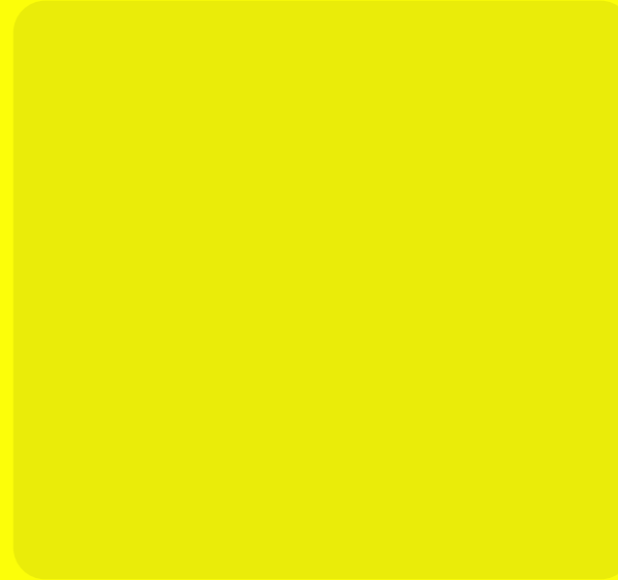


« Laboratoria »

# Impact Report 2023



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# Introduction

As we reflect on the challenges and transformations of the past year, I'm pleased to present our 2023 Impact Report, highlighting the resilience, innovation, and progress we've achieved together with you. Leading Laboratoria as a co-founder for nearly a decade and now through my first year as CEO has been an incredible honor, and I'm deeply grateful for the genuine support of our entire community.

A decade ago, the emergence of bootcamps globally and in Latin America responded to the growing demand for practical, accelerated education models as an alternative to traditional university pathways. Laboratoria played a pioneering role in this movement, particularly for women who have historically been marginalized, successfully training close to 4,000 women, and placing close to 80% of them into fulfilling tech careers. Through all these years, while addressing long standing inequities in the industry, we witnessed the profound personal growth our graduates experienced and the enormous positive impact the program had on their lives.

As we prepared to expand our impact, 2023 presented new and important challenges. The sudden market shift, marked by layoffs, a macroeconomic crisis, and the surge of artificial intelligence, put pressure on junior roles and made it increasingly difficult to find quality starting jobs in technology. Bootcamps across the region suffered and a significant drop in our expected job placement rate, made 2023 one of our most difficult years yet.

With a great sense of both urgency and responsibility, we dedicated the entire year to maximizing employment opportunities for our graduates in an extremely challenging scenario. And while our efforts did not yield the immediate results we so deeply strive for, there were significant achievements which are laying the groundwork for future success and continued impact. Among these achievements, we expanded our reach by opening our bootcamp to women in five new countries. Our Código M initiative engaged 3,000 women taking their first step in tech, offering inspiration and exposure to different career paths in the industry. To adapt to the evolving job market, we updated our bootcamp curriculum by integrating diverse learning pathways and prioritizing new highly-demanded skills and officially launched our Data Analysis track. We also launched Laboratoria+, a platform catering to women already working in the digital economy, providing opportunities for self-discovery, leadership growth, and mentorship.

Both the challenges and successes of 2023 serve as an important reminder that our vision as an organization goes beyond that of a bootcamp. Our vision to create life-changing opportunities for women to start and grow careers in the digital economy in Latin America, is as relevant as ever. In 2024, we are committed to leaning further into our value of continuous learning and innovation and seizing new opportunities that have come to light.

How can we provide alternative learning pathways that can contribute to closing the access gap for women in a fast-moving digital economy? How can we actively foster women's career advancement and achieve greater representation in leadership? How can we work more closely with our hiring partners to respond to their changing talent needs while strengthening DEI initiatives and best practices?

Challenging times are always opportunities. In 2024, we're diving deep into these questions, exploring them with care and purpose. Our organization's resilience and adaptability have strengthened our connections with our supportive community of donors and partners. You have not only stood by us but have also doubled down on your support for which we are immensely grateful. We're excited to continue working closely with you all and to together once again be pioneers in shaping the course of the next 10 years. I am confident that everything that brought us here will take us even further.

Thank you for accompanying us on this journey,

Our vision to create life-changing opportunities for women to start and grow careers in the digital economy in Latin America, is as relevant as ever.



A handwritten signature in black ink, appearing to read 'Gabriela Rocha'.

**Gabriela Rocha**  
Co-Founder & CEO



## 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 SOLVE?



### **Deeply ingrained gender stereotypes and socioeconomic barriers**

lead to millions of talented women in Latin America being unemployed or working in low quality jobs with no room for growth.



### **A significant talent and gender gap within the tech sector**

limits innovation within companies and represents a growing social and economic cost in Latin America.

## THE OPPORTUNITY

We believe in the talent and potential of women, and we want to see them succeed in technology, a field with enormous possibilities.

