About the report

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6 | LATAM 4WEF Academy Programme
7 | LATAM 4WEF Matchmaking Event
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9 | Marketing & PR Report
10 | Annex
General Outputs in the Final Project Report

- **Programme Report** include activities at the three stages of the project: **Innovation Lab** 2.5 days, **Innovation Academy** 7 weeks and **Matchmaking Demo Day** 1 day in CDMX.

- **Marketing Strategy**. Video and Multimedia materials able to be shared after edition, fin at the **marketing section**.

- **Sourcing report** including major lessons learned, WEF technology identified needs, kind of solutions with most traction, number of participants, disaggregated by sex, nationality, WEF sector, organization type.

- **Matchmaking**
  - Scoping of local private/public regional/international financing structures for WEF solutions projects.
    - i. 13 from Seedstars network - invited and registered
    - ii. 11 from Waterpreneurs network - invited
  - Number of financial support and projects matching during the Demo Day event.
    - i. 181 Seedstars matches in the Matchmaking Demo Day event (onsite in Mexico City and online by live streaming)

- **E-book Impact Report** including a short synthesis of challenges and opportunities (in form of Policy Recommendation paper) to enable greater access to financing for project solutions (private and public) and what kind of support to private and public project developers need to promote more solutions.
Executive Summary
About the Program

The Water, Energy & Food Security (WEF) Innovation Lab and Academy was designed to be the youth-centered workshop for innovation and development of endogenous technology solutions, guided by the WEF technology needs of small and medium-sized enterprises (SMEs) and aligned with the Nationally Determined Contributions (NDCs) of participants' host countries. Through an action-based learning component, SAFEEM will bring together youth representatives, the future generation leading changes in WEF, early Changemakers with SMEs (including AgriBusiness and other related companies) and WEF Technology experts from the key network allies in Latin America and the Caribbean to explore innovative design thinking tools for enhanced WEF projects in Mexico, Colombia, Peru, Ecuador and Bolivia. Five teams were selected to be part of the Innovation Academy and receive the training to build and launch their MVPs. After workshops, mentorings, meet-ups and practices, the teams flight to Mexico to present their solutions to Development Organizations, Corporates and Investors. The results achieved will remain in more than metrics achieved, thanks to the openness of mentality and generation of new opportunities, the sought impact will be seen in the course of the year and the next initiatives following this first edition.
Objectives and approach of the Latam4WEF WEF Nexus

Sourcing, selection and training of the best proposal of solutions through the Innovation Lab and Academy, first stages of the project.

Matchmaking Demo Day in Mexico City, closing stage, with the participation of key actors and investment funds in Latin America matching interests and exploring opportunities with the projects and among peers.

To achieve this goal, the programme created a collaboration space for youth innovators and companies to ideate, validate and scale their tech solutions targeting WEF challenges throughout the region, especially with operations in Mexico, Colombia, Ecuador, Bolivia and Peru.
The programs KPIs were achieved and the program can be catalogue as successful based in this main results. We have received amazing feedback from the participants, mentors and attendees and we believe that we should keep working on building this initiatives to impact Latin America and the world. See policy recommendations and next steps in the Impact Report Ebook.

<table>
<thead>
<tr>
<th>Main Results of the Program</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours of Tuition and Mentoring</td>
<td>75</td>
</tr>
<tr>
<td>Allies and Mentors</td>
<td>38</td>
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<tr>
<td>Matched Connections</td>
<td>+180</td>
</tr>
<tr>
<td>MVPs Created</td>
<td>5</td>
</tr>
<tr>
<td>Program NPS</td>
<td>93</td>
</tr>
<tr>
<td>Mentors Satisfaction</td>
<td>9.3</td>
</tr>
<tr>
<td>Content Satisfaction</td>
<td>9.6</td>
</tr>
<tr>
<td>Women</td>
<td>55%</td>
</tr>
</tbody>
</table>
Stages of the Programme
Timeline of the Program

2022

Nov 9
Open Call
Call for applications opens so participants can apply.

Dec 09
Applications Closed SMEs
End of call for Applications for SMEs.

Dec 26
Applications Closed SMEs
End of call for Applications for Youth Participants.

Dec 27
Announcement
Selected Participants Announcement

2023

Jan 11 - 13
Innovation Lab
Latam 4WEF Innovation Lab

Jan 16 - Mar 10
Innovation Academy
Latam 4WEF Innovation Academy ONLINE - 3-5 teams.

March 30, 2023
Closing Event: Latam4WEF Matchmaking / Demo Day
ONSITE - 3-5 teams
Objectives of each stage of the Program

11-13 Jan
Innovation Lab
Online
24 Teams
Objective: Pitch of MVP or Solution.

Selected participants get:
Enter to the Innovation Labs

16 Jan - 10 Mar
Innovation Academy
Online
5 Teams
Objective: Improve MVP and acquire first customers.

Winners get:
Enter to the Innovation Academy Program

30 Mar
Matchmaking & Demo Day
Onsite: Mexico City
3 Teams
Objective: Connect with WEF actors, explore new markets and allies.

3 Winners get: Flights + Hotel for 10 participants in total for the onsite event in Mexico City.

1 Winner of the program gets: Flights + Hotel for the onsite event in Germany.

Winners get:
Enter to the Innovation Academy Program

11-13 Jan
16 Jan - 10 Mar
30 Mar
About NEXUS and WEF Challenges
Challenges

Challenge Nexus = WEF

How are the industry of Water, Energy and Food related or connected?

Currently, the world faces the challenge of guaranteeing water, energy and food for all: scarce natural resources and the environment are increasingly exploited.

While at the same time the demand for water, agricultural products and energy increases.

Inequalities in the distribution of and access to water, energy and food are exacerbated by the impacts of climate change.
Challenge Nexus = WEF

How are the industry of Water, Energy and Food related or connected?

**WATER**

By 2050, the global demand for water will increase by 55% due to a combination of increasing global population and economic growth. By then, half of the world's population will be living in areas under water stress.

Over the period to 2040, the amount of energy used in the water sector is projected to more than double.

Irrigation is the largest volumetric producer of wastewater.
Challenges

**Challenge Nexus = WEF**

How are the industry of **Water, Energy and Food** related or connected?

**ENERGY**

Global power generation is expected to increase by almost 60% in the next ten years.

90% of global power generation is water intensive.

Approximately **2,500 liters of water are required** to produce 1 liter of liquid biofuel.
Challenge Nexus = WEF

How are the industry of Water, Energy and Food related or connected?

**FOOD**

By 2050, world food production would need to increase by 60% to meet the food needs of a growing world population.

