



## Event Overview

As a response to this COVID-19 crisis, the **MIT GeneSys** team outlined and deployed a large-scale research project for Fall 2020 in collaboration with 11 of the top universities in Latin America. During this event, selected students from our partner universities will present their applied research projects, findings, and recommendations to the micro and small firms of the region.

## General guidelines for the presentations

- The presentations and slides must be in English
- Each team will decide who presents (1 or more students)
- The presenters must turn on their cameras
- Each team will share screen and handle the slides
- Each team will have 5 minutes to present and 6 minutes for Q&A's

## Detailed Agenda

TIME (Boston)  
(GMT-5)

### Welcome & Opening Remarks

10:00 AM Dr. Josué Velázquez, Director, MIT GeneSys  
Dr. Ximena Córdova, Vice-rector, Universidad San Francisco de Quito, Ecuador  
Dr. Claudio Ruibal, Dean of Engineering, Universidad de Montevideo, Uruguay

### Keynote Presentations

10:20 AM **"Prioritization of Supply Chain Management Practices for Micro and Small Firms in Developing countries"**  
Dr. Cansu Tayaksi, Postdoctoral Researcher, MIT GeneSys

11:00 AM **"Improving survival of micro & small firms in developing countries during and post Covid-19 via appropriate SRM and CRM strategies"**  
Rafael Grillo Illipronti, Master Student, MIT Supply CM Program

### Coffee Break

11:40 AM Coffee Break

### Topic 1 - Cash-focus Logistics Models for Micro and Small Firms

11:55 AM **"Management analysis of a micro-company: the case study of UnaVelas"**  
Gabriela Miranda  
Verónica Gapski  
Pontificia Universidade Católica do Rio de Janeiro, Brazil

12:07 PM **"Helping "Agua Alameda", a micro water bottling company in Mexico mitigate the Great Lockdown"**  
Adriana Melissa Bravo Valencia  
Camila Vences Antonio  
Gabriel Sirota Toporek  
Paulina De la Guardia Carbajal  
Tecnológico de Monterrey, Campus Santa Fe, Mexico

- 12:19 PM ***“The Cash Conversion Cycle as an indicator for the progress of MSEs during the pandemic”***  
"Natalia Cortés Barrera  
Manuela González Aguirre  
Juliana Zamora García  
Eduardo José Fontal Beltrán  
David Felipe Suárez Beltrán  
Universidad de la Sabana, Colombia
- 12:31 PM ***“EPSOL Energy and power systems solutions”***  
Litzzy Yareth Hernández López  
Emilio Olvera Echeverría  
Jorge Alberto Gutiérrez Merino  
Tecnológico de Monterrey, Campus Puebla, Mexico
- 12:43 PM ***“Cash Flow Conversion Cycle Analysis for ABC Ravioli, a Micro Business in the Food Industry”***  
Andrés Sebastián Buitrón Chang  
Ismael José Ramírez Herrera  
Andrea Carolina Rivera Morejón  
Universidad San Francisco de Quito, Ecuador
- 12:55 PM **Break**
- 01:07 PM ***“Cash-Focus logistics model for MSEs. Case Bajars & Bajars”***  
María Bárbara Salgado Rojas  
Denise Soleil Martínez Castro  
Carlos Uriel González Sánchez  
Yessica Valeria Navarro Cendejas  
Tecnológico de Monterrey, Campus Estado de México, Mexico
- 01:19 PM ***“Cash Flow’s Analysis and Management tools in Brazilian’s micro and small enterprises”***  
Yuri Achermann  
Maria Eduarda Rosa  
Thaís Lima  
Universidade Federale de Santa Catarina, Brazil
- 01:31 PM ***“Continuous improvement model for a micro-enterprise based on inventory management”***  
"Mariana Kalifa  
Salvador Luna  
Daniela Serrato  
Valeria Gómez  
Tecnológico de Monterrey, Campus Monterrey & Campus Laguna, Mexico
- 01:43 PM ***“Production planning with automated heuristic algorithm and Gantt diagram”***  
Mariana Pérez Aguirre  
Sofía Guadalupe Quintana Sabido  
Karen Elizabeth Alcalá Hernández  
Tadeo Maximiliano Vargas Espinosa  
Tecnológico de Monterrey, Campus Ciudad de México, Mexico
- 01:55 PM **Break**



