



< Laboratoria >

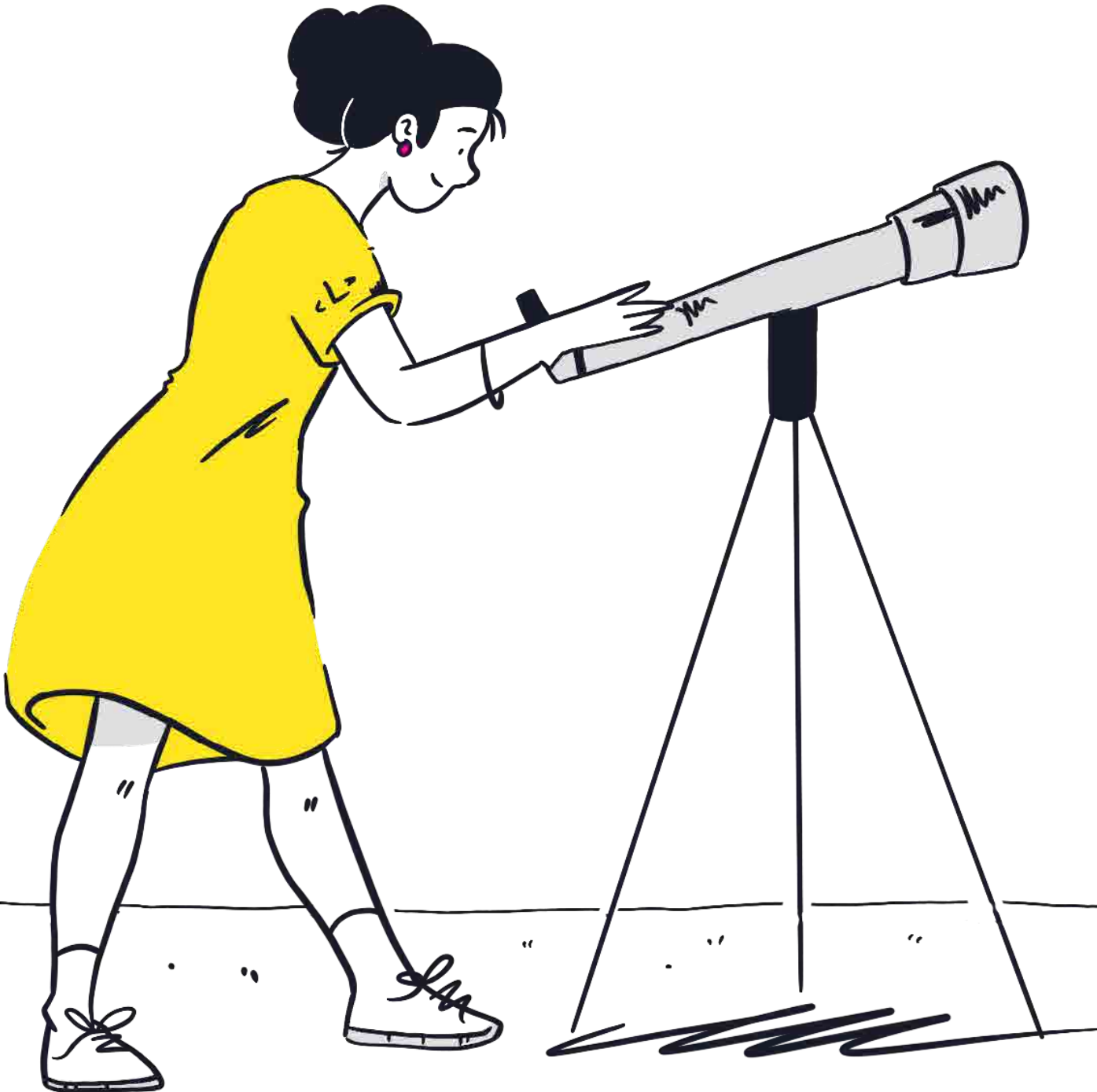
Impact Report 2022





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A Letter From Our CEO



A handwritten signature in black ink that reads "Mariana Costa".

Mariana Costa
Co-Founder & CEO

In 2014, we launched our pilot program for 14 students in a small, borrowed classroom in Lima. Eight years later, in 2022, we launched our first remote *Bootcamp without Borders*, welcoming women from the south of Chile to the north of Mexico. For many, this was their first chance to meet, learn from, and grow alongside women from different countries and cultures. For all, it was their first step into the world of technology. These students join a world that has already become the path to a bright professional career for thousands of fellow Laboratoria alumnae, and will soon represent the same opportunity for them.

You will read the highlights of our year in the following pages, but I cannot let one critical data point go unnoticed: 3.8x was the average salary increase post-bootcamp for students in 2022 who were receiving an income prior to joining our program and are now working in tech. It does not cease to amaze me that this type of economic, and hence generational transformation, is possible in six months.

Despite its many challenges, this is what makes the technology sector unique, and it is the honor of a lifetime to lead an organization that seizes this opportunity to open new paths for talented women who deserve better chances.

As we prepare to reach our 10 year anniversary, we have ambitious plans for the future. We want to take the transformational opportunity that Laboratoria represents to thousands of more women across every country in Latin America. Acknowledging the current challenges the tech sector faces, in order to scale, we will open new learning tracks, reach new untapped markets in the region, and continue innovating how and what our students learn in order to ensure they can add value in an ever changing market. In addition, a key priority for us is to grow in a sustainable way. For this, we are working on a financial strategy to continue advancing our earned revenue and launch a *Fund for the Future*. Our hope is that with a more diversified funding structure we'll be able to guarantee Laboratoria's long-term impact.

As we enter this new phase of institutional strengthening and growth, we are also ready to share an important leadership transition. Gabriela Rocha, co-founder and until now COO at Laboratoria, is taking over as Executive Director. I will remain as President, playing an active role by her side, but also devoting much of my time to a new venture that will continue advancing progress for women in Latin America. Gabi is a thoughtful, ambitious and incredibly kind leader. I cannot think of a better person to take this organization we care for so deeply to its full potential.

As always, an immense thank you to the amazing donors and supporters that make our impact possible. These results are as much yours as ours - thank you for betting on us.

“...it is the honor of a lifetime to lead an organization that seizes this opportunity to open new paths for talented women who deserve better chances.”

OUR MISSION

Empower women  
who dream of a better future
  **to start and grow**
transformative  **careers**
in technology.

OUR VISION

Shape a more diverse, inclusive and competitive digital economy that opens opportunities for every woman to develop her potential and in this way, transform Latin America's future.



What problem do we address?

Due to deeply ingrained gender stereotypes and socio-economic barriers, women face obstacles that affect their access to quality educational and job opportunities. This leads to a lower participation of women in key sectors of the growing digital economy and represents a growing economic and social cost for Latin America.

What is the opportunity we pursue?

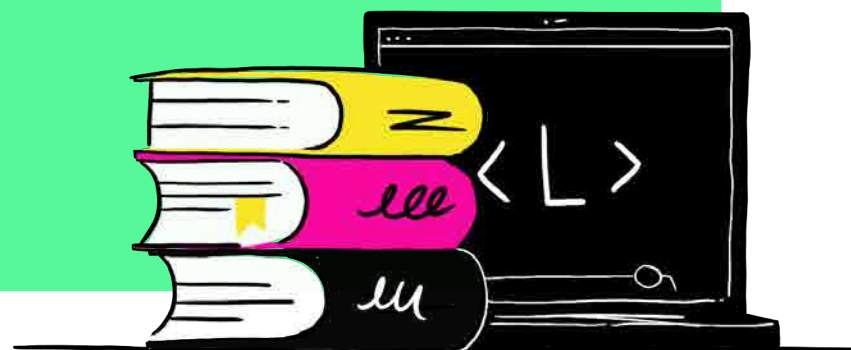
Entry-level tech talent is fundamental to prepare Latin America's human capital for the digital era. It is urgent that we address the gender gap now, together with hiring companies and society at large. We believe in the talent and potential of women, and we want to see them succeed in a well-paying field with enormous possibilities, such as technology. More women working in technology means more women building the future of our region.

