

MICROTERRA

Management Team:

- CEO and Founder: [Marissa Cuevas](#)
 - Education: Columbia University, M.Sc Sustainability Management; Technical University (Berlin), Energy Engineering
 - Relevant Experience: Founded Kitcel, a styrofoam recycling company 2016; German Cooperative Agency as an energy advisor and external consultant
 - Accolades: National Geographic Explorer; Echoing Green Fellow 2019
- COO and Co-Founder: [Fanny Villiers](#)
 - Education: Emlyon business school, M.Sc Business Administration and Management, Specialty in Economics and Social Business
 - Relevant Experience: Founder and former CEO at donadora.org, the leading social crowdfunding platform in Mexico; COO at fondeadora.mx, creative crowdfunding platform successfully sold to Kickstarter in 2016.
- CSO and Co-Founder: [Paola Constantino](#)
 - Education: European Institute of Innovation and Technology 2019, Entrepreneurship and Climate Change Sciences Innovation; Wageningen University 2018, M.Sc Environmental Science; The National Polytechnic Institute of Mexico (IPN) 2013, B.Sc Food Science
 - Relevant Experience: Product developer at PepsiCo; Energy and Environment consultant at Royal HaskoningDHV; Climate leader on Climate Reality Project; Manager of bio-based projects.

Operating Team

- Chief of Staff: [Marla Lago](#)
- Pilot Operator: Hugo Medina
- Lab Assistant: Victor Ortiz
- Data Scientist: Raúl Jiménez

Board of Advisors:

- Managing Director of CINVESTAV: [Dra. Gabriela Olmedo](#)
- Sr Advisor, Applied AI & Innovation Ventures at The Nature Conservancy: [Niraj Swami](#)
- Executive Director at National Algae Association: [Barry Cohen](#)

Contactar

marissa@microterra.com.mx

www.linkedin.com/in/marissa-cuevas-flores-6a86bba3 (LinkedIn)

Aptitudes principales

Planificación estratégica

Estrategia empresarial

Desarrollo sostenible

Languages

Alemán (Full Professional)

Inglés (Full Professional)

Portugués (Elementary)

Marissa Cuevas Flores

CEO & Founder of microTERRA | Techstars 2019 | Echoing Green Fellow 2019 | National Geographic Explorer 2018

United States

Extracto

Marissa is an entrepreneur, environmental advocate, and engineer. She leads a group of talented and passionate people to use Biotech and Data Science to create circular economy solutions for water.

Experiencia

microTERRA

Founder & CEO

febrero de 2018 - Present (2 años 2 meses)

Mexico City

microTERRA is a circular economy business that transforms agricultural wastewater into sustainable protein.

By combining hardware and biotech we develop onsite microalgae systems that transform fish farm waste water into fish food.

Echoing Green

Fellow

2019 - Present (1 año)

NYC

We find the world's best emerging social change leaders first and set them on the path to lifelong impact.

National Geographic

Grantee & Explorer 2018

septiembre de 2018 - Present (1 año 7 meses)

UNLEASH - Innovation lab for SDGs

Global Talent

mayo de 2018 - mayo de 2018 (1 mes)

Singapore

Selected to brainstorm and implement solutions to the UN Sustainable Development Goals.

In this immersive process, I worked with a multidisciplinary team to develop an innovative solution to SDG 6: Clean Water and Sanitation.

Singularity University

Fellow

junio de 2017 - agosto de 2017 (3 meses)

NASA Ames Research Center, Mountain View, CA

The Global Solutions Program (GSP) has been our flagship program serving innovators from a wide diversity of backgrounds, geographies, perspectives, and expertise and helping them create moonshot innovations to positively transform the future of humanity. Based on the strong results we've seen over the past nine years, we're taking an opportunity to redesign GSP to make it even more impactful, scalable, and accessible to people around the world.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Senior Consultant

enero de 2015 - agosto de 2016 (1 año 8 meses)

Mexico City, Mexico

Contracted by GIZ to support two separate initiatives.

- Independent study on Solar Water Heater Quality Infrastructure with the aim to provide guidance on best practices and recommendations for private and public stakeholders in Mexico.
- Support the planning and roll out of the Mexican Dual Professional Formation Model, through the establishment of objectives, targets and initial stakeholder engagement process.

