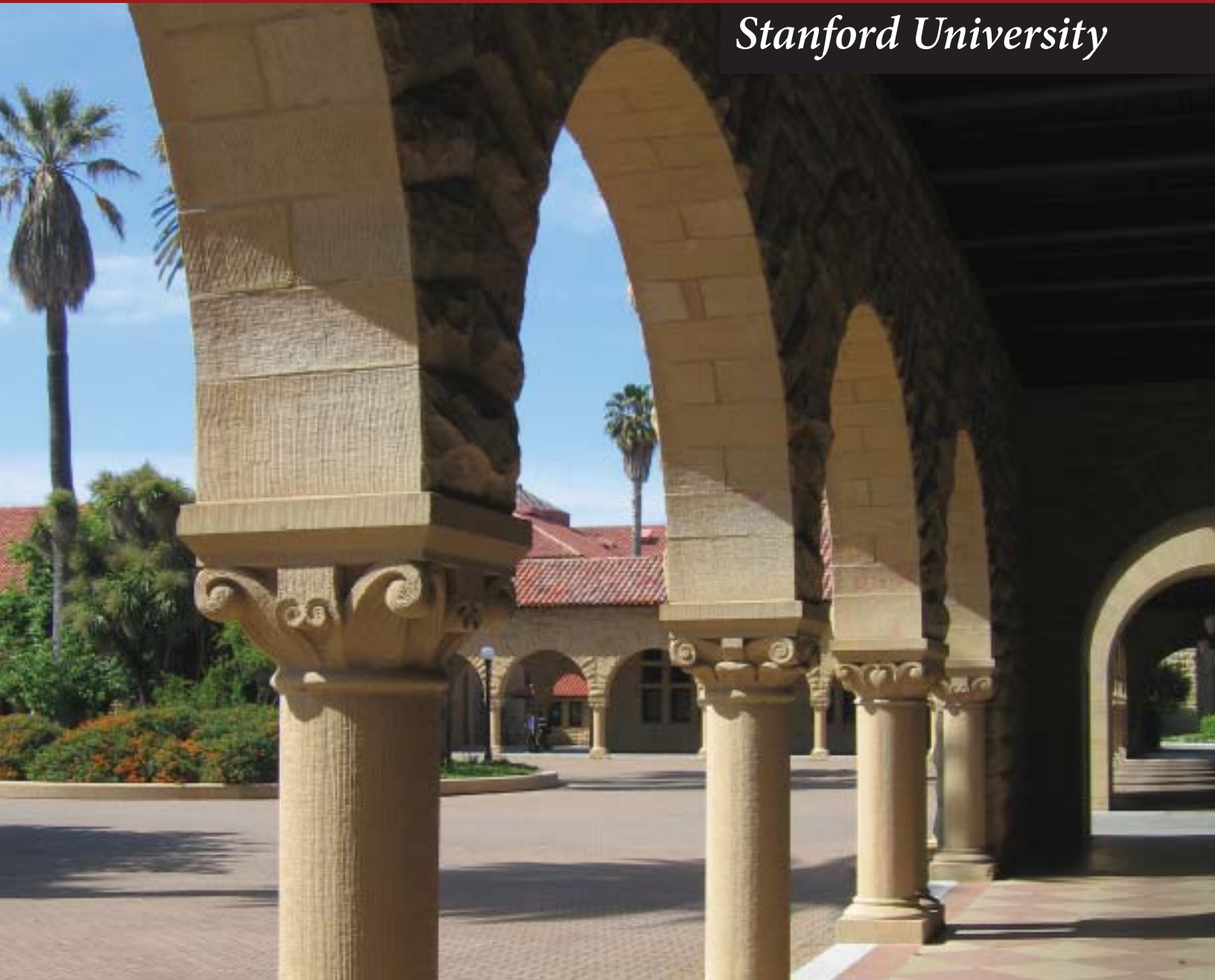




SOCIETY FOR ENTREPRENEURSHIP IN LATIN AMERICA

Stanford University



SELA Summit 2008
April 7-11, 2008



Welcome to the SELA Summit 2008!

Dear delegates,

It is my pleasure to welcome you to Stanford University for the SELA Summit 2008. We have been working for a year to make this event happen and we are very excited to finally have you here. This Summit is meant to expose you to the entrepreneurial environment both in Silicon Valley and Latin America. The speakers that we have invited this year have an impressive record of achievement in their respective fields. They have all worked in different ways towards the development of Latin America and the success of Latin American entrepreneurs, and there is much to learn from their experiences.

Among other things, you will also have the chance to prepare a business plan with fellow delegates and pitch it to a panel of venture capitalists that will comment on your presentation and give you recommendations for the future. This activity will allow you to apply what you will learn during the Summit in a practical way that will prepare you for your future entrepreneurial ventures. I hope this week will challenge you, and open your eyes to new ideas and perspectives on entrepreneurship. I urge you to learn actively, ask questions, and reflect on the time you will spend at Stanford, one of the global centers for entrepreneurship.

Throughout the week you will participate in different events with eighteen fellow delegates from Brazil, Colombia, Costa Rica, Ecuador, El Salvador, Mexico, Nicaragua, Panama, Paraguay, Peru, and Venezuela. Each one of you has been selected for your impressive entrepreneurial, academic, and extracurricular achievements. I encourage you to get to know every single participant of this Summit, as well as SELA members and other members of the Stanford community. As I am sure you will hear repeatedly throughout the week, one of the keys to success for any entrepreneur is “network, network, and network.”

