



**“We have
big dreams.”**

- Guatemalan entrepreneur, age 22



IMPACTJUNKIE

Central America Investor's Summit

November 6, 2019

Hosted with Universidad Francisco Marroquín
Guatemala City

www.impactjunkie.life/summit



Creating an ecosystem where entrepreneurs can thrive.



IMPACTJUNKIE



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You are invited to the Central America Investor's Summit powered by IMPACTJUNKIE, November 5 - 7 with the [Universidad Francisco Marroquín](#) in Guatemala City, one of the leading universities in the region and a champion for free markets. The Central America Investor's Summit is part of the pipeline to unite impact-driven investors and stakeholders to spur an investment culture to make an impact like never before.

Tuesday, November 5, 8p - 10p	Impact Ecosystem Meetup <i>optional</i>
Wednesday, November 6, 9a - 4p	Let's Talk Impact Investments
	Entrepreneurship Showcase with Universidad Francisco Marroquín
Thursday, November 7, 11a - 2p	Entrepreneurship and Innovation Training with mayors of Guatemala <i>optional</i>

All event details here -- www.impactjunkie.life/summit.

This experience includes the Universidad Francisco Marroquín entrepreneur showcase of both students in undergraduate, and graduate programs and alumni launching ventures alongside interactive sessions and structured networking focused on impact investments. Speakers include Philip Harding, CEO of IMPACTJUNKIE; Victor Juarez, founder of a middle-market investment fund in Central America; Sarah Sterling, expert in impact funds, measurement, and fundraising in Latin America alongside others in the region. You can find their bios attached below.

Current attendees

Impact investors and leaders like representatives from Inter-Development Bank, U.S. State Department, Embassy of Guatemala, Vice President of Sierra Capital in Guatemala, former president of Pomona Impact Foundation, investment team of Palladium - venture capital arm of USAID, leading family foundation offices, retired U.S Army rangers, Gold Star spouses -- to name a few. We also have a backlog of impact-driven entrepreneurs ready to showcase their ventures like alumni of the Fullbright Scholar program, Young Leaders of Americas Initiative, Central America Health Initiative, and other alumni from U.S. State Department programs at other sessions.

Next steps

From our teams at the Universidad Francisco Marroquín and IMPACTJUNKIE, we personally invite you to be part of this 2-day investment experience. If you are unable to attend, you are welcome to send a representative from your organization. Right now, we are set up to include up to 80 participants.

If you or your organization would like to RSVP or request more info, please email Carolina, curibe@ufm.edu or Clarissa, clarissa@impactjunkie.co. If you have others who could benefit, feel free to share or send over an introduction.

Let's love people, go places, and change lives, together!

Universidad Francisco Marroquín
IMPACTJUNKIE



why the central america investor's summit

The entrepreneurship ecosystem in the region, although diverse, is very limited. For small businesses searching for capital, this has even more limitations. Challenges can be identified and changed, that's the mission of IMPACTJUNKIE X Central America.

In Guatemala alone, more than 90% of the business are micro enterprises that have only 1 to 5 employees. 7.8% are small businesses that have between 6 to 19 employees. About 2% are mid-sized businesses that have between 22 to 99 employees. Between micro and small enterprises, Guatemala has 97.8% of their

business represented and that suffer from funding availability. Any effort in supporting these businesses competitively and increase their operations in the local, regional, and international markets brings a positive and high impact effect in the economy of the country. This justifies from every perspective, the development of a policy or tool

that can support them and be the vehicle to reach Guatemala's and the region's development and employability goals.

Despite that the micro loaning offer has grown in the last four years, is still ineffective to satisfy the demand of financial services, not with financial resources nor innovative solutions.

With all this context, IMPACTJUNKIE X Central America will offer small investment solutions to small businesses to have a strong and quick impact in jobs generation and mitigate migration.

Written by Victor Juarez, Guatemalan investor, serial entrepreneur and IMPACTJUNKIE brand ambassador. YLAI fellow 2016; IVLP Fellow 2012; CAHI Fellow 2019; Founder of TuConsejeria / StudyAbroadGuatemala; fellowship at the University of Illinois in Chicago; co-founder and manager of middle market investment fund in Guatemala; proven entrepreneur leading high-performing teams in private and public sectors of Guatemala and Central America.



Philip Harding, CEO & co-founder of IMPACTJUNKIE; international thought leader, inspirational speaker, mentor, and coach to impact investors and social entrepreneurs; senior advisor in the US federal government, from the Pentagon to the White House on \$80 billion problem of government modernization & innovation; launched The Great Pitch, which invested over \$16 million+ in good-for-government ideas, now US government's internal "Venture Capital" arm; undergrad and graduate studies at Harvard University and Harvard Kennedy School; elected university-wide student president; gave the 2014 Harvard commencement speech to "go serve the world with passion"; global speaker with the US State Department; judge for Startup Istanbul; keynote speaker at Innovation Week in Uzbekistan; creator and teacher of master's course on innovation and impact entrepreneurship as member of faculty at Johns Hopkins University.