Kitcel

Founder

enero de 2014 - junio de 2016 (2 años 6 meses)

Mexico City, Mexico

The mission of Kitcel is to recycle Styrofoam and reenter it in the economy in the form of high-quality products.

- Lead R&D to develop different line of products, including our staple wood varnish.
- In charge of business development, commercialization, and marketing.
- Plan and execute budgetary control.
- Manage supporting staff and volunteers.

- Diffusion of the company and products by participating in conferences, news interviews, debates, pitches and other events.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Junior Energy Advisor

octubre de 2011 - diciembre de 2013 (2 años 3 meses)

Technical advisor supporting national and international initiatives in renewable energy and energy efficiency through cooperation with federal ministries.

- Responsible for conceptualizing, planning and executing projects, manage contracts and budgets, research and analysis, write and edit reports, communicate results, engage stakeholders, facilitate and moderate processes.

Selected Projects

- Supported the establishment of the first national renewable energy vocational training scheme, to promote certification of qualified human capital.
- Helped create a working group of Solar Thermal Testing Laboratories, in order strengthen their capabilities in metrology, aiming to position them as the national technical experts.

Conceptualized different financial mechanism for Solar Water Heaters in SMEs working together with different stakeholders to close the gap between financial entities, government subsidies and end users.

Educación

Columbia University in the City of New York

Master of Science - MS, Sustainability Management · (2016 - 2017)

Technische Universität Berlin

Ing. Energías y técnicas de procesos, Generación de energía por medio de residuos sólidos urbanos · (2007 - 2011)

Coordonnées

fanny.villiers.pp@gmail.com

www.linkedin.com/in/fanny-villiers
(LinkedIn)

Principales compétences

Market Research

Strategic Communications Counsel

Strategic Consulting

Languages

Anglais (Native or Bilingual)

Espagnol (Native or Bilingual)

Français (Native or Bilingual)

Fanny Villiers

Social and tech entrepreneur

Mexico City Area, Mexico

Expérience

microTERRA

COO and Co-Founder

octobre 2019 - Present (6 mois)

Ciudad de México y alrededores, México

Donadora

CEO and co-founder

novembre 2016 - juin 2019 (2 ans 8 mois)

Ciudad de México y alrededores, México

#1 social crowdfunding platform in Mexico and proudly B Corp. Online donation fundraising service for social initiatives in need of funds.

- Business Strategy: Designed and executed a strategic annual growth plans to boost Donadora's KPIs. In the first 3 years: +4,000 projects funded, +150M mxn raised and +400k registered users. Reporting Member of the Board.

- Corporate sales: Developed crowdfunding training products for public and private organizations such as Citibanamex, PNUD and Latam Airlines. +2.5M mxn revenue (30% of total revenue stream).

- UX/UI management: Led development and design teams according to strategic planning and market opportunities. Oversaw Donadora's platform code architecture rewrite and launched a new graphic identity.

- Management and HR: Built a 14 person team and created a company culture aligned to a social mission and B corp commitments.

Fondeadora

2 ans 6 mois

COO

septembre 2015 - novembre 2016 (1 an 3 mois)

Ciudad de México y alrededores, México

Fondeadora was the 1st creative crowdfunding platform in Mexico; it was sold to Kickstarter in October 2016.

- Campaigns management: Developed coaching methodology for creative crowdfunding campaigns and led +3,000 projects to raise +\$100M mxn.
- Partnership prospection and management: Negotiated +10 strategic partnerships with private and public sectors to spread the word about creative crowdfunding through conferences and workshops.
- Digital marketing coordination: Oversaw content production and social networks strategy (Facebook, Twitter and Instagram).
- Management and HR: Led a team of 10 and reported to the CEOs.

Project Manager

juin 2014 - août 2015 (1 an 3 mois)

Ciudad de México y alrededores, México

GROUPE SOS

Project Manager Internship

juin 2013 - décembre 2013 (7 mois)

Région de Paris, France

Market studies for health and elderly sectors (HIV care and prevention, retirement housing) and communication consulting for social companies according to the group's standards.