I hope you will make the most out of this week. Learn, ask questions, network, exchange ideas, reflect on your own dreams, and of course, have fun!

A handwritten signature in cursive script that reads 'Cristina Espinosa'.

Cristina Espinosa
CEO, Society for Entrepreneurship in Latin America



About Us

The Society for Entrepreneurship in Latin America (SELA) is an international organization of students founded at Stanford University to establish a network of entrepreneurial students throughout Latin America and the United States.

SELA is primarily aimed at forging bonds between students, professionals, and academics interested in Latin America in order to promote development and encourage investment in the region.

SELA will reach every country in the Americas to facilitate mentoring, conferences, networking, and education based on entrepreneurship throughout the region.

Our Mission

To create and educate a network of future leaders in business, technology, and social innovation in the Americas, in order to foster a global entrepreneurship community aware of Latin American affairs.

Expectation Guidelines

- 1) Delegates are expected to abide by the laws of the State of California including:
 - a. No consumption of alcohol for anyone under 21 years of age
 - b. No use of illegal drugs.
- 2) Delegates are expected to respect and follow the rules & policies of Stanford University.
- 3) Delegates are expected to respect their room host and Stanford housing, including:
 - a. Notifying your room host and SELA Summit staff if you plan to leave campus
 - b. Being respectful and mindful of roommate(s)
 - c. Respecting room and dorm study hours as all students will be taking classes.
- 4) Delegates are expected to attend all Summit events scheduled during the week.
- 5) Delegates are expected to dress in a fashion consistent with the professional nature of entrepreneurship, i.e. *business casual*. The last day, however, will have events that will require professional business attire.

Sponsors



Contact Information

Executive Board

Cristina Espinosa, <i>CEO</i>	crisesp@stanford.edu	(650) 714-1054
Jesús González, <i>Chief Strategy Officer</i>	jesus.gonzalez@stanford.edu	(650) 793-0497
Daniel Vogel, <i>Summit Director</i>	vogel@stanford.edu	(650) 455-6864
Leslie Georgatos, <i>Marketing Director</i>	lesliege@stanford.edu	
Kashmira Daryanani, <i>Finance Director</i>	kashmira@stanford.edu	(650) 714-2245
Yesul Myung, <i>Chief Operations Officer</i>	yesulm@stanford.edu	(650) 796-8774
Andres Cassinelli, <i>Chief Financial Officer</i>	andresc@stanford.edu	(650) 796-6125

Dayheads

Martin Sosa, Day 1	msosa@stanford.edu	(786) 863-2323
Isabella Gallo, Day 2	imgallo@stanford.edu	(650) 862-4657
Fernando Castillo, Day 3	fercas@stanford.edu	(650) 714-1323
Daniel Vogel, Day 4	vogel@stanford.edu	(650) 455-6864
Summit Team, Day 5		

Logistics Team

Jeffrey Garcia, Day 1	jeffgarcia@stanford.edu	(562) 659-0086
Andres García, Day 2	agarcia@stanford.edu	(540) 644-7194
Ana Sheila Victorino, Day 3	anav@stanford.edu	(951) 367-5729
Kashmira Daryanani, Day 4	kashmira@stanford.edu	(650) 714-2245
Yesul Myung, Day 5	yesulm@stanford.edu	(650) 796-8774

Your Host

Name: _____
 Dorm: _____
 Room: _____
 E-Mail: _____
 Phone Number: _____

Monday, April 7, 2008

Day 1: Entrepreneurship Fundamentals

9:30 AM – 10:00 AM

Breakfast

Location: CDC

10:00 AM – 11:00 AM

An Introduction to Entrepreneurship

Speaker: Blake Winchell

Location: CDC First Floor Conference Room

Blake Winchell will kick off the summit with an introduction to sustainable companies. He will talk about some of the fundamentals of what being an entrepreneur is, and how companies become sustainable. Along the way, he will share some amazing insights from his position as a very successful venture capitalist.

11:00 AM – 11:45 PM

Introductions and Icebreakers

Location: CDC First Floor Conference Room

12:00 PM – 1:00 PM

Lunch

Location: Nitery Room 209

1:00 PM – 2:00 PM

Pitch Preparation

Location: Nitery Room 209

2:30 PM – 3:30 PM

Campus Tour

Location: Memorial Auditorium (MemAud)

Learn about Stanford's interesting history and its exciting undergraduate experience. Discover the residential life, the breathtaking buildings, and hopefully find a way to not get lost in this jungle!

3:30 PM - 5:45 PM

Free Time

Relax, talk to your fellow delegates and explore our campus.

Meet at 6 at the CDC. Please be on time!

