



Innovation Track: Digital Transformation, E-Commerce and Access to Technology

“The Rise of Young Entrepreneurs in Digital Businesses in the Americas” Cities Summit of the Americas for Youth

Session Agenda

Date: Thursday - April 27, 2023 | 10 am - 12pm, Denver, Colorado

Location: McNichols Building, Denver, Colorado, United States of America

About the Cities Summit of the Americas for Youth

The Cities Summit of the Americas for Youth is a three-day government policy and innovation space for young people who aspire to change the world, which will bring together 350 young people to interact with city leaders, entrepreneurs, policy experts and social activists. In order to generate critical conversations and take action on proposals and policy recommendations on issues that affect our hemisphere, being an opportunity to network, develop skills and engage, with results that promote inclusive policies and improvements to recover and implement in their home communities.

Agenda	
10:00 - 10:20	<p>Keynote Remarks</p> <p>Community-led development: how connectivity changes lives</p> <ul style="list-style-type: none"> Sara Aviel, President and CEO of Inter-American Foundation <p><u>Description:</u> Across the region, organizations and businesses are overcoming barriers to digital connectivity with innovative, grassroots, community-led solutions. As a U.S. development agency, the Inter-American Foundation (IAF) invests in community-led development across Latin America and the Caribbean. The IAF directly engages local leaders, innovators and entrepreneurs in underserved areas working to make their own communities more prosperous, peaceful and democratic. With nearly 400 projects in 27 countries, the IAF has witnessed first hand how connectivity changes lives and that investing in the development of youth ideas is important for creating economic opportunities for them and their communities.</p>
10:20 - 10:25	Official Photograph
10:25 - 10:45	The Role of the Private Sector in Digital Transformation

	<ul style="list-style-type: none"> • Josh Blumenfeld, Manager of Government Affairs and Public Policy, YouTube <p><u>Description:</u> YouTube is a video sharing platform led by Google that gives its users the possibility to make the tool profitable. The focus of this presentation at the Cities Summit of the Americas for Youth is to encourage young entrepreneurs through "How YouTube Works" to generate revenue by creating content that will tell their stories, share their passion and vision and inspire further change. Young people will understand how digital transformation can be a good ally in transforming their personal and professional lives and the power of digital equity in development.</p>
<p>10:45 - 11:30</p>	<p>Stories that Inspire: Young Entrepreneurs Panel</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Raphaella Costa, Youth Fellow, Young Americas Business Trust <p>Speakers:</p> <ul style="list-style-type: none"> • María del Mar Jaramillo, CEO, Fundación Soy Oportunidad • Álvaro Carrasco, CEO, Founder & Chief Growth Officer, Brave-up • Claudia Magdaleno, CEO, CeoFactory <p><u>Description:</u> A panel focused on good practices and perspectives in digital businesses, the speakers can inspire the audience through their testimonies about the importance of leading initiatives aimed at digital transformation and how they are mechanisms for the development of communities, as well as providing them tools to be part of the technological advances in the Americas. This will be an opportunity to highlight the relevance of technology and digital transformation to empower traditionally underrepresented groups.</p>
<p>11:30 - 11:55</p>	<p>Q&A</p> <p><u>Description:</u> Q&A - Dynamic of interaction that will allow the audience to directly dialogue with the speakers, solving their doubts through comments and thoughts that will motivate them.</p>
<p>11:55 - 12:00</p>	<p>Closing Remarks</p> <ul style="list-style-type: none"> • Luis Niño, Chairman, Board of Directors, Young Americas Business Trust