



«Laboratoria»

# Impact Report 2024

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# Introduction

Dear Friends and Allies,

As we reflect on 2024, I find myself considering a fundamental question: What kind of world do we want to build with the extraordinary technological advancements at our fingertips? With all of the massive investments of time, energy and resources into advancing technology, into optimizing and enhancing our productivity and efficiency, what is it all for? And in the end, why does it matter?

For a decade, Laboratoria has worked to create pathways of opportunity for women who society has too often left behind. We've witnessed the transformative power of connecting talent with opportunity—nearly 4,000 women advancing into life-changing careers, their brilliance finally recognized and valued. Yet today, we stand at a critical moment that demands even bolder vision and action.

The rise of artificial intelligence represents both our greatest challenge and our most profound opportunity. The coding gateway that once offered unprecedented economic mobility for women without access to traditional degrees is narrowing. The jobs that provided our graduates with 3-4x salary increases are evolving at breathtaking speed.

I feel strongly that if we continue on our current path, technological advancement will only deepen existing inequalities

rather than dissolve them. We risk clinging to the fallacy that technology can create more leisure and freedom for all, when in reality, those excluded from its benefits are often left further behind and bear the greatest burdens. This reality fills me with urgency as well as profound determination. There is no reason why the vast wealth, intelligence, and innovation in our world cannot be channeled to create dignified, full, and meaningful lives for everyone.

**If the world we want to build is one where we make technology work for us, it is time to fundamentally redefine how we value human potential. We envision a future where women don't just compete for diminishing opportunities but lead the innovations that generate new possibilities.** Where diverse voices aren't just included but become the architects of technologies that serve humanity's true needs. Where economic advancement and human connection reinforce rather than oppose each other.

At Laboratoria, we've always been more than a coding bootcamp. Our strength lies in our ability to identify potential where others see limitations. It's our student-centered methodology that builds not just skills but confidence. It's our focus on agency and on continuous learning that prepare students to adapt to any and all circumstances in a rapidly changing world. As we pioneer this next chapter, we're reimagining how these strengths can serve women in a rapidly evolving digital economy.

Our new Digital Upskilling and Job Readiness programs are early seeds of this vision—more flexible, accessible pathways that reached hundreds of women over the last year alone. But our ambition extends far beyond these initial steps. We aim to build a movement that uplifts millions of women across Latin America, equipping them not just to participate in the digital economy but to shape it.

This vision cannot be realized by Laboratoria alone. It requires partnership—with forward-thinking companies, with aligned organizations, with policymakers ready to reimagine how we prepare people for meaningful work in an AI-transformed world. It requires all of us to question the structures that have determined who gets to innovate and who must merely survive.

Despite the difficult year, 2024 brought with it remarkable achievements. We hope you'll enjoy reading about our continuous impact in the pages that follow. I am profoundly grateful to our incredible team and our donors who have stood with us through this period of transformation. Your trust has enabled us not just to continue operating, but also to think creatively, take meaningful risks and emerge with renewed momentum to shape a different digital future for Latin America.

The technological changes and market disruptions of recent years could have brought almost insurmountable challenges to our model. Instead, they've clarified our purpose. The advancements in women's economic rights have moved too slowly for too long,

and now face new threats of reversal. It is precisely at this moment that we must double down on our commitment.

Ten years ago, we pioneered a model that transformed thousands of lives. Today, we're laying the groundwork for a movement that can transform millions—creating a world where bright and determined women don't just access existing opportunities but design the more equitable, connected society we all deserve.

With gratitude,



**Gabriela Rocha**  
Co-Founder & CEO

## OUR MISSION

Empower women who dream of a better future to start and grow transformative careers in the digital economy.

## 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.



THE PROBLEM

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.

**+60%**

Of women in Latin America remain outside the formal economy, with 48 million women currently unemployed or working in vulnerable conditions.

**28%**

of the digital workforce in Latin America is made up of women, despite increased attention on diversity in tech over the past decade.

Traditional education and training models are often rigid, costly, and inaccessible, failing to meet the needs of women who require more flexible and inclusive pathways to economic opportunity.

OUR RESPONSE

**For the past decade**, our immersive bootcamp in web development, UX design, and data analytics has equipped more than 4,000 women with the skills, confidence, and opportunities to build meaningful careers in the tech sector.

In partnership with over 1,000 hiring companies, our alumnae have transitioned into tech roles, often tripling their income and unlocking transformative opportunities.



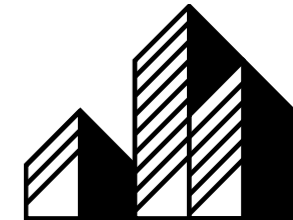
**4,000+**

women trained through our bootcamp



**70%**

job placement rate



**1,300+**

hiring companies



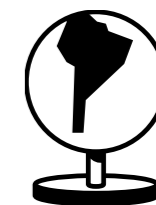
**\$1,241**

Average monthly salary post-bootcamp



**11**

countries





UNCOVERING STORIES IN THE DATA:

# Laboratoria graduates' journeys through the tech sector

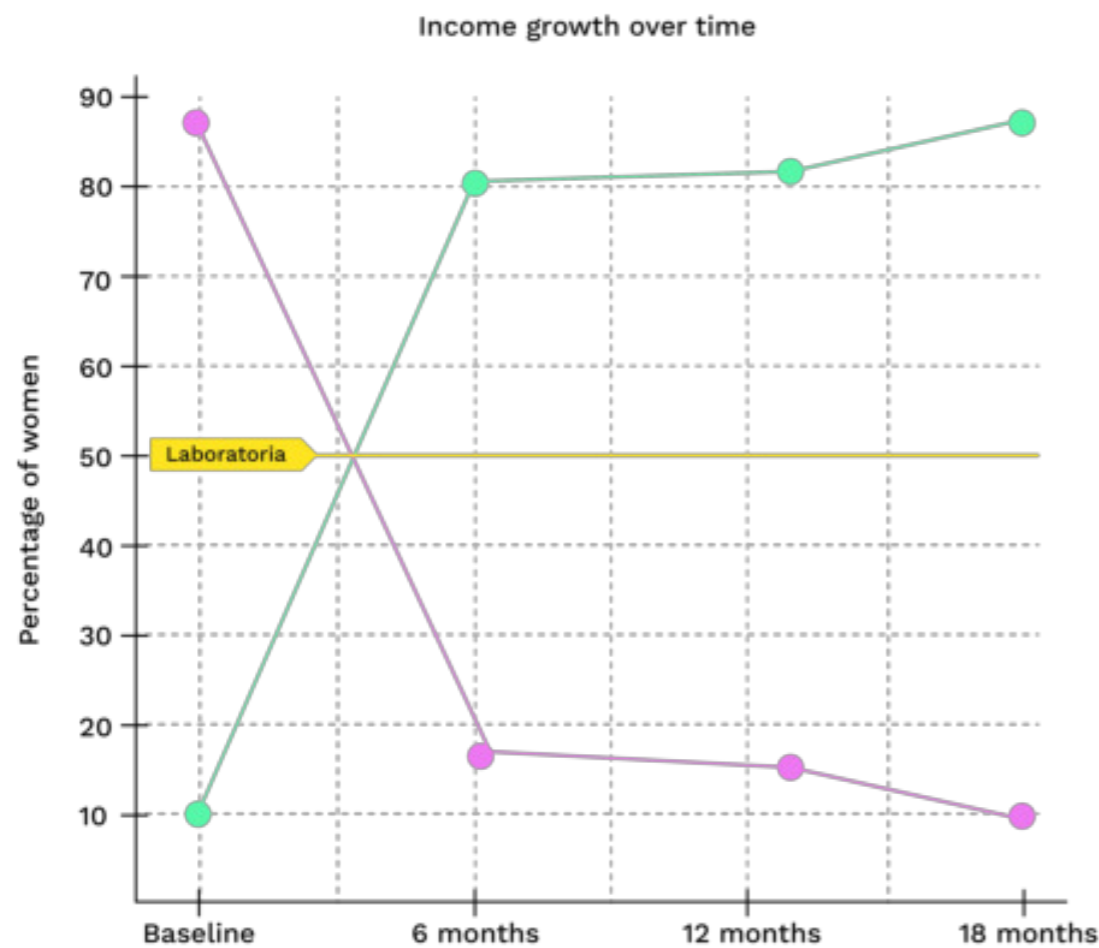
At Laboratoria, we're committed not only to delivering a powerful learning experience, but also to understanding its long-term impact. In 2024, **we partnered with Beyond Measure** to evaluate our program's outcomes. Having external input is essential—it helps us uncover blind spots, validate our strengths, and continue growing our impact. Three key findings include:

**01** • Laboratoria graduates transition into the tech sector from unlikely places: Before the bootcamp, most were unemployed or stuck in low-wage jobs, with only a small fraction having any prior exposure to tech. Our graduates bring a wide range of life experiences and perspectives that enrich our community:

- 22%** are mothers
- 12%** are immigrants
- 17%** are part of the LGBTQI+ community
- 26%** are the first person in their family to hold a professional job

**02** • Alumnae experience major shifts in employment, roles, sectors, and salaries after the bootcamp. After completing the program, their employment rate soars from 33% to 81%, a shift that holds over time. Laboratoria graduates experienced transformative growth in salaries, leapfrogging past minimum wage thresholds into much higher income brackets over time.

**03** • Despite differences in background and circumstances, alumnae consistently achieve strong career outcomes. While some groups, like mothers, immigrants, and first-generation professionals, face added barriers, they ultimately break through and thrive in tech. Their paths may require more time or come with distinct challenges, but the overall trajectory points to resilience, upward mobility, and a leveling of opportunities over time.



Monthly Income

- \$601 - \$1601
- \$0 - \$600

Before Laboratoria, nearly 90% of these women were earning \$600 a month or less. But within just 18 months of completing the program, that picture changes completely.

**Over 80% now earn above \$600, and 21% have crossed the \$1,600 threshold—a level of income that had been entirely out of reach before.**

# This speaks to Laboratoria's role as an **equalizer**

not only for women who lack experience in the technology sector, but also for women who are facing other uphill battles in their societies due to socioeconomic background, cultural barriers, and family responsibilities. While we recognize there's still work to be done, the progress is profound—and it's a testament to what's possible when talent is nurtured, and real opportunities are made accessible to those who've long been excluded.





## Montserrat Lira

UX/UI DESIGNER • MEXICO GRADUATE 🇲🇪

I have always been curious. As a little girl, I was full of questions, always asking, “Why?” I was a nerd through and through. I was drawn to people who radiated knowledge, absorbing everything I could, like a sponge. When I was 21, my father took his own life. We were inseparable. It was as though I had been thrown into an ocean without knowing how to swim. I hit rock bottom. I moved back in with my mom. I lost my job. I felt completely lost. But knowing you’re truly broke, forces you to act. It forces you to find a way forward. That’s when I found Laboratoria.

**Laboratoria has this incredible way of caring for people. When you share your story there, it’s as if you open a door that so many other women have also walked through.**

“Because of Laboratoria, I applied for jobs I never would have dared to before. And I got one at a top company, allowing me to experience a new reality and see my potential in something tangible—something that grows and transforms.”

The experience was technical but deeply emotional. At first, I didn’t even realize it. But when I entered the workforce, everything suddenly made sense. The self-learning, the teamwork, the feedback—it all clicked. And then there were the coaches—these incredible people who saw things in us that we couldn’t see in ourselves. They recognized strengths in me that I had dismissed, or worse, seen as flaws.