Boenouvo

Chargée de planning et de recrutement

juillet 2012 - août 2012 (2 mois)

Région de Paris, France

Agence de marketing opérationnel spécialisée dans les marques d'agroalimentaire innovantes.

- Gestion du recrutement pour des opérations de promotion en moyennes surfaces : publication des annonces, sélections de CV, réalisation d'entretiens personnels et collectifs ;
- Planning et suivi des prestations: tournées sur les événements, contrôle qualité.

Crear Vale la Pena

Chargée de communication

juillet 2011 - décembre 2011 (6 mois)

Buenos Aires, Argentine

Fondation argentine dédiée à la transformation sociale par l'art.

- Communication web: maintenance de blogs, gestion de la page Facebook et de la newsletter ;
- Organisation de forums et d'ateliers rassemblant des enseignants et des artistes autour du concept de transformation sociale par l'art ;
- Archivage et actualisation des bases de données ;
- Accompagnement bureautique du personnel des centres culturels affiliés.

Formation

Tecnológico de Monterrey

Administración y gestión de empresas, general · (2014 - 2014)

emlyon business school

Master of Science (MSc), Economics and Social

Entrepreneurship · (2010 - 2014)

Classe préparatoire ECS - Lycée Saint Jean de Passy, Paris

Économique et Commerciale, option Scientifique · (2008 - 2010)

Contactar

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pyconstantino1@gmail.com

www.linkedin.com/in/
pyconstantinodiaz (LinkedIn)

Aptitudes principales

Energy Technology
Renewable Energy
environmental technology

Languages

Portuguese (Elementary)
Spanish (Native or Bilingual)
English (Full Professional)

Certifications

Advanced Microsoft Office Project
2010
Managing Change: Building Positive
Support for Change
Mastering Data Analysis in Excel
Applied Nutrition Diploma
Implementation of the norm ISO
22000:2005 + ISO TS 22002-1:2009

Honors-Awards

Best National Student of Food
Engineering
Best Student of my Generation
Scholarship to the Academic
Excellence in Sustainable Energy

Paola Yamilet Constantino Diaz

CTO of microTERRA
Denver, Colorado

Extracto

Catalyser of sustainable solutions to environmental and climate issues. Committed to building capacity, momentum and action in developing countries within circular economy, clean water & energy and biobased projects.

Experiencia

microTERRA
Chief Technology Officer
marzo de 2019 - Present (1 año 1 mes)
Mexico

microTERRA develops water treatment systems with microalgae that transform the wastewater from agricultural and livestock farming into a sustainable protein source for animal feed.

Get to know us at <https://www.microterra.com.mx>

The Climate Reality Project

Climate Leader
marzo de 2019 - Present (1 año 1 mes)

Happily, I am part of a global community of activists who are committed to fighting the climate crisis. To become part of this community, I was trained in March 2019 about the climate crisis and solutions by the former US Vice President Al Gore, and a diverse set of experts.

Also, I learnt new ways to educate others and inspire action and built communications, leadership, and community outreach skills.

Techstars

Techstars and The Nature Conservancy, Class 2019
agosto de 2019 - noviembre de 2019 (4 meses)
Greater Denver Area

Each year, the Techstars Sustainability Accelerator selects 10 startups from all over the globe, based on their impact and business potential to create a more sustainable future.

The program consists of three intensive months of training with mentors, coaches, subject experts and investors.

<https://www.techstars.com/content/accelerators/create-sustainable-future-2019-class-techstars-sustainability-accelerator-partnership-nature-conservancy/>

Climate-KIC

Entrepreneurship and Climate Innovation Summer School

julio de 2018 - septiembre de 2018 (3 meses)

Hamburg, Malta, Helsinki

Proud to be part of the Climate-KIC community. In this life-changing training, young leaders passionate about sustainability and innovation develop bold skills to tackle climate change. The focus was on entrepreneurial, creative and disruptive business projects.

This is the world's largest climate innovation summer school, organised by EIT Climate-KIC and partners. Students and professionals from all over the world come together for an intensive innovation and entrepreneurship programme hosted by top European universities.

Royal HaskoningDHV

Energy and Environment Consultant

marzo de 2018 - julio de 2018 (5 meses)

Nijmegen Area, Netherlands

I coordinated and developed four biobased business cases for the Netherlands and Mexico. The cases were based on the usage of biowaste streams for producing bioenergy and high-value end products (bioplastics, advanced fertilizers).

