mitgsw
global startup workshop

QUANTUM
LEAP
TO DEVELOPMENT

GUATEMALA 2015

UFM
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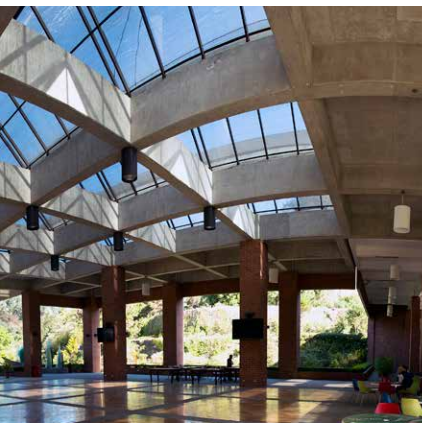
MIT GSW History

The MIT Global Startup Workshop (MIT GSW) was founded in 1997 when the MIT $50K (now $100K) Entrepreneurship Competition received numerous queries from around the world from organizations interested in starting and improving their own business plan competitions (BPCs). The first MIT GSW was held in Cambridge, Massachusetts, in March 1998 and brought together an international community committed to launching BPCs to stimulate and nurture entrepreneurship worldwide.

A decade later in 2007, having helped grow and mature the BPC community, the MIT GSW expanded its mission to include all aspects of the entrepreneurial ecosystem. Today it continues to build stronger, more productive entrepreneurial ecosystems around the world and a diverse and dynamic global support network for entrepreneurs.

The MIT Global Startup Workshop is the world's premier workshop dedicated to fostering entrepreneurship, inspiring future innovators, and building entrepreneurial ecosystems globally. We bring together over 300 people from different backgrounds, bridging boundaries across sectors to stimulate discussion, generate ideas, and share best entrepreneurial practices. Since 1998, our non-profit, student-run organization has held 17 international workshops, spanning 6 continents, and has attracted participants from over 70 nations. This year, we are proud to partner with Universidad Francisco Marroquín (UFM) to bring the MIT Global Startup Workshop to Guatemala City, a cultural and economic capital of Central America.

Amy Yu & Rohit Singh
MIT GSW 2015 Lead Organizers

Freedom, entrepreneurship, and growth are the three components that define the world of startups. At the MIT GSW and at UFM we are convinced that these three ingredients also make up the formula that will spark development in Guatemala. This is why UFM decided to bring the MIT GSW to Guatemala, and we are confident that before long we'll begin to see the results.

Gabriel Calzada
President of UFM

Tigo is proud to be the official sponsor of this great event. We share UFM's vision that it will play a key role in strengthening development in Guatemala. At Tigo we firmly believe in the power of entrepreneurs to fuel development and technological innovation. Activities that promote progress like MIT GSW are in line with our vision of empowering people so their lives can move forward.

Luis Fernando Valladares
CEO of Tigo Guatemala

KEYNOTES

Magatte Wade
Founder and CEO, Tiossano

Born in Senegal, educated in Germany and France, and launched her entrepreneurial career in the San Francisco Bay Area, where she co-founded Adina World Beverages after working closely with Silicon Valley startups. She is a TED Global Africa Fellow and is starting a new company, Tiossano, a contemporary lifestyle products brand that integrates the cultures of the three cities that shaped her life: Dakar, Paris, and San Francisco. She is fluent in, and conducts business in, Wolof, the predominant indigenous language of Senegal, French, and English.

Martin Roscheisen
Tech CEO

Started four tech companies since 1998, three of which with products still in use and growing today 15 years later and one which —just like Bitcoin today— was technologically most intriguing but left a $600MM hole in the sands of not just Sand Hill. He holds a PhD from Stanford University in Computer Science. His MIT GSW 2015 keynote is titled 'How to Create a Unicorn'.

Ketan Makwana
Entrepreneur, Investor, Mentor

Renowned international speaker and serial entrepreneur who has started, scaled and sold multiple businesses. In a response to the emerging skills gap between education to employment and enterprise Ketan launched Enterprise Lab in 2011 which is now operating in 11 countries training 100,000 people a year. In 2012 Ketan founded and delivered Youth Enterprise Live backed by the Prime Minister and the UK's largest event focused on Education, Employment and Enterprise. Ketan is the Head of Operations at Rockstar Startup & Rockstar Hubs and sits on many advisory boards and panels.