70% of global water use is consumed by agriculture and 30% of global energy consumption is used for food production and supply.
Sourcing Report
Sourcing Scope

Geographies

- México
- Ecuador
- Perú
- Colombia
- Bolivia

Stage

- Idea (Academy)

Sectors

- Water
- Energy
- Food Security
Sourcing Methodology

Sourcing Dates

Sourced Contacts:
- Open Call Starts: 615
- First Push: 1120
- Second Push: 731
- Third Push: 112

Open Rate:
- 48%
- 37%
- 54%
- 34%

Stakeholders Involved
- Youth
- Universities
- PyMes
- Startups
- Ecosystem Enablers
Key Figures

+2.5k Relevant startups & network partners contacted

+150 Applications Received

13 Countries Represented
Key Figures

Gender/Género
- Femenine / Femenino: 37.6%
- Masculine / Masculino: 59.2%
- Prefer not to say / P...: 2.5%
- Diverse / Diverso: 0.6%

Age/Edad
- Age distribution over a range from 0 to 50 years.
Effectiveness of Reaching and Recruiting Ventures

Most of the applicants were University students from Colombia, México and Ecuador. We had a diversity between women-men of 37%, which result of a percentage during the program of 55% of women participants. We selected entrepreneurs from 13 different LATAM countries, and ended up with +150 applicants.

Overall, the sourcing was successful. The entrepreneurs were engaged and working hard all over the program. We had a drop off percentage of 9%. From 22 team that started in the Labs Program, 20 teams presented their pitch during the Labs Demo Day. From 5 teams that joined the Academy, all of them finished the Program.

We contacted +2.5K contacts between startups and partners in our network and they result into +150 applications. We obtain a good number of individual applicants. The number of SMEs applications was low. We believe we need to work in a better communication plan to target SMEs and be clear on what we are expecting from them during the program.
We had a **good quality of pipeline** because of its **complementary** profiles and **diversity**. In terms of expertise and studies background, most of the teams had a technical, business and commercial profiles. Combined with the diversity in geographical contexts made the solutions to have a high growth and expansion mindset.

We still need to increase **women participation** in the Academy stage, only 3 out of 5 teams had women participating. 23% of participants were women: 5 out of 21.

The 5 selected teams cohort were mostly in **early stage**, only 1 team already had sales. 2 had **MVP to be developed or in progress** and 2 had a product in **first-testing stage**. Only 3 of the teams had their own developed technology, 1 in development process and 1 outsourced which also shows how the trend is to have ownership of their technologies.

The NEXUS WEF challenges proposed got great solution proposals from the teams. They were also flexible to adjust and improve during the cohort. Covering mainly: WEF (AiGROU, Nace), EF (FWF), WE (Geokeri), WF (Lynks).
LATAM 4WEF Innovation Labs
### The Latam 4WEF Innovation Labs in Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Applications</td>
<td>150+</td>
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<tr>
<td>Countries</td>
<td>26</td>
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<tr>
<td>Teams</td>
<td>24</td>
</tr>
<tr>
<td>Participants</td>
<td>128</td>
</tr>
<tr>
<td>Hours</td>
<td>22</td>
</tr>
<tr>
<td>Mentors</td>
<td>14</td>
</tr>
<tr>
<td>Evaluators</td>
<td>29</td>
</tr>
<tr>
<td>Women</td>
<td>55%</td>
</tr>
</tbody>
</table>
Latam 4WEF Innovation Labs Feedback

NPS: 67
Mentors Feedback: 9/10
Workshops and Content: 9/10

“What I liked the most about the program was to meet people with the same vision who share your concern for finding solutions for our planet.”

María Fernanda Fernández Gonzales, Group 8 Trichotec

“What I liked the most about the program was the workshops that we saw with each of the mentors that have presented. And the knowledge that we have acquired, improving our capacities to create innovative ideas in our areas, and communities to generate a great impact.”

Laura Catalina Prieto, Group 20 PezGrowth

“I loved many things about the Labs. The information shared, the mentoring, but above all the challenge and opportunity to work with people with so much innovative knowledge. I loved feeling like I was on Shark Tank.”

Jefferson Cabrera, Group 22 AIGROU
<table>
<thead>
<tr>
<th>Hour (GMT-5)</th>
<th>January 11th 2023 - Agenda</th>
<th>Person in Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 9:15</td>
<td>Enter the link</td>
<td>Seedstars</td>
</tr>
<tr>
<td>9:15 - 9:30</td>
<td>Ice Breaker</td>
<td>Host: Paulina López, Seedstars</td>
</tr>
<tr>
<td>9:30 - 9:45</td>
<td>Welcoming GIZ</td>
<td>Antonio Levy, GIZ</td>
</tr>
<tr>
<td>9:45 - 10:00</td>
<td>Welcoming Seedstars, Methodology and WEF Challenges</td>
<td>Paula García, Seedstars</td>
</tr>
<tr>
<td>10:00 - 10:30</td>
<td><strong>Sesión 1 - Ideation Workshop</strong></td>
<td>Paulina López</td>
</tr>
<tr>
<td>10:30 - 10:55</td>
<td>¡Know your superpowers! - Meet your Team</td>
<td>Participants</td>
</tr>
<tr>
<td>10:55 - 11:05</td>
<td>Coffee Break (10’)</td>
<td>-</td>
</tr>
<tr>
<td>11:05 - 11:30</td>
<td><strong>Sesión 2 - Taller Lean Startup Canvas and Market Validation</strong></td>
<td>Paula García</td>
</tr>
<tr>
<td>11:30 - 12:45</td>
<td>Teamwork: Problem Identification, Generation and Selection of Idea.</td>
<td>Participants and Mentors</td>
</tr>
<tr>
<td>12:45 - 1:00</td>
<td>Feedback and Closure</td>
<td>All Participants</td>
</tr>
</tbody>
</table>

Hora (GMT-5): Ecuador, Perú, Colombia.
### Latam 4WEF Innovation Labs Agenda Day 2