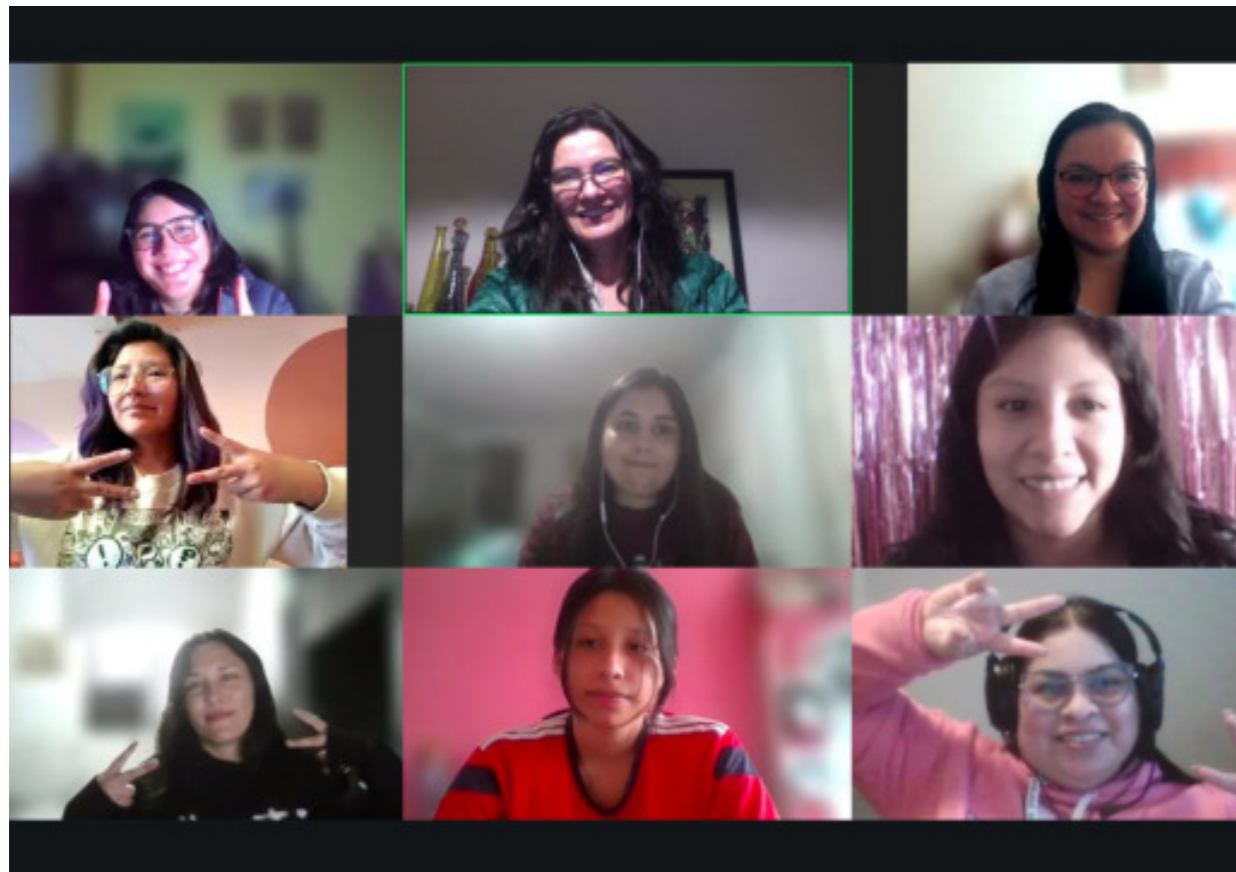
Women are expected to wear so many hats—professionals, mothers, daughters, wives. We balance it all in a single day, and it’s exhausting. Along the way, our talents get buried. Misunderstood. Ignored. **But when you leave Laboratoria, everything that was extinguished inside you is reignited.**

Because of Laboratoria, I applied for jobs I never would have dared to before. And I got one at a top company, allowing me to experience a new reality and see my potential in something tangible—something that grows and transforms.

A program like Laboratoria exists and should endure because, in the end, it has helped many of us find our path—or at least find people who push us to keep growing.

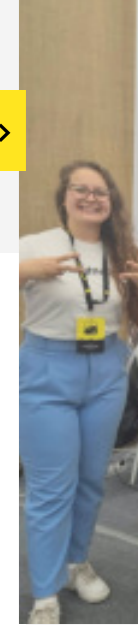
# 2024 Highlights

The tech landscape has been rapidly evolving over the last two years. Market shifts, including the rise of AI, mass layoffs, and an economic slowdown, have significantly reduced demand for junior tech talent. The combination of these significant changes impacted our flagship bootcamp program, leading to a drop in our historically strong job placement rate. In 2024, we embraced innovation to navigate these challenges—focusing on emerging needs, exploring new opportunities, and laying the groundwork to keep empowering women in an evolving digital economy.



## 2024: A Milestone Year for Our Bootcamp

Over the past decade, Laboratoria’s flagship bootcamp enabled thousands of women to launch transformative careers in tech. This success was driven by a strong model and a rare window of opportunity, as high-paying tech jobs opened up to those without formal degrees. In 2024, we graduated the last cohort of the original model—a moment to reflect on what we built and how we evolved with the industry. Despite challenges, our incredible team remained committed to delivering quality learning and supporting graduates on their path to employment.



**315** women from 10 countries completed our bootcamp in 2024—marking the first year we offered three distinct learning tracks

**45%** of graduates specialized in backend development—part of our expanded learning routes.

**12** Enhanced tech projects within our curriculum were implemented in collaboration with industry partners

INDUSTRY PARTNERS

**AWS CARGILL EDUNEXT EXPERIAN  
GLOBANT LULO MOONSHOT PLATZI  
SALESFORCE UDEMY**

We recognize the resilience of our graduates as they work to secure their first tech job and enhance their professional profiles in the current market. To continue supporting this journey, we partnered with leading industry companies to co-design continued learning and upskilling programs focused on the most in-demand tech skills, helping our students and graduates stay competitive and better prepared for the workforce. Thank you to all of our partners for their collaboration and willingness to share their time and expertise with Laboratoria’s community.

