



# IMPACT REPORT 2020

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<Laboratoria>

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# Message from our CEO

Words cannot describe what 2020 has meant for the world and the lives of millions of people across the planet. Our community at Laboratoria is no exception. Back in April 2020, when we were trying to make sense of everything happening around us, we held an organization-wide staff meeting with our team of 100 people to discuss our future. Would we be able to replicate what made our bootcamp experience so special in a remote format? Would the economic crisis result in fewer job opportunities for our graduates ready to start their careers in tech? Would our funding sources be cut short, forcing us to reduce our operations and impact? We had no clear answers to these and many other questions, and they sure kept us awake at night for weeks. A year later, although Latin America has been the hardest-hit region in the world by the COVID-19 pandemic and this crisis is still far from over, I feel an immense sense of pride for what our team, students and alumnae have been able to accomplish.

2020 has been a year of transformation. A year where instead of hopelessly waiting for things to go back to normal, we decided to make the most out of the changes this new reality brought to our operations and community. We set a north star for ourselves of becoming the best remote bootcamp out there, and have worked tirelessly to accomplish this vision. We have transformed our program

“ 2020 has been a year of transformation. A year where instead of hopelessly waiting for things to go back to normal, we decided to make the most out of the changes this new reality brought to our operations and community. ”



into a much more self-paced, regionally integrated learning experience, expanding its reach to serve women across all countries where we operate. We have seen the power of building true connections amongst women from the south of Chile to the north of Mexico despite the thousands of kilometers between them. We have managed to sustain +80% placement rates despite the unprecedented levels of unemployment around us, seeing our graduates become an economic backbone for their families and communities. We have seen our alumnae thrive in a world where change is the only constant, believing in themselves and demonstrating their love for learning and their ability to collaborate.

Every month of 2020 brought a challenge larger than the one before, and as we went through them with enormous creativity and commitment, we reaffirmed that our work today is more important than ever. At Laboratoria we dream of a Latin America where women are no longer the hardest hit by every crisis due to the underlying inequalities that persist. We want economies where the benefits of thriving sectors, such as tech, are equally shared by women. A region where no woman is left behind. It is the greatest honor to run an organization that is contributing to make this vision possible. It won't be easy and it will take a long time, but we will be here every step of the way, giving our best to 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.

2020, with its challenges and opportunities, made us stronger. In this Impact Report, we want to share with our community all we've learned and accomplished. Thank you for being part of our journey and for motivating us to reach higher. You are part of this impact and we hope you feel as proud as we do!



MARIANA COSTA  
Co-founder & CEO

# Who we are



## **THE PROBLEM**

We work to revert the disadvantages women who haven't been able to start a professional career face to access quality jobs in Latin America's growing digital economy.

## **THE OPPORTUNITY**

The digital economy is growing fast in the region, but to advance at scale and transform our economies into more knowledge-based, resilient ones, it is in desperate need of talent, and particularly female talent.

## **OUR RESPONSE**

Our mission is to empower women who dream of a better future to start and grow transformative careers in technology. We seek to 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.



**Latin America's growing digital economy is a source of incredible job opportunities. We exist to ensure no talented woman is left behind.**

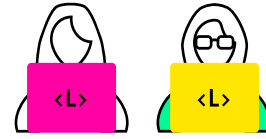
# How we do it

1



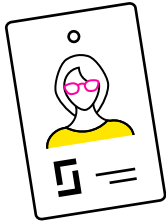
Identifying talented women who have not been able to start a professional career yet and demonstrate high potential to learn, can commit to the program and aspire to build a career in technology.

2



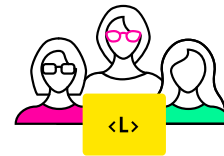
Designing and imparting a world-class training program that prepares students for 21st century jobs, with a strong focus on life skills and self-directed learning. Students are prepared to launch careers as front-end developers and UX designers, and begin developing their leadership potential.

3



Building relationships with hiring companies and having them engage with students while learning. We invest in understanding their culture and needs to strategically match them with our graduates, and help them close their skills gap and build more diverse and inclusive teams.

4



Promoting a strong alumnae community that fosters the personal and professional growth of our graduates. They support each other, engage in initiatives to increase diversity and inclusion in tech, and become active role models for thousands of other women.

5



Cultivating a talented team and strong company culture of continuous improvement.



