‹Laboratoria›

Talent that transforms

Bringing more women into tech in Latin America

Ana Maria Martínez, Partner & COO

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The 1st problem:

Women are missing the tech opportunity

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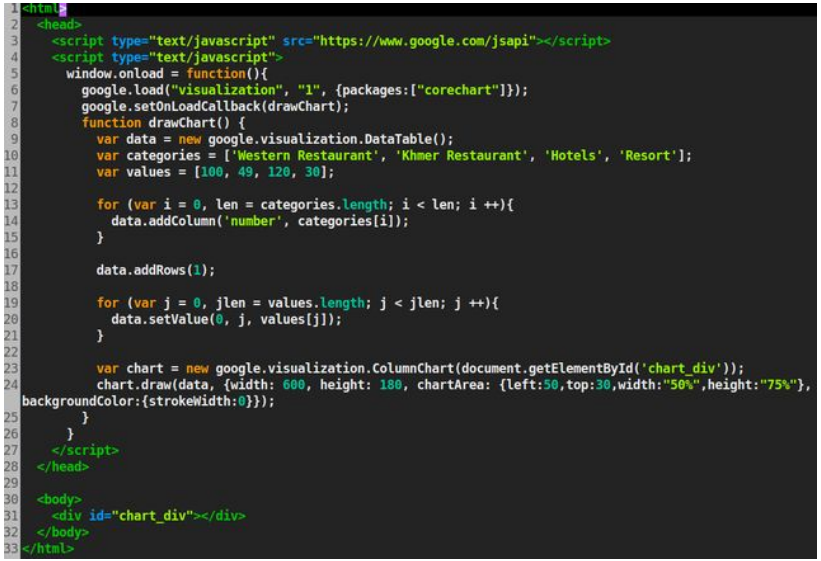
“Software developer will be the job with the highest demand increase from hiring companies in the next decade in LATAM”.