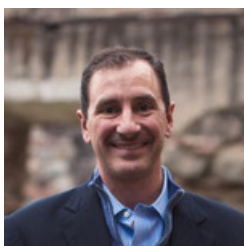
Victor Juarez, brand ambassador of IMPACTJUNKIE Central America; co-founder and manager of middle market investment fund in Guatemala; Chosen as a Young Leaders of Americas Initiative Fellow & elected president of the fellowship focused in entrepreneurship led by U.S State Department; hand-selected as the International Visitor Leadership Program Fellow in 2012; Chosen as a Central America Healthcare Initiative Fellow for his work in mental health education in 2019; Founder of TuConsejeria, tech company providing mental health resources and clinicians to every young person in Guatemala. Led StudyAbroadGuatemala who hosted hundreds of university students to travel and study in Central America; completed the fellowship program at the University of Illinois in Chicago.



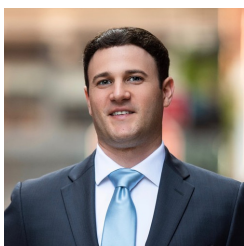
Sarah Sterling, impact investment advisor; expert in impact funds, measurement, and fundraising in Latin America; operations manager of Conveners, focused on connecting impact investors and accelerators; Scholarship Entrepreneur Coordinator of Social Capital Markets; former president of Pomona Impact Foundation focused on social impact challenges; former director of impact of Pomona Impact (Central America investment fund); former Impact Metrics Consultant of Agora Partnerships; Coordinator of the Colloquium on Commercializing Impact Investment, master's in public administration of Middlebury Institute of International Studies at Monterey; Peace Corps volunteer in El Salvador, focused on rural education and small business development.



Steve Drury, Co-founder of IMPACTJUNKIE; impact entrepreneur and ordained minister; founder of the Church Loan Fund for the United Pentecostal Church Int'l, now with over \$56 million in assets; president of the UPCI Foundation funding international impact initiatives; founded New Beginnings Int'l Adoption agency to create over 1,000 forever families; president of children's home and raised over 1,000 children without homes; CFRE (Certified Fund Raising Executive) from Indiana University School of Philanthropy; proven financial strategist with over a decade of experience leading high-performing teams in non-profit and private sectors.



Rick Fedorowich, investment advisor; led in excess of 100 buy side and 50 sell side public and private transactions totaling over \$10 billion in value; managing partner of J. Lock and Company and is a member of the Board of Directors and/or is a Board Observer at a number of emerging companies; worked as an Executive with Schrodgers & Fidelity Investments and within those organizations as a General Partner in two top quartile series of Venture Investment Funds (F-Prime & SV Health Investors); member of the Boston Economics Club, the Boston Committee on Foreign Relations, the Board of Governors of the Union Club of Boston, the Hamilton Trust, the Launchpad Venture Group and is a member of Hub Angels IV.



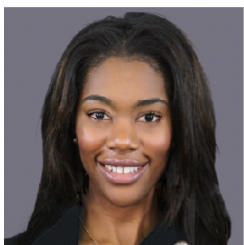
Joe Pasqualichio, investment advisor; portfolio manager of a nine figure hedge fund focused on emerging technologies and telecom sectors; portfolio manager at BTG Pactual Partners; former lead sector Analyst at Citadel; a global hedge fund with over \$25 billion; Investment manager with Boston-based mutual fund with over \$400 billion in assets under management; graduate of Harvard Business School with an MBA.



Marc Pierre, investment advisor; Vice President of Alignment Credit, oversees firm investment of \$5 - 30 million and attracts middle market companies through scale and growth phases; graduate of Harvard Business School with an MBA; first generation Haitian-American; following the devastating 2010 earthquake in Haiti, he worked with the government and local organizations to consult and implement economic focused policy and reforms.



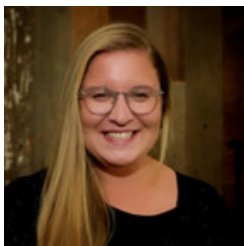
Aisha Bullard, legal advisor + criminal justice expert; Lawyer, real estate developer, and social work leader championing human rights for underserved communities; owns and manages a multi-million dollar real estate portfolio; has helped over 3700 homeless and formerly incarcerated men and women transition to housing; Executive director of Richmond Urban Ministry Institute focused on urban development in mental health and workforce innovation with the formerly incarcerated and faith communities; executive director and founder of Franklin Grove, community-based corrections program and transitional residential facilities with the Department of Corrections; prior to being engaged full-time as a social entrepreneur, she assisted clients with corporate and securities transactions in roles at Fannie Mae, SunTrust and Williams Mullen; bachelor of arts from College of William and Mary; Juris Doctor of William and Mary School of Law.



