation, American Bar Association, American Association of Medical Colleges

Credit: Quoctrung Bui/NPR



What kind of man owns his own computer?

Quite remarkably. The ideal of owning your own computer has become a reality. And it's not just for the big corporations. It's for you. And it's a whole new way of owning an Apple. It's a whole new way of owning an Apple. It's a whole new way of owning an Apple. It's a whole new way of owning an Apple.



Only your local computer store. See your local computer store for more information.

Two Bytes Are Better Than One

TMS 9900 16BIT MICROCOMPUTER 55-16

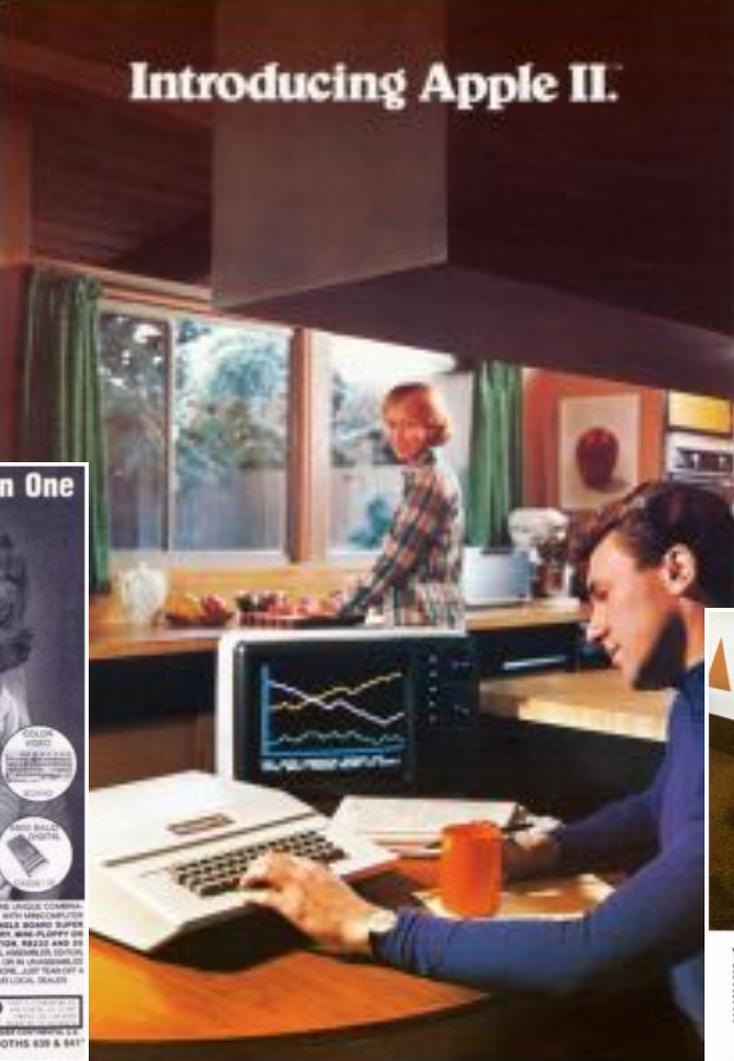
- SUPER STARTER SYSTEM
- COLOR VIDEO
- FLOPPY DISK
- VIDEO BOARD OPTION

THE FULL POWER OF THE 16-BIT TMS 9900 MICROPROCESSOR IS NOW AVAILABLE WITH THE UNIQUE COMBINATION OF RELIABLE HARDWARE AND EASY TO USE SOFTWARE IN THE TECHNICO 55-16. WITH MICRO-COMPUTER PERFORMANCE THE TECHNICO 16-BIT MICROCOMPUTERS ARE AVAILABLE FROM THE SINGLE BOARD SUPER STARTER SYSTEM AT UNDER \$400 TO THE FULL 55-16 WITH UP TO 64K BYTES OF MEMORY, HIGH-FLOPPY OR FULL PLAYBACK BOARD, & VIDEO BOARD DIGITAL CASSETTE, 64 COLOR VIDEO BOARD OPTION, RGB23 AND 25 OR A CURRENT LOOP ALL COMING WITH ONE OF THE INDUSTRY'S FASTEST BASIC AND A FULL-FEATURED EDITOR, COMPACT GRAPHIC PACKAGE, SYSTEMS ARE AVAILABLE COMPLETELY ASSEMBLED AND TESTED OR IN UNASSEMBLED 16-BIT "PC" FORM. EXPERT MANUAL INCLUDED OR AVAILABLE SEPARATELY AT \$25 TO LEARN MORE. JUST TEAR OFF A PIECE OF THIS AD AND RETURN TO TECHNICO OR CALL OUR HOTLINE 1-800-858-8888 OR VISIT US AT LOCAL DEALERS. EQUIPMENT MODEL # AVAILABLE THROUGH TECHNICO INTERNATIONAL.