“ Why make this change? Because you want a better life for yourself, for your family and those who surround you. Because you discover new skills, you break down stereotypes, insecurities and limitations, because you inspire others, you learn how to adapt and reinvent yourself. ”

## Denisse Peralta

Mexico, 2019 Graduate

It's amazing how your goals and plans for the future can change in just a couple of months as a result of a single decision. That's how I got to Laboratoria. I resigned from my job to give my professional career a spin and learn something completely different: programming and software development?

Why make this change? Because you want a better life for yourself, for your family and those who surround you. Because you discover new skills, you break down stereotypes, insecurities and limitations, because you inspire others, you learn how to adapt and reinvent yourself. You make the change because you contribute a different perspective, because you will meet wonderful women in a similar situation to yours and mentors who will support you, allies who will accompany you. There are more than enough reasons to see the advantages of beginning your journey in the tech world. While the process is not easy, we need to remember that we women are not alone.

I'm currently working as a software engineer at AstraZeneca, a company that has given me the confidence to believe in myself and that offers the necessary tools to continue growing and developing my potential with the goal of conquering new challenges. I have different responsibilities within the commercial AD department including developing projects for health professionals, patients and internal team members. I would like to share one of many quotes that has motivated me to keep moving forward: *“Insanity is doing the same thing over and over and expecting different results.” - Albert Einstein*



# Highlights of the year



We reached **1,849 graduates** since **Laboratoria began its work over 6 years ago**. Soon we will be ready to celebrate 2,000!



Despite the economic challenges brought about by the pandemic, **100% of Brazil's 4th cohort were placed in tech jobs just two weeks after graduating**. Congrats to those amazing 47 developers!



**Our first cohort in Colombia successfully completed their bootcamp with 41 graduates**. They challenged the distance with the most amazing zoom salsa dancing!



We launched a **line-up of virtual events**, from Webinars to Talent Fests and a Regional Legal Hackathon, reaching an **audience of over 100,000 viewers across Latin America** and the world. Although we missed celebrating in person, we've become pretty great hosts of virtual Hackathons!



**The remote setting brought about great new job placement** pathways and opportunities for our graduates. These include **working at global companies**, some amazing apprenticeships, and the coolest freelance projects. Just ask the 5 alumnae who are now working at Sunlight, a start-up in the UK!

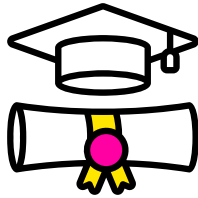
# 2020 in numbers

**7492**

**women applied**  
to our bootcamp program.  
Our admissions rate stands at 6.9%.

**407**

**women graduated**  
as Front-End Developers  
or UX-Designers.



**81%**

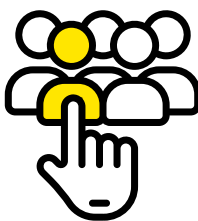
**of our graduates started working**  
**at jobs in tech within 6 months**  
**of graduating.**

**69%**

**of our graduates** in 2020 were  
not working when they applied  
to Laboratoria, which shows our  
contribution to getting more  
women into the workforce.

**2.4X**

was the average salary increase  
post-bootcamp for students who  
were receiving an income prior  
to Laboratoria.



**207**

**companies hired Laboratoria graduates**  
from global software factories to rising tech  
start-ups. We are proud to be a source of powerful  
Latin American female talent for the world.



**We believe in the power of data.** We have always strived to be a data-driven organization but in 2020, with a fully remote operation, this became more important than ever. We have made great strides towards incorporating data into Laboratoria's day-to-day culture, investing in our technology and empowering our teams to manage data and use it as a tool to improve processes. This has allowed us to make better-informed decisions that lead to stronger results and a more valuable experience for our students and companies.

The data we collect and analyze has also pushed us to ask new and different kinds of questions. An example of this is **the first ever Alumnae Community Census we carried out in 2020**. Until then, the focus of our graduate follow-up surveys had been related to employment and salaries.

Through the census, we asked questions related to the diversity of their backgrounds and experience and the results were eye-opening. We are now reflecting on how Laboratoria can be a life-changing learning opportunity that takes into account the diverse realities of our students.



## Some highlights from the 619 answers we received:

**10%** are immigrants

**10%** come from indigenous backgrounds

**20%** are from the LGBTQ+ community

**21%** are leading a team

**25%** are mothers (and **27%** of them, single mothers)

**34%** are the first person in their family to hold a professional job

**73%** have grown their salaries

**96%** of working graduates continue to work in tech jobs

**\$1,000 USD is the average graduate monthly salary**



## Alumnae Community

2020 brought us unprecedented results in terms of community engagement. As we were shifting to a remote format in a context of high uncertainty, increasing connections between our students, graduates and our team was more relevant, and easier, than ever. With geographic location no longer being a significant barrier, graduates across the region are truly just one click away from each other! Through virtual events, technical workshops, mentorship activities, support groups and conversations on Slack, we have seen this network grow and become stronger every day.