Slava Rubin
Co-founder and CEO, Indiegogo

Indiegogo is a company dedicated to revolutionize the way that people fund what matters to them. Under his leadership, Indiegogo has become the largest crowdfunding platform in the world. Slava is responsible for executing the company's strategic growth initiatives, while overseeing all daily operations of the business. Prior to Indiegogo, Slava was a strategy consultant working on behalf of clients such as MasterCard and FedEx for over a decade. Slava is also the founder of Music Against Myeloma, an annual charity event that raises funds and awareness for cancer research. Slava graduated with a BSE from the Wharton School of the University of Pennsylvania.

GUATEMALA 2015

KEYNOTES

Tim Draper (via Skype)
Founding Partner, Draper Associates

Tim Draper founded the venture capital firms Draper Associates and Draper Fisher Jurvetson (DFJ). His venture successes include Skype, Hotmail, Tesla, Baidu, Theranos, Overture, Twitch.TV, YeePay, Indiegogo, Docusign, Parametric Technology, and AngelList.

Tim is the creator of viral marketing, a method for spreading a software application from customer to customer instrumental to the success of Hotmail, Skype, Gmail, Yahoo!mail, and hundreds of other enterprises. He founded the DFJ/Draper Network, a global network of venture funds. In 2011 he created Draper University of Heroes, a residential and online school based in San Mateo, California, to help extraordinary people accomplish their life missions. He was ranked number forty-six on the list of outstanding Harvard alumni, number seven on the Forbes Midas List, the number one Most Networked Venture Capitalist by Always On, and number ninety-eight on the 2014 Worth magazine 100 Most Powerful People in Finance. Tim has a bachelor of science in electrical engineering from Stanford University and an MBA from Harvard Business School.

Matías de Tezanos
Entrepreneur, Investor

Guatemalan serial Internet entrepreneur. In 2001, he founded the most visited Internet hotel reservation site in Spanish, Hoteles.com, which he sold at age 22 to Expedia. He was the co-founder and CEO of ClickDiario.com Network, an Internet advertising network in Latin America, which he sold at age 26 to FOX Networks. In 2006, he founded PeopleFund, a private equity company that invests in tech-stratups. In 2007, he started Healthcare.com, an online pay-per-click healthcare vertical, serving 4 million healthcare-related searches every month. He is also an angel investor in several Internet ventures, including StartupsNetwork.com and Wamba.com.

Luis von Ahn (via Skype)
Entrepreneur, Professor

Guatemalan entrepreneur and an associate professor in the Computer Science Department at Carnegie Mellon University. He is known as one of the pioneers of crowdsourcing. He is the founder of the company reCAPTCHA, which was sold to Google in 2009, and the co-founder and CEO of Duolingo, a popular language-learning platform. Named One of World's Top Young Innovators by Technology Review Magazine.

PANELISTS

Panel 1

Fostering Entrepreneurship
Moderator

Gabriel Delgado
Tech Entrepreneur

Thomaz Cortes
Founder, Mokane

Akhil Nigam
Co-founder, MassChallenge

Kyle Passarelli
Director of Engineering, Xoom

Panel 2

First 30 Days Beyond the Idea
Moderator

Chris Howard
Founder, Libboo

Andreas Mjelde
Founder and CEO, Linio.com

Juan Fermín Rodríguez
Co-founder and CEO, Kingo

Arthur Chait
President, Antigua Forum

Panel 3

Innovative Financing
Moderator

Helmuth Chávez
Dean of School of Business, UFM

Mark Skousen
Economist, Professor, Author

Ketan Makwana
Entrepreneur, Investor, Mentor

Juan de Dios Aguilar
Founder and President, Invercorp

Panel 4

10x Mindset - Going Global
Moderator

Hugo Díaz
Entrepreneur, Investor

Alex Poulias
CEO, Televida Group

Marko Hrelja
Founder, 10xCrowds.com

Richard Ambrose
Co-founder, Pomona Impact

PANELISTS

Panel 5

Hacking Politics
Moderator

Fritz Thomas
Dean of School of Economic Sciences, UFM

Zachary Caceres
Executive Director, Startup Cities

Ramphis Castro
Serial Entrepreneur

Panel 6

Investment in Emerging Markets:
A Business Case for Entrepreneurship
Moderator

Mohammad Asfour
Board Member, World Green

Bill Morrow
Founder and CEO, Angel's Den

Daniel Buchbinder
Co-founder and CEO, Alterna

Eric Zarakov
Advisory Board Member, Carjojo Corp.