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TECHNICO INTERNATIONAL

VISIT TECHNICO AT THE PHILADELPHIA PER COMP '78 SHOW - BOOTH 530 & 541
 LOCATED IN THE MAIN EXHIBIT CORRIDOR

Introducing Apple II.



Who's keeping up with Commodore?

The Commodore EXECUTIVE 64. A personal, portable computer with outstanding graphics, colour, music and astonishing computing capability, all in an easy-to-carry case. The Commodore EXECUTIVE

64 is designed for the movers of this world. Designed to give you the power. Power at your fingertips. The power of 64K memory. The power to keep up in the office. At home. Or in your home away from home.



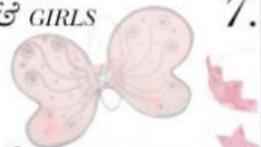
YOU BET YOUR SWEET TELEX OPERATOR IT IS!

BE DATACOMP. The new standard in telex and data communications. The only computer with the most powerful 32-bit processor. The only computer with the most powerful 32-bit processor. The only computer with the most powerful 32-bit processor. The only computer with the most powerful 32-bit processor.



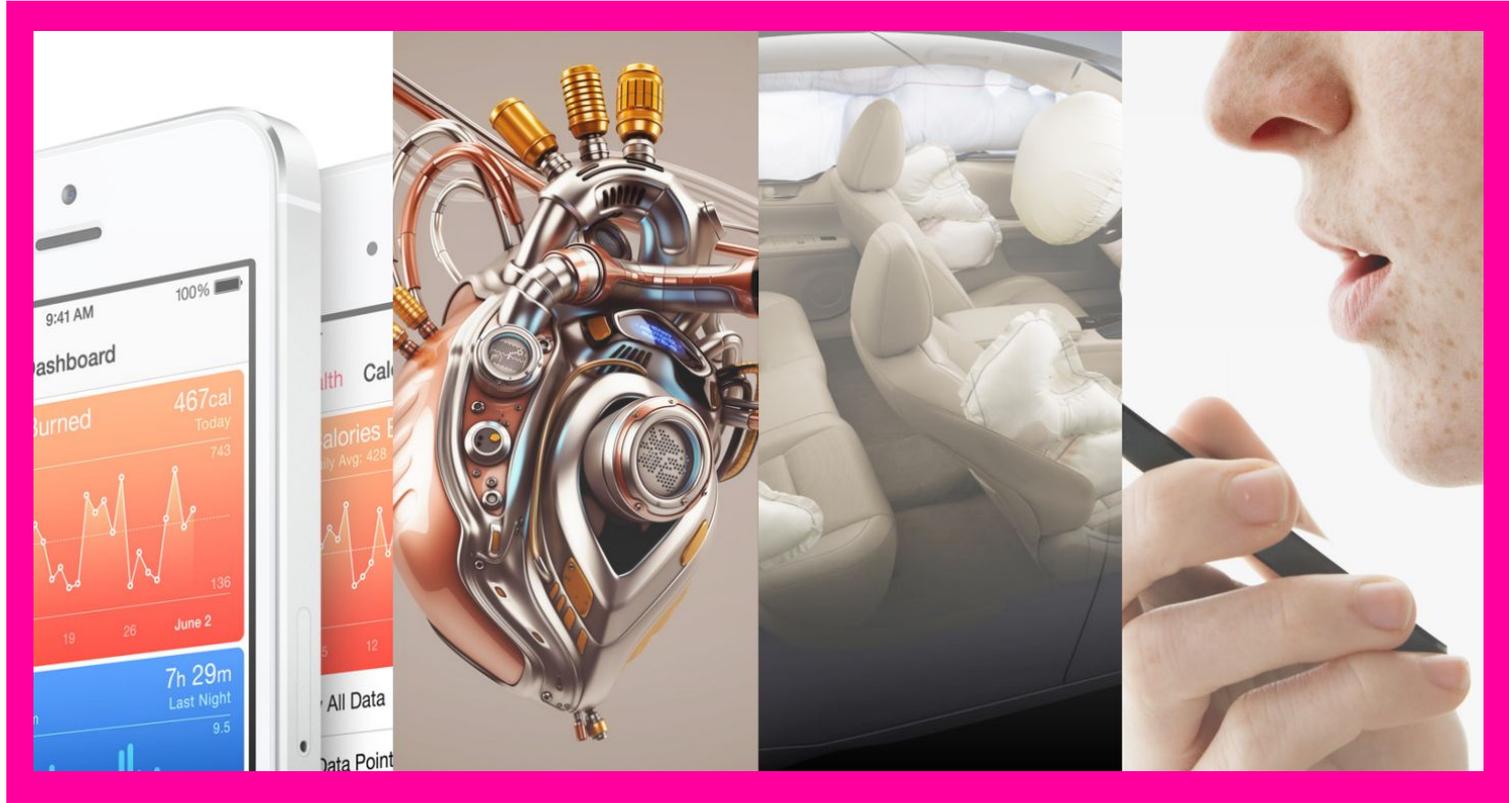
TOYS

FOR BOYS & GIRLS



This is not only a problem for women

Lack of women in tech limits creativity and innovation



Where are the women?



The 2nd problem

Millions of talented women are trapped in low quality education, unemployment or informal jobs.