<table>
<thead>
<tr>
<th>Hour (GMT-5)</th>
<th>January 12th 2023 - Agenda</th>
<th>Person in Charge</th>
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</thead>
<tbody>
<tr>
<td>8:20 - 9:00</td>
<td>MVP Success cases in WEF</td>
<td>Nicolas Lorne, Waterpreneurs</td>
</tr>
<tr>
<td>9:00 - 9:15</td>
<td>BREAK</td>
<td></td>
</tr>
<tr>
<td>9:15 - 9:35</td>
<td>Trends in the Food Industry</td>
<td>Fernando Lago</td>
</tr>
<tr>
<td>9:35 - 10:20</td>
<td><strong>Session 3 - Definition and Construction of MVP</strong></td>
<td>Sebastián Martinez</td>
</tr>
<tr>
<td>10:20 - 10:30</td>
<td>Coffee Break</td>
<td>-</td>
</tr>
<tr>
<td>10:30 - 12:40</td>
<td><strong>Teamwork - Teams Develop Ideas, Collect Feedback and talk with Potential Users.</strong></td>
<td>Participants</td>
</tr>
<tr>
<td>12:40 - 1:30</td>
<td>LUNCH</td>
<td>-</td>
</tr>
<tr>
<td>1:30 - 2:00</td>
<td><strong>Session 4 - Art of Pitch</strong></td>
<td>Paulina López</td>
</tr>
<tr>
<td>2:00 - 5:30</td>
<td><strong>Teamwork - Teams Develop Ideas, Collect Feedback and talk with Potential Users. Review with mentors.</strong></td>
<td>Participants and Mentors</td>
</tr>
<tr>
<td>5:30 - 5:35</td>
<td>Feedback and Closing.</td>
<td>All participants</td>
</tr>
</tbody>
</table>

Hora (GMT-5): Ecuador, Perú, Colombia.
<table>
<thead>
<tr>
<th>Hour (GMT-5)</th>
<th>January 13th 2023 - Agenda</th>
<th>Encargado</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 9:25</td>
<td>Energizing Activity</td>
<td>Seedstars</td>
</tr>
<tr>
<td>9:25 - 11:30</td>
<td>Teamwork - Pitch Development and Mentors Feedback</td>
<td>Participants and Mentors</td>
</tr>
<tr>
<td>11:30 - 1:00</td>
<td>Pitch practice &amp; feedback (1:1 Experts)</td>
<td>Sebastián, Paulina, Paula</td>
</tr>
<tr>
<td>1:00 - 1:30</td>
<td>LUNCH</td>
<td></td>
</tr>
<tr>
<td>1:30 - 2:00</td>
<td>Welcome Pitch Competition</td>
<td>All Participants</td>
</tr>
<tr>
<td>2:00 - 3:15</td>
<td>Pitch - Group 1</td>
<td>Participants</td>
</tr>
<tr>
<td>3:15 - 3:30</td>
<td>Coffee Break</td>
<td></td>
</tr>
<tr>
<td>3:30 - 4:30</td>
<td>Pitch - Group 2</td>
<td>Participants</td>
</tr>
<tr>
<td>4:30 - 5:00</td>
<td>Deliberation of the jury and Presentation &amp; Keynote 2</td>
<td>Keynote: Diego Bello - Green Loop</td>
</tr>
<tr>
<td>5:00 - 5:30</td>
<td>Feedback and Closing</td>
<td>Seedstars &amp; GIZ</td>
</tr>
</tbody>
</table>

Hora (GMT-5): Ecuador, Perú, Colombia.
Latam 4WEF Innovation Labs Mentors

Javier Carrasco
Nombre: Javier
Participación: Evaluador(a), Mentor(a), Dif
Experiencia General: Emprendedor Social EDTECH

Diego Bello
Nombre: Diego
Participación: Evaluador(a), Mentor(a)
Experiencia Específica: Soy socio fundador de Green L...

Juan Jair Lizarazo
Nombre: Juan Jair
Participación: Evaluador(a), Mentor(a), Dif
Experiencia Específica: Soy mentor de emprendimientos c...

André Menezes
Nombre: André
Participación: Evaluador(a), Mentor(a), Dif
Experiencia Específica: Fundador de Baanko, que oper...

Dany Daniel Quispe Quisquilla
Nombre: Dany Daniel
Participación: Mentor(a), Difusión
Experiencia Específica: Invocación Abierta, Venture Capit...

Sebastian Molina Molina
Nombre: Sebastian Molina
Participación: Evaluador(a), Mentor(a), Dif
Experiencia Específica: He sido mentor de proyectos d...

WEF Expert

Latam 4WEF Innovation Labs Mentors

You can meet and explore more about the mentors in the following link: [LINK].
Latam 4WEF Innovation Labs Teams

Unergy

Mini solar farms + agrovoltaic = quality energy and food for the community.

Eduardo Ospina
Colombia

Jacobo Trejos
Colombia

Laura Castillo
Colombia

Energy Food (EF)

Pitch Deck: Link
Latam 4WEF Innovation Labs Teams

Green Cycle

Platform that solves the historical tracking of food.

Vladimir Oscanoa
Peru

Melisa Molina
Peru

Bryan Villafuerte
Peru

Energy Food (EF)

Pitch Deck: Link
Proyecto Nace

Solution of #water #energy #food for the coasts of the Planet.

Héctor Sepulveda
Chile

Maycol Salvador
Peru

George Trigueros
Peru

Water Energy Food (WEF)

Pitch Deck: Link
SinCarbono 2.0

SinCarbono is a cloud-based B2B platform that simplifies carbon footprint measurement for the food industry in a simple, fast, and accessible way.

Ximena AdriaZola
Peru

Daniela Correa
Mexico

Michelle Gomberoff
Peru

Fernan Gizzi
Argentina

Alvaro Benavente
Peru
Latam 4WEF Innovation Labs Teams

Efficiency Hub

They help their clients to make efficient use of resources.

Ohaira Ricra
Peru

Jorge Niola
Ecuador

Andrea Mendoza
Peru

Zined Morgado
México

Carolina Caballero
Bolivía

Water Energy Food (WEF)

Pitch Deck: Link
Geokeri

Use of geothermal springs for the generation of renewable energy and clean water.

Monserrat Meza
México

Gianella Vásquez
Peru

Water Energy (WE)

Pitch Deck: Link
The proposal to design a Hydroponic module as an alternative for the production of food in a sustainable way in the face of the water and food crisis.

Hidroponia Fresh

Dayan Ochoa
Ecuador

Naomy Rivas
Peru

Ronaldo Bravo
Peru

Water Food (WF)

Pitch Deck: Link
Latam 4WEF Innovation Labs Teams

Trichotec

Sustainable solution for soil degradation.

Gabriela Pazmiño
Ecuador

Laura Barrera
Colombia

María Fernanda Fernández
Ecuador

Water Food (WF)

Pitch Deck: Link

Ingeniería e Innovación
Green Nutrition

Sustainable orchards for public schools with the most efficient agricultural method worldwide.

Johan Martell
Honduras

Héctor Zepeda
Honduras

Oscar Herrera
Honduras

Water Energy Food (WEF)

Pitch Deck: Link
Future With Flies (FWF)

We solve the problem of increased feed costs by providing technological equipment to help agricultural producers generate circular economies from the use of their organic waste to produce feed.