I did market analyses for identifying waste streams, technologies and locations with the best potential.

I built models for assessing the technical and economic feasibility of each case, based on energy policy, market prices and subsidies.

PepsiCo

2 años 5 meses

Product Developer

septiembre de 2014 - agosto de 2016 (2 años)

Mexico City Area, Mexico

Quality Control Microbiologist

abril de 2014 - septiembre de 2014 (6 meses)

Mexico City Area, Mexico

Nutrimentos y Complementos Alimenticios S.A. de C.V.

Quality Control Supervisor

mayo de 2013 - abril de 2014 (1 año)

Mexico City Area, Mexico

Educación

European Institute of Innovation and Technology

Climate-KIC Master Label, Entrepreneurship and Climate Change Sciences

Innovation · (2018 - 2019)

Wageningen University & Research

Master's degree, Environmental Sciences · (2016 - 2018)

Universitat Politècnica de València (UPV)

Exchange semester, Biobased Science and Business

Administration · (2012 - 2013)

Instituto Politécnico Nacional

Bachelor of Engineering - BE, Food Engineering · (2010 - 2013)

Contact

www.linkedin.com/in/gabriela-olmedo-alvarez-84285236
(LinkedIn)

Top Skills

Molecular Biology
Genomics
Genetics

Languages

English

Publications

Antagonistic interactions are sufficient to explain self-assembly of bacterial communities in a homogeneous environment: a computational modeling approach

Gabriela Olmedo Alvarez

Director at CINVESTAV Unidad Irapuato
León Area, Mexico

Experience

CINVESTAV Unidad Irapuato
30 years

Director
December 2013 - Present (6 years 4 months)
Irapuato, Guanajuato, Mexico

Principal Scientist
1990 - Present (30 years)
Irapuato

Education

UNAM
Bachelor of Science (BSc), Biology

University of Pennsylvania
Doctor of Philosophy (PhD), Microbiology

Contact

www.linkedin.com/in/nirajswami
(LinkedIn)
scad.ai (Company)
habiteconomics.com (Other)
www.advisorycloud.com/profile/Niraj-Swami (Personal)

Top Skills

Mobile Devices
Mobile Applications
Agile Methodologies

Certifications

Neo4J Certified Professional
Certified Flash Developer

Honors-Awards

30-Under-Thirty Leader
Global Blockchain Hackathon Award
-- HabitWallet (H2OBot)
IBM Watson AI XPRIZE Official
Team

Publications

Investigation Of Using Analytics In
Promoting Mobile Learning Support
Error Modeling in RF-based Location
Detection (EMLD) for Pervasive
Computing Environments

Niraj Swami

Applied AI | Business | Ventures
Chicago, Illinois

Summary

Applied AI. Behavioral Economics. Contextual Learning.

Human Capital | Healthcare | Conservation

Innovating for the United Nations Sustainable Development Goals.

“AI for Good” Technology Strategy. Connected Learning.
Responsible Robotic Automation. Software Architecture. Machine
Learning. Cognitive Computing. Natural Language Frameworks.
Knowledge Frameworks. Chatbots.

Experience

Adaptrack
CEO

April 2019 - Present (1 year)

Chicago, IL

Personalized, practice-savvy nudge platform for physician teams to tackle risk
blindspots & unlock efficiency opportunities.

Incubated at SCAD Ventures & AMS Management Group.

The Nature Conservancy

Senior Advisor, Applied AI & Innovation Ventures

April 2019 - Present (1 year)

Greater Chicago Area

Leading Applied AI & Innovation strategy with emerging tech for conservation.
Mentoring TechStars+TNC Accelerator teams for the 2019 cohort.

Leading the Impact Engine vision - the "App Store for Nature" hosting nature-
centric models, tools, APIs, AI-enabled apps and innovations to help make
conservation + nature more relatable, personalized and relevant.

Focused on building key partnerships with the private sector, emerging technology companies and AI/ML leaders.

Techstars

Lead Mentor

July 2019 - Present (9 months)

Mentoring the TechStars Sustainability Accelerator 2019 cohort at The Nature Conservancy - providing technology strategy, AI and startup guidance for participating startups.

