

DEMAND SOLUTIONS

IDEAS FOR IMPROVING QUALITY OF LIFE

AGENDA

DECEMBER 2, 2014

Register [here](#)

8:30 AM

Doors Open

9:00 – 10:00 AM

Welcome Remarks

FEATURING:

[Luis A. Moreno](#), President, Inter-American Development Bank

[Richard C. Blum](#), Chairman, Blum Capital Partners & Founder and Trustee, Blum Center for Developing Economies

10:00 – 10:10 AM

Keynote

FEATURING:

[Madeleine K. Albright](#), 64th U.S. Secretary of State, Chair, Albright Stonebridge Group & Chair, Albright Capital Management

10:10 – 10:30 AM

A short chat about why science is important for innovation

FEATURING:

[Rajiv Shah](#), Administrator, United States Agency for International Development

[Carlos Belmonte](#), Director of the Sensory Transduction and Nociception Research Unit and Full Professor of Human Physiology in the Medical School, University Miguel Hernandez

10:30 – 10:50 AM

3D Printing: Technology for development

Could 3D printing have as transformational an effect on developing economies as the mobile phone? William Hoyle, Chief Executive of Techfortrade, a UK based charity that has been involved in examining the potential for 3D printing as a development tool, will assess the opportunities for this technology to enable community action against enduring poverty.

FEATURING:

[William Hoyle](#), Chief Executive, Techfortrade

10:50 – 11:10 AM

City Labs: On the edge of fiction and reality, art gives the potential to imagine a better world

Mexico City is striving to creatively respond to today's most pressing issues by harnessing community's imagination as a tool for social transformation. Gabriella Gomez-Mont will share her experience creating the Department of Fictions and Futures for Mexico City, which explores immediate solutions for today and the next 100 years of this city's (and others') life.

FEATURING:

[Gabriella Gomez-Mont](#), Director, "Laboratorio para la Ciudad", Mexico City

11:10 – 11:40 AM

Break

11:40 AM – 12:10 PM

Social Innovation: Games for social change

A meeting point for citizens, developers, researchers, educators, artists, coders and do-gooders! Learning is happening all the time, not just in a formal space. Eric Gordon explains how communities undertake long-range strategic planning through games and Reina Cabezas talks about how she used gamification to develop a new kind of school.

FEATURING:

[Eric Gordon](#), PhD, Director of the Engagement Game Lab, Emerson College in Boston

[Reina Cabezas](#), Entrepreneur and Teacher—Teacherpreneur—Education for Change, Epic Middle School

12:10 – 12:30 PM

Transportation: Easy Taxi, a startup present in 30 countries

A company born out of frustration when Tallis Gomes decided to do something for society and created the biggest mobile service application in history; leading the company in 32 countries, 165 cities and 4 continents.

FEATURING:

[Tallis Gomes](#), CEO & Founder, Easy Taxi

12:30 – 12:50 PM

A Short Chat about Open Innovation: Startups + Corporations = "The Right Match"

Like different generations, the two sides misunderstand each other. Corporations are seen as old, bureaucratic and risk-averse. Startups are disruptive, irresponsible and inexperienced. Neither usually sees the good in the other. Pablo Larguia explains the importance of connecting these two through open innovation to shape up the future of Latin-America and the Caribbean.

FEATURING:

[Pablo Larguia](#), Founder and CEO, Red Innova

[Manav Subodh](#), Global Manager, Corporate Affairs, Intel; Co-Founder, 1M1B

12:50 – 2:00 PM

Lunch

2:00 – 2:20 PM

Road safety: An innovation that celebrates 75 years

The world has changed immensely since 3M installed the first fully reflective traffic sign in 1939. Mark Gates will present how this ground breaking innovation is still saving lives. Over the years, their close collaboration and feedback with customers has helped them to continue to improve their products, services and—most importantly—road safety.

FEATURING:

[Mark Gates](#), Global Business Director, 3M Traffic Safety and Security Division

2:20 – 2:40 PM

A short chat about millennial: The millennial takeover

Not just kids anymore, millennials are a dominant emerging demographic force, and we have to change how we engage with them. Silvina Moschini, known more widely in the media by her Twitter name @Miss_Internet, shares her vision on the potential of such generation and how we can better reach into this influential demographic.

FEATURING:

[Silvina Moschini](#), Founder and CEO, Yandikj; Creative Talent in the Cloud

2:40 – 3:00 PM

Entrepreneurship: Yes, you can!

Is the Silicon Valley mindset applicable for entrepreneurs outside of California? Bedy Yang believes it is. She tells us how she helped catalyze the startup's ecosystem in Brazil with her company, Brazil Innovators.

FEATURING:

[Bedy Yang](#), Managing Partner, 500 Startups

3:00 – 3:20 PM

The sharing economy: Hop in, let's speak in any language!

Sharing Economy has gained traction in Latin America. Juan Nicolás Pinzón presents Alloo and Clog, two apps, one which allows people to share their cars with others and the other to translate conversations in 27 different languages.

FEATURING:

[Juan Nicolás Pinzón](#), CEO & Founder, Alloo and Clog

3:20 – 3:50 PM

Break

3:50 – 4:10 PM

Women: Connecting women game changers around the world

Women are in a unique position to become pioneers, catalyst and game changers at the frontier of their industry. Susan Fonseca explains the importance of connecting innovators and inviting different players to design technology-driven solutions to address the world's greatest challenges.

FEATURING:

[Susan Fonseca Volz](#), Founder and CEO, Women@TheFrontier and Founder member, Singularity University

4:10 – 4:30 PM

Design: An unconventional place to co-create high quality

public services

Have you ever imagined a place to think about innovative Google-style public services? Germano Guimarães explains how he created a new place to co-create and think of high quality public services. Inspired by the most innovative offices in the world like Google, IDEO, and Facebook, Germano launches its space to support the creation of a new generation of innovative public services.

FEATURING:

[Germano Guimarães](#), Co-Founder and Director, Instituto Tellus

Venture Night (4:30 – 8:00 PM)

4:35 – 5:00 PM

Mingling and Warm-up

The day will close with the exciting Venture Night which is the culmination of an intense [competition](#) among innovative and disruptive startups established by young entrepreneurs from throughout Latin America and the Caribbean. From among all of the applicants, 16 startups have been selected to present their projects to you, the Demand Solutions audience, made up of other entrepreneurs, investors, executives, journalists, industry references, university students and prospective customers. Each pitch will also be evaluated by a panel of [expert judges](#) who will provide feedback to the startups. Prizes will be awarded!

5:00 – 6:30 PM

Startup Pitches

6:35 – 7:30 PM

Venture Night Awards

7:35 – 8:00 PM

Cocktail & Networking