Nicolás Vargas
Colombia

Santiago Angarita
Colombia

David Bonilla
Ecuador

Marcela Moreno
Ecuador

Energy Food (EF)

Pitch Deck: [Link]
Latam 4WEF Innovation Labs Teams

SIRAC

Our principles and vision is our true market.

Mishell Heredia
Ecuador

Jean Insuasti
Ecuador

Jorge Villagomez
Ecuador

Water Food (WF)

Pitch Deck: Link
Latam 4WEF Innovation Labs Teams

**Lynks**

We bring transparent, traceable, and smart water to all the processes involved with water, mainly to the agricultural sector in order to reduce the water and carbon footprint of the sector in the irrigation/fertigation operation, making field work more efficient and sustainable and increasing crop yields.

Bladimir Salas
Colombia

Sebastián Salazar
Colombia

Alejandro Orozco
Colombia

Alejandro Pustowka
Colombia

Water Food (WF)

Pitch Deck: [Link]
Bioambientar

We help farmers to know the health of the soil in real time, to add the organic nutrients that the soil needs and thus increase its productivity.

Fredy Cuellar
Colombia

Diana Martinez
Colombia

Water Energy (WE)

Pitch Deck: Link
Latam 4WEF Innovation Labs Teams

Smart Angus

Bring digital transformation to the livestock industry, automating rotational grazing with IoT.

Claudia Piniña
Chile

Marcelo Cea
Chile

Oscar Iraira
Chile

Water Food (WF)

Pitch Deck: Link
Latam 4WEF Innovation Labs Teams

Yaku-Filter

Bio-filters for sewage.

Max Hidalgo
Ecuador

Anain Rubio
Mexico

Manuela Parra
Ecuador

Karina de Jesús
Mexico

Water Food (WF)

Pitch Deck: Link
Latam 4WEF Innovation Labs Teams

Bio-Gear
Sustainable production of higher quality vitamins and proteins at a better price through an environmentally friendly process.

William Chacon
Venezuela

Kikaru Tabata
Venezuela

Nazha Habib
Colombia

Pedro Pascual
Peru

Jorge Revelo
Ecuador

Oscar Moreno
Venezuela

Javier Uzcátegui
Venezuela

Water Food (WF)

Pitch Deck: Link
Latam 4WEF Innovation Labs Teams

Narime

We transform decision-making in Latin American agriculture with the efficient use of data.

Carlos Barrantes
Costa Rica

Darío León
Costa Rica

Water Energy Food (WEF)

Pitch Deck: Link
Latam 4WEF Innovation Labs Teams

Pez Growth

Is a productive, self-sustaining and modular station, which allows farmers to generate energy for their basic needs, diversify food production and take advantage of productive spaces without depleting the soil.

Catalina Prieto
Colombia

Isaac Guillermo
Colombia

Josefina Díaz
Chile

Jorge Mario Avella
Colombia

Water Energy Food (WEF)

Pitch Deck: Link
Latam 4WEF Innovation Labs Teams

Tinkus Granel

Project based on social innovation that provides technical advice on regenerative organic agriculture, introducing organic agriculture models used in Latin America with microorganisms and bioferments.

Omar Igadango
Ecuador

Water Food (WF)

Pitch Deck: Link
AIGROU

Our solution addresses one of the biggest challenges in the agricultural industry, the inefficiency in the use of water and energy, where using open technology and a custom Machine Learning pipeline we provide a platform that allows medium-sized farmers and ranchers to analyze and better understand their data to maximize efficiency and productivity, while reducing your water and energy consumption.

Water Energy Food (WEF)

Pitch Deck: Link
ANNIT

We produce SmartFood meat, in a sustainable way, integrating technology with a shared production model.

Xavier Benítez
Ecuador

David Marquén
Ecuador

Lucía Sánchez
Peru

Stephanie Conejo
México

Water Energy Food (WEF)

Pitch Deck: Link
### Selected Teams for the LATAM 4WEF Academy

<table>
<thead>
<tr>
<th>Team</th>
<th>Description</th>
<th>Pitch Deck: Link</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Proyecto Nace</strong></td>
<td>Solution of #water #energy #food for the coasts of the Planet.</td>
<td>Link</td>
</tr>
<tr>
<td><strong>Geokeri</strong></td>
<td>Use of geothermal springs for the generation of renewable energy and clean water.</td>
<td>Link</td>
</tr>
<tr>
<td><strong>FWF</strong></td>
<td>We solve the problem of increased feed costs by providing technological equipment to help agricultural producers generate circular economies from the use of their organic waste to produce feed.</td>
<td>Link</td>
</tr>
<tr>
<td><strong>Lynks</strong></td>
<td>We bring transparent, traceable, and smart water to all the processes involved with water, mainly to the agricultural sector in order to reduce the water and carbon footprint of the sector in the irrigation/fertigation operation, making field work more efficient and sustainable and increasing crop yields.</td>
<td>Link</td>
</tr>
<tr>
<td><strong>Aigrou</strong></td>
<td>Our solution addresses one of the biggest challenges in the agricultural industry, the inefficiency in the use of water and energy, where using open technology and a custom Machine Learning pipeline we provide a platform that allows medium-sized farmers and ranchers to analyze and better understand their data to maximize efficiency and productivity, while reducing your water and energy consumption.</td>
<td>Link</td>
</tr>
</tbody>
</table>

Pitches in this slides are the ones presented during the Labs Demo Day.
LATAM 4WEF Academy
The Latam 4WEF Innovation Academy in Numbers

<table>
<thead>
<tr>
<th>Teams</th>
<th>Participants</th>
<th>Countries</th>
<th>Mentors</th>
<th>Mentoring and Tuition Hours</th>
<th>Selected Teams for the Matchmaking Event</th>
<th>Program NPS</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>21</td>
<td>8</td>
<td>6</td>
<td>53</td>
<td>5</td>
<td>93</td>
<td>30%</td>
</tr>
</tbody>
</table>
5 Colombia, 3 Peru, 1 Argentina, 1 Ecuador, 1 Chile, 1 Bolivia traveled to Mexico City for the next stage: Matchmaking Demo Day