IDB, 2015



```
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  <head>
    <script type="text/javascript" src="https://www.google.com/jsapi"></script>
    <script type="text/javascript">
      window.onload = function(){
        google.load("visualization", "1", {packages:["corechart"]});
        google.setOnLoadCallback(drawChart);
        function drawChart() {
          var data = new google.visualization.DataTable();
          var categories = ['Western Restaurant', 'Khmer Restaurant', 'Hotels', 'Resort'];
          var values = [100, 49, 120, 30];

          for (var i = 0, len = categories.length; i < len; i ++){
            data.addColumn('number', categories[i]);
          }

          data.addRows(1);

          for (var j = 0, jlen = values.length; j < jlen; j ++){
            data.setValue(0, j, values[j]);
          }

          var chart = new google.visualization.ColumnChart(document.getElementById('chart_div'));
          chart.draw(data, {width: 600, height: 180, chartArea: {left:50,top:30,width:"50%",height:"75%"},
backgroundColor:{strokeWidth:0}});
        }
      }
    </script>
  </head>

  <body>
    <div id="chart_div"></div>
  </body>
</html>
```
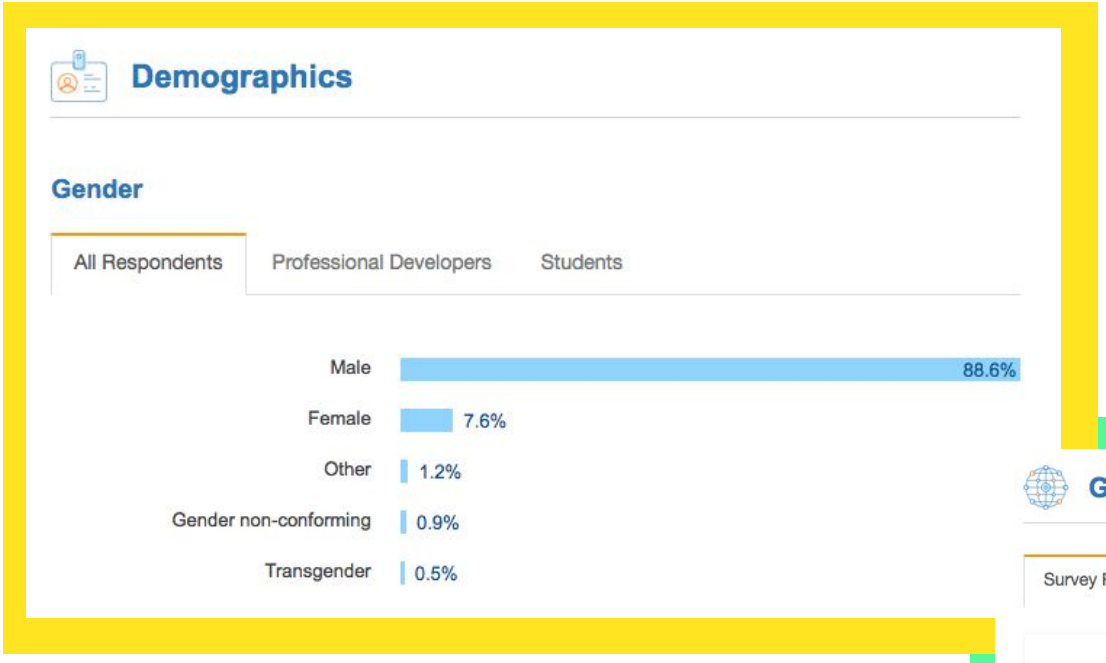
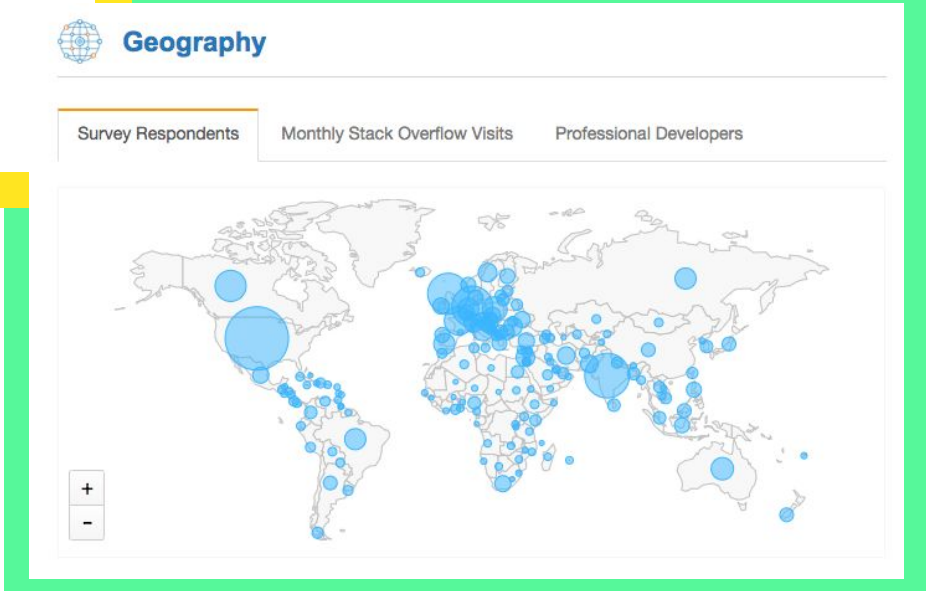



stackoverflow

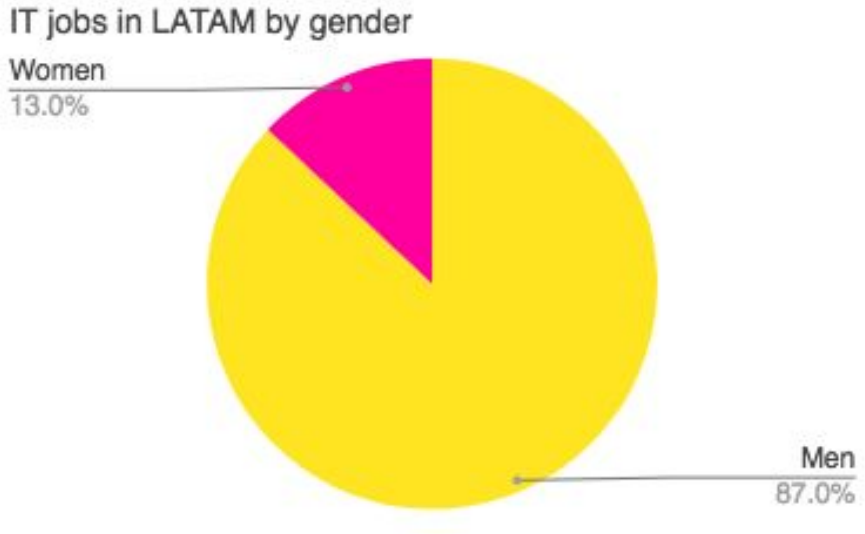


"Women are <10% of the software developers today"

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.



+450k jobs in 2019!

Barriers

Why are there so few women in tech?