An immense talent pool of young women without access to quality opportunities

76%

Of NEET in are women
(LATAM - OCDE)

>20%

Of women studying transition to the formal market (LATAM - OCDE)

1/3

Of women don't have personal income
(LATAM - OCDE)

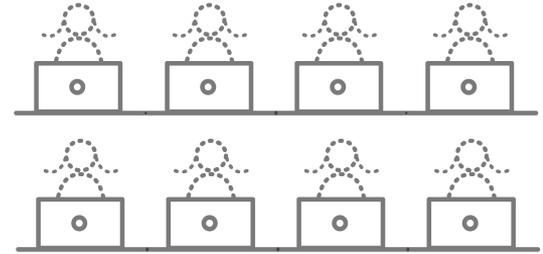
30%

Is the gender pay gap in Mexico (INEGI)

The Opportunity



▶ The opportunity



Women looking for quality (and affordable) opportunities to show their talent.

Companies needing more talent and diversity in their tech teams



Melo Sotomayor with Kenny Lupa at [Punto azul - Benavides.](#)

October 21 at 3:46pm · Miraflores District · 🌐

Regresar, pero en otras circunstancias.

Punto azul fue mi primer trabajo saliendo del colegio. Hoy vuelvo con Kenny en nuestra hora de almuerzo. 😊🍷🍷🍷🍷



“Coming back, but in other circumstances. Punto Azul (local restaurant) was my first job out school. Now I come back with Kenny in our lunch break from work”.

Melo and Kenny are graduates from Laboratoria.



OUR MISSION

Provide the diverse talent Latin America needs to thrive in the digital age.

“Laboratoria’s mission is to go out and find talent where no one else is looking”



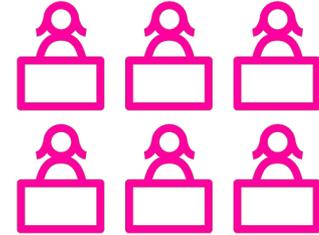
Job oriented education, well rounded and accountable.



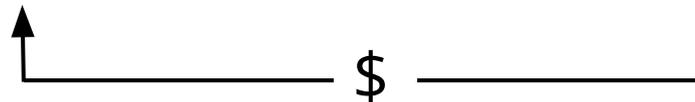
Selection



6mo Bootcamp training
(web dev. + soft skills + agile)