Our Approach

We provide an immersive bootcamp in technical (web development or UX-design) and life skills for women who have not had access to quality education and job opportunities. Following the bootcamp, we connect graduates with quality tech jobs and foster a strong alumnae community of over 3,000 women who support each other's growth as future leaders of the tech sector.

Our Methodology

We have an innovative and effective educational methodology that prepares women with no previous training in technology for the working world in a short period of time. Laboratoria is a holistic experience that goes beyond a bootcamp by integrating values of self-learning, collaboration, self-confidence, and community and by focusing on employment.



The Results

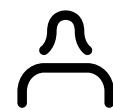
Our graduates go on to build transformational careers for themselves, while filling in the wide talent and gender gap in tech that the region currently faces; contributing to the construction of a more diverse and inclusive industry.



Since our launch in Lima, Peru in 2014, Laboratoria has scaled training operations to Chile, Mexico, Brazil, Colombia and Ecuador.



Approximately 70% of students do not have an income at the time of applying. For those who are employed, they **increase their salaries by 3.7x***.



We have trained over 3,000 women and have placed ~87% of them in tech jobs.*



Over 1,100 companies in Latin America and beyond have hired Laboratoria graduates

*since 2020

Laboratoria's Model



01
Identifying underserved women with high potential



02
Designing and imparting a world-class training program



03
Building relationships with hiring companies



04
Promoting a remarkable alumnae community

“Laboratoria has understood what is essential: helping women build a solid bulwark of confidence and fostering a strong community. These essential elements sustain women through intense technical learning experiences and prepare them to see themselves anew.”

MITD-Lab



Our Team

Over the years we have managed to build an incredibly talented team that achieves amazing results in a way that intentionally lives up to our culture and values. We come from different contexts, which allows us to bring a variety of experiences to the table. What brings us together is a shared conviction that Laboratoria's impact matters. In 2022, after many months of working over zoom, several teams were able to see each other in person, have unstructured conversations, and co-design the future we envision.



120+

employees

10+

nationalities and team members based in 10 countries

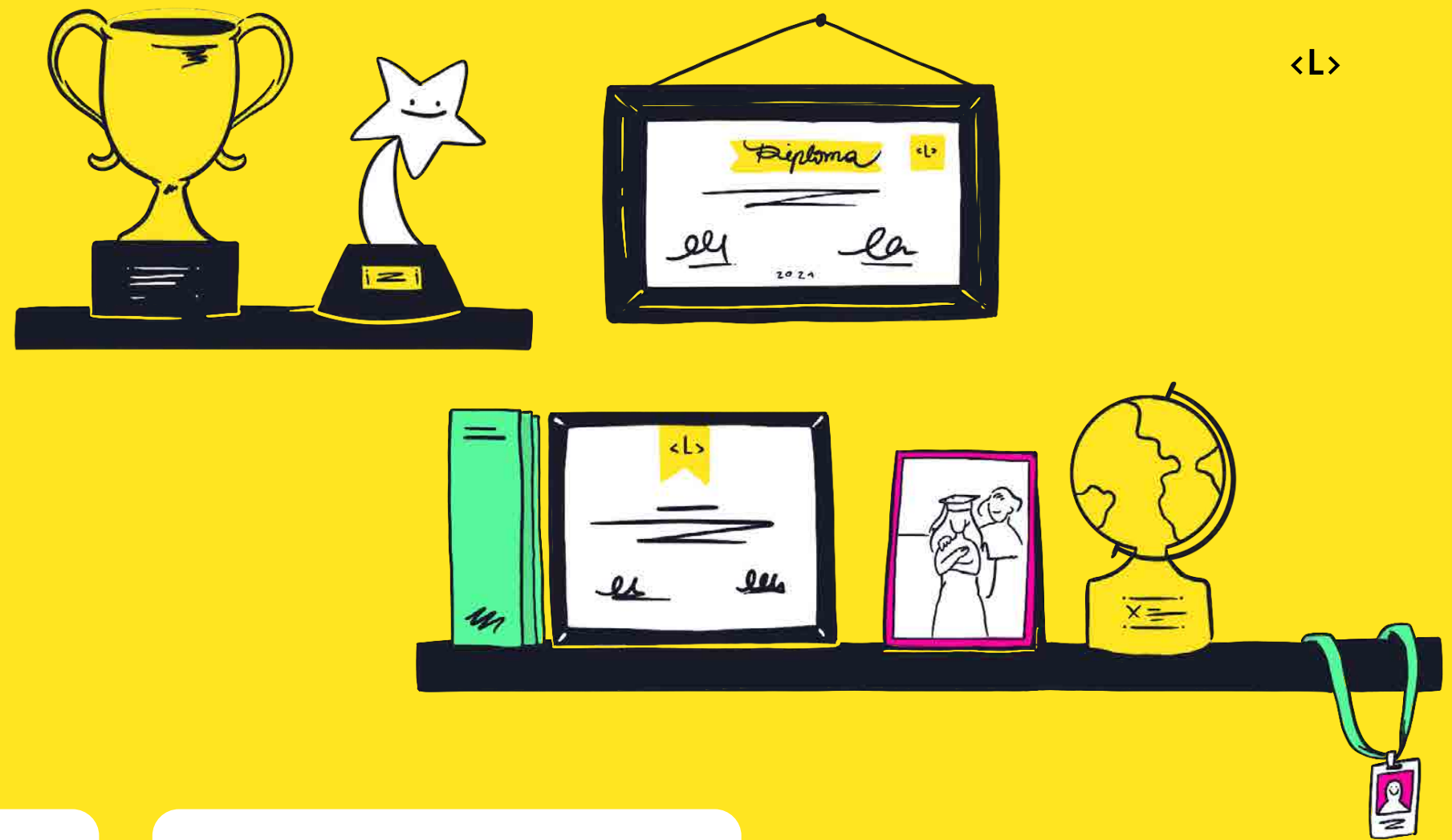
76%

of our team leaders are women

11

team members are Laboratoria bootcamp graduates

2022 Accomplishments



6,377

women applied to our bootcamp program

646

women graduated as web developers and UX-Designers

99%

of students reported high satisfaction with bootcamp experience

3.8x

was the average salary increase post-bootcamp*

*for students who were receiving an income prior to Laboratoria. Estimated, as end-of-year cohorts are still in placement.

268

companies hired Laboratoria graduates

84%

of graduates started working in tech within 9 months of graduating.*

*estimated, as end-of-year cohorts are still in placement

900+

media appearances



Camila Flores

QA Trainee, Xcala

This year marks the tenth anniversary of my first job as an ice cream vendor in the food court of a mall. Throughout all this time, I worked for a couple of companies, but I never felt satisfied with my job. I wanted something that would challenge me and that would give me some freedom. I decided to investigate more about Laboratoria out of pure curiosity and after a couple of hours, I knew it, I wanted to apply to the bootcamp. It took two attempts to get in, but I was determined. Getting in was just the beginning, once inside the bootcamp I realized that working and studying was much harder than I thought and in many occasions I was overwhelmed. I knew that my efforts would pay off, so I didn't give up. None of this would have been possible without my classmates and the Laboratoria team. Thank you for sharing the process with me, for answering my questions and for taking the time to explain. To the Laboratoria team, thank you for caring not only about technical knowledge, but also about mental health, for all the deep conversations and for the support all the coaches gave me whenever I faced a roadblock.