**We are pursuing a road that leads to a digital economy in Latin America that can be a source of quality jobs that bring greater prosperity to our region.**



# Our Response

Our response has been focused on providing an immersive learning experience in technical skills (web development, UX-design or data analytics) and life skills for women who have not had access to quality opportunities, connecting them with quality tech jobs, and fostering a strong alumnae community of women who support each other's growth as future leaders of the tech sector.

We have an innovative and effective learning 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, lifelong learning, collaboration, self-confidence, and community.

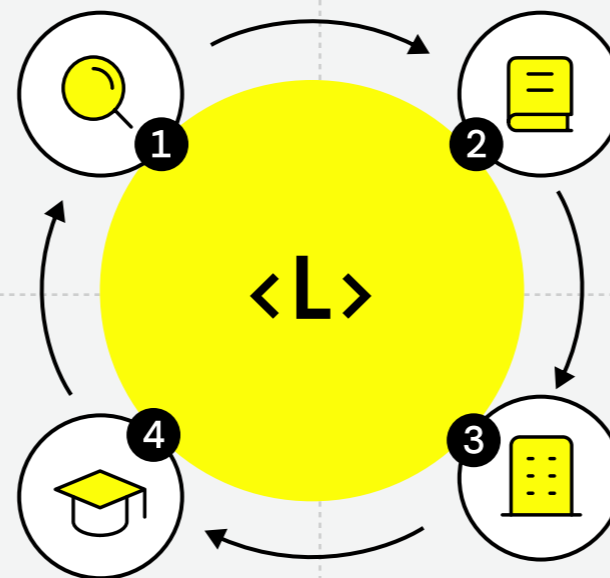
→ LABORATORIA'S BOOTCAMP MODEL

### Identifying underserved women with high potential

We target women who have not had access to quality opportunities. Our admissions process evaluates potential over previous knowledge.

### Promoting a remarkable alumnae community

We support our graduates in their continuous personal and professional growth through learning, mentoring, and networking.



### Imparting a world-class training program


Our learning model prepares students for jobs in tech, with a strong focus on life skills and self-directed learning.

### Building relationships with hiring companies

We help graduates connect with job opportunities, and in turn promote diversity and inclusion within hiring companies.

## OUR IMPACT

Laboratoria's impact extends beyond individual success, influencing the tech industry and society at large. Graduates gain valuable skills, challenging gender norms, fostering diversity in tech, and serving as role models, contributing to economic growth and addressing gender wage gaps.

 **3,800+**


Women have completed the bootcamp

 **11 COUNTRIES**

in which Laboratoria offers programming

 **77% OF GRADUATES**

begin working in tech jobs within 9 months of graduating

 **1,100+**

Hiring companies are part of our network.

## Our Team

Over the years, we've cultivated a team of exceptional individuals, consistently delivering outstanding results while staying true to our core culture and values. Originating from diverse countries and backgrounds, our collective experiences enrich our collaborative efforts. What unites us is a common belief in the significance of Laboratoria's impact.

**As a team, we strive for excellence, embracing the challenge that comes with being a social impact organization.**







## Fiorella Effio

WEB UI DEVELOPER SR

PERU GRADUATE 🇵🇪

Before attending Laboratoria's bootcamp, I was studying mathematics at a public university in Peru. I took some basic programming courses, enjoyed them, and at that point, I began searching for programming groups.

The decision to join Laboratoria came during my third year at university when I had my son Mateo, an event that completely changed my life. I was 19 years old at the time and left university to dedicate myself to him full-time. Being a mother is a job that never ends and it wears you out physically and emotionally, especially when you don't have a steady source of income. I felt that, beyond motherhood, opportunities were scarce, and I doubted my ability to seize them. But a part of me wanted to fight for those opportunities.

Since being accepted into Laboratoria, my life has changed radically, and I will always be grateful for this great adventure. When I entered my first job, I felt very grateful and proud. I finally had the opportunity to demonstrate my talent and support my family. Although I felt like I was being tested, I felt very powerful in terms of my technical knowledge. There were two of us Laboratoria graduates on the web-development team, and working together was enriching, resulting in the delivery of high-quality products.

"I firmly believe that technology has the power to transform the world and people's lives."

I later joined Globant where I have worked for three years as a programmer in software development industry. I feel very valued as a person and a part of the team, and I have been recognized for my work many times. I learned the importance of feeling comfortable in the work environment to be able to unleash your potential and give your best.

I am also a mentor at Globant, and it has been a rewarding experience. Although at the beginning you have the idea that you will be helping someone else grow as a developer, you actually not only contribute to that person's journey but also enhance your own skills. Something that motivates me is the opportunity to connect and learn from people from various backgrounds to broaden project perspectives and increase product quality. I firmly believe that technology has the power to transform the world and people's lives.

## 2023 Highlights

Throughout 2023, we witnessed widespread layoffs in the tech industry, a macroeconomic crisis, and the increased focus on efficiencies in business driven by artificial intelligence. **Women were disproportionately affected, representing only 15% of technology teams but accounting for over 45% of the layoffs.** These challenges had a significant impact on job opportunities for entry-level tech talent, notably affecting the rate at which companies hire Laboratoria graduates. We therefore dedicated the entire year to maximizing employment opportunities for our graduates. We embraced adaptability, uncertainty, and innovation, moving forward with resilience. Despite the unexpected obstacles, there is still much to celebrate.