6:00 PM - 7:00 PM

How to Write a Business Plan

Speaker: Tony Seba

Location: CDC First Floor Conference Room

A business plan is essential for a successful business. It allows entrepreneurs to communicate their ideas to potential investors and partners. Tony Seba will explain us the basics of a successful business plan

9:00 PM

Dinner and Bowling @ Palo Alto Bowl

Location: 4329 El Camino Real, Palo Alto, CA

Telephone: (650) 948-1031

Tuesday, April 8, 2008

Day 2: Social Entrepreneurship

9:40 AM – 10:00 AM

Breakfast

Location: CDC

10:00 AM – 11:00AM

Social Entrepreneurship: Lessons Learned in Creating and Consolidating Compartamos con Colombia

Speaker: Luis Gallo

Location: CDC Second Floor Conference Room

Luis Gallo will talk about Compartamos con Colombia, a non-profit corporation that structures profitable social investment projects and creates awareness on the social responsibility that young entrepreneurs hold in today's world. He will explain how Compartamos con Colombia surged from an idea, and has evolved and grown over the last eight years into a corporation that has successfully transformed social organizations and developed a wide array of projects with high levels of social impact and a capacity for assimilation.

11:15 AM – 11:45 AM

Pitch Preparation

12:00 PM – 1:00 PM

Lunch

Sponsored by LBSA

Location: El Centro Chicano

Come and network with members of the Latino Student Business Association, formerly known as HUBA.

1:00 PM – 3:45 PM

Free Time

Explore our campus, and get to know your fellow delegates. Please be at the Graduate Community Center by 3:30pm and be on time!

3:45 PM – 5:45 PM

Teaching Entrepreneurship

Speaker: Tina Seelig

Location: Graduate Community Center Nairobi Conference Room

“What is the best way teach entrepreneurship? It certainly isn't by lining students up in rows and columns and giving lectures. Entrepreneurship is taught best by giving students the opportunity to turn problems into opportunities, to evaluate and take risks, to build and work within effective teams, to make decisions without complete information, to manage with limited resources, and exercise their creativity. In this lecture I will show examples of the types of projects I use with my students and the amazing and unexpected results they deliver. The students surprise me and themselves every time, leaving them knowing that entrepreneurship can be learned”

- Tina Seelig

5:45 PM – 6:30 PM

Dinner

Location: Graduate Community Center Nairobi Conference Room

7:00 PM – 8:30 PM

Panel and Mixer with Goldman Sachs

Panelists: Emanuel Pleitez and Julio Quinteros

Moderator: Sandra Treviño

Location: Graduate Community Center Nairobi Conference Room

Representatives from Goldman Sachs, including SELA's founder Emanuel Pleitez, will share their thoughts on entrepreneurship on Latin America.

Wednesday, April 9, 2008

Day 3: The Entrepreneur's Life

9:40 AM – 10:00 AM

Breakfast

Location: CDC

10:00 AM – 11:00 AM

Entrepreneurship: From the Ground Up

Speaker: Rodolfo Reyna

Location: CDC Second Floor Conference Room

Rodolfo Reyna will share with us his valuable experience as a very successful Latin American entrepreneur. He will provide us with remarkable insights to the realities of an entrepreneur's life. Drawing from his experience, he will share what he believes are the most important steps to succeed in the business world by 'making money'.

12:00 PM – 1:30 PM

Lunch

Location: Bechtel International Center – Assembly Room

1:30 PM – 3:05 PM

Free time

5:00 PM – 6:00 PM

Building a SELA Chapter

Speaker: Cristina Espinosa y Jesús González

Location: El Centro Chicano

6:00 PM – 7:00 PM

Dinner

Location: El Centro Chicano

7:30PM – 8:30 PM

Attracting Investment in Latin America

Speaker: Guillermo Vogel

Location: CDC First Floor Conference Room

Guillermo Vogel will talk about the various opportunities that Latin America has given him in order to grow as an entrepreneur and a businessman. Throughout his life he has been invited to participate in startups ranging from flavored tequila to highly specialized pharmaceutical companies. Learn how to make your company appealing to an investor – from an investor's point of view.

Thursday, April 10, 2008

Day 4: Innovation and Entrepreneurship

9:40 AM – 10:00 AM

Breakfast

10:00 AM – 11:15 AM

A little History About Xcelsius

Speaker: Santiago Becerra

Location: Graduate Community Center Nairobi Conference Room

Hear how Santiago Becerra eventually joined forces with his son who had spent his career creating many popular video games such as Midtown Madness and Midnight Club. Together, they used video game technology in conjunction with practical business concepts to create Crystal Xcelsius. With Crystal Xcelsius, the Becerra father-and-son team provided business professionals affordable, interactive visualization of business data that could be delivered in easy-to-create dynamic presentations. For the first time, managers could bridge the gap between data analysis and data presentation without the need for expensive enterprise solutions.

11:30 AM – 12:30 PM

Lunch

Sponsored by SSCLES

Location: Nitery Room 209

Come and network with members of the Stanford Society for Chicano/Latino Engineers and Scientists.

12:45 PM – 1:45 PM

Tech Entrepreneurship in Latin America

Speaker: Wenceslao Casares

Location: Graduate Community Center Nairobi Conference Room

Come and learn from one of the world's most successful speakers on the new economy. Wenceslao Casares is an internet entrepreneur responsible for creating Latin America's first Online Brokerage, Patagon, at the age of 22. Patagon was sold to Banco Santander for over \$500m. Casares then became involved in many other on-line ventures, circumnavigated the world, and currently works and lives in the Bay-Area.

4:00 PM – 6:00 PM

Pitch Preparation

Location: El Centro Chicano conference room.

7:00 PM – 8:00 PM

The MBA, a Step Toward Success

Panelists: MBA Students

Moderator: Cristina Espinosa

Location: CDC First Floor Conference Room

The panel of graduate students from the MBA program at Stanford University will share their experience as they start their path towards a successful life of entrepreneurship. They will share some details about the paths that brought them to this prestigious MBA program and their visions of what they plan to achieve in the future.