I am very proud to say that today I am starting a new phase of my career! I never thought my life would change so much in one year. Today I start as a QA Trainee at Xcala. I am confident that this will be a great experience where I can grow both professionally and personally.



Like



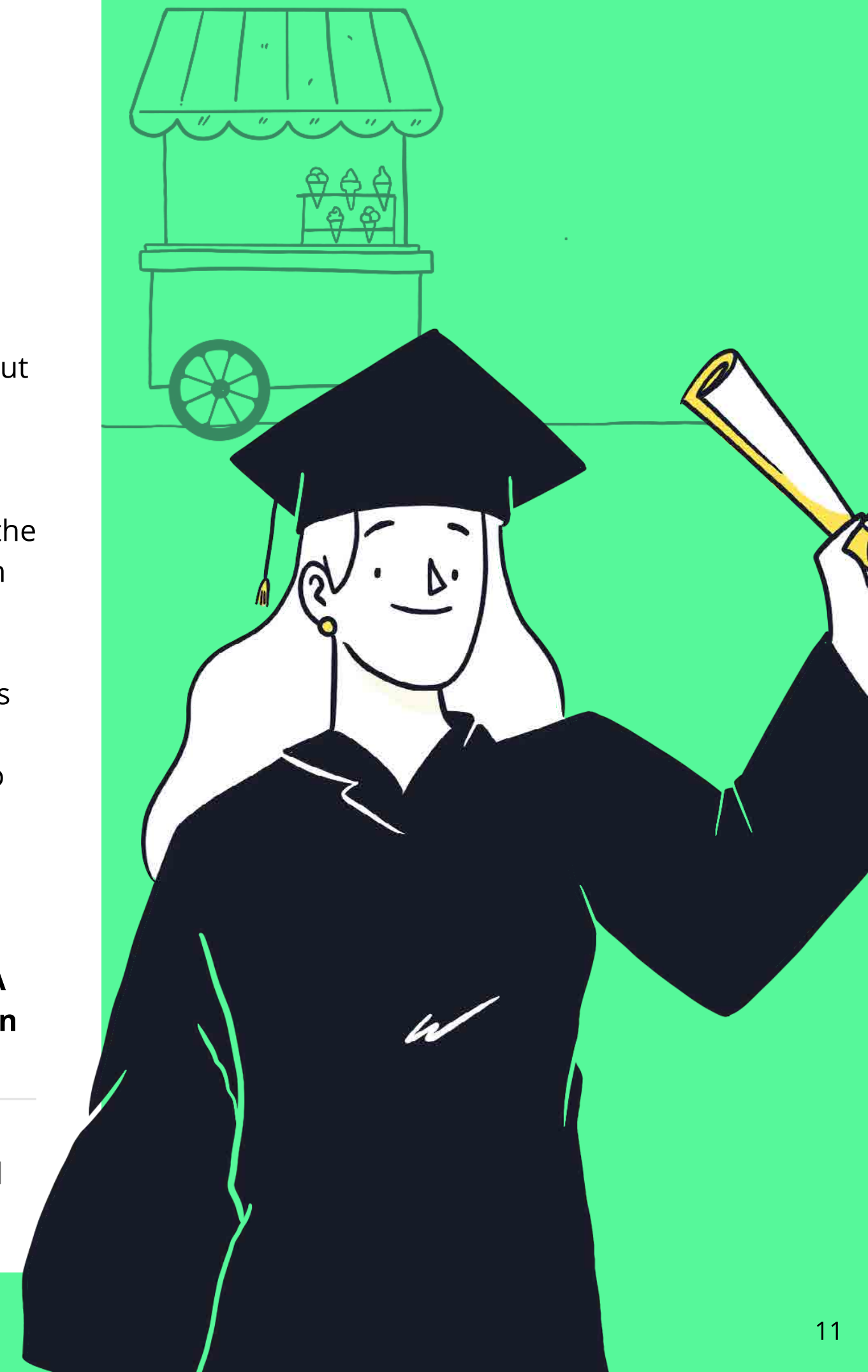
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Alumnae Community

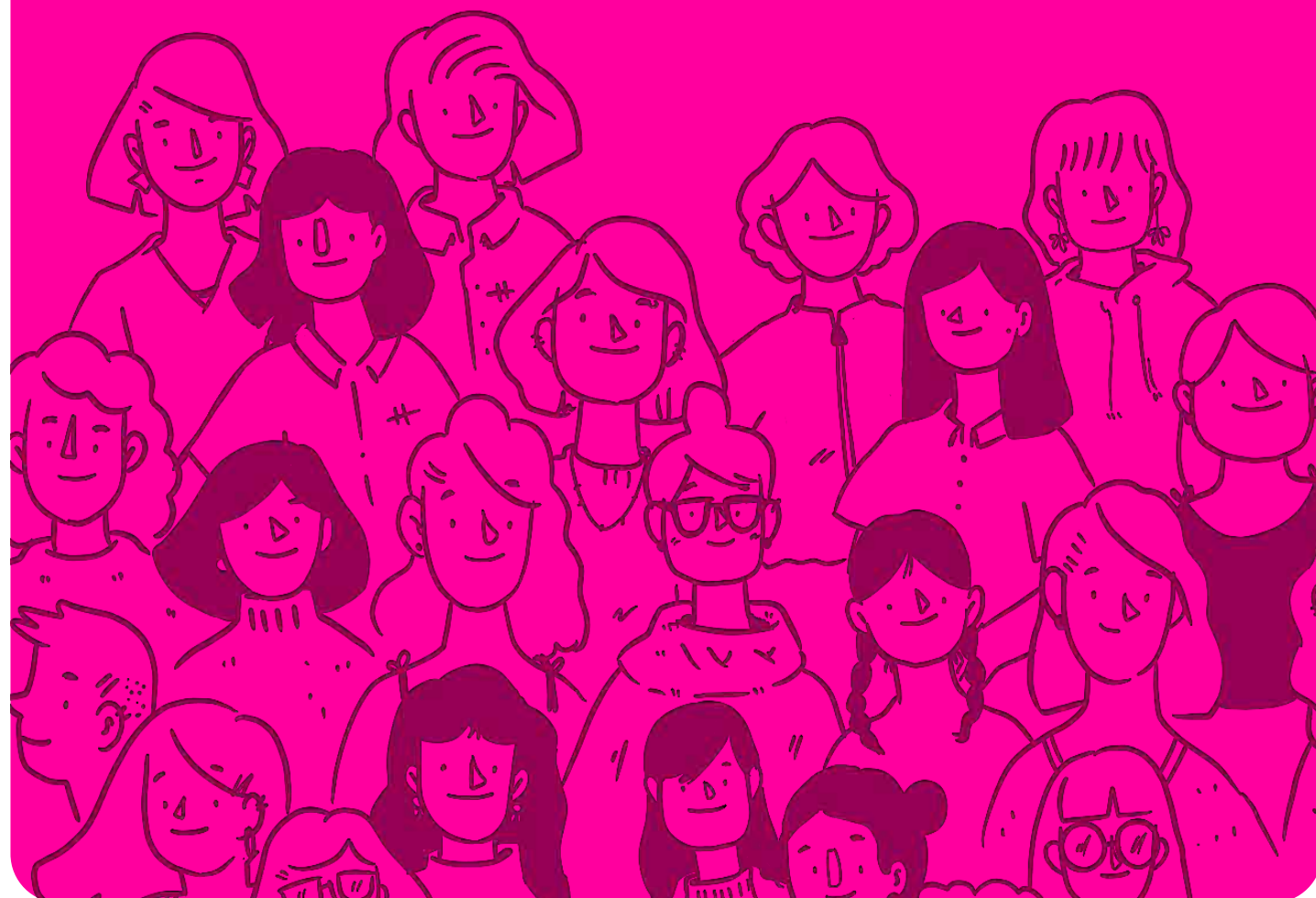
A major highlight of 2022 was that our alumnae community now has over 3,000 graduates! 3,000 stories of transformation and 3,000 women that demonstrated that talent is all around us, they only needed an opportunity to shine.