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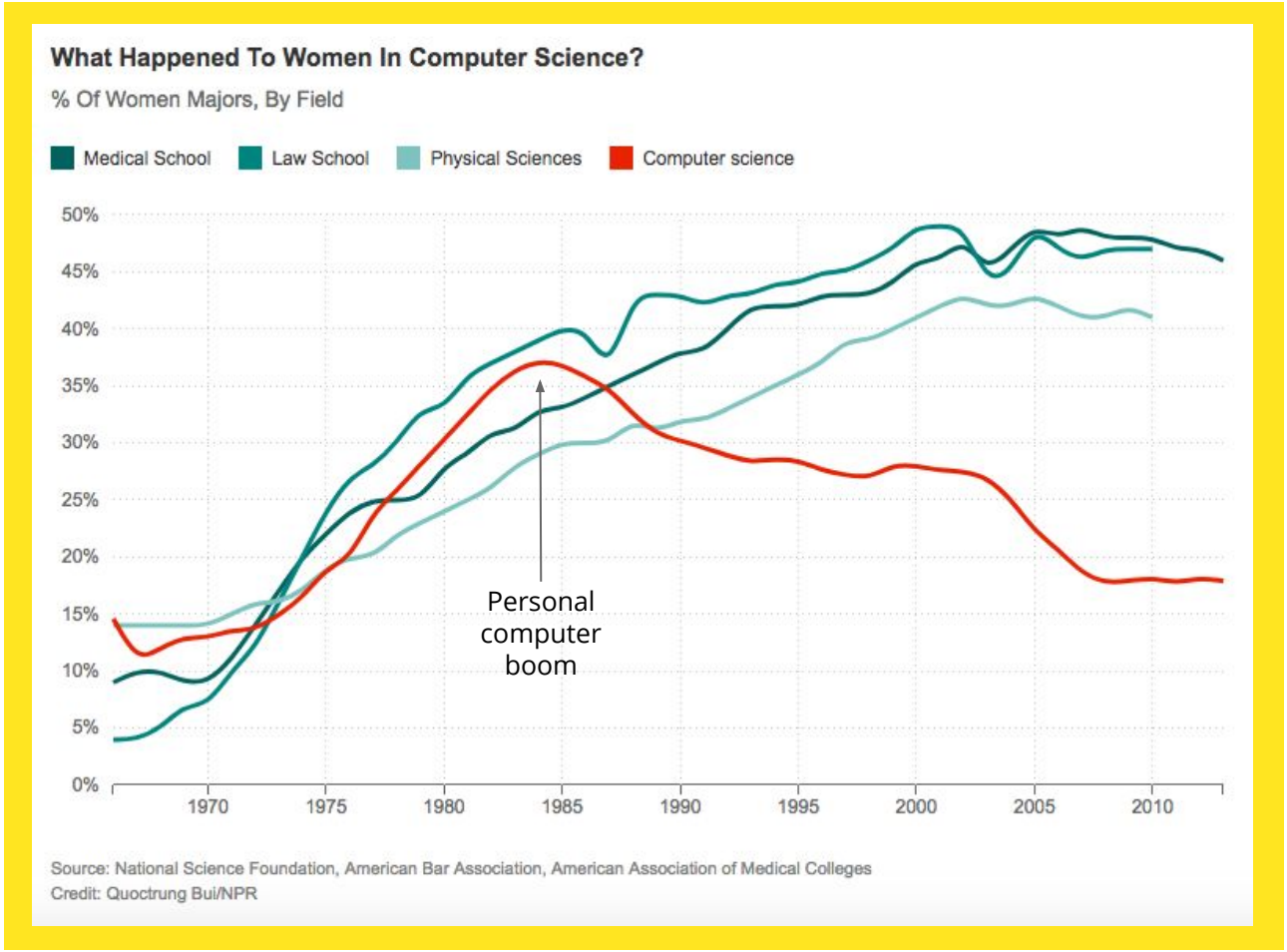
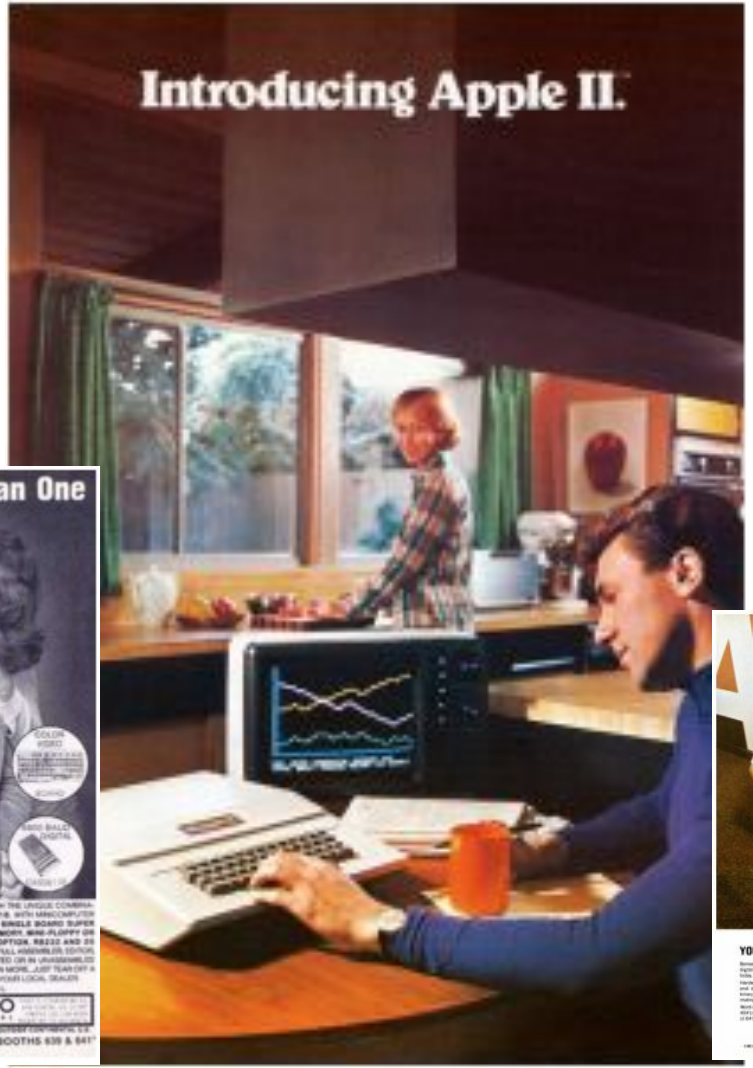