Sergio Nauffal, Cochabamba-Bolivia
Ana Carola Sossa, Cochabamba-Bolivia
Omar José Ayala Santos, San Pedro Sula-Honduras
Gisele Obara, Rio de Janeiro-Brasil
Andrés Bernal, Bogotá-Colombia
Saúl Buitrago, Bogotá-Colombia
Dylan Szejnblum, Buenos Aires-Argentina
Pedro Jefferson Cabrera Rodríguez, São o Vicente-Brasil
Nicolás Vargas -Colombia
Santiago Angarita -Colombia
David Bonilla -Ecuador
Marcela Moreno-Ecuador
Monserrat Meza Angeles - Mexico
Gianella Lizet Vasquez Ramirez - Peru*
Jonathan Hernandez, Cali - Colombia
Sebastián Salazar, Cali - Colombia
Bladimir Salas, Cali - Colombia
Alejandro Orozco, Cali - Colombia
Alejandro Pustowka, Cali - Colombia
Héctor Sepúlveda Vásquez - Chile
Maycol Anthony Salvador Lopez - Perú
George Anthony Trigueros Cervantes - Perú
Latam 4WEF Academy Content

**Startup is a team game**
- Introduction (3:21)
- Team set up (21:25)
- The leader dilemma (16:45)
- Motivate your team (9:47)
- What makes or breaks a startup team (5:31)

**Market opportunity**
- Big market, small market (9:18)
- Top market sizing mistakes (2:13)
- Three ways to present the market opportunity: TAM, SAM, SOM (9:45)
- Calculate your market (9:00)
- Market sizing in action (8:35)
- Additional Resources
# Latam 4WEF Academy Content

## Product-market fit

<table>
<thead>
<tr>
<th>Topic</th>
<th>Duration</th>
<th>Start</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market need</td>
<td>27:37</td>
<td>START</td>
</tr>
<tr>
<td>Product fit</td>
<td>19:02</td>
<td>START</td>
</tr>
<tr>
<td>Positioning and the value of niche</td>
<td>16:13</td>
<td>START</td>
</tr>
<tr>
<td>Additional Resources</td>
<td></td>
<td>START</td>
</tr>
<tr>
<td>Building your Sales Foundation</td>
<td>58:46</td>
<td>START</td>
</tr>
</tbody>
</table>

## Fundraising

<table>
<thead>
<tr>
<th>Topic</th>
<th>Duration</th>
<th>Start</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing your fundraising strategy</td>
<td>21:39</td>
<td>START</td>
</tr>
<tr>
<td>How to share the pie: cap table</td>
<td>15:48</td>
<td>START</td>
</tr>
<tr>
<td>The art of valuation</td>
<td>24:42</td>
<td>START</td>
</tr>
<tr>
<td>Due diligence</td>
<td>12:19</td>
<td>START</td>
</tr>
<tr>
<td>Pitch to the room of investors</td>
<td>50:20</td>
<td>START</td>
</tr>
<tr>
<td>Additional Resources</td>
<td></td>
<td>START</td>
</tr>
</tbody>
</table>
Latam 4WEF Academy Content

OPTIONAL: Growth data

- Unit Economics - the signal of viability (27:07)
- North Star metric to lead you (33:33)
- Pirate metrics for sales and marketing (43:25)
- Growth goals (17:08)
- Additional Resources

- Content Access: [Link]
- Tools and Workshops: [Link]
- Geokeri Workshop Carpet: [Link]
- Proyecto Nace Workshop Carpet: [Link]
- Lynks Workshop Carpet: [Link]
- Aigrou Workshop Carpet: [Link]
- FWF Workshop Carpet: [Link]
Effectiveness of Online tools and Platform Usage

The content was presented to the startups through a platform named Seedstars Teachable. They had the opportunity to watch the content at the time when they were available and then do the Workshop assigned for the specific topic and week. During the weekly mentoring sessions, they presented what they have worked on during the week and solve any questions they may have. All the teams finish the assigned courses during the Academy Program and did all the workshops in a weekly basis. The comments of the teams about the Online tools and Platform were the following:

**Proyecto Nace**

“Super interesting, there were things we didn’t know and had never heard of. English was a major challenge that limited some members of the team. The virtual format was very favorable. We would have liked them to be live and not pre-recorded, prepare doubts and be able to resolve them with the speaker. Not just during the mentoring.”

**Geokeri**

“The platform, the videos and complementary materials were very valuable. We liked the flexibility to join in the time that best suited us and watch the content as many times as necessary. It was intuitive and practical for the visualization, as well as the complementation in the mentoring.”

**FWF**

“The content was fine, the fact that they were pre-recorded sessions helped us to manage it in our own time and be able to watch the sessions. Some topics could have been elaborated a little more. Having the templates and the to do’s was very good to see the progress and how the weeks and sessions complemented each other.”

**Lynks**

“Subtitling the material is essential to eliminate the language barrier to take advantage of it 100%. The format is fine in terms of sessions, but when there are many activities in the same week it can be too long. It could get a little exhausting. Not all sessions were for everyone.”

**Aigrou**

“Being able to see the sessions in the space and time given to each person is very valuable. Mentors have been important in this process and the method of resolving doubts among the team. They would like to have live sessions too. The classes and the content, the synchrony helped them a lot and the content was excellent for this or any idea/company.”
Latam 4WEF Academy Mentors

Nick Lorne
Waterpreneurs

Nicolas Pereira
Waterpreneurs

Sebastián Martínez
Aval Trade

Diana Moscoso
Cooperativa
Centerline

Jane Brinton
The Waterbearers

Linda Obregón
Innóvate Perú

Paulina López
Seedstars

Paula García
Seedstars
Latam 4WEF Academy Mentoring Report

Geokeri

Main Objective:
Find other customers in Colombia and Mexico (Baja California).

Progress During the Program:
The team did their best with the time they had available. Also there has been several changes in approaches: starting with targeting hotel sector in Baja California, then trying to embark the petrol industry (Ecopetrol discussion) and now trying to make a joint venture with Geox (Geothermal industry).

Recommendations for the team:
- Overcome the administration/political barriers with the Mexican market.
- Get confirmation of interest from other countries such as Peru and Colombia.
- Try to embark a strategic partner to support the development of the project as a specific line of product/service
- Clarify the strategic positioning of the project within the overall Geokeri strategic consulting services.

Mentoring Report: Link
Proyecto Nace

Main Objective:
Obtain first customers in Peru and Mexico.

Progress During the Program:
The team has sustained efforts to reach out to national, regional and local organisations in their target countries. Their capacity to speaking English is a potential area of improvement if they want to attract international partners in the long term.

Recommendations for the team:
- Keep up the excellent momentum with the connections in the targeted countries.
- The innovators must take the initiatives to discuss with the local regulators.
- The innovators must strengthen their business model to attract private financing, this will in turn create interest from the public finance institutions.

Mentoring Report: [Link]
Latam 4WEF Academy Mentoring Report

Lynks

Main Objective:
Increase the “BI” sales in the agriculture sector in order to prepare for the launch of the “Analytics” line of service.