### Growing Código M



**We reached 3,000 women who are taking their first steps in tech** through Código M, an initiative providing inspiration and exposure to various career paths within the technology sector. 95% of attendees expressed a renewed motivation to further explore opportunities in technology, with many emphasizing the strong sense of community they experienced.

### Enhancing our Bootcamp



In response to the changing job market, we updated our bootcamp curriculum by incorporating diverse skills pathways and emphasizing AI prompting skills. **We also officially launched our Data Analysis track**, through which we implemented a more efficient operative model while also reaching strong initial job placement results.

## Broadening our Horizons

Taking advantage of our remote setting, in 2023 we opened our bootcamp to women from Bolivia, Costa Rica, Panama, Paraguay and Uruguay, **bringing our presence in Latin America up to 11 countries.** This expansion not only enriches the learning experience with diverse cultural perspectives but also fuels a broader movement of progress and transformation throughout the region.



## Launching Laboratoria+

Laboratoria+ is a professional development community for women who seek to strengthen their leadership, grow in their professional path and, together with others, go further. In 2023, we reached over 600 women through live courses and certificates, 1:1 mentoring activities and community events and dialogues.

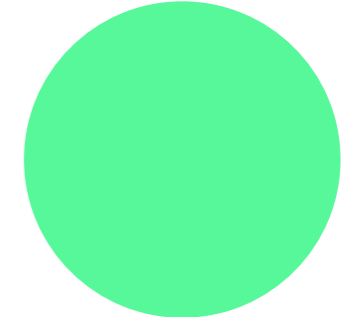
Of participants surveyed in 2023:

**95%**

consider that Laboratoria+ has made a significant difference in their professional trajectory.

**100%**

has put tools and advice from courses and mentorships into practice.



“

"My mentor provided me with tools used for decision-making in a team and advice on how to be vulnerable when leading. She encouraged me to continue building my authentic leadership."

**Vanessa Muñoz**

LABORATORIA+ PARTICIPANT, PERU

# 2023 in numbers

**18,000+**



Women expressed interest in our bootcamp program

**2x↑**

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

**89%**

of Código M participants were motivated to continue exploring opportunities in the tech sector



**668**

Women graduated as web developers and UX-Designers

**600+**

women joined Laboratoria+ to build their leadership skills and growth in their careers

**1,100+**



graduates were actively engaged in our alumnae community



**268**

companies hired Laboratoria graduates leading to a 40% placement rate.\*\*

\* 70% were not working prior to the bootcamp.  
\*\*Estimate. Final numbers available in September 2024.

# Our Alumnae

It's incredible to see how our work in 2023 contributes to a much bigger picture. A picture in which thousands of women have been able to reach their full potential and transform their lives and their careers.

Women who continue to shine in their jobs in their home cities or as far Washington D.C.

Women who shine in representing Laboratoria at events, winning hackathons and awards, and presenting at conferences.

**And most importantly, women who shine in community with one another.**



→ BRAZIL ALUMNAE GATHERING



→ JS CONF CHILE



→ MARIANA COSTA, LABORATORIA PRESIDENT, WITH GRADUATES WORKING AT THE IDB IN WASHINGTON D.C.



→ COLOMBIA ALUMNAE GATHERING



140+

graduates benefited from our executive mentorship program and Learning Circles



1000+

alumnae participated in tech workshops and courses led by external partners



30+

in-person and virtual alumnae reunions took place throughout Latin America



"I am increasingly amazed by the community that Laboratoria generates. It has always brought me closer to impressive women, and this is no exception. I have built a great relationship with my mentor. She has been able to share her experiences, strength, energy, and clarity with me."

**Cynthia Areliz Oyarce Franco**  
PERU GRADUATE

## She Skills Up

It's always incredible to witness how Laboratoria graduates embrace a commitment to lifelong learning. In 2023 we introduced the She Skills Up program as an opportunity for recent graduates to actively enhance their tech profiles as they set out to find their first job in tech.

**A heartfelt thank you to the 250+ graduates who participated in the program and to the numerous individuals from nearly ten organizations for their dedication, and the expertise and care provided.** We are hopeful that these initiatives will help us continue to open more doors for our alumnae community.