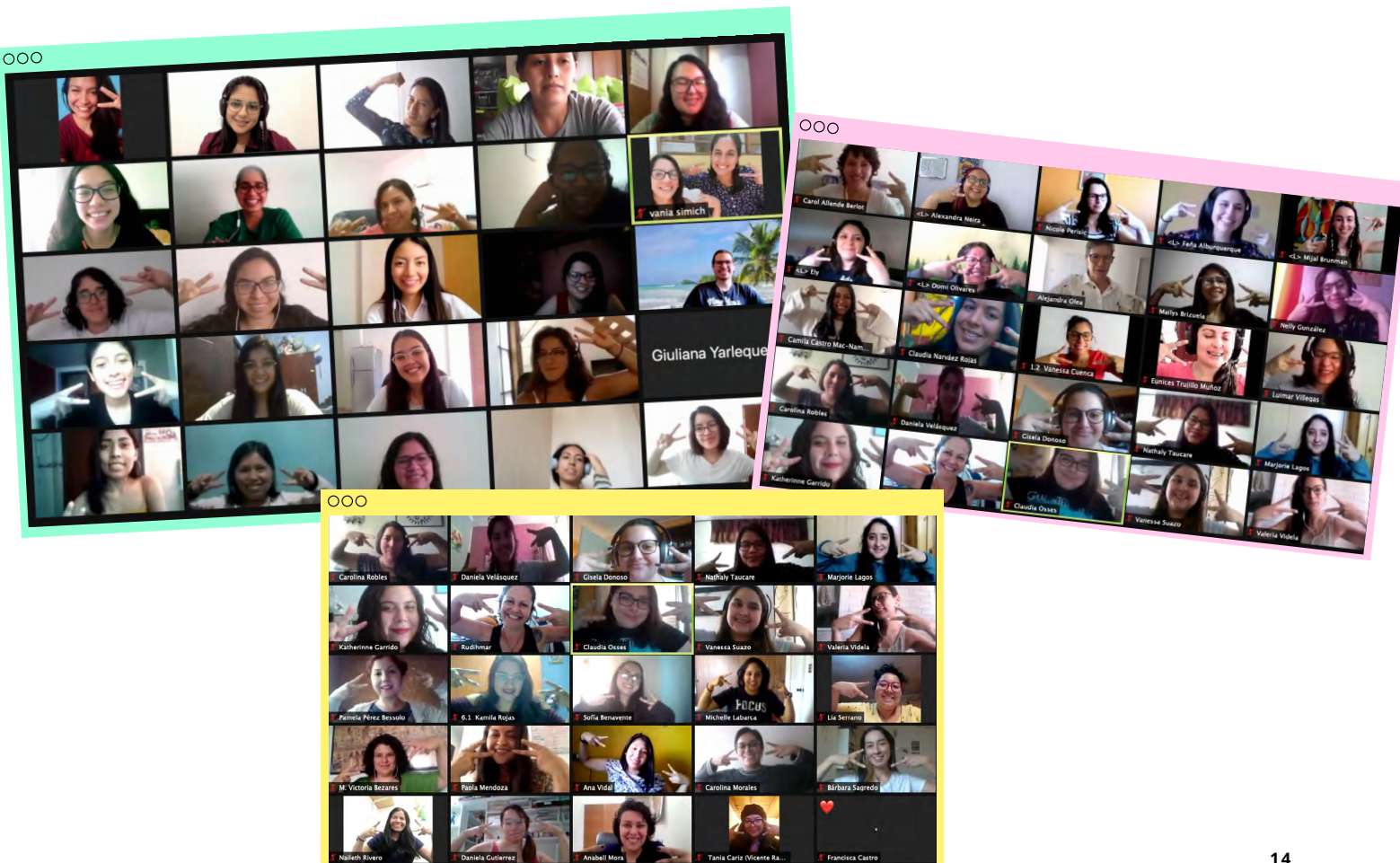
In 2020 we launched our [Community Webpage](#) and [Directory App](#). We are proud to say that alongside our graduates, we have built a vibrant community of women in tech in Latin America that transcends borders and promotes their growth in the tech sector. As our alumnae continue to grow in their leadership and influence, we are certain they will become key allies to grow our impact and advance our mission.