“

“The upskilling was a confirmation that I really learned during the bootcamp and can apply those skills in my day-to-day life and in new opportunities.” Ádila Freitas, Brazil Graduate

The impact Laboratoria has had through our bootcamp is in large part thanks to the opportunities and doors opened to our graduates by hundreds of companies across the region. In a year filled with uncertainty, we are especially grateful to every hiring company that welcomed our graduates in 2024. Your commitment to inclusive hiring not only helps transform individual lives, but also contributes to building a more diverse, equitable, and representative tech sector. **Thank you for being part of this mission.**

#### 2024 HIRING COMPANIES

2gr Consultores • Accenture • Agencia • Ahorra Seguros • Alicorp • Alura Cursos Online • AMAS Digital • American Express • Anelys Ltda. • Anytime Fitness Mexico • AP LATAM • B3 • Babel Chile • Banco de Bogotá • Bankaool • Baxter International • BBVA • Biometría Aplicada • BIWISER • BlackRock • Bradescard México • Bradesco • Casa Cravioto Ferreterías • Cebra • Coca-Cola FEMSA • codingdojo.cl • Hopscotch / Laboratorio de Imagination Aumentada • KINENERGY • Comfama • Cosmos Online • DESPEGA TU IMPERIO DIGITAL • Dimarsa • duppla • Editando Ideas • Somos BOB • El Tiempo • Elenas • Elo • Elogia • Engine Core • Erdna • EVOLUSYS • Expergo Consultores • Explorandes • EY GDS Mexico • familiamoto.com • FEMSA Salud • Finanzauto • Finerio Connect • finsus • FixLabs • Forcast • Foxconn • Gestipyme • Giro54 • Gobierno CDMX • Gpm Equipamentos • Growbiz • Grupo Bimbo / T-Conecta • GRUPO CHEDRAUI • GRUPO LICON • Grupo Mok • Grupolira • Hannah Software Corporation • Hearts & Science • Henk • Hogarú • IDS Comercial TI • IDS Latam SAC • IMJ Media • Incode • Indicium • Innevo • Insider • IQVIA • Itau • Jelou • Jelou AI • Josken • jotabequjuju.com - Ogilvy Colombia • Kapptek • KEYENCE CORPORATION • Kibernum • Kodland • Kokku • Kosmos • Leinfinite • Loja Santo Antonio • LOS ANDES • Lulo bank • Macanudo Marketing • MacOnline Chile • Magnum Logistics S.A.S • MAIM • McCann • mdticket.com • Meetcard • Mentu • Mercado Libre • MetLife Chile • Mi totem • Ministerio del Interior - Colombia • Multiplica Talent • mycashless • Neoris • Nextcore • Nielsen Consumer • Ntt data • Nube Dinámica • Oracle • Pakke • Parcia • Penske Logistics • Periferia IT • Pluxee • Powercode • Qualitas • RETAILATAM Business Solutions • Return On Organizational Culture (ROOC ) • Royal Systems • RTB House • SALUD DIGNA • SCM Latam • SEIDOR Analytics • Sheriff • Simpli Latam • Simplon • Simworx • sngularGo • Sofka • Sofka Technologies • Softtek • Spir[it] • Stalse • Stefanini Group • stone.com.co • Target Sistemas • Tech Core • Tekiio • Todo en Subastas • Torsa • Travelport • Traxi • Trek Rental • Twin Fact • UNIFE • Universidad Autónoma Metropolitana • UOL • UPAX • USIL • UTEC Ventures • VIVO • VTEX • Zenklub



## A Thriving Community

Our impact is part of a larger story, where thousands of women have redefined their careers, unlocked new possibilities, and grown together. Laboratoria graduates lead teams, speak at global events, and support each other through community. In 2024, we deepened these connections with in-person gatherings to celebrate 10 years of resilience, transformation, and collective support.



**1,498**

alumnae participated in **Laboratoria Community** activities



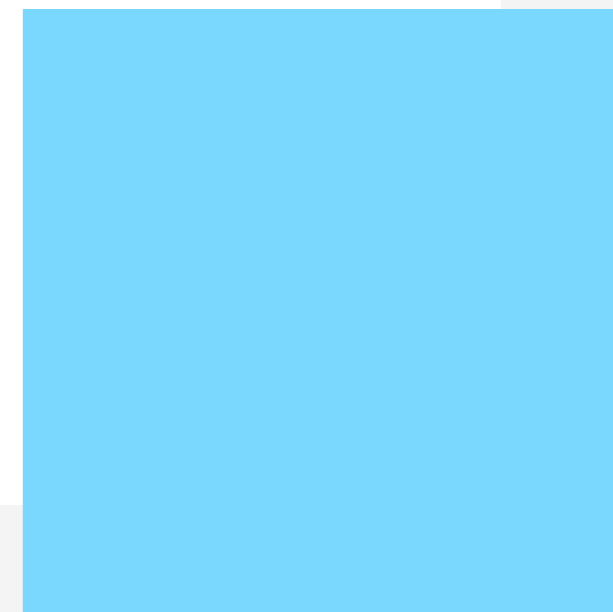
**70%**

of alumnae say the community adds value and well-being to their lives



**500+**

scholarships and continuous upskilling opportunities provided through our network





## Latin America Inclusive Tech Awards

LITA celebrated businesses and organizations driving real change in gender equity in tech, from education initiatives for girls to equitable parental leave policies. With 18 awards across three categories, the initiative honored those making a real impact beyond words.

**120+ nominations**

from 9 countries showcased the growing movement for inclusivity in tech.



