

MIT GLOBAL STARTUP WORKSHOP

May 27 - 28, 2019
Bogotá, Colombia
gsw.mit.edu/



Regional Team

GSW Directors

Aditi Gupta
Kiran Wattamwar
Marc-Joseph Antonini



Regional Leads

Martha Madrid
Johanna Dueñas
Laura Silva
Laura Tovar (MIT Alumnus)
Sebastián Solanilla (MIT Alumnus)



WHAT WE DO

MIT GSW is uniquely crafted each year to suit the host region's needs

Regional Partner

Bogotá Chamber of Commerce & Local Team



GSW Organizing Team

MIT Students & Affiliates



Speakers & Panels

Industry Expertise
Emerging Technologies
Inspiring Stories
Ideation



Workshops

Skill-building
Rapid Feedback
Group Mentorship
Tangible Learnings



Competitions

Scaling Ventures
Business Plan Feedback
One-on-one Mentorship
Company Publicity



Networking

Building Teams
Group Feedback
Potential Customers
Company Publicity

MIT Entrepreneurship Resources & Knowledge Base

Martin Trust Center for Entrepreneurship, Legatum Center, Regional Entrepreneurship Acceleration Program, Innovation Initiative

THE CONFERENCE AT A GLANCE

Innovate. Inspire. Impact.

500+ General attendees



May 27-28th, 2019

50+ Speakers, panelists,
and workshop leaders



El Cubo Colsubsidio

25+ Entrepreneurs, faculty,
and other affiliates from
MIT



Featured Competitions:
Entrepreneurship Fair
Business Plan Competition
Grand Challenge



WHERE WE'VE BEEN

20+ years glimpse of GSW's global impact

20 Countries
6 Continents
5,000+ Global Alumni



CONFERENCE GOALS IN BOGOTÁ

what MITGSW's impact looks like

EMPOWER	FOSTER	SHARE	CONNECT
<p>Students to take the first leap</p> <p>Entrepreneurs to grow their business</p>	<p>Governmental & academic support for entrepreneurship</p> <p>Confidence in Colombian & LATAM startups</p> <p>Working knowledge of necessary support networks</p>	<p>MIT best practices & entrepreneurial pedagogy</p> <p>Colombian & LATAM entrepreneurial success stories</p>	<p>Needs with fresh ideas</p> <p>Entrepreneurs with support and funding</p> <p>Investors with changemakers</p> <p>Regional with international stakeholders</p>

To build a **dynamic, interconnected** and **enduring** ecosystem that promotes Colombia as a hub for Latin American entrepreneurship

CONFERENCE CONTENT

a sampling of proposed verticals, skills, and showcase opportunities



PANEL TOPICS

Orange Economy

Promoting the arts, digital and written media in the technology age

Fintech

A booming sector in Colombia

Agrotech

Modernizing Colombia's agricultural foundation

Entrepreneurial Ecosystems

Creating infrastructure to transform Colombia into a global powerhouse



WORKSHOPS

Entrepreneurial Strategy

Establishing the Right Business Model

Acquiring Funding in Colombia, and LATAM

Delivering Effective and Engaging Pitches

Angel Investing 101



COMPETITIONS

Business Plan Competition

Early stage startups present their business strategies, with Q&A from Judges

and new this year...

Entrepreneurship Fair

Creating connections between startups, investors and general conference attendees

The Grand Challenge

Teams develop solutions to a pressing Colombian problem with MIT mentorship & pitch their solutions at the conference

Office Hours & 1:1 Mentoring Sessions

An opportunity for entrepreneurs and attendees to interact with and learn from local investors and MIT experts

CONFIRMED MIT SPEAKERS

faculty, staff, alumni and other affiliates



Richard Lester

Japan Steel Industry Professor
Former Dept. Head of Nuclear Engineering
Associate Provost for Int'l Activities, MIT



Kathleen Kennedy

Executive Director, MIT Center for Collective Intelligence
Former President of MIT Technology Review &
MIT Enterprise Forum