What Happened To Women In Computer Science?
% Of Women Majors, By Field
Medical School
Law School
Physical Sciences
Computer science
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
1970
1975
1980
1985
1990
1995
2000
2005
2010
Personal computer boom
Source: National Science Foundation, American Bar Association, American Association of Medical Colleges
Credit: Quoctrung Bui/NPR

What kind of man owns his own computer?


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.

Two Bytes Are Better Than One
TMS 9900
16BIT
MICROCOMPUTER
SS-16
TECHNICO
TECHNICO
"VISIT TECHNICO AT THE PHILADELPHIA PER COMP '78 SHOW - BOOTHS 639 & 641"

THIS IS A COMPUTER?
YOU BET YOUR SWEET TELEX OPERATOR IT IS!
DATACOMP

TOYS
FOR BOYS & GIRLS
1.
2.
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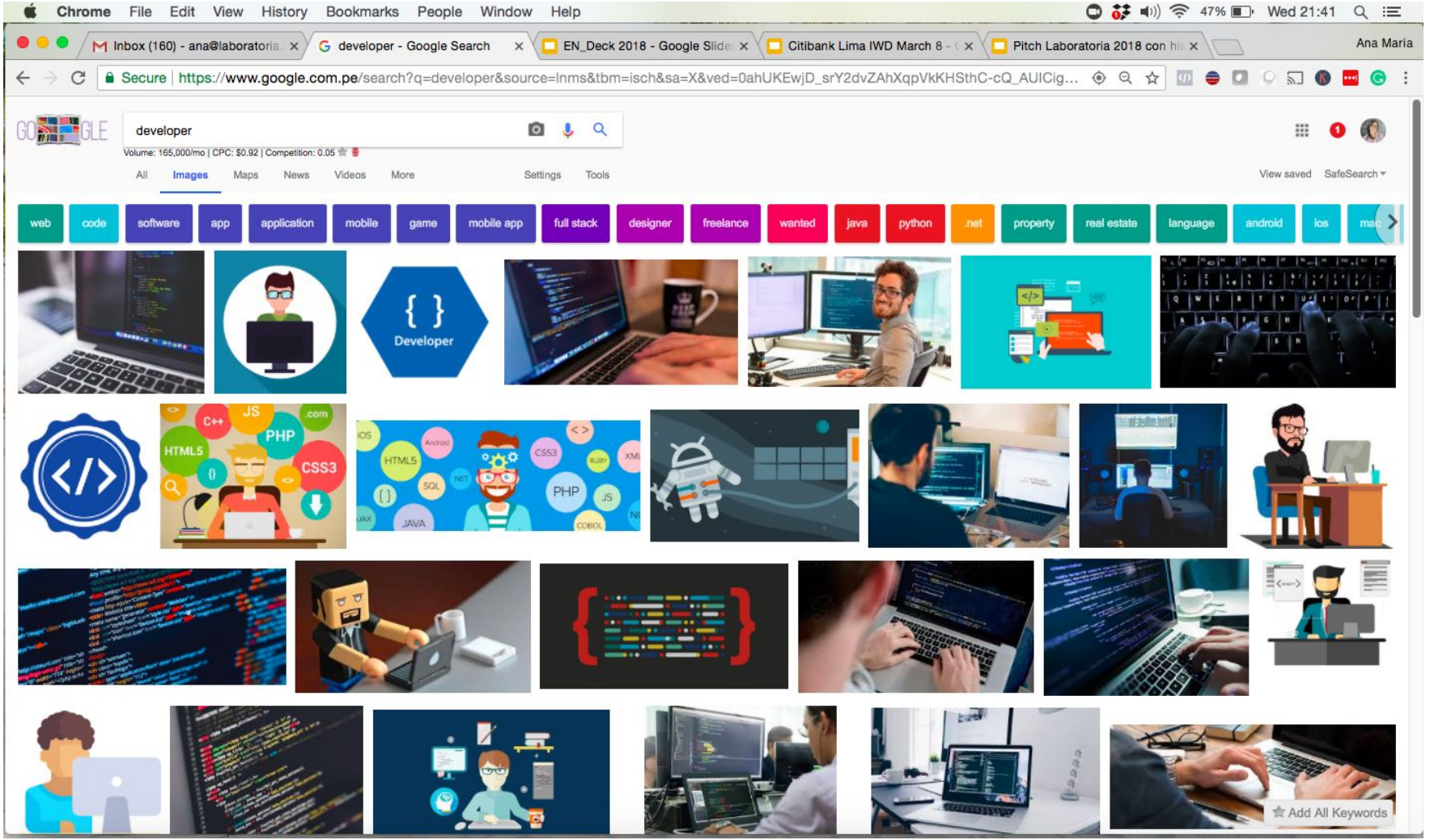
KATE MOSS
PAPER
DOLL


Chrome File Edit View History Bookmarks People Window Help
47% Wed 21:41
Inbox (160) - ana@laboratoria
developer - Google Search
EN_Deck 2018 - Google Slide
Citibank Lima IWD March 8 -
Pitch Laboratoria 2018 con his
Ana María
Secure https://www.google.com.pe/search?q=developer&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjD_srY2dvZAhXqpVkKHSthC-cQ_AUICig...
developer
Volume: 165,000/mo | CPC: $0.92 | Competition: 0.05
All Images Maps News Videos More Settings Tools
View saved SafeSearch
web code software app application mobile game mobile app full stack designer freelance wanted java python .net property real estate language android ios
Developer
Add All Keywords

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

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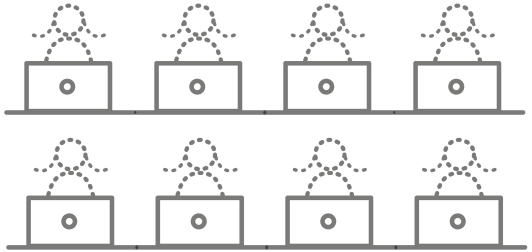
The opportunity

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



Companies needing more talent and diversity in their tech teams

“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”.