## Código M: Opening Doors to Tech

In 2024, 3,000 women took their first steps into tech through Código M, an initiative designed to inspire and showcase diverse career paths while fostering a strong sense of community along the way. By sparking curiosity and connections, we're paving the way for more women to shape the future of tech!

**95%**

of participants left feeling more motivated to explore opportunities in tech.



## Laboratoria+: Empowering Career Growth

Laboratoria+ is a professional development community for women who seek to strengthen their leadership, grow in their careers, and go further together. In 2024, the community continued growing in new countries in Latin America, reaching 600 women through live courses and certificates, 1:1 mentoring, and community events and dialogues. Laboratoria+ continues to be a vibrant and empowering space for women across industries.

### 1,026 hours of mentorship

were offered, helping members refine their skills and broaden their opportunities.

We held our first major Laboratoria+ Connect event in Lima, with over 300 women attending.

“

**Flora**

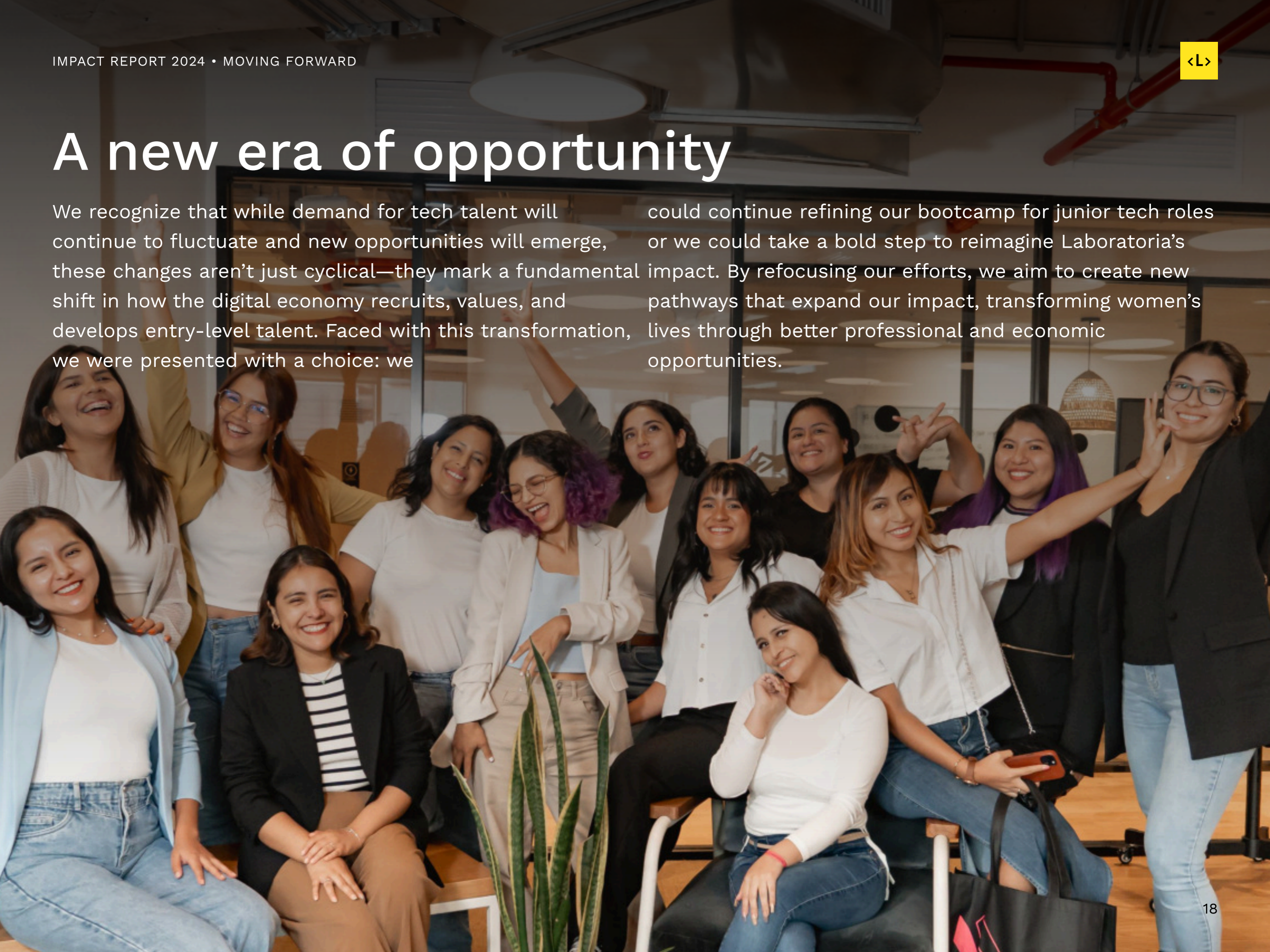
LABORATORIA+ PARTICIPANT, PERU

“I’m so grateful for the space you’ve created. There are times when we feel alone, but that’s not the case. Today, I felt truly supported and empowered, and I’m taking with me the experiences shared by each speaker and the incredible women I had the chance to connect with.”

# A new era of opportunity

We recognize that while demand for tech talent will continue to fluctuate and new opportunities will emerge, these changes aren't just cyclical—they mark a fundamental shift in how the digital economy recruits, values, and develops entry-level talent. Faced with this transformation, we were presented with a choice: we

could continue refining our bootcamp for junior tech roles or we could take a bold step to reimagine Laboratoria's impact. By refocusing our efforts, we aim to create new pathways that expand our impact, transforming women's lives through better professional and economic opportunities.