Upskilling UX by eduNext · Cloud Essentials by AWS · Developer by AWS · IA Lab by Moonshot · Ciberseguras by Cisco · Intelligent Enterprise Program by SAP · Intro to SQL by Globant · Intro to Testing by Udemy · Upskilling SQL by Cargill · SQL Continuation by Laboratoria+

We carried out our fourth annual alumnae community census to learn more about this growing network of women in the tech industry across Latin America. More than 1,200 graduates participated and we learned the following:

**22%**

are mothers

**17%**

are part of the LGBTQI+ community

**12%**

are immigrants

**98%**

of working graduates feel they have continued to grow professionally

**26%**

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

**19%**

of working graduates are leading a team



**1,406 USD**

is the average monthly net salary of all working graduates

419 USD was the average pre-bootcamp salary of 2023 graduates



# 2024 and Beyond

We are proud of Laboratoria's significant impact over the past decade, empowering women in Latin America through our flagship bootcamp program. Our ability to adapt to change has been crucial in serving our community effectively. Looking ahead to 2024 and beyond, we remain committed to our broader vision of creating life-changing opportunities for women and eliminating the gender divide in the digital

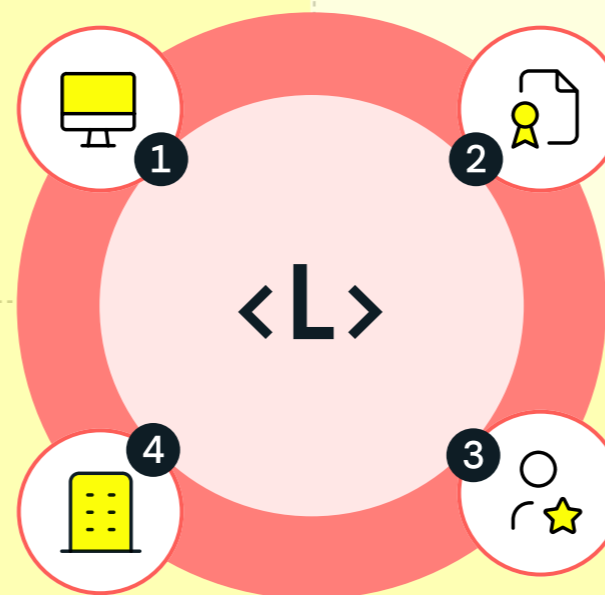
economy. This includes continuously refining our approach to meet the evolving needs of our students and the tech industry while simultaneously exploring new initiatives. **The opportunity now is to elevate our vision and invest significantly in innovation and learning**, taking into account the diversity of audiences within our ecosystem:

## Women taking their first steps in tech

We are working to provide alternative learning pathways for the thousands of women who have shown interest in tech through applications to our bootcamp and high engagement in our Código M events.

## Companies within our network

We have the opportunity to widen the scope through which we serve this network beyond entry-level talent and set them up for success through stronger diversity and inclusion initiatives and best practices.



## Women benefitting from Laboratoria's bootcamp

We will continue to enhance our bootcamp curriculum and strengthen our presence in new countries in order to help equip underserved women with the skills necessary to thrive in the digital economy.

## Up-and-coming female leaders

We are committed to advancing women's career development through ongoing training and mentorship, and by cultivating a culture that encourages the hiring of women, ultimately leading to increased representation of women in leadership roles.



# Financials

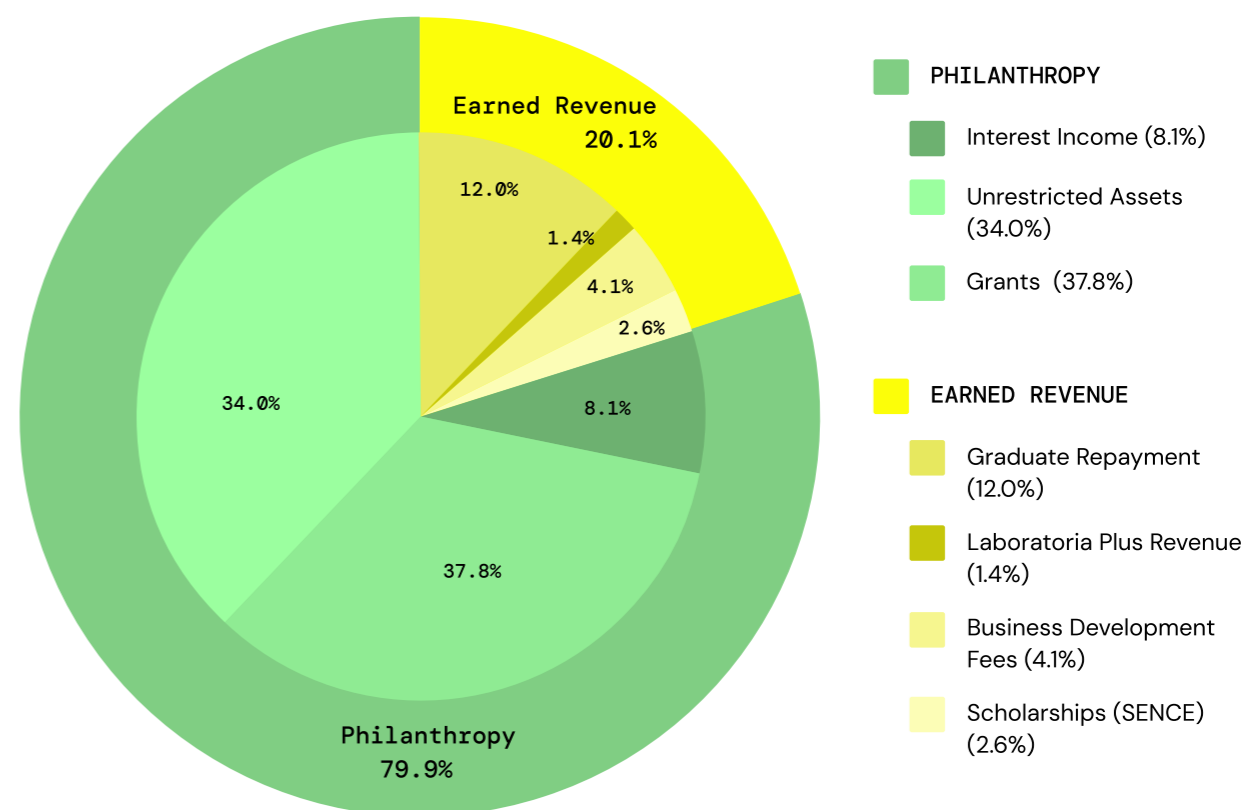
Laboratoria's financial model is rooted in our commitment to empowering women from underserved backgrounds. **As a non-profit organization, we actively seek philanthropic funding while also leveraging our graduate repayment program and contributions from hiring companies to financially sustain our work.** This multi-faceted approach enables us to prioritize quality learning experiences and support the needs of our students as they strive to transform their futures.