8:00 PM – 9:30 PM

Dinner

Location: CDC First Floor Conference Room

Friday, April 11, 2008

Day 5: Company Pitch and Closing Remarks

Breakfast

9:00 AM – 11:30 AM

Business Plan Presentations

Panelists: Sergio Monsalve; Freddie Seba; Jon Staenberg

Location: CDC First Floor Conference Room

Delegates will present their business plan pitch to a panel of venture capital professionals for evaluation. Panelists will judge the pitches and make recommendations at the end of the presentations.

11:30 AM – 12:30 AM

Lunch

Location: Nitery Room 209

3:30 PM – 5:00 PM

Visit to Palo Alto

5:30 PM – 8:00 PM

Closing Banquet at NOLA's

Location: 535 Ramona St, Palo Alto, CA

Telephone: (650) 328-2722

8:30 PM

Party!

Biographies

Day 1: Entrepreneurship Fundamentals



Blake Winchell

For the past 27 years, Blake has focused on private equity investments with Leucadia National Corporation, the Channel Investment Group, Generation Ventures and the Fremont Group. He is currently managing general partner of The Fremont Group, a \$6b private investment company with investments in real estate, private equity, venture capital and public equities. He is also managing general partner of Fremont Ventures, the private equity growth-fund of The Fremont Group. This fund typically makes investments of \$2-20m; they look for professional management teams with scalable, technology-based businesses with very large revenue potential. Fremont Ventures was recently named by EE Times as one of the top 10 venture capital firms in the US for adding value to portfolio companies. He graduated from Dartmouth College in 1975 as a Rufus Choate Scholar with a BA in English and Economics; also receiving the Henley Economics Award. Blake obtained an MBA from Stanford University Graduate School of Business in 1979 and is a certified public accountant. Currently, he is Chairman of GlobalServer and a board director at BioSeek, eSilicon, White Rock Networks and LightSand Communications.



Tony Seba

Tony Seba is an educator, entrepreneur, author, speaker, consultant, and mentor and capitalist. Tony Seba is the author of "Winners Take All - The 9 Fundamental Rules of High Tech Strategy". He is a lecturer at Stanford University where he teaches high tech strategy and entrepreneurship. He also teaches regularly at leading international business schools such as the University of Auckland (New Zealand) Business School. Tony Seba brings 20 years of solid operating experience in fast-growth high technology companies. As PrintNation.com's founder and CEO Seba established the B2B ecommerce company as the undisputed leader in its market segment, winning such top industry awards as the Upside Hot 100 and the Forbes.com B2B 'Best of the Web'. Prior to PrintNation, Mr. Seba worked in business development and strategic planning at Cisco Systems and RSA Data Security. Seba has been responsible for the architecture, development, and commercialization of more than two dozen products including Java security, electronic payment technology, sales force automation, computer-aided software engineering and ecommerce infrastructure. Seba holds an M.B.A. from Stanford University Graduate School of Business and a B.S. in Computer Science and Engineering from the Massachusetts Institute of Technology.

Day 2: Social Entrepreneurship



Luis Gallo

Luis Gallo studied in Georgetown University where he received a bachelor's degree in Economics and Business Administration. After graduating, he worked for J.P Morgan in New York from 1982-86 as Vice President of Financial Consulting in Latin America. He received a master's degree in Business Administration from Harvard University from 1986-88. Luis returned to J.P. Morgan in 1988, where he worked as director to financial consulting in Venezuela, Colombia, Japan, Belgium, Argentina and Brazil. He then went on to create Estrategias Corporativas, S.A., an investment banking firm. In 1999, Luis

founded Compartamos con Colombia, a non-profit corporation that structures profitable social investment projects. Luis Gallo is also a member of the Board of Directors of YPO (Young President's Organization) in Colombia.



Tina Seelig

Tina Seelig received her Ph.D. from Stanford University in 1985 where she studied Neuroscience. After graduating, she worked as a research associate for the Technology Museum and as a management consultant for Booz, Allen, and Hamilton. Tina has also written science books and has designed educational games. These have won several awards and honors, including the Parents Guide to Children's Media Outstanding Achievement for a series card games called Games for your Brain. Tina started her own company for bookstore customers, called BookBrowser, to help match books with buyers and has also worked as a multimedia producer for Compaq Computer Corporation. Today, Tina is the Executive Director for the Stanford Technology

Ventures Program, the Director of the Stanford Entrepreneurship Network, and the co-Director of the Mayfield Fellows Program. She also teaches the class Creativity and Innovation in Stanford's Department of MS&E.



Julio Quinteros

Julio C. Quinteros, Jr., vice president, works in the Technology Group of the Global Investment Research Division of Goldman Sachs. He covers both large cap and small cap IT Services companies, with an emphasis on US-based outsourcers and systems integrators, and India-based offshore service providers. Julio joined Goldman Sachs in August 1998 from Credit Suisse First Boston where he was an Associate covering the electronic banking and computer services industry. Previously, he worked at EDS in a market analysis and strategic planning capacity supporting the financial industry strategic business unit. Julio has a B.A. in International Relations from the University of Southern California.