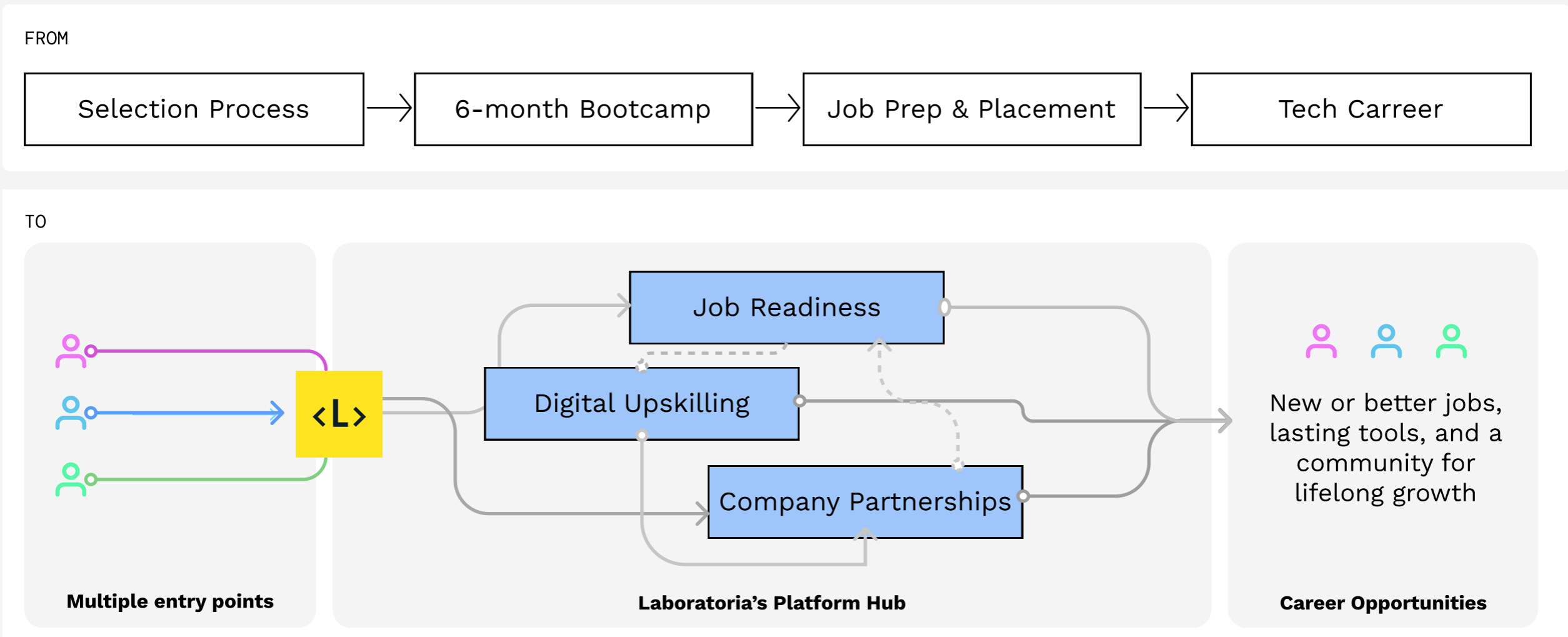




# Evolving our “how”

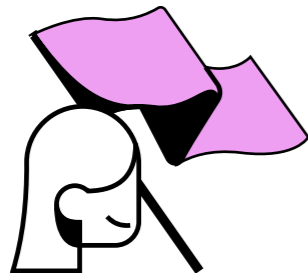
Our vision to create life-changing opportunities for women in Latin America goes beyond that of a bootcamp, and is as relevant as ever. We know that to succeed in this new digital era, professionals need both the right skills and support in accessing changing job opportunities in the formal market.

Moving forward, we will evolve away from a singular bootcamp-focused journey to build Latin America's leading female talent development platform that enables high-potential women from low-income backgrounds to access and succeed in digital era careers, achieving lasting economic mobility.



# Strategic Pillars

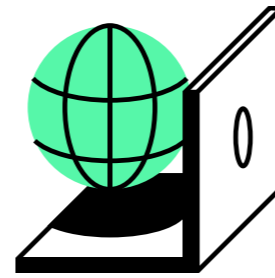
By deconstructing the bootcamp and our proven methodology into flexible, stackable components we can create personalized journeys that meet women where they are, unleashing their potential and maximizing their opportunities for success.



## Job Readiness & Career Development

Cohort-based programs building confidence, skills, and supportive networks for successful job searches

- ✓ Increased confidence & wellbeing
- ✓ Expanded social capital
- ✓ Prepared for employment and long-term career growth



## Digital Upskilling

Flexible technical training ranging from introductory courses to specialized programs aligned with market demands

- ✓ Increased awareness of digital economy opportunities
- ✓ Equip participants with essential digital skills for today's careers
- ✓ Access to digital-era job opportunities



## Company Partnerships

Custom training and hiring solutions meeting specific company needs while creating direct pathways to employment

- ✓ Women access pathways to quality training and recruitment
- ✓ Companies benefit from better retention and placement
- ✓ Contribution to more inclusive workplace cultures

# Get involved

[partnerships@laboratoria.la](mailto:partnerships@laboratoria.la)



## Support our work

Make a difference by donating. Your contribution helps more women access life-changing opportunities.



## Hire our graduates

Bring fresh, diverse perspectives to your team by employing our skilled and motivated graduates.



## Join Our Community

Mentor, lead a session, or join an event and help power our students' growth.



## Fani Mejía

UX RESEARCHER • PERU GRADUATE 🇵🇪

My name is Fani Mejía, I'm 35 years old, a wife, and a mother of two wonderful kids. I'm a certified public accountant by training, but for a long time, I didn't work in my field. I spent six years fully dedicated to motherhood, which was a beautiful experience, but also professionally challenging. When I tried to get back into the workforce, I found many doors closed due to the gap in my experience. I felt stuck and knew I had to reinvent myself.

That's when I found Laboratoria and their mission to empower women to join the tech industry. I first applied to the web development bootcamp, but I didn't make it in. However, when I discovered the UX bootcamp, I knew it was the right path for me.