The economic downturn and the decrease in hiring in the tech sector in 2023 had a direct impact on the revenue obtained from graduates and hiring companies, and therefore on our overall financial position. In response, we adjusted our original budget and proactively sought new efficiencies in our operations. Nonetheless, 80% of our expenses were covered with philanthropic funding received in 2023 together with reserves from unrestricted funding received in the past. We extend our heartfelt gratitude to our donors for their continued support which not only allows us to grow our impact, but to sustain our work through challenging periods and times of transition.

In 2023, spurred by a generous donation from MacKenzie Scott in 2022, we made substantial progress in setting up our Fund for the Future. We acknowledge the enduring

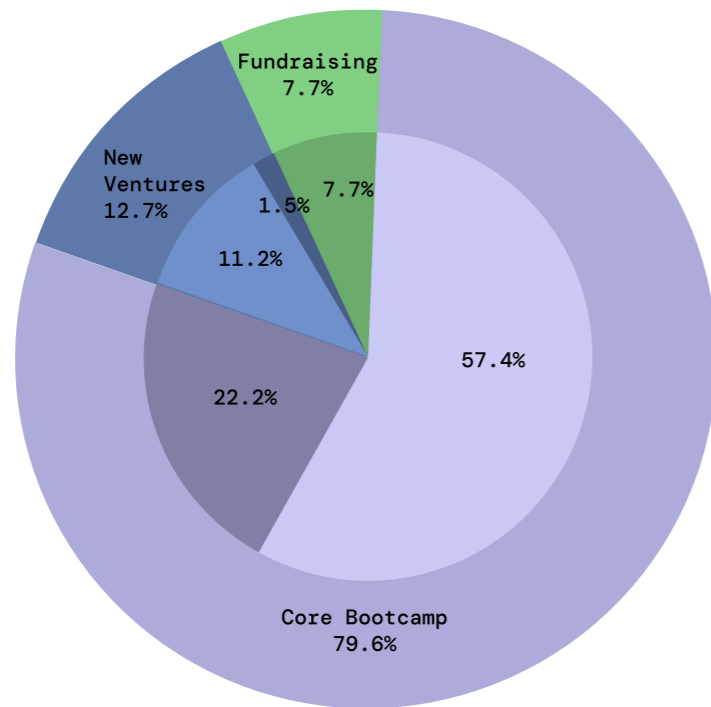
social challenges in the region, and the need for social enterprises such as Laboratoria to have a solid and reliable financial base in the long-run. The Fund for the Future represents our proactive stance in addressing these challenges, allowing us to build up diversified revenue sources, maintain financial reserves and in turn ensure resilience and continuity in uncertain times.