Emanuel Pleitez

Emanuel Pleitez is a financial analyst at Goldman Sachs in the Securities Division in San Francisco. Prior to working for the investment bank, he was special assistant to current Los Angeles Mayor Antonio Villaraigosa. Previously he was a field organizer in Missouri and Florida for the John Kerry-John Edwards Presidential campaign.

Aside from his political experience, Emanuel has worked with the Quest Scholars Program at Stanford University, Center for a New Generation of the Peninsula Boys & Girls Club, and the Full Circle Fund. He currently serves on the Boards of Directors for the League of Women Voters of San Francisco, Equal Rights Advocates, and CEO Women, and is a member of the Young Professional Advisory Board for Voto Latino and the Hispanic Heritage Foundation's Business Advisory Committee. Emanuel has a B.A. in Urban Studies from Stanford University.

Day 3: The Entrepreneur's Life

Rodolfo Reyna

Rodolfo has over 20 years of experience in data networks, telecommunications, management consulting, international sales, new product development, training and negotiation. He has lead technology projects for

some international companies and government institutions. These include Cementos Mexicanos (CEMEX) worldwide, Bancomer, Telefonos de Mexico (TELMEX), Telefonica de España in Chile, Brazil, Argentina and Spain. As an entrepreneur Rodolfo has served as VP of Latin America, VP of Technology and Business Developer for early stage companies. These include RH Electronica, SAMAR, and DAGAR S.A de C.V. in Mexico, and Commendo Software in Fremont California. For five years Rodolfo worked as a full-time professor at Universidad Iberoamericana in Mexico City. He also has given lectures on Business Incubators, Negotiation and How to Make Business in Latin America at University of California Santa Cruz, and Universidad de Las Americas in Mexico. Rodolfo Reyna is fluent in English and Spanish, holds a Bachelor's degree in Electrical Engineering with major in Communications, Electronics and Control from Universidad Iberoamericana, D1 Business at IPADE (Instituto Panamericano de Alta Direccion de Empresas) in Mexico City.



Guillermo Vogel

Guillermo Vogel joined TAMSA (Tubos de Acero de México S.A.) in 1983 as Chief Financial Officer. In 1985 he was named TAMSA's Deputy General Manager; in 1987 he became Executive Vice President and CEO and in June 1997 promoted to Vice Chairman of the Board of Directors. Mr. Vogel served as President of the National Chamber of the Steel Industry from April 2001 until March, 2003, a position he also occupied from 1987 to 1989. Mr. Vogel is currently a Vice Chairman of the American Iron & Steel Institute (AISI) and Chairman of its North American Steel Council. He is also Chairman of the International Iron and Steel Institute's (IISI) Economic Studies Committee and a member of the newly-formed North American Competitiveness Council (NACC). Mr. Vogel is Chairman of the Board of Directors of Collado, and Eximpro and maintains a directorship on the following Boards: Tenaris Group, HSBC Bank (Mexico), Ilafa (Instituto Latinoamericano del Fierro y el Acero), Estilo y Vanidad as well as the Corporacion Mexicana de Inversiones de Capital, S.A. de C.V. Mr. Vogel received his B.A. from the National Autonomous University of Mexico (UNAM) and his MBA from the University of Texas at Austin.

Day 4: Technology, Innovation, and Entrepreneurship

Santiago Becerra

Santiago Becerra, Sr. has first-hand experience with the dull data environments that leave many managers and key decision-makers ill-equipped to manage their businesses. In his various roles in the business world, he knows that the problem he constantly faces is the same problem that many organizations suffer from — that too much information is lost in the transition between data analysis and data presentation. That is, after a presentation is put on paper, managers are automatically boxed into the thought processes of the presenter, often forcing them to either take the data analysis at face value or to ask for more analyses, which naturally takes up more critical company time. The question was how to provide a compelling presentation without losing the ability to interactively change the direction and scope of the data analysis behind the information being presented. Becerra eventually joined forces with his son who had spent his career creating many popular video games such as Midtown Madness and Midnight Club. Together, they used video game technology in conjunction with practical business concepts to create Crystal Xcelsius. With Crystal Xcelsius, the Becerra father-and-son team provided business professionals with something few have had access to in the past: affordable, interactive visualization of business data that could be delivered in easy-to-create dynamic presentations. For the first time, managers could bridge the gap between data analysis and data presentation without the need for expensive enterprise solutions. Xcelsius was first released by Infommersion, Inc, which is owned by the Becerras. Infommersion launched the \$195 standard version of the program in July 2003. Later Business Objects (French company that develops enterprise software, specifically software that provides

business intelligence (BI) to businesses) acquired Infommersion, Inc. The acquisition was an all-cash transaction of approximately \$40 million US. Click here for the Complete Article. Later Business Objects named it Crystal Xcelsius and now the Latest Version 4.5 is sold under the Business Objects Product Line.