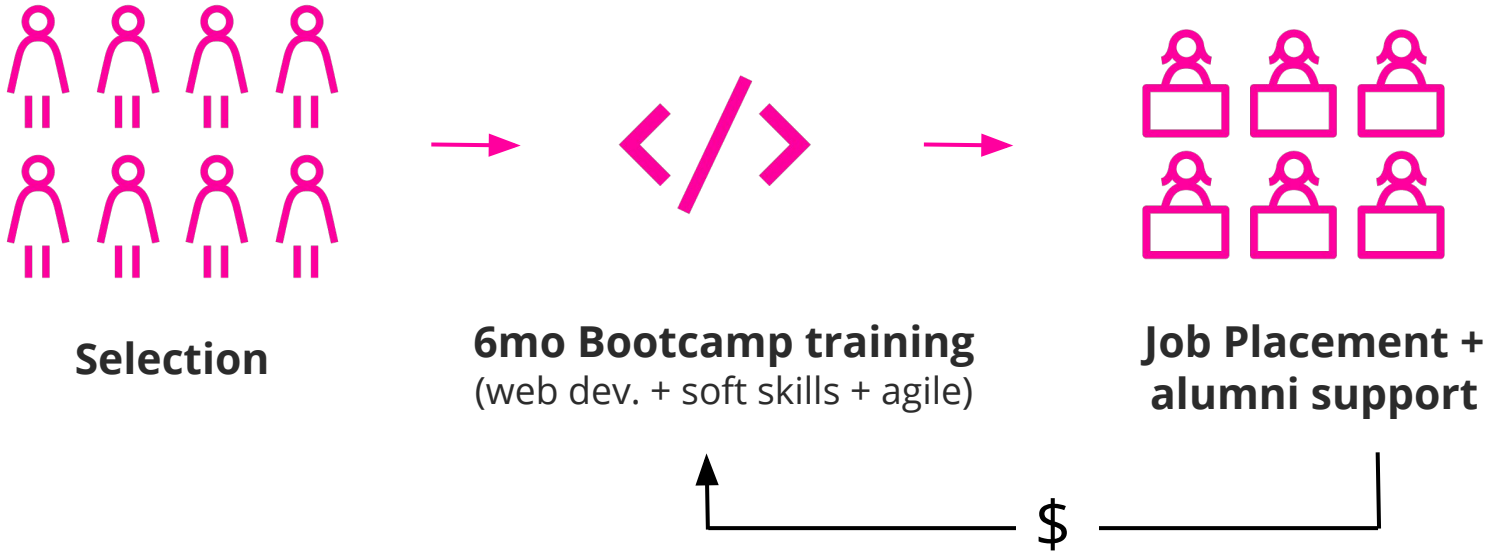
Melo and Kenny are graduates from Laboratoria.

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”
APEC
CEO SUMMIT
PERU 2016

Job oriented education,
well rounded and accountable.