## HOW 2023 EXPENSES WERE COVERED

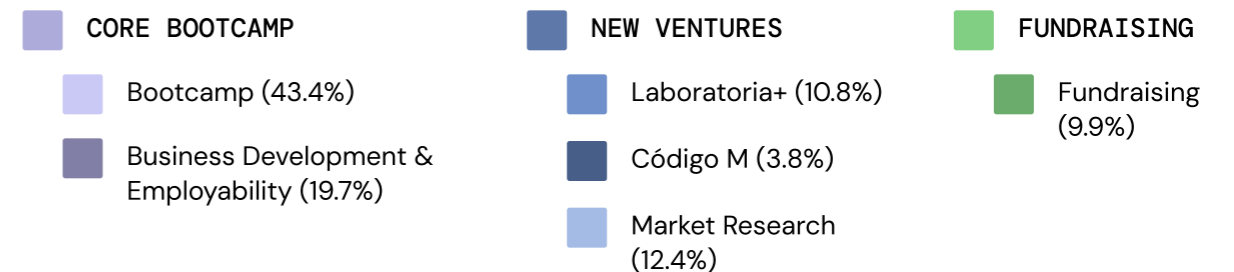
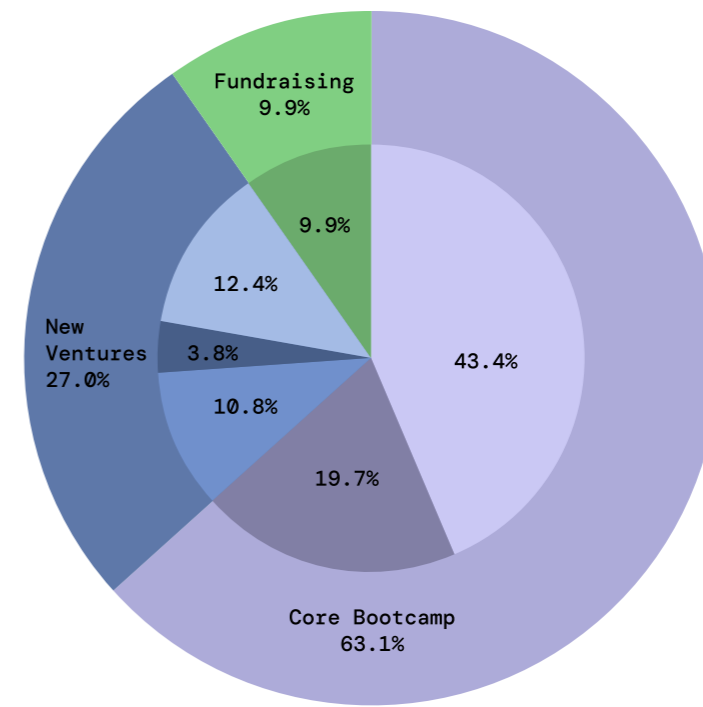


As we enter a season of deep reflection, innovation, and learning about our next phase of development, in 2024 we will continue to seek efficiency and cost-reduction of our core-bootcamp and in parallel we will designate a larger part of our investment to discovery, user understanding and solidification of new products than we have in previous years. In doing so, we remain committed to being responsible stewards of our resources, and to maintaining a solid financial foundation while fostering an environment conducive to exploration, evolution, and sustainable growth for the future.

**2023 EXPENSES DISTRIBUTION**



**2024 EXPENSES DISTRIBUTION**



# Donors

Our work would not be possible without our amazing network of donors, many of whom regularly renew their commitment to Laboratoria’s mission. It is an honor for us to be reminded that our community is one that doesn’t just shine in the best of times, but is also a resilient community that stands together, creating a supportive foundation for organizations like Laboratoria to navigate and overcome obstacles. Many thanks to each of our partners!

## \$ 1MM+



## \$500,000+



## \$100,000+



## \$ 15,000+



## OTHER CONTRIBUTORS

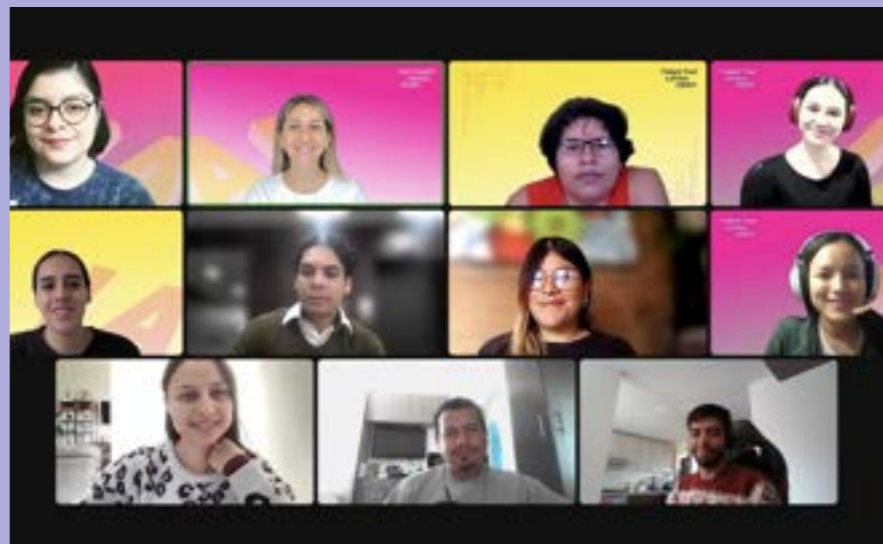


\*Partners are listed in alphabetical order.



# Talent Fest & AI Congress

In addition to our annual Talent Fest, last year we implemented our first AI Congress- a three-day hybrid event where experts from diverse sectors shared insights on leveraging Artificial Intelligence in Human Resources and Technology. With an average of 300 attendees per day, this event provided a space for engaging presentations and discussions. This event showcased Laboratoria's commitment to fostering innovation and knowledge-sharing and provided our community of graduates, hiring companies and other partners with access to cutting-edge technologies and industry insights.