Progress During the Program:
Growing a team in such a short time is a great challenge to take, Alejandro took that challenge and involved his “innovation team” as much as possible with its current business and operational constraints. The leader needs to coach and drive the work and helped make progress, during the last 2 weeks there was a real push to the project.

Recommendations for the team:
- You have a bright future in front of you, go for it.
- The innovators must take the initiatives to discuss with the local regulators.
- The innovators must strengthen their business model to attract private financing, this will in turn create interest from the public finance institutions.

Mentoring Report: Link
AIGROU

Main Objective:
Validate the problem and solution.
Build and develop their MVP.

Progress During the Program:
The team has been making amazing progress week after week and listening to the suggestions. The only pending point is the choice impact metrics they still need to clarify.

Recommendations for the team:
● Keep up with the amazing team spirit
● Expand your marketing survey beyond Colombia
● Clarify soonest the governance set-up between Awaio and Aigrou.
● The innovators must take the initiatives to discuss with the local regulators.
● The innovators must strengthen their business model to attract private financing, this will in turn create interest from the public finance institutions.

Mentoring Report: Link
Main Objective:
Functional MVP to present to clients.

Progress During the Program:
The solution concluded in the implementation of a plant for the production of insect protein. The idea is not new, it has been implemented in different countries but by large industries, since it requires high investment to establish the plant and equipment. The big barrier to entry is the high investment and knowledge of the industry, so established players have a greater advantage over a new startup.

Recommendations for the team:
- Great commitment from some team members, very good progress regarding the proposed solution.
- Continue with the development of your MVP, measuring it in tests/interviews and progress of the prototype.
- Plant implementation is challenging.
- It is recommended to evaluate the degree of innovation for the search for solutions to the initial problem that they sought to solve.

Mentoring Report: Link
Latam 4WEF Academy Teams Achievements

**Proyecto Nace**
Proyecto Nace opened conversations with 1,700 contacts in the Pacific Coast, started a relationship with 10 Embassies all over Latin America and they will start their first pilot in Ecuador.

**Geokeri**
Geokeri defined their business model, objectives and start working towards that direction.

**FWF**
FWF managed to have a pitch built, ready and prepared. More robust to be able to present yourself to different investments or potential allies. They realized that the initial idea was very difficult to achieve, now they have managed to stabilize what they need and how to do it.

**Lynks**
Lynks renew one of their clients contract with an increase of 30% of the budget. They improved their MVP and manage to add metric in terms of energy efficiency.

**Aigrou**
AIGROU manage to develop their MVP, they are in a good position in terms of technology. They validated the market and they materialized a project idea that was born from everyone and to be able to specify all the points from the technical and commercial area.

Pitches in this slides are the ones presented during the Matchmaking Event.
LATAM 4WEF Matchmaking Event
The Latam 4WEF Matchmaking Event in Numbers

- Teams: 5
- Registered Attendees: 118
- On Site Attendees: 52
- Teams Participants: 14
- Registered Investors: 37
- Registered Corporations: 40
- Registered Development Organizations: 41
- Registered Development Organizations: 83
- Event NPS: 181

Matches between organizations and WEF projects: 181
The Latam 4WEF Matchmaking Event in Photos

You can see and download the pictures in the following link: LINK.
Agenda

On Site and Live streaming

5:00 pm ▶ Welcoming and Registration

5:30 pm ▶ Welcoming Words by GIZ and SAFEEM/Seedstars
  - Antonio Levy, GIZ
  - Paula García Malpica, Seedstars

5:45 pm ▶ Pitch time, 2' Pitch+ 3'Q&A
  - Proyecto Nace, Geokeri, FWF, Lynks, AIGROU

  - Marcela Ponce, Climate Finance Program Leader for the IFC Financial Institutions Group in Latin America and the Caribbean
  - Enrique Lendo, Coordinator of the Sustainable Financing Project of the United Nations Environment Program in Mexico
  - Daniel Cano, Founder and CEO Carbon Power Mexico
  - Moderator: Gabriel Estrada, Director of Dalus Capital

6:55 pm ▶ Coffee break & Networking

7:05 pm ▶ Keynote: Experiences and challenges of a climate-tech startup in LatAm.
  - Mario Bustamante Bernucci, Founder and CEO Instacrops

On Site Only:

7:20 pm ▶ Think tank  How can we support NEXUS WEF solutions in the region?

8:00 pm ▶ Matchmaking time: Reverse Pitch & Cocktail Networking

9:30 pm ▶ Closing
Panelists and Speakers

Latam4WEF
Matchmaking Demo Day

Speakers

Marcela Ponce Perez
Líder de Programa de Finanzas Cédulas para el Grupo de Instituciones Financieras de IFC en Latinoamérica y el Caribe

Enrique Lendo
Coordinador del Proyecto de Financiamiento Sostenible del Programa de Naciones Unidas para el Medio Ambiente, en México

Paula García Malpica
Directora Regional de Programas de Seedstars en Latinoamérica

Itzel Alcérreca
Asesora en Financiamiento climático, GIZ Cooperación Alemana para el Desarrollo México

Mario Andrés Bustamante Bernucci
CEO & founder en Octava Inc. (YC S21)

Daniel Cano
Carbon Power Mexico Founder & CEO

Gabriel Estrada
Director de Datos Capital
The Latam 4WEF Matchmaking Selected Winner

**AIGROU**

Our solution addresses one of the biggest challenges in the agricultural industry, the inefficiency in the use of water and energy, where using open technology and a custom Machine Learning pipeline we provide a platform that allows medium-sized farmers and ranchers to analyze and better understand their data to maximize efficiency and productivity, while reducing your water and energy consumption.
Impact and Theory of Change
SAFEEM is a proud member of the Seedstars Group.
SAFEEM sets up a Monitoring & Evaluation system to collect feedback.

SAFEEM scopes key actors and matches them to promote connections between projects, organizations, and experts.

SAFEEM hosts an online Innovation Lab to provide training in startup innovation trends and methodologies.

SAFEEM sources, screens, and selects a diverse set of people from Latin America with low access for WEF projects in Mexico, Colombia, Ecuador, Peru, and Bolivia.

Outputs

- Youth Innovators and SMEs adopt a growth mindset and startup methodologies.
- Participants develop and launch projects addressing WEF challenges in LATAM.
- Participants have skills to launch and grow their WEF solutions.
- Participants have matched connections with key actors including alternate financing options, government, private initiatives, and international cooperation projects.
- Participants gain access to climate-tech networks that match their objectives and potentially support them through financing structures or alliances.
- Participants gain access to high-profile networking and matches to immerse into the WEF industry by showcasing their projects.