Georgina Campbell Flatter

Former Executive Director,
MIT Legatum Center



Lesley Millar-Nicholson

Director,
MIT Technology Licensing Office



Travis Hunter

Interim Director, MIT Regional
Entrepreneurship Acceleration Program



Adriana Norena

MIT Sloan Alumnus
VP, Google Spanish-Speaking LATAM

CONFIRMED REGIONAL SPEAKERS

a selection of speakers from Bogota and the surrounding region



Marta Lucia Ramirez
Vice President of Colombia



Ignacio Vidal
Founder of Socialab
Founder of Green Glass Colombia



Alexander Torrenegra
CEO, Torre
Shark Tank Colombia



Isabel Guerrero
Lecturer,
Harvard Kennedy School of Government



Alejandro Franco
Executive Director,
Ruta N



Jeffrey Kratz
General Manager and Regional Head
of LATAM, Canada, and Caribbean,
Amazon Web Services

DATA FROM 2018

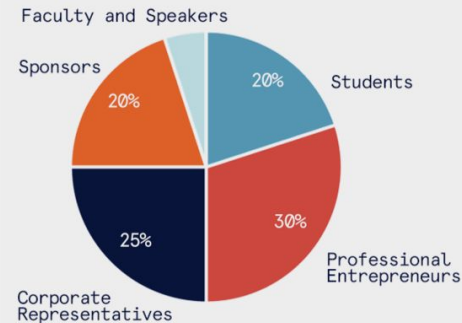
from our largest conference to date in **Bangkok, Thailand**

General Highlights

- **1100+** attendees and **53** speakers (17 international)
- **30** unique startups showcased in competitions
- **8** keynote speakers
- Partnered with **Sasin School of Management** and the **MIT Alumni Association of Thailand**
- Featured in **TechCrunch**, **Newswire**, and **TheMatter**

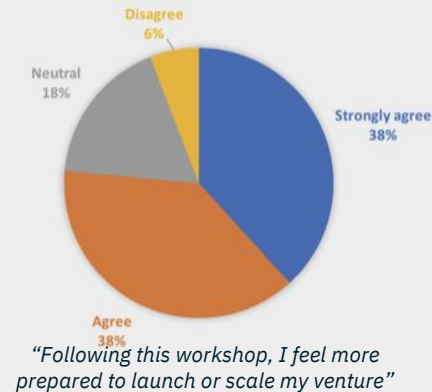
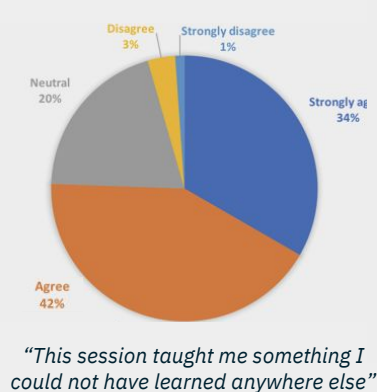
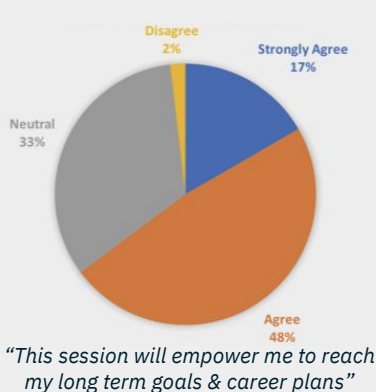
Attendee Profile

Over 1,100 total attendees,
with a particular focus
on Thailand and
ASEAN countries



Event Reviews

Surveys were conducted in **real time** through our conference **app**, at the end of **each session**



PRAISE FOR GSW

“By bringing together cross-sector experts and leaders, GSW has built a global support network, empowering and accelerating entrepreneurship in emerging markets, from Seoul to Madrid, Cape Town to Santiago.”

