

Desafía

Impact and lessons learnt from DESAFIA San Francisco Program for women entrepreneurs

Informal Working Group for Trade and Gender
WTO

¿WHAT IS **Desafía** ?

- ✓ DESAFÍA is an ICEX Program for fostering the internationalization of entrepreneurs
- ✓ DESAFÍA works for the scalability of Spanish startups abroad through a net of immersions in the most referenced tech and innovative ecosystems in the world
- ✓ DESAFÍA takes special attention to gender equality, and 2030 Agenda for sustainable development (SDGs 2,3,5,6,7,11,12,13,14,15)
- ✓ DESAFÍA is based in private-public partnerships



Selection



Bootcamp



Immersion



DESAFIA Community

Alumni phase for building business alliances, identifying opportunities and maintaining the contact with local partners

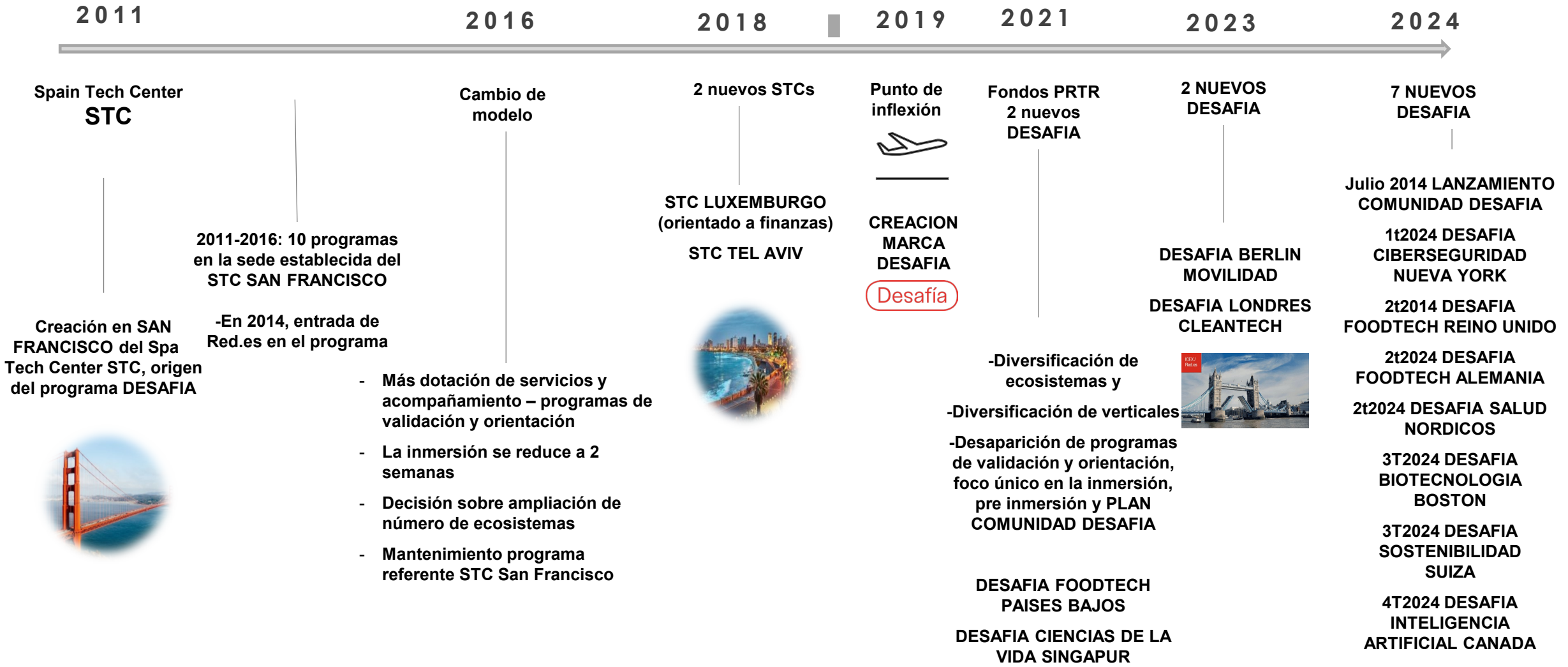
Intensive **two-week program at the destination** with training workshops, meetings, working visits for an effective entry into the market/ecosystem

Preparatory training on the target market, definition of the company's strategy and objectives, meeting the local partner staff

Selective and Taylor-made program for startups with a technological, commercial, financial and organizational background

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IS A LONG TRIP: CONSOLIDATED PROGRAM



- San Francisco (deep tech)
- Tel Aviv (digital transformation)
- Singapore-Australia (life sciences)
- Berlín (mobility)
- London (cleantech)
- Boston (biotech)
- New York (cybersecurity)
- Nordics (digital health)
- United Kingdom, Germany, The Netherlands (foodtech)
- Switzerland (sustainability)
- Canada (artificial intelligence)



In Autumn 2023, ICEX decided to launch a 100% women entrepreneur, CEOs and founders immersion program in DESAFIA San Francisco.

Desafía Before DESAFIA San Francisco Autumn 2023

- 222 startups taking part in the different immersion programas.
- 250 million € of capital and financing rised in the 6 months after the immersion
- Changes in business models, new strategic orientation, impact in employment and international incomes
- Surviving rate: 8/10
- But, ONLY 31 women entrepreneurs, CEOs or founders as representatives of the startups, over 222 – 15%

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After DESAFIA San Francisco Autumn 2023....-the same as before, BUT:

- Direct effect DESAFIA SF: 7 Spanish women entrepreneurs joining at the same time the program.
- Indirect effect: 30 of the new 90 startup participation in DESAFIAs 2024 were women – 33%
November 2024

More 100% women **Desafía** conclusions:

- At the selection process: better target market, better potential future scaleups.
- At the bootcamp, each cohort is a team: 100% women entrepreneurs trend to collaborate more since the very beginning. Even they talk and share more than in a gender mixed cohort.
- At the bootcamp: more attention paid and more chance of moving beyond.
- At the immersion program: conciliation situations meant more resignations than usual. How to avoid it?
- At the immersion program: more level of satisfaction once the two weeks are completed. Once we made it, why not 3 weeks?
- At the DESAFIA Community: women entrepreneurs are more involved than men. More in person activities.

IMPACT



AI, DATA & ANALYTICS



TRAVELTECH



CYBERSECURITY



PROPTech



FASHION & LIFESTYLE



SPORTSTECH & GAMING



BIOTECH



MOBILITY & LOGISTICS



EDTECH



Comunidad Desafía

CLEANTECH



LEGALTECH



FINTECH



FOODTECH



WORKTECH & PRODUCTIVITY



HEALTHTECH



SOFTWARE & HARDWARE



In Spain, women are under represented in the tech and innovative entrepreneur ecosystem. Only 12-16% of the Spanish startups are leading by women entrepreneurs, CEOs, founders. Only 5% of the investment in Spanish startups is reaching to startups lead by women entrepreneurs, CEOs, founders.

In Autumn 2024, ICEX launched a second DESAFIA immersion program in San Francisco for 100% women entrepreneurs, CEOs, founders. It was very succesful as well

THANK YOU VERY MUCH MUCHAS GRACIAS