Wenceslao Casares

Wenceslao Casares is a partner of MECK, Ltd, a private investment partnership and he is co-CEO of Bling Nation, a mobile payments company he founded in 2007. He founded Lemon Bank, a Brazilian retail bank for the poor, in June 2002. Lemon Bank is now the largest microfinance institution in Brazil, with over 6,000 branches and 12 million customers. He is also the founder of Wanako Games, a US based developer of console videogames that seeks to leverage the creativity of Latin American talent. The company won the “Game of the Year” award for Xbox Live in 2006. Wanako Games was sold to Vivendi Universal (Euronext: VIV). In 1997 Casares founded Patagon, an Argentinean

Online Brokerage. As the Company expanded throughout Latin America, Casares lived in Sao Paulo, Mexico City, and New York City. The company also expanded into online banking in Spain and Germany. Patagon was the first Latin American online broker and online Bank. It was sold to Spanish bank Santander (NYSE: STD). In 1994 Casares launched Internet Argentina S.A., the first Internet Service Provider in the country. He then sold that Company, in order to establish Patagon. Casares was born in a sheep ranch in Patagonia, Argentina. At age 17 he spent a year in Washington, PA as a member of the Rotary International Exchange program. He then attended the University of San Andres, Argentina’s top business school; however, he interrupted his studies in order to start Patagon. He was selected as an Endeavor Entrepreneur, an international non-profit organization committed to identifying, supporting and promoting the next generation of entrepreneurial leaders in emerging-markets. And he is an elected member of the World Economic Forum’s Global Leaders for Tomorrow (GLT), and attends Davos since 2001. He is also a member of the Young Presidents Organization and has completed the Harvard Business School’s Owners and Presidents Management Program. As part of his philanthropic and non-for-profit activities he serves on the board of the Viva Trust and has established the Fundacion Sintesis with the goal of inspiring the next generation of social and political leaders in Latin America. He lives with his wife and three children in the San Francisco Bay Area, California.

Day 5: Company Pitch and Visits



Freddie Seba

Freddie Seba has held a variety of corporate and entrepreneurial positions utilizing his multilingual and multicultural background. Mr. Seba has over 20 years business experience working with Latin American and Mexican nationals in the U.S. and abroad. Mr. Seba directed a \$400 million US-based operation focused in Latin America and Mexico. Mr. Seba's work at large multinationals includes Ingram Micro Inc. and Epson America Inc.;

his startup experience includes Print-Nation and Pontiva. He has also lectured at Stanford University's Continuing Studies, worked as business plan judge at the Yale School of Management-National Business Plan Competition and mentored at the Yale Entrepreneurial Society. Mr. Seba holds a BA degree from the Universidad Santa Maria, a Masters in Business Administration from Yale University, and an MA degree from Stanford University.



Sergio Monsalve

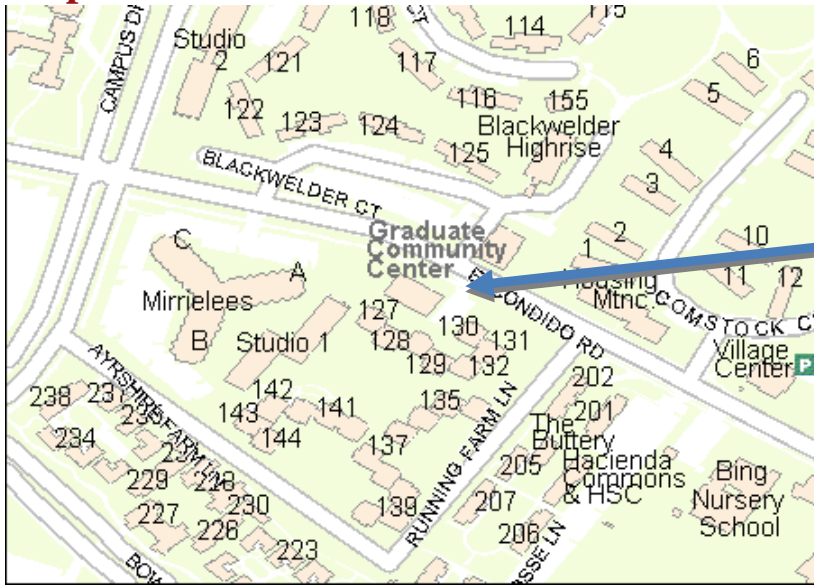
Sergio brings to NVP over 12 years of operational experience in marketing, product management, business development, sales and finance from a wide range of business and consumer technology companies. Sergio is focused on investments in the consumer internet, media and software sectors. His current investments and board seats include Adzilla and Fatdoor. Prior to NVP, Sergio was Vice President of Product Marketing at Photobucket, which was successfully sold to News Corp in May for a reported \$300 Million. At Photobucket, Sergio drove product marketing, public awareness and user experience, which helped accelerate Photobucket's growth to more than 40 million unique visitors per month. Prior to Photobucket, Sergio was Director of New Ventures at eBay, Inc. where he pioneered and led eBay's digital goods marketplace and its user generated content efforts worldwide. Prior to that, Sergio was General Manager of the consumer electronics marketplace at eBay, which he grew from \$150 million to over \$500 million in gross merchandise sales in less than three years. Prior to eBay, Sergio was the co-founder and led sales and marketing at Cymerc from inception to more than \$15 million in revenue.



Jon Staenberg

Jon Staenberg has worked with venture-backed technology companies for 20 years in several capacities: as founder, manager and venture capitalist. As an entrepreneur he has established two companies, served on the senior management team of several early-stage organizations and provided venture capital funding to more than 100 start-ups. He is one of the most experienced venture capitalists in the Pacific Northwest, having raised three funds totaling over \$30 million. Early in his career, Jon established several marketing groups at Microsoft where he worked from 1988 through 1994. He then joined the senior management team of Virtual i-O, a venture-backed startup, as Vice President of Sales and Marketing. Pursuing his passion for helping to establish and grow great companies, he has spent the last ten years raising and deploying venture capital with a focus on Silicon Valley and Seattle-based startups. In 2003, Jon joined Rustic Canyon. Jon currently serves on the advisory boards of New Vine Logistics, Vista Broadband, Prime Advantage, Efficient Frontier and uReach.com. He graduated Phi Beta Kappa from Stanford University, where he received his B.S., M.A. and M.B.A.