Different talent

Different education

Different Placement

5
Centers

+580
Graduates
+820 in April 18

80%
Placement Rate

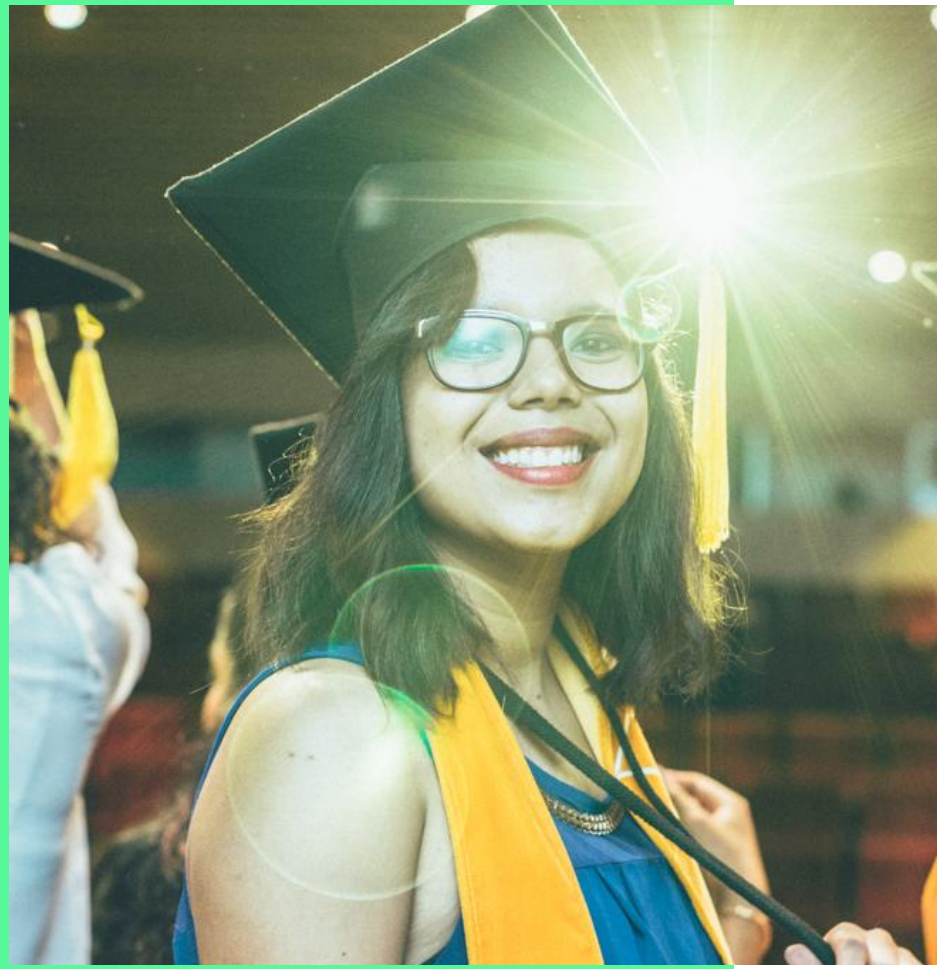
3x
Increase in income

+200
Hiring Companies

+500
Corporate students

+200 HIRING COMPANIES IN THE AMERICAS

LEADING PARTNERS



OUR VISION