# PROGRAM

## MIT GeneSys FEST 2020

Friday, December 4<sup>th</sup>, 2020

### Keynote Presentation

- 02:05 PM **"Cash-focus inventory management models for micro firms in developing countries"**  
Fabio Castro, PhD Student, MIT GeneSys

### Topic 2 Digital transformation of Micro-and-Small-Firms' to adopt e-commerce

- 02:45 PM **"Diagnosis of MSMEs from Valle de Aburrá in the incursion into digital commerce"**  
"María Camila Henao Gutiérrez  
Mariana Flórez Urrego  
EAFIT, Colombia
- 02:57 PM **"New Me - Consulting Services Platform"**  
Julio Aymerich Barroso  
Félix Francisco Treviño Aguirre  
Ernesto Espinosa Jiménez  
Tecnológico de Monterrey, Campus Puebla, Mexico
- 03:09 PM **"E-commerce development of TROPICÁLIA SORVETES"**  
Danielle Vimercati  
Wellington Costa  
Pontificia Universidade Católica do Rio de Janeiro, Brazil
- 03:21 PM **"The digital transformation of DuRoi to adopt e-commerce, a micro bakery in Mexico City"**  
Mariela Romano  
Valentina Fernandez  
Ximena Cobo  
Paula Moreno  
Tecnológico de Monterrey, Campus Santa Fe, Mexico
- 03:33 PM **"Diagnostic report of e-commerce development (Dos Santos)"**  
Bruna Soares  
Rio de Janeiro, Brazil
- 03:45 PM **Break**
- 03:57 PM **"Diagnostic report of e-commerce development (GCG Geofísica)"**  
José Guillermo Zamora Juárez  
Héctor Emilio Léycegui Palacios  
Jimena Santiago Licea  
Carlos Granados Valencia  
Tecnológico de Monterrey, Campus Ciudad de México, Mexico
- 04:09 PM **"Digital transformation of micro and small enterprises in Uruguay"**  
Santiago Casaretto  
Natalia Harguindeguy  
Pilar Menéndez  
Universidad de Montevideo, Uruguay



04:21 PM ***“An analysis of a new business model: Online Selling of Fruits and Vegetables”***

Laura García Sevillano  
Francisco Daniel Nieto Dallos  
Estefanía Ortega Guzmán  
Oscar Javier Rivas Delgado  
Universidad del Pacífico, Peru

04:33 PM ***“Digital Transformation Analysis for a Small Food Enterprise in Quito-Ecuador”***

José Domínguez  
Milena Espoz  
Yarick Méndez  
Salomé Villarroel  
Universidad San Francisco de Quito, Ecuador

04:45 PM **Break**

### **Topic 3 Best practices for Micro-and-Small-Firms’ employee’s health and safety during COVID-19**

04:55 PM ***“Assisting La Canasta, a Mexican online grocery shop, to ensure the health and safety of their customers and employees during a global state of emergency”***

Dan Rivero Gorinstein  
Franco Lihuel Pellejero  
Paulina Gutiérrez Durán  
Mariana Soto Hayaux du Tilly  
Juan Pablo Antonovich Aguirre  
Tecnológico de Monterrey, Campus Santa Fe, Mexico

05:07 PM ***“Sanitary evaluation of “Milagritos” Bakery”***

Saray Consuelo Fiestas Panta  
Laura del Carmen Delgado Calderón  
Perla Siri Silva Ramos  
Universidad de Piura, Peru

05:19 PM ***“El sabor de mi Tierra, a restaurant surviving during times of struggle”***

Fernando Alberto Alba Castro  
Ashley Astrid Quezada Bravo  
Maria Fernanda Valdés Ornelas  
Juan Carlos Leboreiro Castro  
Hugo Yair Sandoval Toledo  
Universidad Panamericana, Aguascalientes, Mexico

05:31 PM ***“Best practices for the Food Industry MSEs employee’s health and safety in two small enterprises from Quito-Ecuador”***

Andrea Herrera  
Universidad San Francisco de Quito, Ecuador

### **Wrap-up and Closing Remarks**

05:42 PM Judge Deliberation

05:52 PM Award Ceremony and Final Remarks

06:00 PM Adjourn