## A dynamic network of companies

Laboratoria's network of hiring companies has been pivotal to our mission of bridging the gender gap in the tech industry. Despite the challenges of 2023 that had a significant impact on our hiring partners, more than 200 companies continued to support us, hiring over 300 of our graduates and reporting high satisfaction rates with their performance. As we navigate uncertainties, our commitment to maximizing employment opportunities for our students remains unwavering. We deeply appreciate the ongoing partnership with these visionary companies, whose support reinforces the value proposition of Laboratoria and drives our efforts to empower more women in technology. We are also grateful for the many individuals from our donor organizations and other companies that have contributed with their time and expertise through technical workshops, sharing personal stories and a variety of mentorship activities.

AARCO Agente de Seguros y de Fianzas • Accenture • ACL Tecnología • Aclara Lab • Acti • Agencia ARANEA • AJE • Alegra • Algoritmo • Amco • Analytia • Archlatam • Asemat • Auronix • Automation Anywhere Inc. • Avattar Consulting • Axmos • AYNITECH GROUP • Banco de Bogotá • Banco Pichincha • Bancolombia • BBK2BRAINS • BBVA • BEWE • Binsa Software peru sac • Biwit • BlackRock • Bradesco • Brandbackers • Brazu • Capital Media • Cavcert • CitiBanamex • Citibank • CONSTRUCTORA INGEVEC S.A. • Contraloría General de la República del Perú • Coppel • CWTech • Datasketch • Datgeo • DB Brasil • DBC • Dedicat • Deloitte • Dicalzeus • DIGICEM • Digitas MX • Dilvant Solutions • Doctorweb Agency • Doktuz • DQM de Químicos Maldonado • Driven Partners • Ecomsur • EFEX • El Palacio de Hierro • Embotelladora Andina • Empresas CMPC SA • EnterConecta • EPAM • Equifax • Eslali SAC • Etrusca • Experian • Factorit Ingenieria • Fixlabs • Flow • GAON • Giobs • Globant • GLUO • Gobierno de México • Goflexio • GoNet • Good • Grape • Gravity • Great Place to Work Chile • Grupo Bituaj Agente de Seguros • GRUPO BURSATIL MEXICANO • GRUPO LICON • Grupo Morada • Grupo Sinotek • Grut Studio • guion\_bajo13 • HERE • Hexagon Data • Hites • Holinsys • Ibmlatam • iCrossing • Imaagemaker • Imagen Digital • Indra Minsait • Indyho • Innevo • Insulet Corporation • Integra-Salud • Intekgra • Interbank • International Fundraising Consultancy • Inventia Lab • Invested • iProspect Chile • Ipsos • ISOL Ingeniería de Soluciones • Itaú Unibanco • IUSA • Jusbrasil • Kempton • KeOla Networks • Khipucode • KINENERGY • Klap • Landscape • Latam Airlines • Liverpool • Logra • LOGSTORE • LOUP • Lucuma Labs • LVL Consulting • mailfloss • Masu • MATERIA GRIS SAC • Mediclic • Medismart • Menupp • Mercado Libre • Metlife • Meydey • Mi Aula • Misha Rastrera • Modifit • monoku • NationalSoft • New Ventures • Nomitek • Nous Chile • NP DIGITAL Brasil • NTT DATA • Nubay • Numeek • O'Reilly Autoparts • OdontoPrev • Odo • OLIN • Onikom • Orocom • Parque del Recuerdo • PowerData • Powertrain-Ventures • prende.agency • Price Shoes • Procure • Q4 • Quintess • Quanspire • Raízen • Ransa • Revature • RIPLEY • Rompecabeza • Samishop • Scalero • SLB • Seguros Bolívar S.A. • SERVICIOS CALL CENTER DEL PERÚ • Servilex • SFORCE • Sistema CNG, S.A. de C.V. • Smartsoft Labs • SMU S.A. • SOA Professionals Perú • SóCarrão • Pluxee • Sof.ia • Softseguros • Sonetasot • Sovos • Stalse • Subsecretaria de Desarrollo Regional y Administrativo • SucceedCode • Tambourine • TCS • Team Venti • The Spirit Company SAC • TIVIT • TMG • TOJIL • Totalplay • TRANVIAL • TRIBU • U4Hero • UniCesumar • Universidad Diego Portales • Universidad UTEL • UTP • VALTX • VASS Latam • Ventagium Data Consulting • Voltz • VTEX • Walmart Chile • WINTAYLOR • Wyer Development Center • Xcala • XPAND GROUP • XtrategiK • XYGO • YEB Inteligência de Mercado • ZeroQ



**Thank you to each of our hiring partners for your contributions to building a more diverse and inclusive digital economy alongside Laboratoria.**



# Laboratoria's Board



**Mariana  
Costa**

Board President  
Co-founder & President  
Laboratoria



**Rafael  
de la Guía**

Board Secretary  
Principal -  
Quona Capital



**Julie T.  
Katzman**

Board Treasurer  
Director, Advisor,  
Investor



**Juan Pablo  
Buriticá**

Board Member  
SVP Engineering  
Ritchie Bros



**Karen  
Sun**

Board Member  
Educator and Technical  
Leader



**Isadora  
Kimura**

Board Member  
Founder,  
Nilo



**Jose Antonio  
Fernandez**

Board Member  
Head of Digital,  
FEMSA



## Pamela Dándolo

JUNIOR PRODUCTION ANALYST

BRAZIL GRADUATE 🇧🇷

I came across Laboratoria through a friend in 2022, who explained the initiative to me. When I began researching, the phrase I repeatedly came across in students' testimonies was: "Laboratoria's bootcamp changed my life." This phrase deeply impacted me.