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

Thanks

(ana@laboratoria.la)

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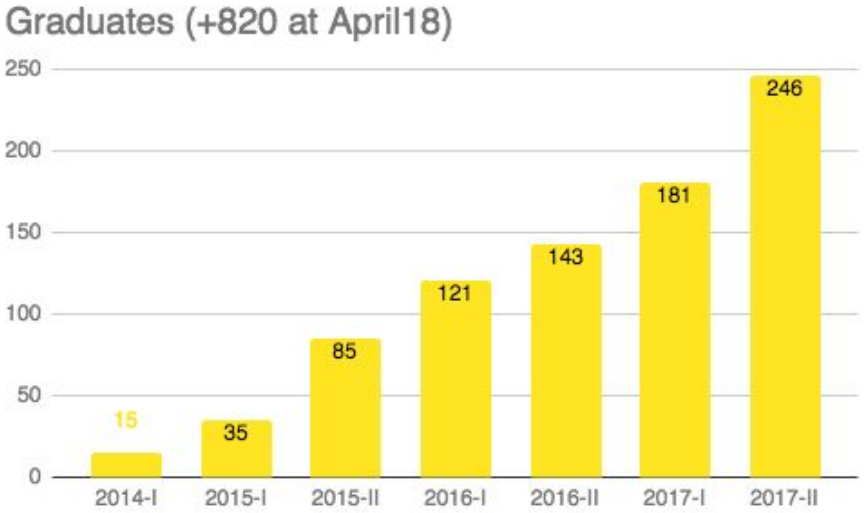
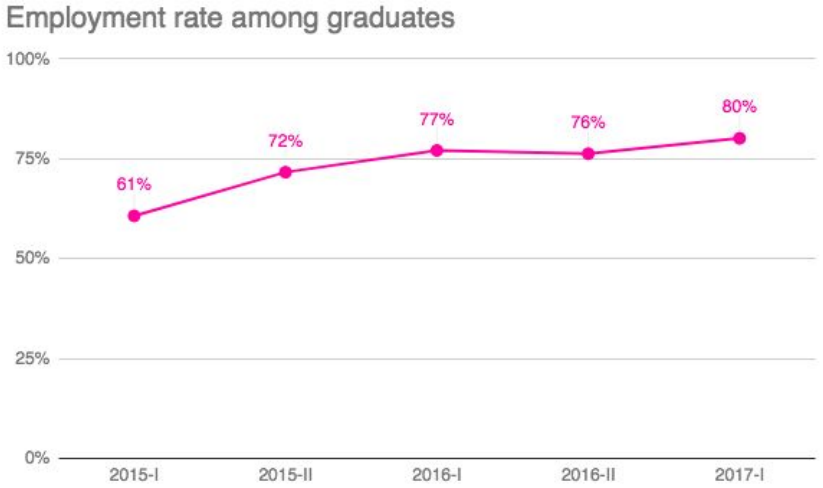
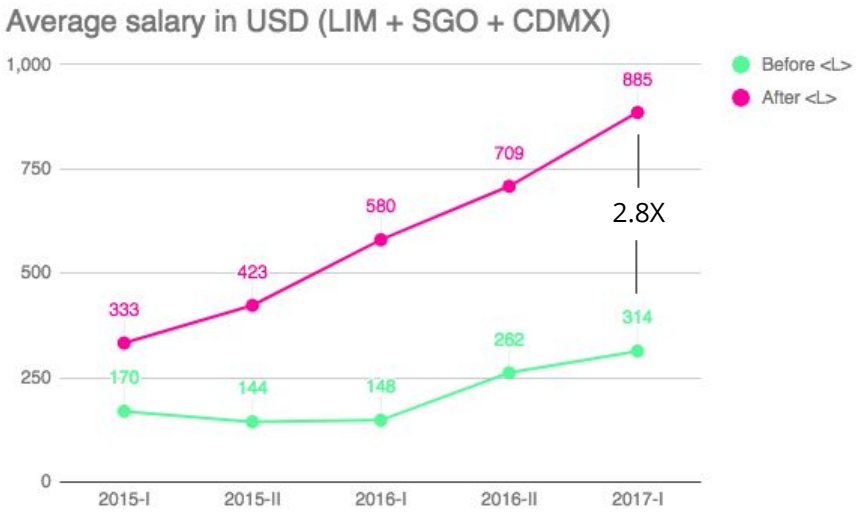
Laboratoria impact details - Back Up