**“Laboratoria helped me believe in myself and my ability to build a better future for me and my family.”**

The idea of researching, understanding people's needs, and designing solutions that create real impact was all exciting to me. The bootcamp was a huge challenge. I didn't come from a design or tech background, and I also had a one-and-a-half-year-old at the time. There were difficult moments, doubts, and the dreaded imposter syndrome, but every bit of effort was worth it. I learned not only technical skills, but also how to recognize my own worth, trust my abilities, and keep pushing through the obstacles.

After an intense job search, today I work in user experience research at a consulting firm in Mexico. I've been in this role for almost a year now, and I truly value being able to balance my professional and family life. Thanks to remote work, I'm able to be present in my children's lives, share moments with them, and still grow professionally in an environment that values the well-being of its employees.

If there's one thing I've learned from this journey, it's that it's never too late to reinvent yourself. Laboratoria didn't just give me the tools to break into tech; it helped me believe in myself and my ability to build a better future for me and my family.

# Financials

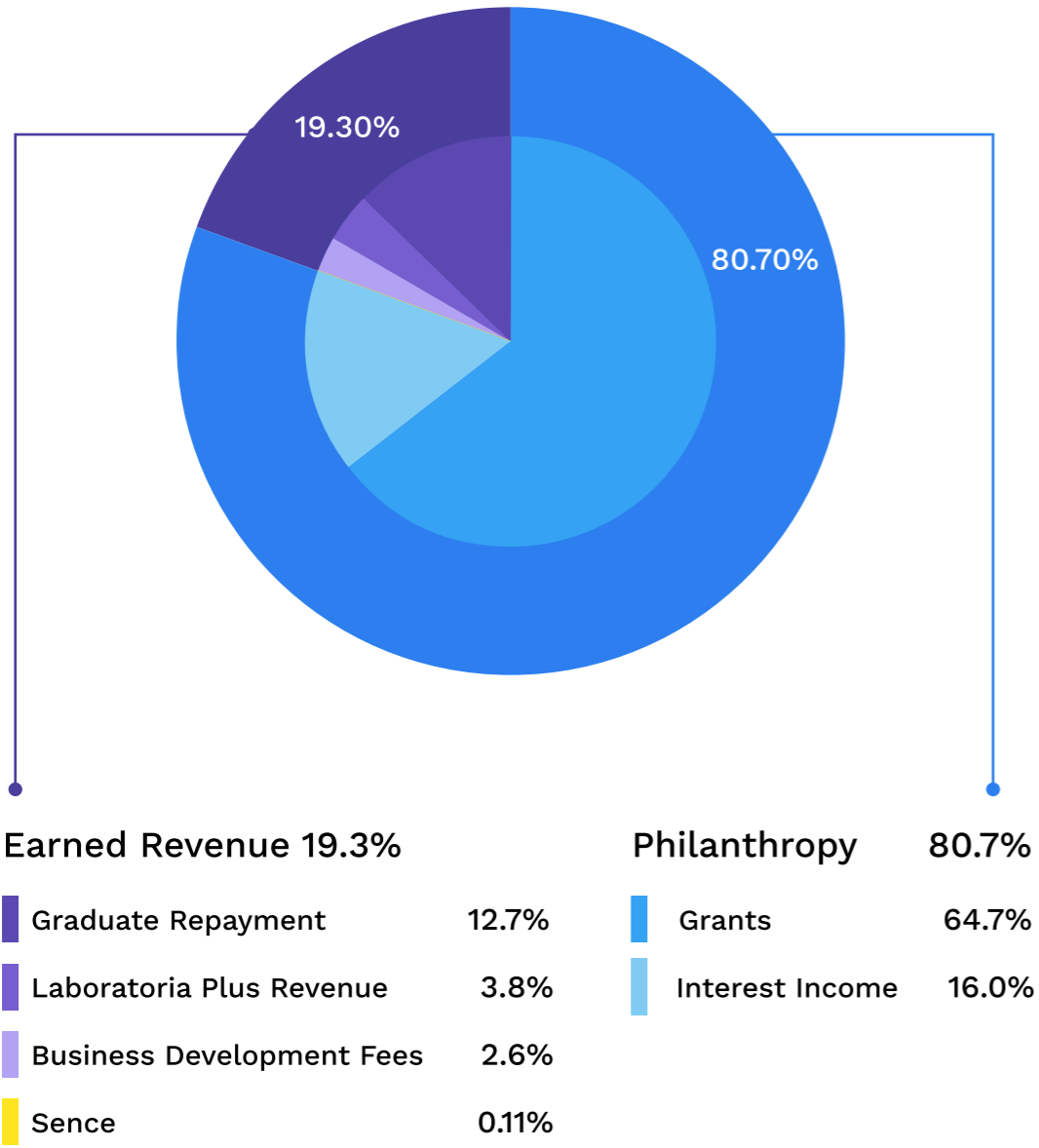
Laboratoria's financial model is rooted in our commitment to empowering women from underserved backgrounds. As a non-profit organization, we actively pursue philanthropic funding while also sustaining our operations through our graduate repayment program and other earned revenue sources from companies. This multi-faceted approach allows us to prioritize quality learning experiences and support the needs of our students as they strive to transform their futures.

In 2024, we experienced a decline in total income compared to previous years, reflecting ongoing challenges in the tech sector and shifts in the broader economic landscape. As a result, we relied heavily on our financial reserves to sustain our operations.