**Job Placement +
alumni support**





Different talent



Different education



Different Placement



5
Centers



+580
Graduates
+820 in April 18



80%
Placement
Rate



3x
Increase in
income



+200
Hiring
Companies



+500
Corporate
students



ThoughtWorks®

El Comercio



McCANN

RIMAC

Telefonica

falabella



accenture



INSITUM™

+200 HIRING COMPANIES IN THE AMERICAS

▶ LEADING PARTNERS



Citi Foundation



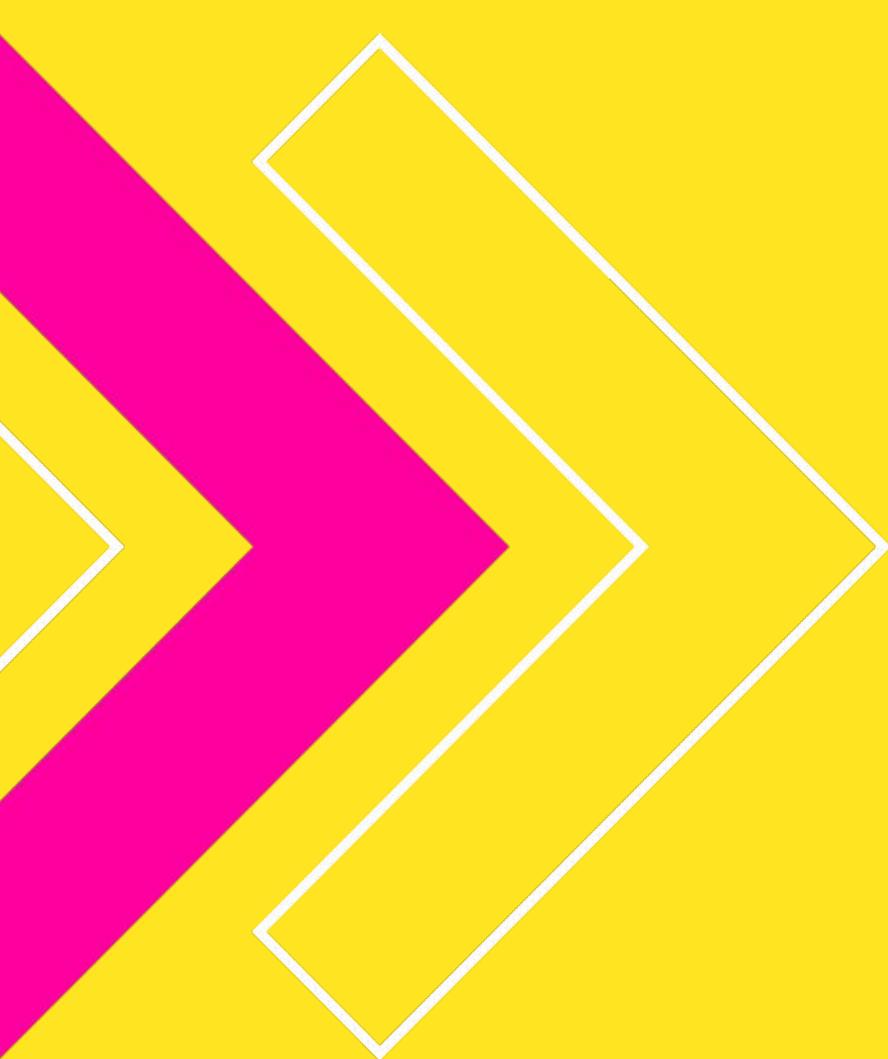
BLACKROCK®



OUR VISION

Become the leading source of female tech talent from Latin America to the world.



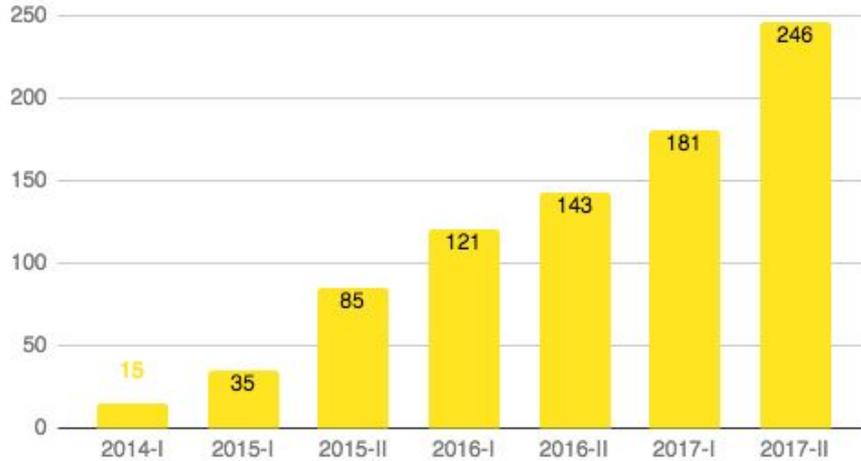


Thanks

(ana@laboratoria.la)

