

# APEC Workshop: Women in Entrepreneurship

6 May 2019

Hosted by Ideas Factory

iF Caja Los Andes, Dr Carlos Charlin 101,  
Providencia, Santiago



Australian Academy of  
Technology & Engineering



Australian Government  
Department of Industry,  
Innovation and Science

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TIME	SESSION	PRESENTERS & FACILITATORS
8.30-9.00	<b>Arrival and Registration</b>	
9.00-9.30	<b>Opening Remarks</b>	<p><b>HE Mr Robert Fergusson</b> Australian Ambassador to Chile</p> <p><b>Mr James Pitman</b> Department of Industry, Innovation and Science</p> <p><b>CONICYT representative</b> Ideas Factory (Host)</p> <p><b>Dr Carrie Hillyard AM FTSE</b> Australian Academy of Technology and Engineering</p>
9.30-9.50	<b>Workshop and Participants Introduction</b>	<p><b>Dr Matt Wenham,</b> <b>Dr Carrie Hillyard</b></p> <p>Australian Academy of Technology and Engineering</p>
9.50-10.45	<p><b>SESSION 1</b></p> <p><b>Gendered communication, unconscious bias and cultural issues that affect success of female entrepreneurs</b></p> <p>Cognitive biases (both conscious and unconscious) affect the judgements and decisions we make about people. In particular, the historic dominance of men in the business world can lead to bias and discrimination against women in business, their roles and performance. Training in unconscious bias and gender equity issues provides one way to overcome this barrier. We need male champions who understand the issues and are prepared to make changes that encourage women entrepreneurs. We know that female entrepreneurs find it harder to raise capital but are more likely to succeed when they do.</p>	<p>Introduced by <b>Dr Carrie Hillyard</b></p>
10.45-11.15	<b>Morning Tea networking break</b>	

TIME	SESSION	PRESENTERS & FACILITATORS
11.15-12.00	<p><b>SESSION 2</b></p> <p><b>Presentation on access to capital followed by discussion of experiences by participants and questions to panel/speaker.</b></p> <p>Panellists will provide insights and guidance regarding access to capital from all levels of the capital stack including seed, angel, VC, corporate and private equity, with a focus on earlier stage funding sources. Topics will include identifying capital sources, qualifying capital sources, accessing capital sources, presenting to capital sources, and working with capital sources. The unique characteristics of each type of capital will be identified and discussed, along with the importance of understanding how the various forms of capital fit together and how they impact emerging and growing entrepreneurial companies. Valuation and term sheets will be touched on, focusing on the realities of how valuation and terms are determined. Panelists will share insights into how investors source opportunities, how the internal process really works for initial evaluation of investment opportunities, what the investment approval process looks like, and how investors manage and evaluate their portfolio of investments. Suggestions for how to best prepare for the due diligence process will be provided. Participants will also hear suggestions on what to look for from each type of investor and how to get the most out of investor relationships and resources.</p> <p>The emphasis of the panel will be on an interactive session with participants encouraged to share their experiences, frustrations and successes as the basis for asking practical questions of the panelists and receiving actionable answers and advice.</p>	<p><b>Mr Clare Fairfield</b> Venture Capital Institute</p> <p>Expert panel, including</p> <p><b>Dr Carrie Hillyard</b></p> <p><b>Dr Eli Velasquez,</b> VentureWell</p>
12.00-13.00	<p><b>SESSION 3</b></p> <p><b>Keys to success:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>What skills do entrepreneurs need?</b></li> <li>&gt; <b>Networking skills for entrepreneurs</b></li> </ul> <p>It is often challenging for a single entrepreneur to embody all of the skills needed to build a successful business. Which is why early-stage investors have a preference for founding teams. In this session we will discuss the key skills that are needed for entrepreneurs to succeed and how the ecosystem can best support and develop them in an inclusive way.</p>	<p><b>Mr Guy Hudson</b> SparkLabs</p>

TIME	SESSION	PRESENTERS & FACILITATORS
13.00-14.00	<p><b>Working Lunch: structured discussion on programs for Women in Entrepreneurship. What works?</b></p> <p>Participants will be allocated to tables each with a facilitator to lead and capture the comments from participants. One person will be nominated as spokesperson to report on the discussion during session 4. All participants are encouraged to come prepared to share their experiences with the group around their allocated table.</p>	<p>Individual tables led by:</p> <p><b>Carrie Hillyard, Guy Hudson, Clare Fairfield, Eli Velasquez, Bárbara Silva, Matt Wenham</b></p>
14.00-15.30	<p><b>SESSION 4</b></p> <p><b>What Works and How?</b></p> <p><b>Experience of participants with programs in their economies.</b></p> <p>Across the APEC economies, there are many programs that encourage entrepreneurship with some that focus on women. This session will look at the programs that are working and discuss why they work and what has been done to support their success. We will bring together the discussions we have at each table over lunch and share experiences of programs, which might be replicated in other regions.</p> <p>The session will also include a short presentation on the CONICYT Women in STEAM program.</p>	<p><b>Dr Carrie Hillyard</b></p> <p>Open Discussion (based on lunchtime discussions)</p> <p>Summary findings</p> <p><b>CONICYT representative</b></p>
15.30-16.00	<p><b>Afternoon Tea networking break</b></p>	
16.00-17.30	<p><b>SESSION 5</b></p> <p><b>What doesn't work and why?</b></p> <p><b>Experience of participants with programs in their economies.</b></p> <p>While there are individual nuances within each individual market there are lessons that can be transferred from the experiences of the efforts of others around the world. The aim of this session is to focus on those lessons and the implications of those for our work to support the growth of successful inclusive entrepreneurial ecosystems.</p>	<p><b>Mr Guy Hudson</b></p> <p>Open Discussion</p> <p>Summary findings</p>
17.30-18.00	<p><b>Next Steps and Wrap up</b></p> <p><b>Site Visits information</b></p>	<p><b>Dr Matt Wenham</b></p> <p><b>Dr Carolyn O'Brien</b></p>
19.30-22.00	<p><b>Dinner: NH Ciudad Hotel</b></p> <p><b>Condell 40, Providencia, Santiago</b></p>	