Activities

- SAFEEM runs an inclusive Academy Program, offering personalized mentoring and technical advisory in WEF innovation.
- SAFEEM runs a Matchmaking Demo Day to position beneficiaries into the WEF industry.
- SAFEEM hosts a Monitoring & Evaluation system to collect feedback.

Impact

- Teams are promoted and empowered, with solutions launched and matched with the right network to grow and potentially be funded.
- Positive social and economic impact is created through improved and collaborative entrepreneurship capacity of WEF Innovations in the region.
- Cross-sector collaboration is promoted in NEXUS WEF Water, Energy, and Food Security in Latin America.

Outcomes

- Youth Innovators and SMEs have the capacity to develop, iterate, and present WEF solutions.
- Participants have skills to launch and grow their WEF solutions.
- Participants have matched connections with key actors including alternate financing options, government, private initiatives, and international cooperation projects.
- Participants gain access to climate-tech networks that support their objectives and potentially through financing structures or alliances.
- Participants gain access to high-profile networking and matches to immerse into the WEF industry by showcasing their projects.

Outputs

- Identification of recommendations for public policies and funding gap to remove barriers to increase impact of Local WEF Innovations.
- Stakeholders involved in the project assess the project and give their recommendations.
- Cross-sector collaboration is promoted in NEXUS WEF Water, Energy, and Food Security in Latin America.
- Positive social and economic impact is created through improved and collaborative entrepreneurship capacity of WEF Innovations in the region.
- Cross-sector collaboration is promoted in NEXUS WEF Water, Energy, and Food Security in Latin America.

Foster opportunities to increase the impact of innovative WEF projects.
Marketing & PR Report
Key Visuals Campaign: Spanish version

Key visuals created for:

- Target audience: Young entrepreneurs
- Social Media campaigns
- Two languages
Key Visuals Campaign: Spanish version

Key visuals created for:

- Target audience: SMEs
- Social Media campaigns
- Two languages
Key Visuals: Latam4WEF Matchmaking Demo Day

Key visuals created for:
- English/Spanish
# Social Media Campaign Summary

## Volume Summary
View the volume for tagged published posts, sent messages, and received messages during the publishing period.

<table>
<thead>
<tr>
<th>Tagged Published Posts</th>
<th>Tagged Sent Messages</th>
<th>Tagged Received Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Published Post Performance Summary
View your key aggregated tag performance metrics from the publishing period.

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement Rate (per Impression)</th>
<th>Post Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>33,748</td>
<td>1,803</td>
<td>5.3%</td>
<td>683</td>
</tr>
</tbody>
</table>

Social media report made on the tool: Sprout Social, check out detail report [here](#).
Social Media: Published post impressions

Published Post Impressions
View the impressions on your tagged posts based on published date.

Published Post Impressions, by Tag

<table>
<thead>
<tr>
<th>Tag</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Impressions</td>
<td>33,748</td>
<td>—</td>
</tr>
</tbody>
</table>

Social media report made on the tool: Sprout Social, check out detail report [here](#)
Social Media: Published post impressions

Published Post Engagements
View the engagements on your tagged posts based on published date.

<table>
<thead>
<tr>
<th>Lifetime Published Post Engagements, by Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labs</td>
</tr>
<tr>
<td>Matchmaking demo day</td>
</tr>
<tr>
<td>Open Call</td>
</tr>
<tr>
<td>Academy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lifetime Published Post Engagements, by Tag</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Engagements</td>
<td>1,803</td>
<td></td>
</tr>
</tbody>
</table>

Social media report made on the tool: Sprout Social, check out detail report [here](#)
Social Media Top 3 posts

Top 3 posts:

- **Channels:** Linkedin and Facebook
- **Top 1:** Latam4WEF Matchmaking Demo Day
- **Engagement:** 727 reactions
- **Clicks:** 522

Social media report made on the tool: Sprout Social, check out detail report [here](#)
Website

- Views: 1880
- Website [here](#)
Youtube: Streaming

- Video on Youtube: https://www.youtube.com/watch?v=1OUqQAm-tVE

Total numbers:
- 296 views
Content: Matchmaking Demo Day

- Promo video - Latam4WEF Matchmaking Demo Day
- Pictures event
- Final video
LATAM4WEF busca startups de A. Latina que desarrollen soluciones para desafíos en agua, energía y alimentos

LATAM4WEF busca jóvenes y PYMEs para resolver problemas de agua, energía y seguridad alimentaria en Bolivia con soluciones a problemáticas de agua, energía y seguridad alimentaria.

¿Tu startup resuelve problemas de luz, agua o seguridad alimentaria? LATAM4WEF te está buscando

LATAM4WEF busca emprendedores en la región
La convocatoria incluye a jóvenes innovadores y pymes para abordar los desafíos de agua, energía y seguridad alimentaria.

Con esta iniciativa SAFEEM, Nexus y el WEF buscan apoyar a jóvenes emprendedores latinoamericanos a desarrollar soluciones tecnológicas para mejorar la situación medioambiental de la región.
LATAM4WEF busca startups de América Latina que desarrollen soluciones para desafíos en agua, energía y alimentos. Se buscan jóvenes y emprendedores con soluciones a problemas de agua, energía y seguridad alimentaria en Bolivia.

LATAM4WEF busca jóvenes y PYMEs para resolver problemas de agua, energía y seguridad alimentaria en Bolivia. Se buscan jóvenes y emprendedores con soluciones a problemáticas de agua, energía y seguridad alimentaria.

¿Tu startup resuelve problemas de luz, agua o seguridad alimentaria? LATAM4WEF te está buscando.

LATAM4WEF busca emprendedores en la región. La convocatoria incluye a jóvenes innovadores y PYMEs para abordar los desafíos de agua, energía y seguridad alimentaria.