We are so proud of each one of our graduates and we love that we get to continue to be in touch with them, even after their bootcamp experience. It is a joy to be able to witness their ongoing professional and personal growth through their work and participation in events in various corners of the globe. Throughout the year, 52% of our graduates were actively engaged in our Alumnae Community.

60+ graduates benefited from our executive mentorship program

80+ alumnae participated in our leadership program

50+ workshops and other events implemented, reaching over 700 participants



Many of the opportunities available to our Alumnae Community are thanks to the amazing work of Laboratoria's partner organizations. A few initiatives that were highlights in 2022 include:

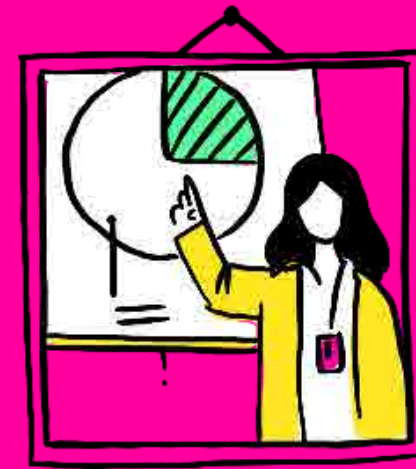
- ✓ AWS team members accompanied a group of graduates as they prepared to become certified as Cloud Practitioners. AWS provided scholarships for over 20 graduates to take the certification exam.
- ✓ Together with Amazon Alexa and Women in Voice, 99 women from Laboratoria and Tribaja developed a voice app with a social impact using Alexa Skills.
- ✓ SAP offered their Intelligent Enterprise program designed exclusively for Laboratoria graduates. Participants learned more about SAP technology and connected with mentors from SAP and SAP's partner and client companies.
- ✓ Thoughtworks Chile hosted an event for a group of 50 Laboratoria graduates - a first in-person event in several years.



We carried out our third annual Alumnae Community Census to learn more about this growing network of women in tech in Latin America. Nearly 1,000 graduates participated and we learned the following:

96%

of working graduates continue to work in the tech sector

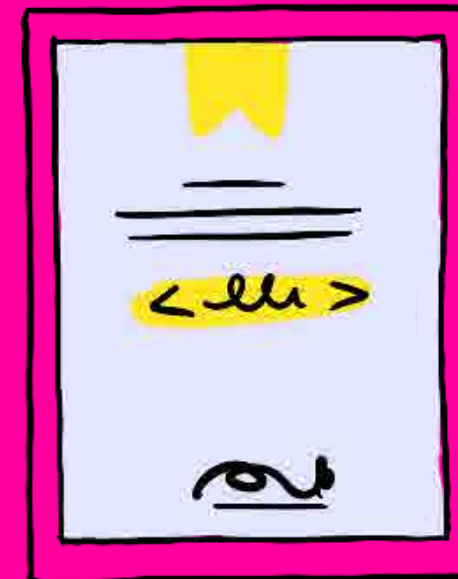


13%

of working graduates are leading a team

11%

are migrants

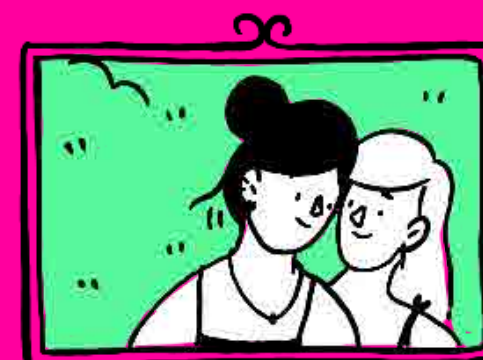


31%

are the first person in their family to hold a professional job

18%

are mothers, of which 26% are single mothers



18%

are part of the LGBTQI+ community

1,383USD

is the average monthly salary of all working graduates (compared to 339 USD, the average pre-bootcamp salary of 2022 graduates)

Scaling Our Impact: Our Story Unfolding

When we think about how far we've come, it's easy to forget that not too long ago, Laboratoria was an in-person program with local teams split by country. This meant that our students' experiences depended on where they learned, and we were unable to serve women beyond Latin America's major capitals. During the last few years, our organization underwent profound changes that eventually brought us to where we are now.

2020

Faced with the challenge of having to endure a global pandemic, we shifted to a remote program almost overnight and despite the challenges, we saw that the essence of Laboratoria's promise transferred well to a live, online model.

2021

We embarked on an important organizational transformation to better respond to a remote world and began imagining a scenario in which we could both solidify our current standing and also grow.

2022

We launched our *Bootcamp Without Borders* in order to better serve students and hiring companies, regardless of their location. This led to a more standardized operation across countries and made our bootcamp fully international, welcoming women from various locations into the same cohorts.

FUTURE

Laboratoria’s vision is ambitious. We work hard every day to transform the lives of thousands of women and change the face of the tech sector so that Latin America’s future may be brighter. By redefining talent, providing a quality world-class education, and creating better opportunities for the underserved, we hope to shine a light on a future that, far from idealized, can actually be made possible. At Laboratoria we are committed to this vision and understand that in order to reach it, we must continue to grow and are prepared to do so. Therefore, in 2023 we are kicking-off a 3-year strategy that will allow us to enter this next phase of our story. Our main objectives are to increase the number of women trained per year, strengthen our financial sustainability and innovate our curriculum and learning methodology by incorporating new technology.

We feel honored to have received two important gifts this year that will help us continue to work towards our ambitious vision. **A special thank you to Google.org for the renewed support to expand our reach specifically in Brazil and to MacKenzie Scott for a generous donation that will help us launch our *Fund for the Future*. These gifts will allow us to build for the long term, and they remind us that Laboratoria is here to stay, as are women in technology.**

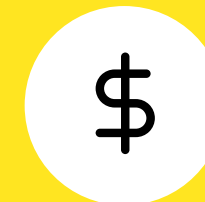
Three year work plan

During the next three years we will gradually increase our annual impact so that by the end of 2025 we can achieve the following results:



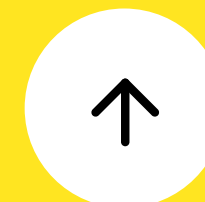
1,500 WOMEN TRAINED PER YEAR

from 650 trained in 2022



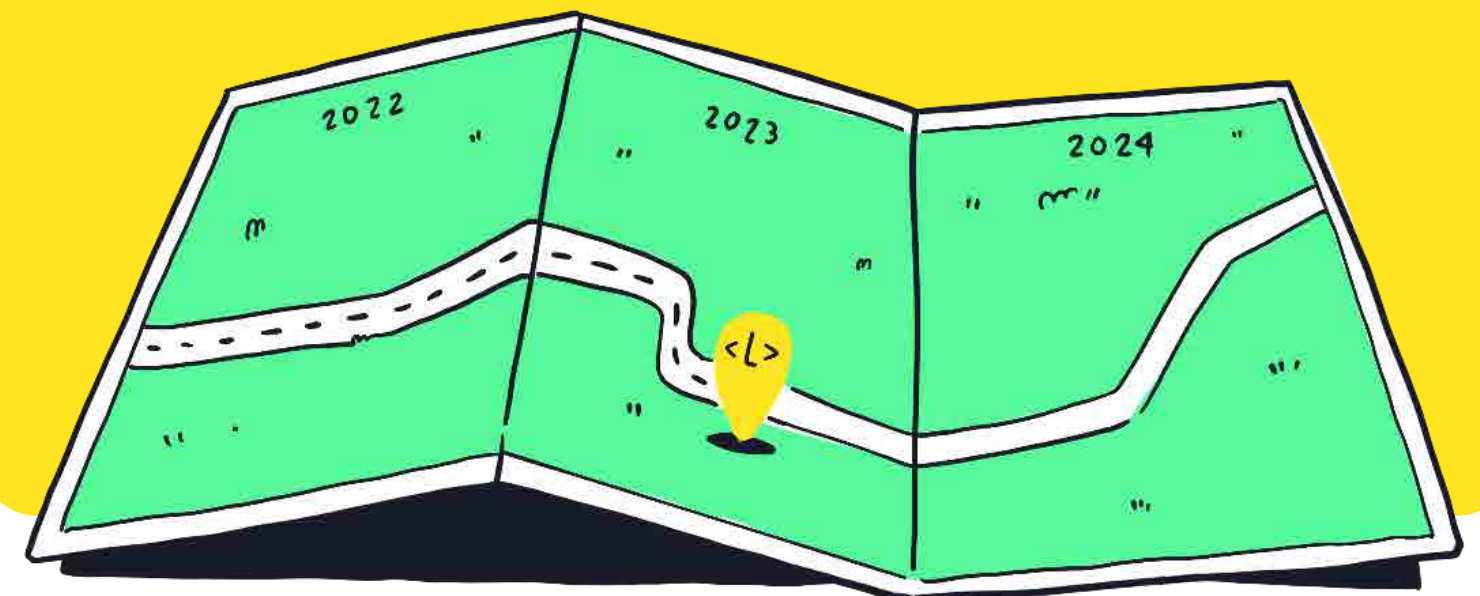
\$2.9M IN EARNED REVENUE

from \$1.4M in 2022



50% FINANCIAL SUSTAINABILITY

from 33% in 2022



Financials

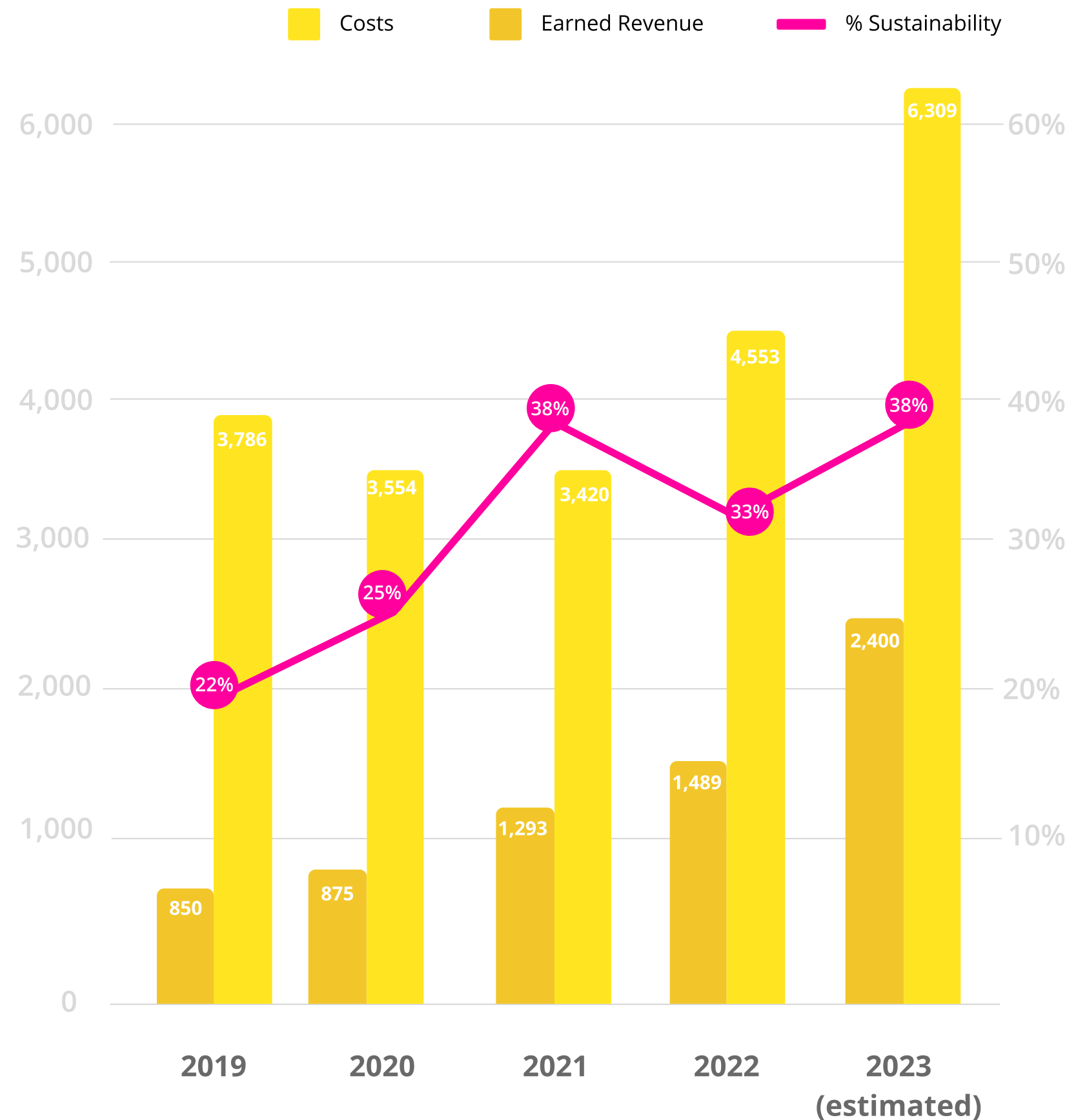
From the beginning of our work, we wanted to focus on working with women in need of the opportunity. To sustain this focus, we were constituted as a non-profit organization and therefore continuously work to raise philanthropic funding. At the same time, we aspire to build a model that can become increasingly self-sustaining.

Throughout the years, we have developed two main revenue streams:

- 1) Graduate repayment: Graduates that we help place in tech jobs pay back a fixed and subsidized amount to Laboratoria in monthly installments for up to two years.
- 2) Company fees: We offer a diverse portfolio of services to companies who pay to participate in and sponsor different Laboratoria activities and events.

In 2022, these two revenue streams helped us reach an overall financial sustainability rate of 33%. The remainder of our costs are covered by the support from our network of donors.