Rafael Reif
MIT President

“It was a pleasure to participate in the recent MIT Global Startup Workshop in Santiago. Thank you for the invitation to join the panel of judges for the startup pitch competitions as well as to offer remarks to the dynamic group of young participants. These types of events are critical for promoting entrepreneurship and inspiring innovation, as well as building networks of new connections both regionally and around the world.”

Carol Z. Perez
Former US Ambassador to Chile

"Events like MIT GSW play an invaluable role in harnessing the power of innovation and developing practical solutions to the world's most pressing issues."

Bill Clinton
Former President of the United States

WHY SPONSOR?

a unique opportunity to access the holistic regional ecosystem

*Data-driven
impact
assessment*

*Curated pool
of conference
attendees*

*High potential
regional
entrepreneurs*

*Access to MIT
& Harvard
resources &
pedagogy*

*Access to the
unique intersection
of Colombia's
entrepreneurial
ecosystem*

*International
domain
experts*

**MIT GSW
Sponsors**

SPONSORSHIP

at a glance

*benefits vary depending on monetary or in-kind contributions, but all sponsors receive recognition in **conference materials**, exposure to **press**, and ample **networking** opportunities, aligning with a storied tradition based out of the **Massachusetts Institute of Technology***



Diamond

\$55 mill. COP (~\$17,100 USD)



Gold

\$35 mill. COP (~\$11,000 USD)



Silver

\$20 mill. COP (~\$6,200 USD)

Category	Included Benefits	Diamond	Gold	Silver
Branding	Banners in main conference hall and dining room	Yes		
	Multi-brand banner in main conference hall and dining room (by scale)	Large	Medium	Small
	Registration brand presence (by scale)	Large	Medium	Small
	Logo featured in ongoing promotional GSW videos in conferences rooms	Yes	Yes	Yes
	Brand logo presence in website (by scale)	Large	Medium	Small
	Brand logo presence on multi-brand banner throughout conference venue (by scale)	Large	Medium	Small
	Social media visibility, selected posts (by frequency and scale)	High	Medium	Low
Merchandising	Merchandising in main conference hall (bags, pens, chair covers, etc.)	Yes		
	Merchandising in dining room (bags, pens, chair covers, etc.)	Yes		
	Merchandising in workshop rooms		Yes	
Networking	Logo displayed on conference badge and lanyard	Yes		
	Tickets to VIP Events (total)	4	2	1
	General admission tickets to full MIT GSW 2019 Conference (total)	4	3	2

EXPO

exclusive access to top entrepreneurs and startups in the region

*Present at the **Entrepreneurship Fair**, a 3-hour networking event over lunch during which we will hold our annual **Startup Showcase** alongside the new **Expo***

- *Top Business Plan Competition companies showcase*
- *Networking for all curated conference attendees including general audience, speakers, VIPs, sponsors, etc.*

Opportunity to hold office hours with competitors and conference attendees

- *Each group receives 2-3 hours of private office space*



Expo

\$3.25 mill. COP (~\$1,000 USD)



Category	Expo - Included Benefits	
Presence	Expo Participating companies will gain a booth (including a poster frame, a cocktail table, and an area to network) at the Entrepreneurship Fair. The fair will be an open session with several tables, including some presenting startups and other stakeholders surrounding the lunch area for 3 hours. The fair offers entrepreneurs to informally ask questions, gain connections, and speak to investors.	3 hours, Up to 2 Presenters
Networking	Office Hours Each participating group is provided a private room for up to 3 hours to host meetings with participating startups, corporates, and conference attendees. MIT GSW will host a platform to facilitate Office Hour sign up prior to and during the conference.	3 hours, Up to 2 representatives
	Tickets to VIP Events (count)	Up to 2
	General admission tickets to full MIT GSW 2019 Conference (count)	Up to 2
Branding	Brand logo presence on website within Entrepreneurship Fair section	
	Social media visibility in conjunction with posts focusing on Entrepreneurship Fair	

SOME PREVIOUS SPONSORS

a global community of diverse stakeholders