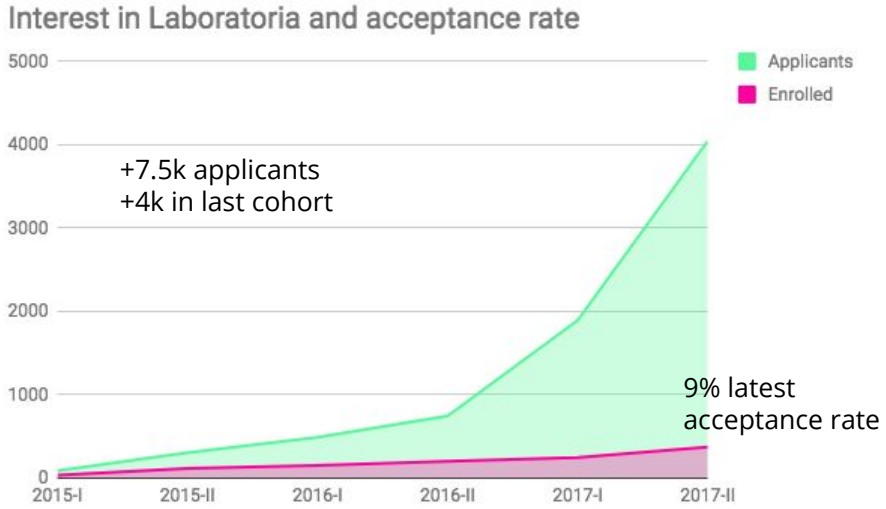
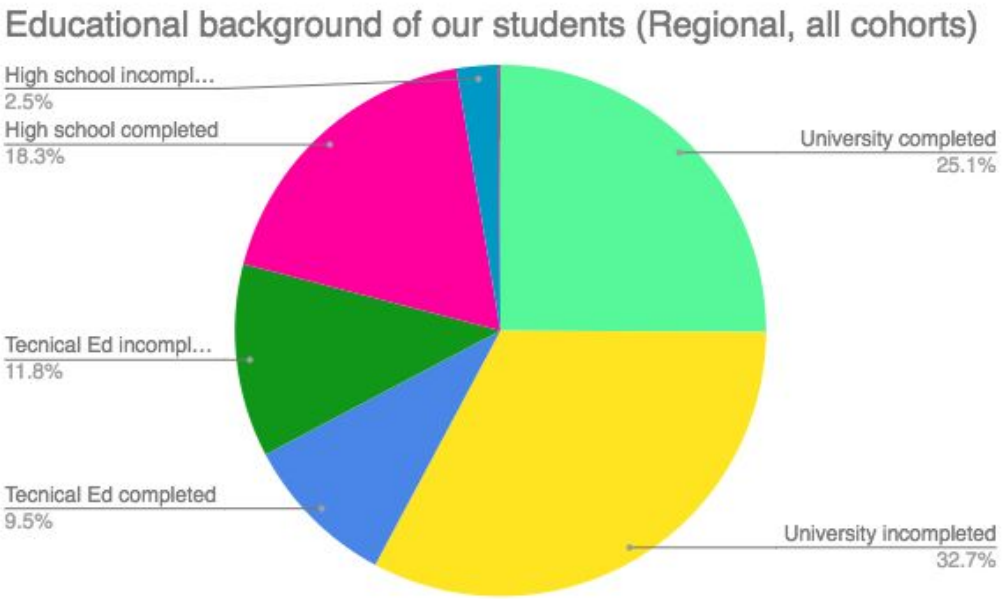




Graduates from Lima (since 2014 I) and SGO and CDMX (since 2015 II)
First graduates from GDL and SP will come in 2018-I

Laboratoria impact details - Back Up





Laboratoria impact details - Back Up