I believe transitioning careers is never easy, especially when you're a woman, over 30, from the outskirts of the city, and black. But I clung to the words of so many women and decided to apply and did so with a mix of curiosity, anxiety, and overall an immense desire for change in my life.

My first attempt to enter the bootcamp was in November 2022. I went through the entire online process, but when the moment came to submit my application, I self-sabotaged; I didn't submit it. I felt foolish, like an impostor, and I kept wondering "what if?", what if it had worked?, what if I were accepted?... That "what if?" didn't leave me. The discomfort was so great that in February 2023, I decided to apply again, but this time I pushed through, with much fear. I went for it and I was admitted!

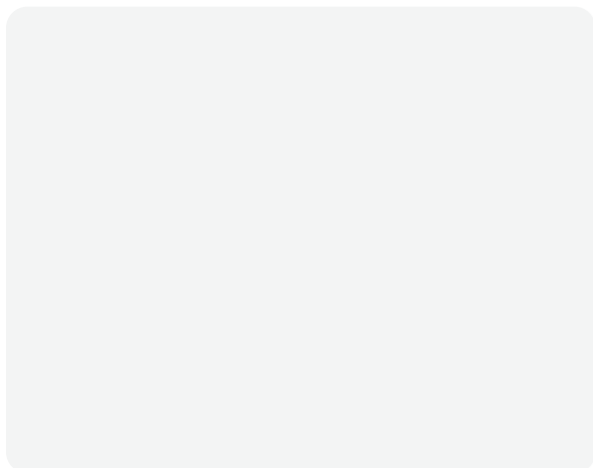
If you're a woman and you want to change your life, start a career, and transform from the inside out as a person and a professional, Laboratoria is the place.

Laboratoria changed my life. I met fantastic women, full of dreams and hopes just like me, and a team of friendly, empathetic, and exceptional professional coaches. Projects were delivered, I learned a lot technically, socially, and emotionally. We supported each other all the way through our studies, forming bonds of friendship, admiration, and camaraderie that I carry into the outside world, beyond Laboratoria's bubble of love.

I can't live halfway; I lived everything with intensity. The bootcamp ended in December, and during that time so many things have happened. Today I felt it was time to tell this beautiful story. I can't speak of this journey without words of affection, gratitude, and hope. I want to thank all my friends and sisters in this journey, and wish each and every one of you a path of pure success, fulfillment, and prosperity.

If you're a woman and you want to change your life, start a career, and transform from the inside out as a person and a professional, Laboratoria is the place.

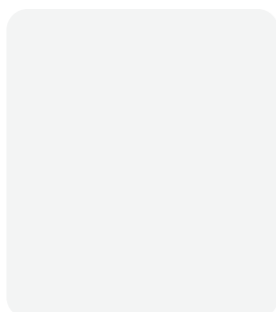
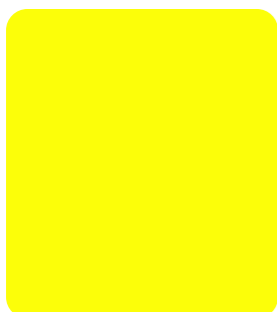
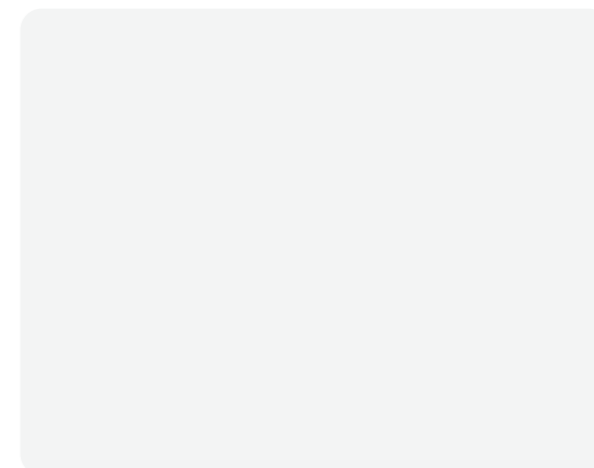
Gratitude,  
*Pam*



## <Laboratoria>

# Thank you • Gracias • Obrigada

Despite the hurdles we faced in 2023, we persevered, fueled by the unwavering support and dedication of our community. While the year tested our resilience, we remained committed to our mission of harnessing the power of technology to create opportunities for women. Our successful impact is a testament to the incredible individuals who contribute to our work tirelessly. We extend our heartfelt gratitude to every student, graduate, team member, donor, hiring company, and ally of Laboratoria for their invaluable contributions during this challenging year.





# < Laboratoria >

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@LABORATORIA.LA