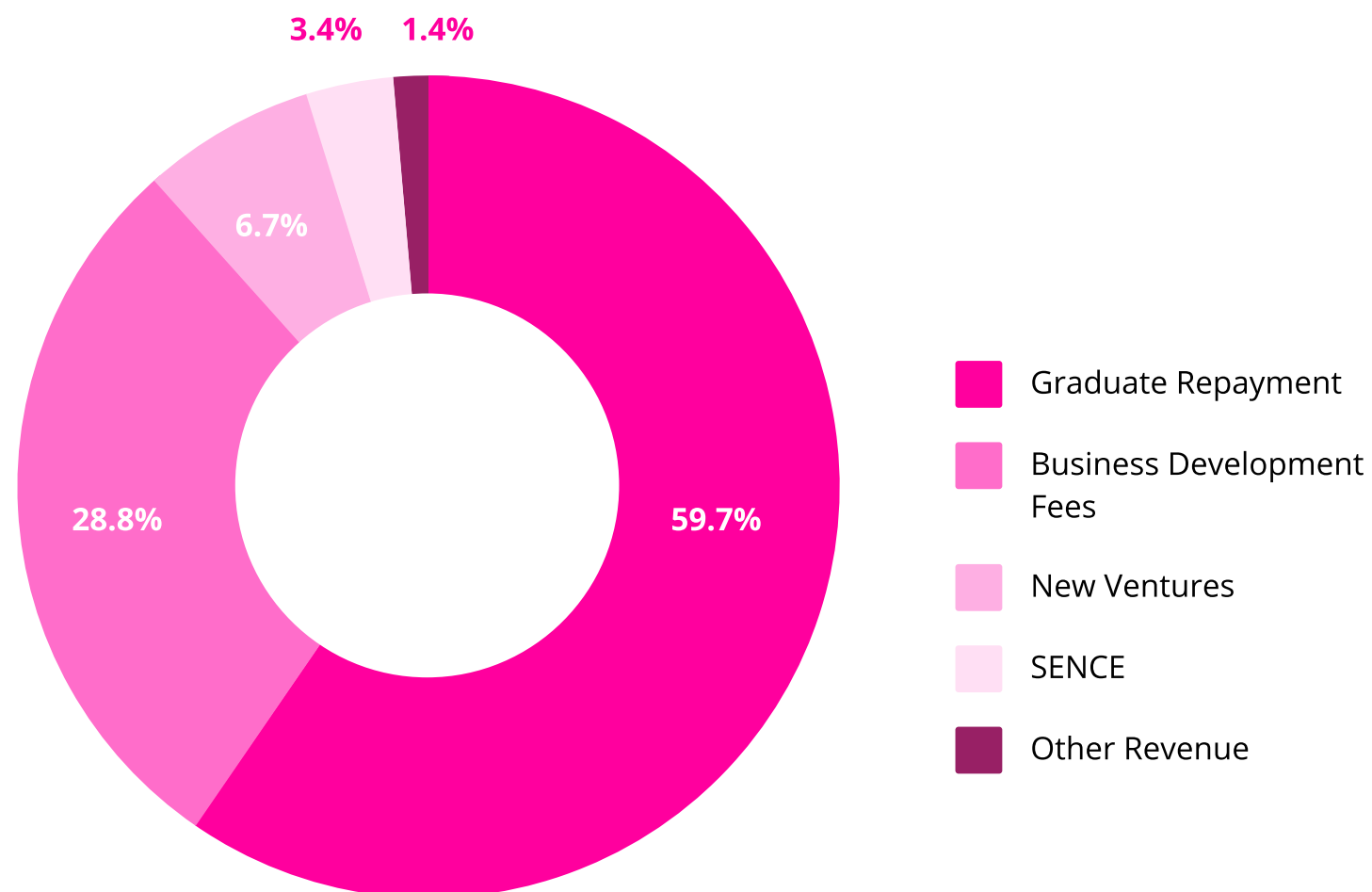
LABORATORIA'S SUSTAINABILITY ACROSS THE YEARS



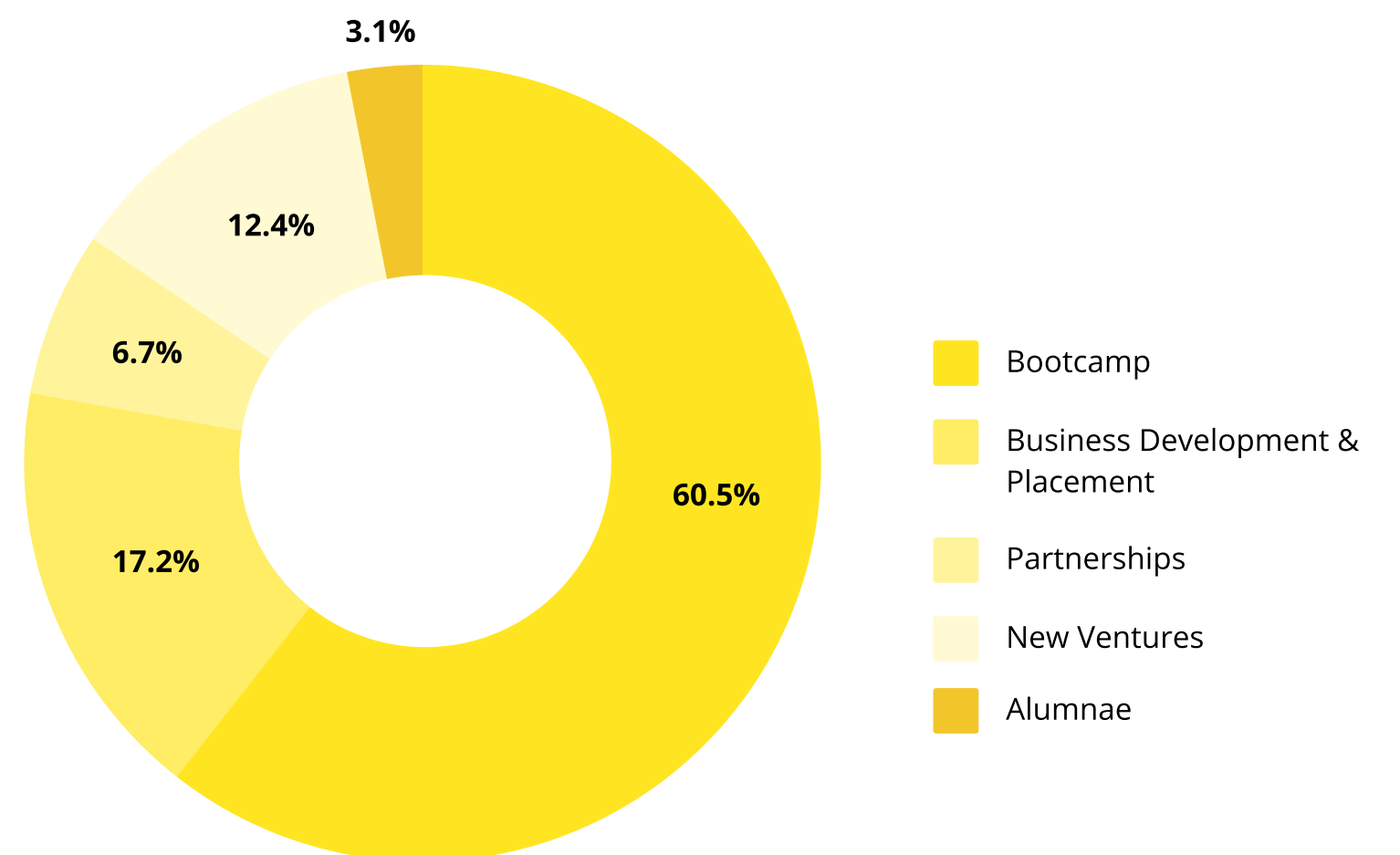
As we set out to implement our plan for growth, we want to do so in a way that's responsible, guaranteeing that Laboratoria continues to exist in the long-run. As we invest in the resources we need to scale, we will have a significant increase in our expenses, particularly in 2023. However, we are pursuing a path of sustainable growth, by increasing the number of women we train, while also growing our earned revenue and lowering our cost per student. Our goal is to reach 50% financial self-sustainability in 2025.

In addition to continuing our work with our current partners, we will be setting up our *Fund for the Future*, a fund that will function as a living asset that supports our goal of predictable and sustained growth. This fund will provide Laboratoria with the tools to withstand any potential financial risks and use the annual earnings to help us continue impacting women across Latin America and beyond.

2022 EARNED REVENUE



2022 EXPENSES



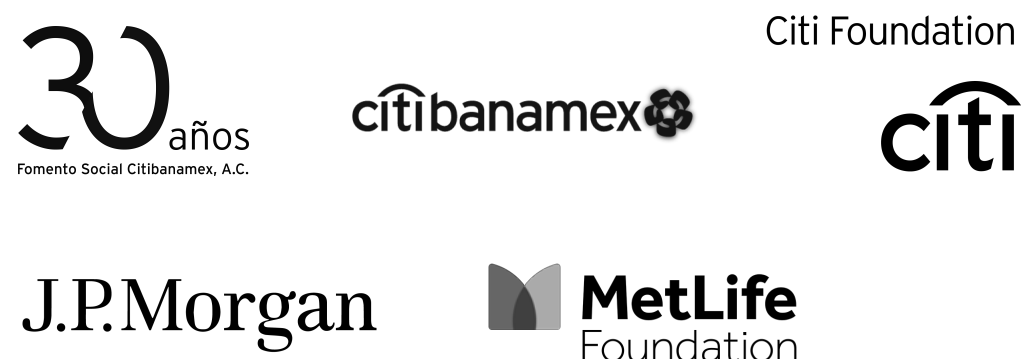
Donors

Our work would not be possible without our amazing network of donors, many of whom regularly renew their commitment to Laboratoria’s mission.