Con esta iniciativa SAFEEM, Nexus y el WEF buscan apoyar a jóvenes emprendedores latinoamericanos a desarrollar soluciones tecnológicas para mejorar la situación medioambiental de la región.
Annex
Important Links

- Youth Innovators Applications: Link
- SMEs Applications: Link
- Selected Team for LATAM 4WEF Labs: Link
- Mentors and Allies: Link
- Final Feedback LATAM 4WEF Labs: Link
- Final Pitch Decks LATAM 4WEF Labs: Link
- Evaluation Demo Day LATAM 4WEF Labs: Link
- Teams Academy LATAM 4WEF: Link
- WEF Experts Meet-Ups and Mentoring: Link
- Interviews with the Teams: Link
- Matchmaking Registered Attendees: Link
- Feedback Matchmaking Event: Link
- Photos of the Event: Link
- Final Pitch Decks LATAM 4WEF Academy: Link
- Final Program Feedback: Link
- E-Book Program Results: Link
- Live Streaming in YouTube: Link
- Marketing Key visuals: Link
- Marketing Videos: Link
- LinkedIn Group to continue with climate tech initiatives and join forces with all organizations: Link
## Latam4WEF Innovation Lab - KPIs

<table>
<thead>
<tr>
<th>KPIs of WEF Innovation Lab</th>
<th>KPIs</th>
<th>Target</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAFEEM will manage the logistics end to end, including communication campaigns for application sourcing, virtual tools, timetable, feedback.</td>
<td>Program Promoter Score (NPS)</td>
<td>60%</td>
<td>66%</td>
</tr>
<tr>
<td>SAFEEM will prepare and deliver the Program Content.</td>
<td>Workshop NPS</td>
<td>60%</td>
<td>68%</td>
</tr>
<tr>
<td>SAFEEM will curate and coordinate international subject-expert mentors.</td>
<td>Mentor NPS</td>
<td>60%</td>
<td>68%</td>
</tr>
</tbody>
</table>

- # of attendants: 128 confirmed participation
- # of teams created: 74 complete the Innovation Labs
- # of MVPs created: 24 teams created
- # of teams presenting (pitch) their MVP plans: 21 teams presented (pitch) their MVP plans
- # of MVPs created/presented: 13 MVPs created/presented
- # of hours of tuition (delivered content) during the launchpad: 10 hours of tuition (delivered content) during the launchpad
- # of hours of pitch competition: 3.5 hours of pitch competition
- # of hours of individual and group mentoring during the lab: 9.5 hours of individual and group mentoring during the lab
- # of mentors taking part in the lab: 14 # mentors taking part in the lab
- % attendance of the program: 60.9 % attendance of the program
- Execution team and mentors evaluation of the participants’ performance (1-10): 7.4 out of 10 - Execution team and mentors evaluation of the participants’ performance (1-10)
- Participants satisfaction with mentors & execution team (1-10): 9.04 out of 10 - Participants satisfaction with mentors & execution team (1-10)
# Latam4WEF Academy - KPIs

<table>
<thead>
<tr>
<th>KPIs Academy</th>
<th>KPIs</th>
<th>Target</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAFEEM will manage the sourcing, communication and coordination with Participants</td>
<td># of Teams</td>
<td>5</td>
<td>5 teams onboarded and active</td>
</tr>
<tr>
<td>SAFEEM will deliver the Program end to end, including an opening bootcamp, weekly workshops, weekly mentoring, ad hoc office hours, and a demo day.</td>
<td>Program Net Promoter Score (NPS)</td>
<td>60%</td>
<td>93 NPS</td>
</tr>
<tr>
<td>SAFEEM will curate and coordinate international subject-expert mentors.</td>
<td>Mentor NPS</td>
<td>60%</td>
<td>90 %</td>
</tr>
<tr>
<td># hours of tuition (delivered content)</td>
<td></td>
<td></td>
<td>7 week of Academy program</td>
</tr>
<tr>
<td># mentors taking part in the program</td>
<td></td>
<td></td>
<td>276 hours of tuition (delivered content total available), plus 120 additional content</td>
</tr>
<tr>
<td># hours of individual mentoring during the program</td>
<td></td>
<td></td>
<td>6 mentors taking part in the Academy program</td>
</tr>
<tr>
<td># experiments ran by the entrepreneurs</td>
<td></td>
<td></td>
<td>34 hours of individual and group assessment mentoring during the program</td>
</tr>
<tr>
<td>% attendance of the program</td>
<td></td>
<td></td>
<td># experiments ran by the entrepreneurs</td>
</tr>
<tr>
<td># of companies created</td>
<td></td>
<td></td>
<td>% attendance of the program</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td># of companies created</td>
</tr>
</tbody>
</table>
## Latam4WEF Matchmaking Demo Day - KPIs

<table>
<thead>
<tr>
<th>KPIs WEF Innovators Matchmaking and DemoDay</th>
<th>KPIs</th>
<th>Target</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAFEEM will manage the event end to end, including communication and virtual delivery tools.</td>
<td>Program NPS</td>
<td>60%</td>
<td>83%</td>
</tr>
<tr>
<td>SAFEEM will prepare all story-telling and content (live and pre-recorded)</td>
<td>Program NPS</td>
<td>60%</td>
<td>83%</td>
</tr>
<tr>
<td>Number of connections made</td>
<td># connections</td>
<td>50</td>
<td>181</td>
</tr>
</tbody>
</table>

### Additional:

Scoping of local private/public regional/international financing structures for WEF solutions projects. Number of financial support organizations and projects matching during the DemoDay event

- 13 from Seedstars network - invited and registered
- 11 from Waterpreneurs network - invited
- 181 Seedstars matches in the Matchmaking Demo Day event (onsite in Mexico City and online by live streaming)
Matchmaking Demo Day in Mexico City - 30 March 2023

Highlights
- 118 registered from all over the region
  - 41 Development / International organizations
  - 40 Corporates / Enterprises
  - 37 Investors
- 93 matches between registered organizations and entrepreneurs
- 55 registered only online
- 52 attendees onsite
  - 37 matches attending onsite
    - 13 Development / International organizations
    - 18 Corporates / Enterprises
    - 6 Investors
- 13 participants from 5 teams
- 5 speakers from the IFC, UN, Dalus Capital, Carbon Power Mx and Instacrops.

LinkedIn Group to continue with climate tech initiatives in the region and join forces with all organizations in the field.

Live Streaming in YouTube

“I believe that all entrepreneurs should think about how to promote equity and diversity in their teams. Climate change affects women and children the most, the next step for you is gender and diversity. When there is diversity, there are more ideas, there is innovation.” - Marcela Ponce, Climate Finance Program Leader for the IFC Financial Institutions Group in Latin America and the Caribbean.

“You are the generation that is going to make a difference, it is time for you to believe that everything you dream of can translate into an impact for the region. Don't lose that spark that will help you transcend, don't lose that confidence in yourself. They believe in the importance of their ideas in changing the world.” - Enrique Lendo, Coordinator of the Sustainable Financing Project of the United Nations Environment Program in Mexico

“We have to take responsibility for generating platforms to connect entrepreneurs with the most important institutions in the region. It is important to know how to communicate the impact and why of our ventures and how they impact the world”. - Daniel Cano, Carbon Power Mexico Founder & CEO

Additionally: Exploring opportunities with speakers besides Camara Verde MX (Chamber of Commerce in Climate), Estrategia Circular MX, Carlos Serrano IFC, Carmina Borja Ecolacar, Carlos Serrano Remach.