Bringing more women into tech in Latin America

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The 1st problem:

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

_IDB, 2015_
“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?
What Happened To Women In Computer Science?

% Of Women Majors, By Field

Medical School  Law School  Physical Sciences  Computer science

Source: National Science Foundation, American Bar Association, American Association of Medical Colleges
Credit: QuocTrung Bu/NPR

Personal computer boom
TOYS
FOR BOYS & GIRLS

1. Headphones
2. Treasure chest
3. Palette
4. Bicycle
5. Toy guitar
6. Record player
7. PAPER DOLL
8. Tutu
9. Doll
10. Stroller
11. Horse
12. Play kitchen
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
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”
Job oriented education, well rounded and accountable.

Selection → 6mo Bootcamp training (web dev. + soft skills + agile) → Job Placement + alumni support

$
Different talent
Different education
Different Placement
Centers
5
+580 Graduates
+820 in April 18

Placement Rate
80%
3x Increase in income

Hiring Companies
+200

Corporate students
+500

New in 2018!
Guadalajara
CDMX
Lima
Sao Paulo
Santiago
+200 HIRING COMPANIES IN THE AMERICAS
OUR VISION

Become the leading source of female tech talent from Latin America to the world.
Thanks
(ana@laboratoria.la)
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

**Average salary in USD (LIM + SGO + CDMX)**

- Before: 333, 423, 580, 709, 885
- After: 282, 314

2.8X increase

**Interest in Laboratoria and acceptance rate**

- 7.5k applicants
- 4k in last cohort

9% latest acceptance rate
Laboratoria impact details - Back Up

Educational background of our students (Regional, all cohorts)

- University completed: 25.1%
- University incompletely: 32.7%
- Technical Ed completed: 9.5%
- Technical Ed incompletely: 11.8%
- High school completed: 18.3%
- High school incompletely: 2.5%