At Laboratoria we are proud to have many of our graduates as part of our team in roles as coaches, developers and leading our Alumnae Community. We love being able to witness their professional growth first-hand and are honored that they are using their skills to help advance our impact.



“The Laboratoria Alumnae Community is where I am accepted and accompanied in the good times and the bad. To me and to many other women, it means significant support and an accelerator when it comes to professional and personal growth.”

- Doda Maticorena,  
Lima Cohort 7





“ I still have a lot to learn and much growing to do. But today I am bigger than yesterday and tomorrow I will be bigger than today. ”

## Amanda Ávila

Brazil, 2018 Graduate

I am Amanda. I am 38 years old and I was a part of Laboratoria’s first cohort in Brazil. I graduated in Computer Science in 2004 and I worked in the technical support sector for 18 years. Laboratoria came into my life at a time when I had no expectations. I took this opportunity as if it were the last of my life. It was my chance to change my career and become a programmer. But it was not easy! In the beginning we didn’t understand much, we tried writing good code and weren’t always able. We needed a lot of help, and we did a lot of searches on Google (in fact, I still do!).

A lot of anxiety, sleepless nights thinking about coding, studies, challenges. They were 6 very intense months. Ups and downs, impostor syndrome hitting hard every day, doubting my ability, wondering if it was really for me, if I had made the right decision. But I always returned to my focus, because I knew my goal, which was to become a programmer. With each new learning, we saw that we had a huge world yet to discover. It was frightening, because what we learned seemed meaningless in the face of so much other content. But little by little we evolved, and suddenly, we saw what we could do and we became more confident.

After finding a job, the challenges continue (and sometimes are even greater). It’s important to keep learning and dealing with all the difficulties and questions we had before. What really helps me is to remember where I came from and how I got here. I compare myself to who I was before and see how much I have learned and developed so far. I still have a lot to learn and much growing to do. But today I am bigger than yesterday and tomorrow I will be bigger than today. As we say in the world of programming: “baby steps.”

Laboratoria changed my life and my greatest desire is to promote this change in the lives of more women.

# Global Partnerships

We are incredibly grateful for the unwavering support we have received from our partners across the years. In 2020 in particular we were extra appreciative of your understanding, flexibility, empathy and encouragement. We would not have been able to pull through such a difficult year the way we did without your support!

We are also happy to announce we have renovated our partnerships with many of our donors this year. With their support we will continue to grow our impact through the bootcamp, and also develop new programs to help many more women in Latin America access new learning and employment opportunities.

## MAIN REGIONAL PARTNERS



Citi Foundation



\*Our generous partner in computer donations.

Partners listed here have contributed with grants of \$ 250,000 and above towards more than one country and for more than a year.



## LOCAL PARTNERS



Partners listed here are our main local partners and have contributed \$25,000 and above in Brazil, Chile, Colombia, Mexico, or Peru.

### BLACKROCK

Blackrock participated in different mentorship programs and events, including our regional Legal Hackathon during which our students and graduates solved technical challenges presented by the different companies' legal areas and helped them automatize their day-to-day work. BlackRock Mexico's Legal and Compliance team participated with challenges for two teams of students from across the region (Peru, Colombia, Mexico and Chile). The event was a great opportunity to showcase the talent of our graduates and led companies to open new positions.

### CITI

It was exciting to have two of our partners - Citi and BlackRock participate and mentor our students in our most recent Talent Fest in Mexico City. Students developed solutions that addressed financial education and investment opportunities through the Citibanamex mobile banking app as well as an e-commerce platform for artisans and organic product businesses to help grow their business and improve their brand.

### **IBM**

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We worked together to identify concrete actions to foster gender inclusion in high-tech companies through a 3-day design sprint. We are looking forward to implementing these actions together and seeing more Laboratoria alumnae launch careers at IBM!

### **GOOGLE.ORG**

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We will be working together to offer a new program to the thousands of women who apply to Laboratoria but don't get in. We are hoping to design a more scalable, community-driven learning experience that can help women develop new skills and find jobs in the digital economy.

### **USAID**

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In February 2020, just a few weeks before transitioning to a remote format, we hosted our counterparts from Washington D.C. at our training center in Mexico City. It was extra special that this visit coincided with the graduation ceremony for Mexico's 8th cohort.

### **IDB**

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Laboratoria graduates from Peru, Chile and Mexico contributed to the IDB Code for Development initiative. They helped with a quality-review of open-source software projects, contributing to growing the impact of these projects and increasing women's participation in this space.

