

ATHENA 1-WEEK UNLIMITED PASS

Oct. 19th - Dec. 11th

WEEK 1: 500 USD / OTHER WEEKS: 700 USD



ATHENA
ENTREPRENEURSHIP BOOT CAMP FOR WOMEN

Week not open for the weekly pass

	Themes	Mentor	Expertise	Achievements
<p>WEEK 1 ORIENTATION Oct. 19th - 24th</p>	<ul style="list-style-type: none"> Life and Entrepreneurship Philosophy Discipline Community building Change of mindset 	<p>Skinner Layne</p>	<ul style="list-style-type: none"> Life Philosophy Business Development & Strategy Private Equity Investing Business Economics 	<ul style="list-style-type: none"> Founder & Chairman Exosphere TEDx speaker Officer & director of a publicly traded company Consulted for NASDAQ-traded companies and tech startups Senior Web 2.0 Strategist at Hinchcliffe & Co. Former speechwriter and senior strategist to U.S. Senator
<p>WEEK 2 CODING CHALLENGE Oct. 26th - Nov. 1st</p>	<ul style="list-style-type: none"> App development Team Dynamics 	<p>Marisol Acuña</p>	<ul style="list-style-type: none"> Software Engineering Computer Science Education Digital Influence Agile methodology 	<ul style="list-style-type: none"> Partner & CTO TimePoints Director of Girls who Code Santiago Head Developer at Pontificia Universidad Católica de Chile
<p>WEEK 3 ENTREPRENEURSHIP Nov 2nd - 6th</p>	<ul style="list-style-type: none"> Lean Methodology Problem Identification Effective presentations 	<p>Margherita Pagani</p>	<ul style="list-style-type: none"> Entrepreneurship Business development Tech for good Impact Investing Social Innovation 	<ul style="list-style-type: none"> Founder and CEO Fly The Gap Founder 100in1giorno Milano StartUp Chile Alumni Photographer, illustrator and graphic designer
<p>WEEK 4 LEADERSHIP Nov 9th - 14th *</p>	<ul style="list-style-type: none"> Leadership Team-Building Motivation 	<p>Magatte Wade</p>	<ul style="list-style-type: none"> Entrepreneurship Social networking Advocating positive change in biz, gender roles, in Africa 	<ul style="list-style-type: none"> Founder and CEO of Tiossan Co-founder Adina World Beverage One of the "20 Youngest Power Women in Africa" by Forbes Named Young Global Leader by the World Economic Forum TED Global Africa Fellow.

* All weeks are from Monday to Saturday except for week 4 which is only from Monday to Friday.

Themes

Mentor

Expertise

Achievements

WEEK 5 DESIGN & COMMUNICATION Nov 16th - 21st

- Brand Identity
- User Experience
- Social Media
- Aesthetics
- Effective Storytelling
- Copywriting

**Penny
Ortega**

- Communication & PR
- Sales
- Social Media Marketing
- Storytelling

- Sales and Marketing Manager, Partner The Chile Experience / Now!Publicity
- Marketing Manager Barrett Tax Law
- National Sales Manager Medisca

WEEK 6 EMERGING TECHNOLOGIES Nov 23rd - 28th

- Brain Computer Interface
- Digital Middle Class
- 3D Printing
- Synthetic Biology
- Grid Autonomy

**Nell
Watson**

- Entrepreneurship
- Robotics & AI
- Prospective thinking
- Computer science
- Software development

- Founder & CEO of Poikos (3D smartphone tech)
- Adjunct Faculty - AI & Robotics Singularity University
- Visiting Scholar, Startup Mentor, Advisory Board Member
- Founder, Creative Director Studio Symbion

WEEK 7 HUSTLE Nov 20th - Dec. 4th

- Positioning
- Negotiation
- Partnership
- Sales Funnel Dynamic
- Growth Hacking

**Samantha
Snabes**

- 3D Printing
- Systems Engineering
- Social innovation
- Small business startup & acquisition

- Co-founder of re:3D (affordable 3D printer)
- Start-up Chile Generation 6
- Social Entrepreneur In Residence for openNASA
- Strategist for NASA Johnson Space Center

WEEK 8 THE ROAD LESS TRAVELED

- Keep Going. The next steps by yourself.
- Continued Community
- Re-entry back to your environment

**Skinner
Layne**

- Life Philosophy
- Corporate Financial Strategy
- Business Development & Strategy
- Private Equity Investing
- Business Economics

- Founder & Chairman Exosphere
- TEDx speaker
- Former founder & President Lastarria, Ltd.
- President Blue Star Equities, Inc.
- Former speechwriter and senior strategist to U.S. Senator

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