<https://www.techstars.com/mentors/niraj-swami/>

SCAD Ventures

Founding Partner

June 2015 - Present (4 years 10 months)

Greater Chicago Area

C-Suite Consultancy + Seed Stage Venture Partners to help drive human-centric AI strategy, collaboration, apps & design.

Bringing human-centered collaborations with behavioral economics, UX & decision science.

Our portfolio focus is in the areas of Reactive Learning, Applied Behavioral Economics & Knowledge Discovery. Our goal is to feed innovation to address UN's Sustainable Development Goals.

Humans First. Applied AI. Intelligence-centric Business Model Design.

Finalist in NEXTAI. International Member for "AI for Human Good". Previously, one of 59 global participant teams in the IBM Watson AI XPRIZE.

Beeline

VP, Applied AI & Context Labs

September 2016 - April 2019 (2 years 8 months)

Greater Chicago Area

Lead Innovation Labs with Chatbots, Applied AI, Blockchain and Machine Learning initiatives. Launched innovative chatbot, voice and process automation framework.

Candidate matching, knowledge domain AI, Natural Language Processing for HR & procurement areas and Cognitive application design.

Previously, CEO of Mya (a Beeline Company) - an AI powered personalized learning assistant for career-minded professionals - powered by IBM Watson.

ellegro Learning Solutions

11 years

Director of Technology

September 2011 - 2015 (4 years)

Technology strategy, Mobile initiatives, eLearning development, programming support, client relations, and new business opportunities.

eLearning Software Programmer

January 2004 - September 2011 (7 years 9 months)

Create Web-based, standalone and customized eLearning solutions using Adobe Flash 9, AJAX, .NET and media technologies.

Dr. Nirmala Swami Charitable Trust

Chief Strategist & Trustee

October 2012 - September 2014 (2 years)

Academic initiatives, Post MBBS Research Program (LU, Cleveland Clinic, UM), Badges, innovation strategy, globalization, business model design and technology.

Not-for-profit #edtech campaigns, bridging the academic gaps for the middle/high school student segment, the SparksWithinUs collaborative and research (AI in the classroom, Catalysts to Design).

SCAD GROUP

Site Administrator

January 2001 - August 2001 (8 months)

Administer and manage staff at Attitude Cyber Cafe.

Education

The University of Chicago Booth School of Business

Master of Business Administration - MBA, Strategy, Economics, Entrepreneurship (w/ Honors) · (2008 - June 2012)

Berklee College of Music

Certificate, Music Production · (2009 - 2009)

Marquette University

Bachelor of Science, Computer Engineering (Software),

Mathematics · (2002 - 2006)

Contact

www.linkedin.com/in/barry-cohen-76031218 (LinkedIn)
www.nationalalgaeassociation.com
(Company)

Top Skills

Renewable Energy
Sustainability
Cleantech

Barry Cohen

Executive Director, National Algae Association
Houston, Texas Area

Summary

The National Algae Association, a 501(c)6, is the first non-profit algae trade association in the world started 13 years ago. Our members are commercially-minded algae researchers, producers and equipment companies as well as algae bloom remediation researchers, technology and equipment companies.

NAA assists students, algaepreneurs, private industry and investment community interested in all aspects of the commercial algae production industry for nutraceuticals Omega 3 EPA/DHA, cosmetics, food, feeds, biofertilizer, bioplastics, potential fuels and algae bloom remediation.. We facilitate Algae Production Educational Workshops and Networking, Algae Production Incubator Programs (in collaboration with universities and college microbiology departments) and an Algae Production Certification Program for students interested in job training and private industry and investment for new business opportunities.

We facilitate the Algae Biomass Exchange on LinkedIn - a meeting place for qualified commercial algae producers and potential off-takers/customers in helping to build new markets and supply channels for algae biomass and oil with different specifications and requirements in the US and throughout the world.

Experience

National Algae Association
Executive Director
November 2008 - Present (11 years 5 months)
Houston, Texas Area

The National Algae Association is the first non-profit 501(c)6 algae education and production trade association in the world started 12 years ago. Our

members are commercially-minded algae researchers, algae producers, and equipment companies.