Panel 7

Difficult Decisions in Entrepreneurship
Moderator

Mario Salazar
Entrepreneur, Consultant, Professor

John Chisholm
CEO, John Chisholm Ventures

Manuel Carranza
Entrepreneur

Fernando Poma
Director, Real Hotels and Resorts

Panel 8

Technical Entrepreneurship
Moderator

Stephen Brown
Technology Licensing Officer, MIT

Alberto Gómez
Co-founder and Partner, Adara Ventures

Rodrigo Blanco
Founder and Co-CEO, Kipo Inc.

Stephen Pieraldi
Serial Entrepreneur, Lecturer

PANELISTS

Panel 9

Be The Solution: Innovating for Social Development
Moderator

Andrés Botrán
Chairman, Compañía Agrícola

Philip Wilson
Founder and CEO, Ecofiltro

Carter Powers
Chief Operations Officer, Dimagi

Noam Angrist
Co-founder and Executive Director, Young 1ove

Greg Van Kirk
Co-founder and Director, CE Solutions

Panel 10

Feeding the Next Billion: Entrepreneurship, Agriculture & Sustainability
Moderator

Alain Berger
CEO, Fogliasana

Colin Fain
Founder and CEO Agronometrics

Jason Hess
Co-founder and CEO, Blastos

Fernando Fahsen

Panel 11

Education Startups
Moderator

Rebeca Zuñiga
Director of New Media Department, UFM

Mónica Zelaya
Director of Business Administration, UFM

Patrick Ko
CEO, Paradigm

Adrián Catalán
Founder, Elemental Geeks

Karla Ruiz
Entrepreneur

Panel 12

Designing Under $1
Moderator

Karl Williamson
Product Design Coordinator

Denny McFadden
Senior Product Designer

Emilio Méndez
Entrepreneur

Richard Heap
Graphic Designer

SCHEDULE

Wednesday, March 25

	Place	Activity
07:30 AM	Lobby (near the main entrance)	Buses from Westin Camino Real Hotel to UFM Campus
08:30 AM - 09:00 AM	Liberty Plaza	Registration and EPC sign-up
09:00 AM - 09:15 AM	Main Auditorium	Welcome and Opening Remarks
09:15 AM - 10:00 AM	Main Auditorium	Quantum Leap to Development Partnering with Tigo
10:00 AM - 10:45 AM	Main Auditorium	Opening Keynote Address: Magatte Wade
10:45 AM - 11:00 AM	Main Auditorium	Tips from past GSW attendees, making the best of the experience by John Chisholm
11:00 AM - 11:30 AM	Convention Room	Coffee Break, Demo Town and EPC sign-up
11:30 AM - 12:30 PM	Main Auditorium Small Auditoriums	• Panel 1: Fostering Entrepreneurship • Elevator Pitch Contest Training
12:30 PM - 02:00 PM	Liberty Plaza	Lunch
02:00 PM - 02:30 PM	Main Auditorium	Keynote Address (via Skype): Tim Draper
02:30 PM - 03:30 PM	Main Auditorium Small Auditoriums	• Panel 2: First 30 Days Beyond the Idea • Panel 3: Innovative Financing
03:30 PM - 04:00 PM	Convention Room	Coffee Break and Demo Town
04:00 PM - 05:00 PM	Main Auditorium Small Auditoriums	• Panel 4: 10x Mindset - Going Global • Panel 5: Hacking Politics
Options: (1) Return to Hotel (2) Watch Poverty, Inc. (3) Tour of UFM Campus		
05:00 PM **05:15 PM - 06:45 PM**	Infinite Relations Sculpture Main Auditorium Lobby of Main Auditorium	• Buses from UFM Campus to Westin Camino Real Hotel • Poverty Inc. (documentary) Q&A with Mark Weber and Magatte Wade • Tour of UFM Campus
07:00 PM	Lobby (near the main entrance) Infinite Relations Sculpture	• Buses from Westin Camino Real Hotel to San Bernardo • Buses from UFM Campus to San Bernardo
08:00 PM - 10:30 PM	San Bernardo	Cocktail Reception
10:30 PM	San Bernardo (main entrance)	Buses back to hotel

