IMPACT REPORT

275
Attendees

102
Ambassadors

46
Scholarships

Ages 14 - 18
Bay Area
Los Angeles
New York City
Arizona
Sacramento
Orange County

"My future goals have now become oriented around what I created here. It has **opened my mind** and introduced to me to **new facets of business** I was unfamiliar with. I now want to **use my voice ruthlessly** for what I believe in. There's **no stopping me** with the inspiration I got!"

17 year old from the Bay Area

91% of attendees
shifted their outlook on their careers

67% of attendees
learned entrepreneurship skills for the first time

AGENDA

SF 2020 Makeathon

DAY ONE

January 25, 2020

8:00	Registration & Breakfast *Provided by Lyft*
9:00	Opening Keynote *Vanessa Dew + Daina Trout* *co-founders of Health-Ade Kombucha*
10:00	Problem Generation *Matthew Manos*
11:00	Users + Stories *Robyn Young*
12:00	Lunch *Provided by Lyft*
1:00	Solution Building *Aditi Joshi*
2:00	Intro to Prototyping *Aditi Joshi*
2:30	Breakout Sessions
4:30	Mocktail Happy Hour

AGENDA

SF 2020 Makeathon

DAY TWO

January 26, 2020

8:00	Breakfast *Provided by Lyft*
9:00	Design Your Brand Identity *Lara McCormick*
10:00	The Importance of Storytelling *Puno Puno, brought to you by Planoly*
11:00	How To Pitch Like A Pro *Nilima Achwal*
12:00	Lunch *Provided by Lyft*
1:00	Work Party
2:00	Networking 101 *Tracy Irvine*
3:00	Pitch Competition *Judged by female founders*
4:00	Keynote *Wende Zomnir, founder of Urban Decay Cosmetics*
4:45	Prizes *and Award Ceremony*