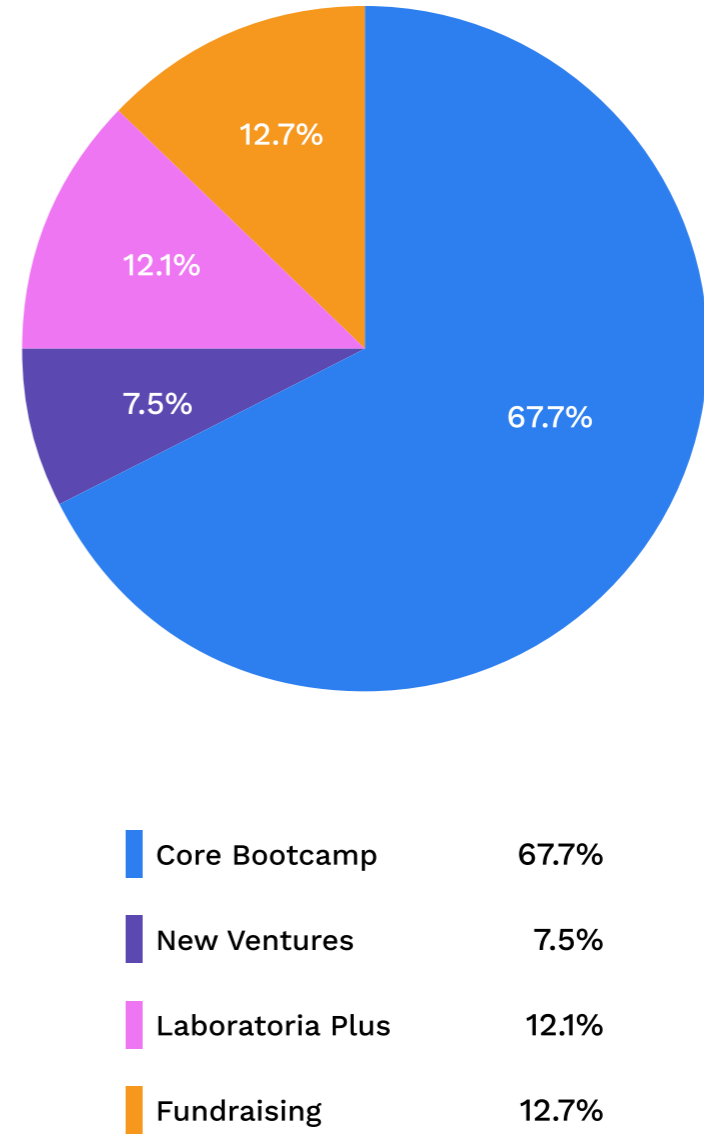
As we look ahead, our financial strategy is evolving in line with an organizational shift toward more scalable and innovative approaches to achieving our mission. In 2025, this will be reflected in a smaller overall budget, in line with a planned reduction in the scale of our traditional bootcamp and increased investment in piloting and growing new initiatives that allow us to reach more women in new ways.

We are grateful to our donors, whose support enables us to weather uncertainty and invest in the future of our work. As we navigate this transition, we remain committed to financial sustainability, responsible stewardship of our resources, and innovation that drives greater impact.

### 2024 INCOME DISTRIBUTION



### 2024 EXPENSES DISTRIBUTION



# Donors

Our work would not be possible without the incredible support of our donors, many of whom have continuously renewed their commitment to Laboratoria’s mission. In 2024, a year marked by high uncertainty and new plans for our organization, we are especially grateful for the patience, trust, and encouragement our donors have shown. A special thank you to those who have chosen to fund pilot programs and new projects, enabling us to innovate and continue advancing our mission.

\$ 1MM+

**BlackRock**      **Google.org**      MacKenzie Scott

\$500,000+

Citi Foundation **citi**      **MetLife**Foundation      **Scotiabank**

\$100,000+

**accenture**      **ACTIVISION** | **BLIZZARD**      **Cargill**

 **Fundación Coppel**       **GitLab FOUNDATION**

**INVERSIÓN SOCIAL** de Fundación Monte de Piedad      **J.P.Morgan**      Kaphan Foundation

\$ 20,000+

**BANK OF AMERICA**      **BROOKLYN COMMUNITY FOUNDATION**      **cibeles** aliado que suma

**S&P Global Foundation**      **ORACLE**      **Próspera Latina**

**ZINIA asociación**

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**Lenovo** Foundation

Banco de Chile • BHP • Bradesco • CDI Chile • Cloud Academy • Demarest • EY Consulting • HubSpot • Ibmec • Open English • Platzi • SAP • Thomson Reuters Foundation • Udemy • Zendesk

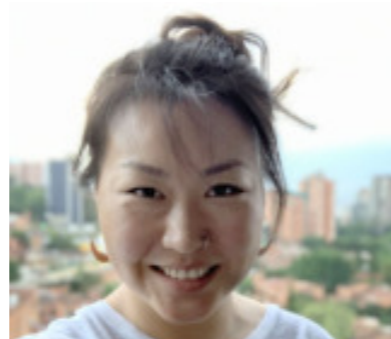
\*Partners are listed in alphabetical order.

# Laboratoria's Board of Directors



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*President*  
Co-founder, Laboratoria+



**Karen Sun**

*Secretary*  
CTO, VelezReyes+



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Founder, Nilo



**Juan Pablo Buriticá**

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**Silvia Vasquez-Lavado**

Founder + CEO, Courageous Girls

After years of valuable collaboration on our board, we bid farewell with gratitude to Rafael and José Antonio. Starting in January 2025, we welcome Silvia, Giovanna, and Alberto.



José Antonio Fernández  
FEMSA



Rafael de la Guía  
Quona Capital



## «Laboratoria»

# Thank you • Gracias • Obrigada

In 2024, we faced challenges, but our community's continuous support kept us moving forward. Despite the obstacles, we remained steadfast in our mission to empower women through technology and create lasting opportunities.

Our success is a reflection of the dedication from students, graduates, team members, donors, hiring partners, and allies. We are deeply grateful for the invaluable contributions of everyone who made this year a meaningful step toward our shared goals.

# < Laboratoria >

[www.laboratoria.la](http://www.laboratoria.la)



@LABORATORIA.LA