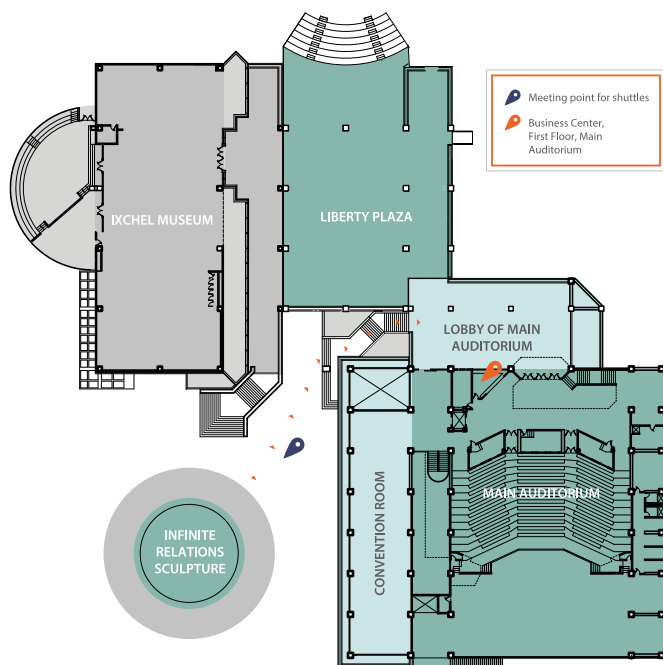**EPC** = Elevator Pitch Competition
BPC = Business Plan Competition

QUANTUM **LEAP** TO DEVELOPMENT

Thursday, March 26

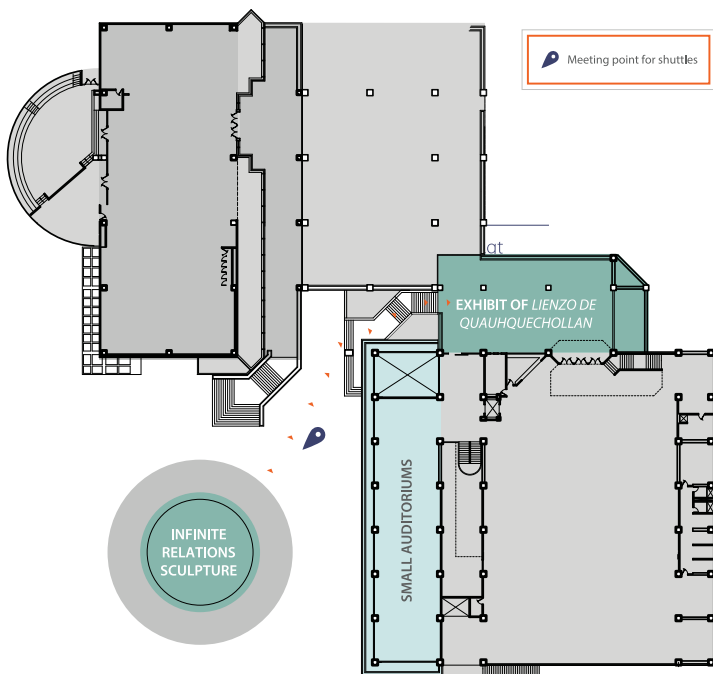|	Place	Activity
07:30 AM	Lobby (near the main entrance)	Buses from Westin Camino Real Hotel to UFM Campus
08:30 AM - 08:45 AM	Convention Room	Registration and Demo Town
08:45 AM - 09:00 AM	Main Auditorium	Opening Remarks and Unconference Explanation
09:00 AM - 10:00 AM	Main Auditorium	Keynote Address: Martin Roscheisen
10:00 AM - 11:00 AM	Main Auditorium Liberty Plaza	• Panel 6: Investment in Emerging Markets: A Business Case for Entrepreneurship • Unconference
11:00 AM - 11:30 AM	Convention Room Liberty Plaza	• Coffee Break and Demo Town • Unconference
11:30 AM - 12:30 PM	Main Auditorium Liberty Plaza	• Panel 7: Difficult Decisions in Entrepreneurship • Unconference
12:30 PM - 02:00 PM	Exhibit of *Lienzo de Quauhquechollan* Liberty Plaza	• Lunch • Unconference
02:00 PM - 03:00 PM	Main Auditorium Liberty Plaza	• Panel 8: Technical Entrepreneurship • Unconference
03:00 PM - 04:30 PM	Main Auditorium	EPC Preliminaries
04:30 PM - 05:00 PM	Convention Room	Coffee Break and Demo Town
05:00 PM - 06:00 PM	Main Auditorium	Keynote Address: Ketan Makwana
06:00 PM - 06:15 PM	Main Auditorium	Announcement of EPC finalists
06:30 PM	Infinite Relations Sculpture	Buses from UFM Campus to Paseo Cayalá
07:00 PM - 10:00 PM	Azaria Room of Paseo Cayalá	Cocktail Reception
09:30 PM	Azaria Room (main entrance)	Buses back to hotel
11:30 PM	Azaria Room (main entrance)	Buses back to hotel (for those who stayed in Paseo Cayalá bars)