### **PEERY FOUNDATION**

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Thanks to a generous donation, we were able to set up an Emergency Relief Fund for students and graduates facing difficult financial situations due to COVID-19.

### **CISCO**

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Over 20 volunteers from Cisco's Mexico City office participated as mentors for our Job Application process, provided feedback during our students' Open House and one volunteer was a part of our Talent Fest jury for Mexico City's 9th cohort.

## TOP EMPLOYER COMPANIES

Our impact wouldn't be possible without the companies that are betting on Laboratoria's talent. We want to thank them for choosing us as a talent pipeline, for believing in the importance of diversity and inclusion in tech, and working with us to continue improving our program and making our graduates' profile world-class. Despite how challenging 2020 has been for every industry, our hiring partners have been at every placement event, celebrating each new graduate, and striving to become the best place for our alumnae to thrive.





“ Now, I can say Laboratoria changed my life completely. I learned to trust my ability, I learned how to unlearn, and I met wonderful people. The warmth you feel at Laboratoria makes you feel at home. It truly makes me proud to say I am part of Laboratoria’s first cohort in Colombia.”

## **Sthephany Granados** Colombia, 2020 Graduate

Most of my professional experience and work has been related to assessing, maintenance and repair of electronic devices and quality control. However, as a complement to my electric engineering studies I decided to enter the world of programming, something that always called my attention.

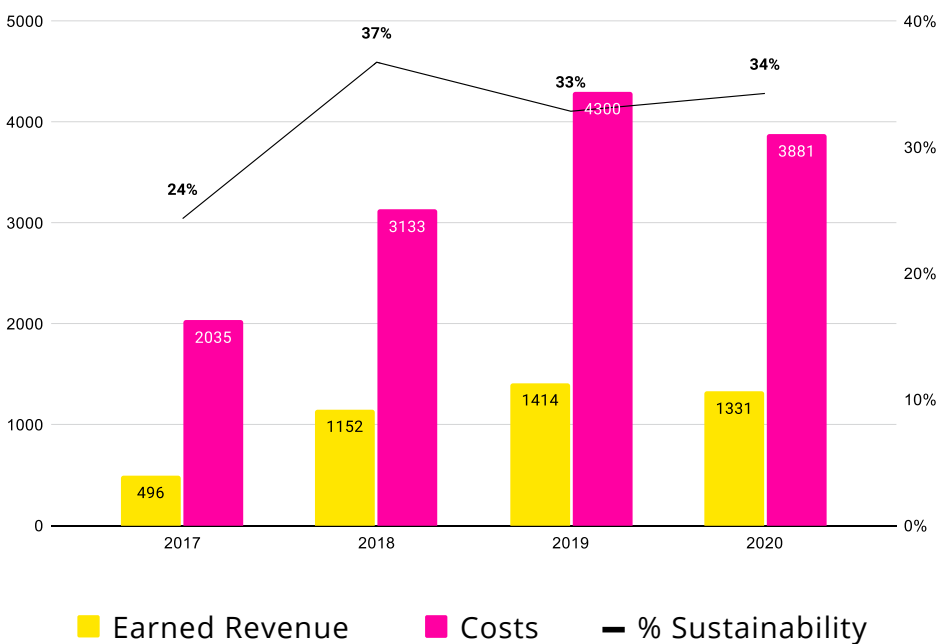
I heard about Laboratoria on Instagram and I was inspired to see the impact it had had on so many women from different countries in Latin America. I decided to apply feeling certain it was the opportunity for me. Now, I can say Laboratoria changed my life completely. I learned to trust my ability, I learned how to unlearn, and I met wonderful people. The warmth you feel at Laboratoria makes you feel at home. It truly makes me proud to say I am part of Laboratoria’s first cohort in Colombia.

Today I can say that despite the fears, the falls, and the frustration, what really matters most is persevering and resilience as we seek to make our dreams come true. And finally, we must never forget that whatever we set out to do can become a reality.

# Financials

Along with our transition to a remote format came some important changes to our 2020 budget. We shifted to a more conservative spending budget due to the uncertainty brought by the pandemic. This allowed us to finish the year having spent significantly less than we had originally projected in our pre-COVID budget. Our spending in 2020 was also below that of 2019.

## SUSTAINABILITY EVOLUTION



At the same time, 2020 was an exciting year for us in terms of income as we had a record high of income related to our graduate payment model and job placement activities. We have been investing time in understanding our students' and graduates' financial behavior in order to better support them in their path to becoming financially independent professionals that also contribute to Laboratoria's sustainability.