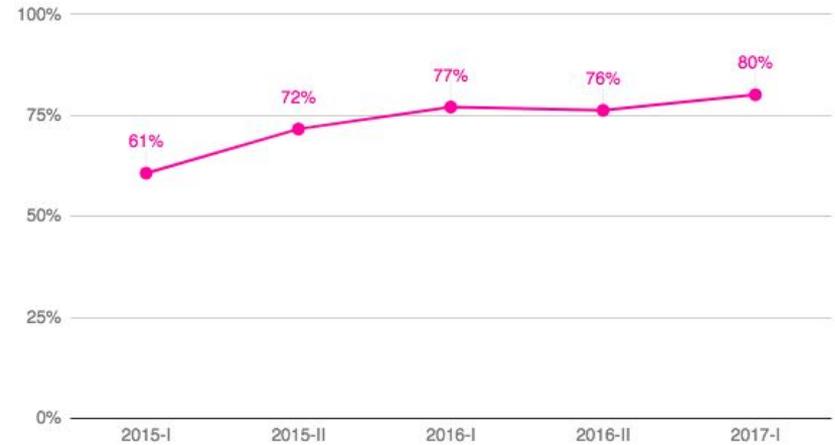
Laboratoria impact details - Back Up

Graduates (+820 at April 18)



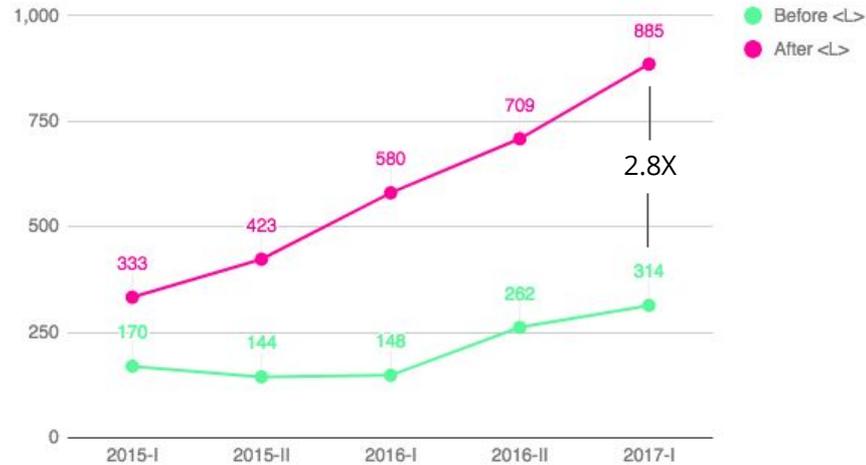
Graduates from Lima (since 2014 I) and SGO and CDMX (since 2015 II)
First graduates from GDL and SP will come in 2018-I

Employment rate among graduates

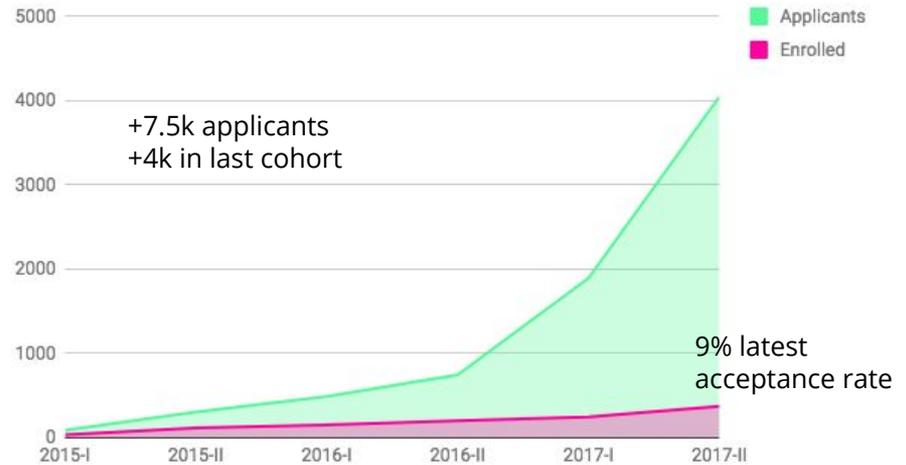


Laboratoria impact details - Back Up

Average salary in USD (LIM + SGO + CDMX)



Interest in Laboratoria and acceptance rate



Laboratoria impact details - Back Up

Educational background of our students (Regional, all cohorts)