GUATEMALA 2015

Friday, March 27

	Place	Activity
07:30 AM	Lobby (near the main entrance)	Buses from Westin Camino Real Hotel to UFM Campus
08:30 AM - 08:45 AM	Convention Room	Registration and Demo Town
08:45 AM - 09:00 AM	Main Auditorium	Opening Remarks
09:00 AM - 10:00 AM	Main Auditorium Small Auditoriums	• Panel 9: Be the Solution: Innovating for Social Development • Panel 10: Feeding the Next Billion: Entrepreneurship, Agriculture and Sustainability
10:00 AM - 11:00 AM	Main Auditorium Small Auditoriums	• Panel 11: Education Startups • Panel 12: Designing Under $1
11:00 AM - 11:30 AM	Convention Room	Coffee Break and Demo Town
11:30 AM - 12:30 PM	Main Auditorium	Keynote Address: Matías de Tezanos and Luis von Ahn (via Skype)
12:30 PM - 02:00 PM	Liberty Plaza	Lunch
02:00 PM - 03:00 PM	Main Auditorium	EPC Finals
03:00 PM - 04:00 PM	Main Auditorium	BPC Finals
04:00 PM - 04:30 PM	Convention Room	Coffee Break and Demo Town
04:30 PM - 05:30 PM	Main Auditorium	Closing Keynote Address: Slava Rubin
05:30 PM	Infinite Relations Sculpture	Buses from UFM Campus to Westin Camino Real Hotel
05:30 PM - 07:00 PM	UFM / Westin Camino Real Hotel	Free Time
07:00 PM	Lobby (near the main entrance)	Buses from Westin Camino Real Hotel to UFM Campus
07:30 PM - 10:30 PM	Liberty Plaza	Gala Dinner
10:30 PM	Infinite Relations Sculpture	Buses from UFM Campus to Westin Camino Real Hotel

MAIN FLOOR

IXCHEL MUSEUM

LIBERTY PLAZA

LOBBY OF MAIN AUDITORIUM

MAIN AUDITORIUM

CONVENTION ROOM

INFINITE RELATIONS SCULPTURE

Meeting point for shuttles

Business Center, First Floor, Main Auditorium

GROUND FLOOR

EXHIBIT OF *LIENZO DE QUAUHQUECHOLLAN*

SMALL AUDITORIUMS

INFINITE RELATIONS SCULPTURE

Meeting point for shuttles

GUATEMALA 2015

Guatemala Travel

Guatemala City is the capital of Guatemala and the most populous city in Central America. It is divided into twenty-two zones.

Areas of Interest

ZONE 1
The historic heart of the city, sights include the Museos de Guatemala, the Centro Histórico, the Paseo de la Sexta Avenida, the National Palace of Culture, the Metropolitan Cathedral, the Mercado Central (central market), the Biblioteca Nacional (national library), the Teatro Abril, the Centro Cultural Miguel Ángel Asturias, and the Hogar Rafael Ayau Orthodox Orphanage.