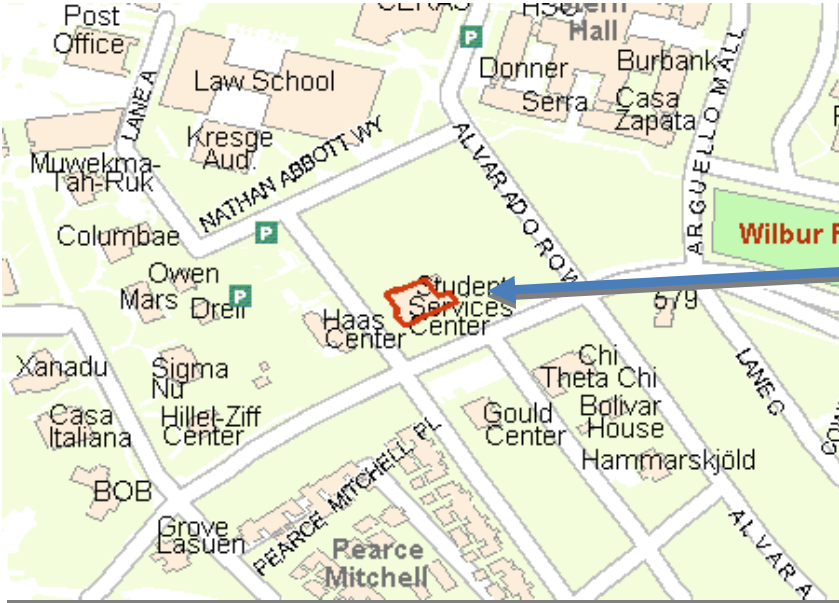
Maps



GCC

Nitery & Centro Chicano





CDC

Teams

Team 1

Luisa Angulo
Carlos Antonorsi
Lourdes Díaz Boillat
Esteban Loria
Nelly Ortiz

Team 2

Queta Barnett Llanos
Erik Castillo Pavón
Adriana Mejia
Felipe Merchan
Maria Veronica Porro

Team 3

Elisa Barrios
Daniel Alejandro Botero
Sylvia Moran
Guilherme Moufarrige Pacheco
Elizabeth Rojas

Team 4

Andrea Castaño de la Torre
Rafael Lamo-Arbelaez
Giovanna Saccarello Rodriguez
Andreína Yanes

Profiles



Name: Luisa Angulo
E-mail: langulo@ucsc.edu
Country of Origin: Colombia
University: UCSC
AIM/MSN:

Name: Carlos Antonorsi
E-mail: c.antonorsi@umiami.edu
Country of Origin: Venezuela/Greece
University: University of Miami
AIM/MSN:



Name: Queta Barnett Llanos
E-mail: q-barnet@uniandes.edu.co
Country of Origin: Peru
University: Universidad de los Andes
AIM/MSN: q31184@hotmail.com

Name: Elisa Barrios
E-mail: ebarrios2005@gmail.com
Country of Origin: Nicaragua
University: Ave Maria University – Latin American Campus
AIM/MSN: elisambarrios6@hotmail.com



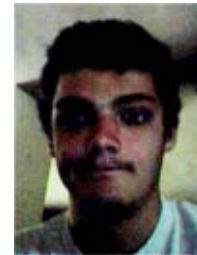
Name: Daniel Alejandro Botero
E-mail: da.botero34@uniandes.edu.co
Country of Origin: Colombia
University: Universidad de los Andes
AIM/MSN: crackdab@hotmail.com

Name: Andrés Cassinelli
E-mail: andresc@stanford.edu
Country of Origin: Uruguay
University: Stanford University
AIM/MSN: andrescassinelli@hotmail.com





Name: Andrea Castaño de la Torre
E-mail: a.castano376@uniandes.edu.co
Country of Origin: Colombia
University: Universidad de los Andes
AIM/MSN: andre_castano@hotmail.com

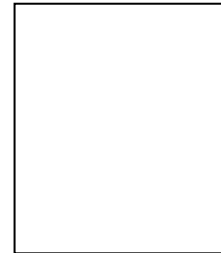


Name: Erik Castillo Pavón
E-mail: erikcp13@gmail.com
Country of Origin: Mexico
University: ITESM-CCM
AIM/MSN: erik__cp13@hotmail.com



Name: Kashmira Daryanani
E-mail: kashmira@stanford.edu
Country of Origin: Curaçao
University: Stanford University
AIM/MSN: kashmirad225 / kashmira_d@hotmail.com

Name: Lourdes Díaz Boillat
E-mail: luludiaz2@hotmail.com
Country of Origin: Panama
University:
AIM/MSN:



Name: Rolando De La Torre
E-mail: rdelator@stanford.edu
Country of Origin: USA
University: Stanford University
AIM/MSN: rjrdelatorre10@hotmail.com



Name: Cristina Espinosa Plazas
E-mail: crisesp@stanford.edu
Country of Origin: Colombia
University: Stanford University
AIM/MSN: crisespinosa@gmail.com