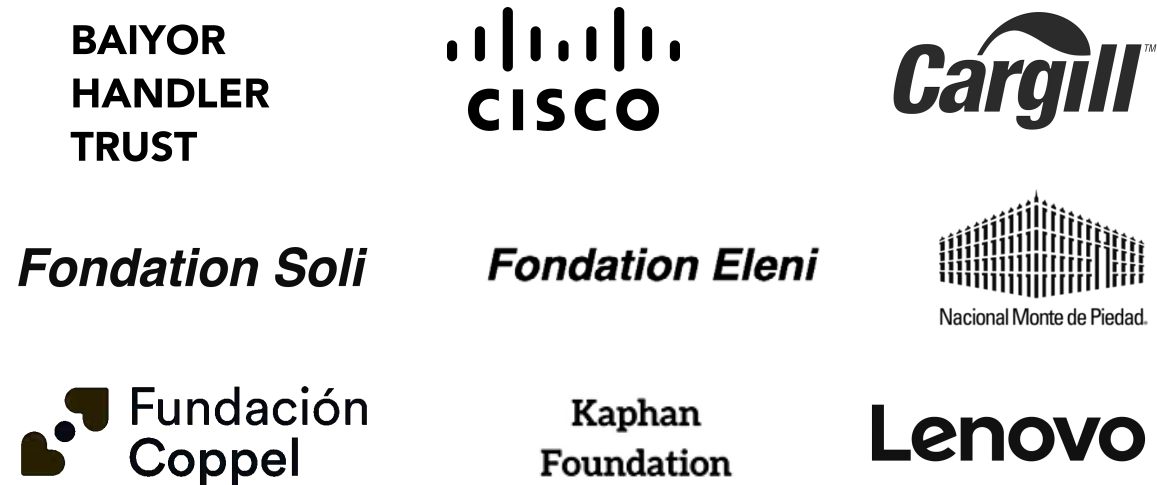
\$ 1MM+



\$ 500,000+



\$ 100,000+



\$ 10,000+



*Partners are listed in alphabetical order.

We are also grateful for the many individuals who have contributed their time and expertise through technical workshops and mentorship activities. Your contributions are empowering women, transforming the tech industry, and creating lasting change. Thank you!

SENCE*

accenture **Banco de Chile**

BHP **EY** **Globant** **m**
sc

Other Contributors

IBMEC · Demarest · Bradesco · ISA

*Servicio Nacional de Capacitación y Empleo, Gobierno de Chile

Hiring Companies

At Laboratoria, we emphasize the fact that we are much more than a bootcamp. This is, in large part, due to the job-oriented focus of our mission. Our end-goal is for our graduates to start and grow transformative careers in tech. And this would not be possible without the enormous commitment of our hiring partners, 268 in 2022 alone, adding up to over 1,100 companies who have hired one or more Laboratoria graduates since our work began. Despite a year of great economic uncertainty, we are thrilled that our hiring partners remain firm in their efforts to increase the hiring of female talent, promote diversity on their teams and make visible the potential that Laboratoria graduates have and the value they add to teams at companies of all industries and sizes.

“In a sector that is transforming the world through digitalization, we need more and more women to be the protagonists of this transformation by contributing their visions, both to society and to the companies that are leading this process. This will undoubtedly contribute to a fairer and more diverse society.”

David García Escamilla
Regional Manager - People (HR, NTT Data)

2022 Hiring Companies

321 Ignition · 3IT Ingenieria y Desarrollo Ltda · 57Blocks · AARCO Agente de Seguros y de Fianzas · Accenture · Accion Labs · Adaptativamente · Aflore · Aictive · Alohome · Asea · Altomobile · America TV · Applaudo Studios · Apprecio · Austral Education Group · Avatar Global · Avattar · Aviatur · AWS (Amazon Web Services) · Axity · Banco Azteca · Banco Bradesco SA · Banco de Bogotá · Banco Falabella Perú · Banco Pichincha · Banco Ripley Chile · Bancolombia · BBVA · BeKind Software · Ben & Frank · BigView · BindIT Solutions · BlackRock · BTG Pactual · BYJU'S Future School · Caja Los Andes · Caleidos · CamiónGO · Capgemini · Cargamos · Cargill · Elo · Câmara Interbancária de Pagamentos - CIP · Citibanamex · Citigroup Chile · Citigroup · Cleverit Group · Clínicas Maison de Santé · Clip · Conekta · Continuum · Coppel · Cumbra · Cursalab · CWTech · Daikin · Daystore · DelfosTI · Deloitte · Derco Chile · Digita Studio · Digital Dynamics · Digital57 · Direktio · Dish México · DIT SPA · EB Consulting · eBIZ Latin America · eClass · Ecomsur · Emonk · Enapsys · Enara Health · Enlace Inmobiliario S.A. · Entel Ocean · Entelgy · Enviame · EPAM Systems · Inc. · Equifax · Escuela para el Desarrollo · ESinergia · EsSalud · eThalamus · Etsy · Eudaimonia · Experis · explorandes · EY · FactorIT · Falabella Retail Chile · Fastfarm · Federación Peruana de Fútbol · Flat · Flueyz · GEN.iality · Globant · Gofresh · GoNet · Grupo Alto · Bancolombia · Grupo Bimbo · Grupo Konecta · Grupo Tawa · Haddad & Partners · HenkCorp SAC · Hey Banco · Hitch · HSBC · IA interactive · IATECH · IBM · Ideasreward · IDS Latam · Improving · iNBest · Inbrax · Inchcape · Inge · inLearning · Instituto Milenio Fundamentos de los Datos · Inteligo · Inter-American Development Bank · Interseguro · Inventialab · iProspect · ITGlobers · iTjuana · ITSS · Kambista · Kashio · Kata-Software · KAWAK · Koibanx · Koltin · Konecta · Kranio · Kushki · Laboratoria · LatamReady · Lima Tours · LoQueNecesito.co · Los Portales · Lucro · Lúcumalabs · Lulo Bank · Lynit · MAB Perú · Magentrack · Mailfloss · MasterBase · Media Lab · Media Monks · Medlink · Mercado Libre · Metafinanciera · Mi Águila · Microdata · Mobdev · Morada Uno · Moreschi Capital · Multiplica Talent · NearShore Technology · NEORIS · NEU Energy · Nous Chile · Nowports · NTT DATA · Nuestro · Nuxiba · Octahedroid · On The Fuze · Onikom · ONPE · Open Agents · Oracle · P&C Global · Perfumerías Unidas · Pipo Saude · Plomolex · Portal-Labs · Pravalder · Primus Capital · PROMART · PropulsoW · PSD Consulting · Pulpa Digital · PwC · QDS · Raízen · Ranco Cherries · Ransa · Refax Chile S.A. · Repeat · Retargeting · Rextie · RGP · Ripley · Rokket Labs · Ropstar · Ruedata · Rulesware · S2G Energy · Salcobrand · Samurai E-Commerce · Sancrisoft · Scalero · Search Rebel · Seashell Swimwear · SEIDOR Analytics · Seguros Bolívar · Selaski · Servicios Call Center del Perú · Servisoft · SES Digital · Simetrik · SkyAlert · Sngular · Social-it · Socya · Sodexo · Sofía · Sofka · Solera · Solfácil · Soluziona Ltda. · Sommos · Sophos Solutions · SparxWorks · SrBurns · Subterra · Symbiose SpA · Symplifica · Talent.com · Tata Consultancy Services · Tecfordata · Tecnologia en Sistemas de Computo TSC · Tecsup · Tekton Labs · Thomson Reuters · ThoughtWorks · TKambio · Tline · TOCTOC · Travelport · Turbodega · Tyba · UCIC Intercorp · Umbra 3D Studio · Universidad Corporativa Intercorp - UCIC · Universidad Nacional Mayor de San Marcos · uPlanner · Urbano Express Perú S.A · UTEC · Vela POS · Vetta · VMC Subastas · VTEX · Wargos Tec · WOM · Working on Fire Latin America · Worky · Wunderman Thompson · XYGO