As our team continues to adjust to a shift in our structure and respond to a remote setting, we continue to seek the best ways to improve our cost effectiveness and we are exploring new ways to achieve longer-term self-sustainability, such as setting up an endowment fund.

### COVERING COSTS FROM OUR OWN EARNED REVENUE

**34.21%**  
2020

**33%**  
2019



At the end of this year we took the important decision of spinning-off our training program for organizations. This will happen at some point during 2021. We feel that although this program and Laboratoria share the same beliefs and principles, they have different missions and they will scale their impact more easily as separate entities. Under this program for organizations we have already trained over 9000 students in more than 60 companies in the region and in 2021 we are planning to train 1500 owners of small businesses in partnership with the IDB and the Chilean government.

Our training program for organizations has been an important revenue stream contributing to Laboratoria's sustainability. As a separate entity, we will work to ensure it can continue to be a close partner and supporter of our work. At the same time, we plan to strengthen our own revenue streams, which include our graduate payment model as well as our placement events. We are certain we will be able to continue advancing our financial sustainability over the coming years.

# Our Priorities for 2021

As we continue to adapt to the changes that came about in 2020, our students, alumnae and hiring companies remain at the heart of what we do. Our priorities in 2021 are set in place in order to continue to provide the best possible experience for them and grow our impact.

**1**

Ensure our remote bootcamp runs consistently with excellence and cost-effectiveness, becoming a transformative learning experience for every student.

**2**

Enhance our placement services to add more value to companies and secure better placement outcomes for our graduates.

**3**

Transform our admissions process into a robust top-of-the-funnel learning community where applicants can initiate their learning journey and we can ensure enough right-fit-applicants to start every bootcamp.

**4**

Support the professional and leadership growth of our alumnae in order to advance their impact.

**5**

Strengthen the pillars that will enable Laboratoria to do world-class, innovative, and scalable impact work in the long-run.

# Our Board



**MARIANA COSTA CHECA**

*BOARD PRESIDENT  
CO-FOUNDER & CEO  
LABORATORIA*



**ROBERTO ANDRADE**

*BOARD TREASURER  
DIRECTOR PEOPLE ANALYTICS  
CAPITAL ONE*



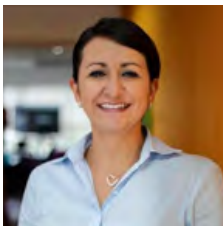
**DANIEL BURKA**

*BOARD SECRETARY  
DIRECTOR OF DESIGN  
RESOLVE TO SAVE LIVES*



**RAFAEL DE LA GUIA**

*BOARD MEMBER  
PRINCIPAL  
QUONA CAPITAL*



**LESLIE JARRIN**

*BOARD MEMBER  
CHIEF INFORMATION  
& INNOVATION OFFICER  
GOCTORS*



**JULIE T. KATZMAN**

*BOARD MEMBER  
DIRECTOR, ADVISOR,  
INVESTOR*



**NATHALIE  
LAIDLER-KYLANDER**

*BOARD MEMBER  
MANAGING DIRECTOR  
DRAPER RICHARDS KAPLAN  
FOUNDATION*



**ADRIANA NOREÑA**

*BOARD ADVISOR  
VICE PRESIDENT FOR  
SPANISHSPEAKING  
LATIN AMERICA  
GOOGLE*

After several years on our board, we are getting ready to say farewell to **Nathalie Laidler-Kylander** and **Adriana Noreña**. We are so grateful for their invaluable and committed contribution.

**Thank you, Nathalie and Adriana!**





# Thank You

2020 was a difficult year in many different ways. And it was also a year that brought pleasant surprises, many new lessons learned, and a push for us to turn ideas and dreams into new realities. Our results from 2020 truly stem from team-work and collaboration and the core values that we place at the center of Laboratoria's work.

We are grateful to our students for their patience and adaptability, to our entire team for sticking together and giving their all to Laboratoria and to our graduates for continuing to shine and inspire us all.

On behalf of the entire Laboratoria community, we want to extend our deepest gratitude to each of one of you - donors, hiring partners, volunteers, friends and family - for coming together and creating such a strong network that holds us up and helps us strengthen and grow our impact.

Thank you!

**<Laboratoria >**

**Find us!**



**@laboratoriala**

**[www.laboratoria.la/en](http://www.laboratoria.la/en)**