Name: Daniel Espinosa
E-mail: daer@stanford.edu
Country of Origin: Colombia
University: Stanford University
AIM/MSN: danitolo@hotmail.com

Name: María Victoria Ferrara
E-mail: mvf@stanford.edu
Country of Origin: Panama
University: Stanford University
AIM/MSN: marivifer@hotmail.com



Name: Isabella Gallo
E-mail: imgallo@stanford.edu
Country of Origin: Colombia/Panama
University: Stanford University
AIM/MSN:

Name: Andrés García
E-mail: afgarcia@stanford.edu
Country of Origin: Colombia
University: Stanford University
AIM/MSN: nilawe@hotmail.com



Name: Jeffrey Garcia
E-mail: jeffgarcia@stanford.edu
Country of Origin: USA
University: Stanford University
AIM/MSN: jeff6arcia

Name: Jesús Gonzalez
E-mail: jesus.gonzalez@stanford.edu
Country of Origin: Mexico
University: Stanford University
AIM/MSN: jgbeanr





Name: Victoria Harman
E-mail: vharman@stanford.edu
Country of Origin: USA
University: Stanford University
AIM/MSN: BizzyV411 / victoriah1212@hotmail.com

Name: Rafael Lamo-Arbelaez
E-Mail: rlam002@fiu.edu
Country of Origin: Colombia
University: Florida International University
AIM/MSN: rafalamo@hotmail.com



Name: Esteban Loria
E-mail: eloria1@lsu.edu
Country of Origin: Costa Rica
University: Louisiana State University
AIM/MSN: teby55@hotmail.com

Name: Stan Markuze
E-mail: smarkuze@stanford.edu
Country of Origin: Russia
University: Stanford University
AIM/MSN: smarkuze



Name: Adriana Mejia
E-Mail: amejia1@lsu.edu
Country of Origin: El Salvador
University: Louisiana State University
AIM/MSN: adri / adrimd@hotmail.com

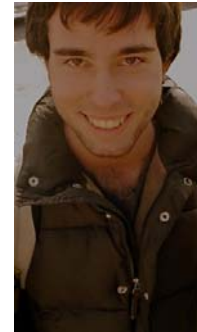
Name: Felipe Merchan
E-mail: felipe-merchan@hotmail.com
Country of Origin: Colombia
University: Universidad de los Andes
AIM/MSN: Mercho





Name: Sylvia Moran
E-Mail: smoran4@lsu.edu
Country of Origin: El Salvador
University: Louisiana State University
AIM/MSN: sylviammoran@hotmail.com

Name: Guilherme Moufarrige Pacheco
E-mail: gmoufarr@ku.edu
Country of Origin: Brazil
University: University of Kansas
AIM/MSN: pachecogui / gmp_p@hotmail.com



Name: Yesul Myung
E-mail: yesulm@stanford.edu
Country of Origin: Mexico
University: Stanford University
AIM/MSN: yesulm / chik_boo@hotmail.com

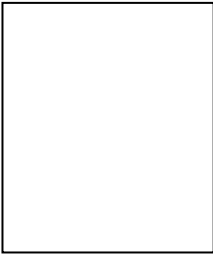
Name: Nelly Ortiz
E-mail: n.ortiz69@uniandes.edu.co
Country of Origin: Colombia
University: Universidad de los Andes
AIM/MSN: nelly_loki@hotmail.com



Name: Maria Veronica Porro
E-mail: veroporro@gmail.com
Country of Origin: Paraguay
University: Pittsburg State University
AIM/MSN: vero_ka86@hotmail.com

Name: Elena Pujals
E-mail: evpujals@hotmail.com
Country of Origin: Nicaragua
University: Stanford University
AIM/MSN: evpujals@hotmail.com





Name: Elizabeth Rojas
E-mail: erojas55@ufl.edu
Country of Origin: Ecuador
University: University of Florida
AIM/MSN:

Name: Giovanna Saccarello Rodriguez
E-mail: giovannasaccarello@gmail.com
Country of Origin: Paraguay
University: Pittsburg State University
AIM/MSN: vero_ka86@hotmail.com



Name: Ana Maria Sanchez
E-mail: amsan87@stanford.edu
Country of Origin: Colombia
University: Stanford University
AIM/MSN: mayis54@hotmail.com

Name: Martín Sosa
E-mail: msosa@stanford.edu
Country of Origin: Panama
University: Stanford University
AIM/MSN:



Name: Virginia Teijeiro
E-mail: teijeiro@stanford.edu
Country of Origin: Argentina
University: Stanford University
AIM/MSN: teijeirov@hotmail.com

Name: Sandra Treviño
E-mail: strevino@stanford.edu
Country of Origin: Mexico
University: Stanford University
AIM/MSN:





Name: Ana Sheila Victorino
E-mail: anav@stanford.edu
Country of Origin: Mexico
University: Stanford University
AIM/MSN: Shelli1228



Name: Daniel Vogel
E-mail: vogel@stanford.edu
Country of Origin: Mexico
University: Stanford University
AIM/MSN: mexicanvogel / danielvogel@hotmail.com



Name: Andreína Yanes
E-mail: andreinayanes@gmail.com
Country of Origin: Venezuela
University: Bentley College
AIM/MSN: nanenina88@hotmail.com