La Keisha Nicole Landrum, investment strategist; founder & CEO of the Civic Media Lab in Nigeria; Chief Operating and Revenue Officer of Sahara Reporters - called the "Wikileaks of Africa" - leading the company's global strategic partnerships and business strategy; she served on the research team at the Berkman Center for Internet & Society at Harvard Law School in the Youth & Media project group where her research, development initiatives and advocacy centered around youth and digital technology; served in the Mayor of Cambridge's office as a Senior Associate and as a Digital Media Research lead for National Public Radio; sits on the board of The Harbus Foundation at the Harvard Business School.



Zuri Obado, education advisor and strategist; academic advisor for Health Science Intensive program at Johns Hopkins University; master's degree in mental health counseling and behavioral medicine from Boston University School of Medicine; former academic advisor supporting first generation and underrepresented students for Rutgers University; proven innovator with experience leading high-performing teams in education and public sectors.



Clarissa Buckley, strategist and assistant to CEO, Philip Harding; works directly with entrepreneurs, impact organizations, and communities on a global scale; assistant to Philip Harding, coordinating efforts across all components of IMPACTJUNKIE; bachelors in psychology focused on counseling from Liberty University; international focus in working with startups in various roles; enrolled at the Harvard Extension School focusing on international business and law; children's ministry lead; proven strategist in leading high-performing organizations through grassroots growth in public and private sectors.



IMPACTJUNKIE CORE VALUES

No more bandaids on poverty, clean water, education, healthcare, broken justice system, homelessness, literacy, and any other *big* problem.

What if you could be part of a movement where throwing money at the problem is our last idea. What if you invested in local communities all around the world to start their *dream* ventures? What if you could be part of it - your ideas, your skills/talents, who you are, to make it happen? Tired of people guilt tripping you into supporting their cause with all the sad stories of how change never happens. What if you only giving money was not the answer? What if this wasn't another sad story? What if when you invest in ventures, life-changing businesses, around the world something happened, something changed. What if you could see communities become whole again, and for some, the very first time. What if every dollar invested went to start something and the story shifted from sad to "we did it!" We say: Let's start over. Ditch the ideas that giving money solved the problem, but what if you could be part of the impact - actually touch, taste, and feel it. What if one business could do this for you? Not another non-profit with a cause you can't touch or feel, but a business to start businesses where everyone is an entrepreneur (even you!). Let's start something that changes lives. Let's say no more to the problems, and be part of the solution. Love people, go places, change lives.

We understand. You are busy with life, but you are frustrated by the big needs you see in your community and around the world. You want to make a difference, and you definitely don't want to throw money at a random organization in hopes something real happens on the other end. You just don't have the time and you likely don't know where to begin. Well, now you can be a part of bringing sustainable solutions to empower others to help themselves and create real change. You can be a part of starting and scaling real business for those who need it most. You can be a hero and get awesome stuff to share ideas and love that creates change in a better way.

sample layout

beware: some things may change

presentations of impact-driven entrepreneurs in the region

many entrepreneurs will be present such as alumni of Young Leaders of Americas Initiative, U.S. State Department recommended, and other mid-size ready to scale companies.

what people need — understanding the problem

why is investment culture missing in Central America among the middle market. Yes, the top of the market is figuring out but there is still not enough patient capital.

explore the solution

the solution starts with you. How can we work together with the ecosystems to make impact investment the normal, not the sometimes maybe.

the power of story

craft the investment story in Central America starting with showing opportunity and not doom or gloom.

let's empathy map

tool to understand the investment culture without losing money

Is your company making an impact?

Communities and global impact are big conversations companies are having — what's your impact plan? Does your company have a Corporate Social Responsibility plan producing real results?

let's talk investments

Money should not be a tough topic. This is how we talk about investments and how to land your perfect investor.

Suggested Reading

“Toxic Charity” by Robert D. Lupton. Veteran urban activist Robert Lupton reveals the shockingly toxic effects that modern charity has upon the very people meant to benefit from it. Toxic Charity provides proven new models for charitable groups who want to help—not sabotage—those whom they desire to serve. Toxic Charity shows us how to start serving needy and impoverished members of our communities in a way that will lead to lasting, real-world change.

“The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses” by Eric Ries. The Lean Startup approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on “validated learning,” rapid scientific experimentation, as well as a number of counter-intuitive practices that shorten product development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want. It enables a company to shift directions with agility, altering plans inch by inch, minute by minute. Rather than wasting time creating elaborate business plans, The Lean Startup offers entrepreneurs - in companies of all sizes - a way to test their vision continuously, to adapt and adjust before it's too late. Ries provides a scientific approach to creating and managing successful startups in an age when companies need to innovate more than ever.