ZONE 16
Zone 16 is home to Paseo Cayalá, a gorgeous modern shopping and entertainment district. Featuring over sixty acres of bars, restaurants, and shops, this complex was built between two large ecological reserves, which provide a beautiful natural backdrop to this unique landmark.

ZONE 10
The city's financial center, zone 10 also houses high-end art, shopping, entertainment, and culinary culture. Of particular note is the Zona Viva entertainment district. Zone 10 is one of the most popular tourist destinations in the city and home to UFM and the 2015 MIT GSW conference.

Ground Transportation

The days of the event, transportation will be provided in the morning from the Westin Camino Real Hotel (which is connected to the Biltmore Hotel) to the UFM campus. Transportation will also be provided from UFM's campus back to the hotel at the end of each day.

If you are staying at a hotel other than the ones indicated and want to use the provided transportation, you must be in the lobby of the Westin Camino Real Hotel at the scheduled pick-up time.

If you miss the bus

Amarillo Express Taxi service is recommended for getting around the city.

amarilloexpress.com

Amarillo Express Taxi (+502) 2470-1515

DO NOT TAKE WHITE CABS

Other Useful Information

Currency

Guatemala's currency is the quetzal (Q). The current exchange rate (may vary) is

Q7.60 / USD1.00

Q10.00 / EUR1.00

Most restaurants and shops accept US dollars; however, the exchange rate may not be favorable.

Traveler's checks are accepted but may be difficult to use in some places. If you bring cash in dollars, make sure the bills are in good condition otherwise they may be rejected.

Credit cards
VISA is widely accepted. Most establishments also accept MasterCard and American Express.

Airport
La Aurora International Airport in Guatemala City is approximately a twenty-minute drive from Universidad Francisco Marroquín, the Westin Camino Real Hotel, and the Biltmore Hotel.

Electricity
Guatemala runs on a 110V/60Hz system (the same as the US). North American style outlets are common in the country, however in many cases they are of the 2-pin, non-polarized design (type A) instead of the three prong, grounded design common in the US (type B). Please be sure to plan ahead and bring the appropriate adapters.

Weather
March is summertime in Guatemala City with daytime temperatures between 75°F and 85°F (25°C and 30°C).

Internet and WiFi
Both the Westin Camino Real and Biltmore hotels have WiFi available. UFM also has WiFi throughout the campus.

For further information, please contact us at

mitgsw2015@ufm.edu

As the former capital of Guatemala and a UNESCO World Heritage site,
Antigua is one of the most beautiful and best preserved colonial cities in the Americas.
Antigua is just 50 minutes from Guatemala City.

GUATEMALA 2015

MIT Organizing Team

Alex Guo
PhD student

Alexandre Guion
PhD student

Amy Gao
PhD student

Amy Yu
PhD student

Bomy Lee Chung
PhD student
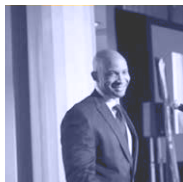
Brian Hendrix
Master's student

Charles Vitry
Master's student

David Ramsay
Master's student
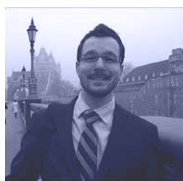
Greg Batcheler
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Mili Shah
Master's student

Patricia Chen
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Rohit Singh
PhD student

Subramanian Sundaram
PhD student

Thomas Luly
MIT Skoltech

Tochukwu Akobi
Master's student

Vivek Sivathanu
PhD student

QUANTUM **LEAP** TO DEVELOPMENT

UNCONFERENCE
NEW AT MIT GSW 2015

The unconference is an activity that takes place on Thursday, March 26. It is an opportunity for participants competing with their pitches, business plans or for panelists to work at different stations. It is an open format where participants build up on each other's ideas, generating solutions and prototypes. The interaction through clarifying questions helps unwrap the problem or identify the opportunity, and keeps moving as far as the owner of the station would like to go.

Participants walk through different stations contributing to the discussions as much as they like. The owner of the project keeps the outcomes of the station and benefits from the network of people that participated in the process.

The number of participants for this activity is limited. Register at the event entrance starting on Wednesday March 25.

GUATEMALA 2015

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Wifi on campus
network: MIT GSW 2015
password: mitufm2015