Gabriela Sene

Systems Analyst, Bradesco

Even though I am only 25 years old, taking the risk of going through a career transition brings out a lot of insecurities. I didn't leave the Customer Success area out of unhappiness, I loved what I did, but I carried with me a dream of exploring technology as a developer. For a long time I believed I was a "humanities" person, and I realized that labeling myself that way limited me from expanding my knowledge, and didn't match the curiosity and thirst for the new that I had always had.

When I made the choice to change my professional path slightly, I was afraid, but I also remembered that an excess of fear never took me to great places and that my greatest achievements so far came from courageous choices and risks taken. I have completed my first bootcamp focused on programming, there will still be thousands of other courses to graduate from. In fact, it is only the beginning...of the most courageous choice I have made so far.

Thank you for the first opportunity, for the first open door, I will make it count!



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2023 Priorities

As we look ahead, our annual priorities have been designed to contribute to our wider plan for growth. During 2023 our focus will be on:

Increasing the bootcamp's operating capacity in order to serve more students while maintaining the highest standards of quality and an innovative learning model.

Ensuring that we have the right technology that enables us to significantly improve the applicant, student, job searcher, and team experience.



Strengthening our portfolio of services and client base to reach proposed revenue milestones and secure quality employment results.



Growing our impact in Brazil, with a new focus on the Northeast region of the country.

Consolidating our path to becoming a financially strong and sustainable organization by increasing our earned revenue and diversifying our fundraising efforts through the launch of Laboratoria's *Fund for the Future*.

Laboratoria's Board



MARIANA COSTA

Board President, Co-founder & President - Laboratoria



DANIEL BURKA

Board Secretary, Director of Design - Resolve to Save Lives



ROBERTO ANDRADE

Board Treasurer, Director of People, Analytics & Workforce Strategy - Meta



JUAN PABLO BURITICÁ

Board Member, SVP Engineering - Ritchie Bros



JULIE T. KATZMAN

Board Member, Director, Advisor, Investor



KAREN SUN

Board Member, Educator and Technical Leader



RAFAEL DE LA GUÍA

Board Member, Principal - Quona Capital



ISADORA KIMURA

Board Member, Founder - Nilo



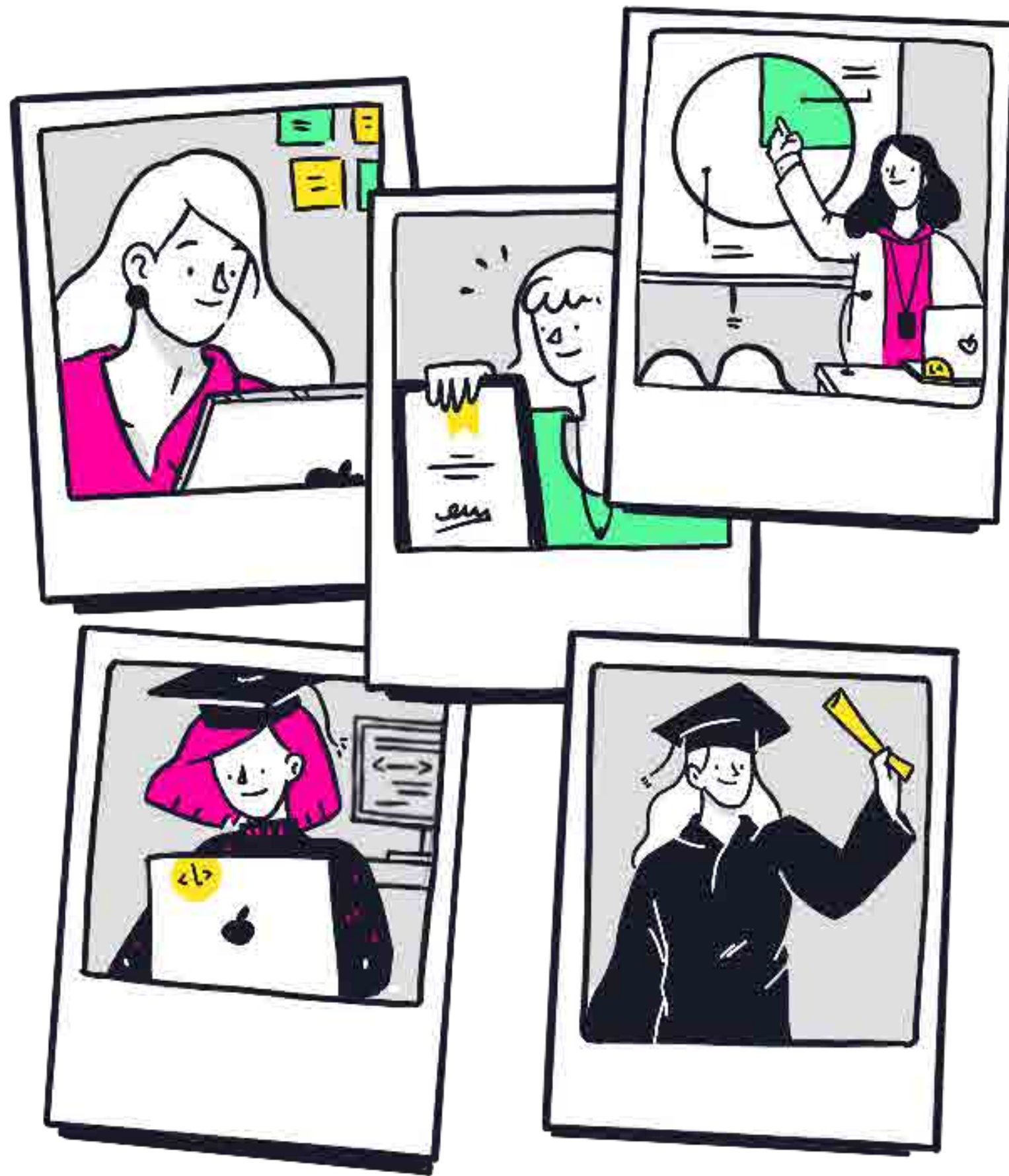
JOSÉ ANTONIO FERNÁNDEZ

Board Member, Head of Digital - FEMSA

After many years of serving as members of our board, we have said farewell to Daniel Burka and Roberto Andrade. We are incredibly grateful for the close support they both have provided Laboratoria in various ways.

Additionally, we are pleased to welcome Isadora Kimura and José Antonio Fernández to our board as of February 2023.

Thank you, Daniel and Roberto and welcome, Isadora and José Antonio!



Thank you Gracias Obrigada

2022 was an incredible year for Laboratoria. We surpassed almost all of our goals and most importantly, we continued to experience the generosity, energy and passion of our wider community. While we have placed our bets on the opportunities that technology offers, we wouldn't be anywhere close to where we are today without the amazing people that contribute to our work, day after day. We are so grateful to each student, graduate, team member, donor, hiring company and ally of Laboratoria for being a part of our story.

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