



### Event Overview

The GeneSys project aims to contribute to the survival and growth of micro and small enterprises (MSEs) by improving their business and supply chain management capabilities. The main focus of the Fall 2021 collaboration has been to continue helping MSEs in Latin America mitigate the impact of the Covid-19 crisis, in partnership with 10 of the top universities in the region.

The GeneSys Fest is a 1-day event designed to share and disseminate impactful applied research projects. To do so, top students from our partner universities present their work, findings, and recommendations to foster the survival and growth of MSE's. Also, three keynote presentations of rigorous ongoing research from MIT with the help of our partner universities. Lastly, an award ceremony where the best project is selected.

### General guidelines for the presentations

- Each team will have 5 minutes to present and 5 minutes for Q&A's.
- The team should prepare a slide deck in English with your institutional branding.
- All the content and presentation must be in English.
- Dress code in a business formal attire.

### Detailed Agenda

TIME  
(Boston)  
(GMT-5)

**December 10**

#### Welcome

2:00 PM Camilo Mora, Project Manager, MIT GeneSys

#### Opening Remarks

2:05 PM Dr. Josué Velázquez Martínez, Director, MIT GeneSys

#### Keynote Presentation

2:15 PM ***Development of competencies in engineering students with project-based learning. The case of MIT GeneSys***  
Dr. María Ileana Ruiz Cantisani,  
National director, B.S. Industrial and Systems Engineering, Tecnológico de Monterrey

#### Coffee Break

#### Student's Presentations

2:40 PM ***Continuing the improvement of those who are struggling, starring: Hunter's Burger***  
Universidad Panamericana - Campus Aguascalientes – Mexico  
Fernando Alba  
Carlos Delgado  
María Pérez Maldonado  
María Valdés  
Brenda Lam  
*Advisor: Prof. Rocío Márquez*



# PROGRAM

MIT GeneSys Fest - Fall 2021

December 10, 2021

2:50 PM **Verde y Carbón**

Universidad San Francisco de Quito – Ecuador

Isabel Álvarez

Nicolás Encalada

Alejandra Sánchez

Shirley Vega

Advisor: Dr. Carlos Suárez

3:00 PM **Identification and improvement of the pushcart supply chain in Jesús María, Lima – Peru**

Universidad del Pacífico, Lima – Peru

Solange Aguilar Herreras

Nikitza Bautista Pereyra

Lucia Cabrera Mayorga

Juan Pablo Cangahuala Barboza

Advisor: Dr. Mario Chong

3:10 PM **Cervecería AJAYU**

Instituto Nacional de Capacitación Profesional - Sede Iquique – Chile

Rodrigo Rivera del Canto

Luis Chinga

Advisor: Prof. José Araya Contreras

3:20 PM **Standardization of processes in a restaurant "Los mangos"**

Tecnológico de Monterrey - Campus Laguna – Mexico

Guillermo López

Estefany Murra

José Montes

Jorge Crispin

Advisor: Prof. Rosario Olloqui

## Coffee Break

### Keynote Presentation

3:40 PM **Impact of Supply Chain Competencies on Latin American MSEs' Performance**

Elise Fredericks, SCM student, MIT GeneSys

Pilar Pardo, SCM student, MIT GeneSys

### Student's presentations

4:00 PM **Survival of micro-enterprises in times of COVID: The case of Cigarrería Mayes**

Universidad de la Sabana, Chía - Colombia

Juan David Ramírez

Juliana Valentina Jiménez

Laura Zapata

Natasha Astros

Advisor: Prof. Jairo Jarrín



- 4:10 PM ***Taco tasting with an extra of hidden costs! The case of Mexico City's best carnitas stand***  
Tecnológico de Monterrey - Campus Santa Fe – Mexico  
Cecilia Reyes González  
Anayte Morales Flores  
Miriam Pérez De Haro  
Diego Sánchez Múzquiz  
*Advisor: Prof. Camilo Mora Quiñones*
- 4:20 PM ***Gastro Monkey***  
Universidad del Istmo de Guatemala – Guatemala  
María Renee López  
María Inés Palomino  
Ximena Villegas  
Brandon Rodríguez  
Estuardo Valenzuela  
*Advisor: Prof. Rafael Arana*
- 4:30 PM ***Optimization of supply chain management of a family candy store during covid-19 crisis in San Luis Potosí***  
Tecnológico de Monterrey - Campus San Luis Potosí – Mexico  
Italia Rivera Trillo  
Ana Sofía Mendoza Segura  
Fernando Chavarría García  
*Advisor: Prof. Georgina Martínez Medina*
- 4:40 PM ***Bodega Julia***  
Universidad de Piura - Peru  
Jhoselin Oriana Rodríguez Barco  
Vladimir Franklin Manchay García  
Victos Jesús Antezana Medina  
*Advisor: Prof. Paúl Guerrero Vargas*

### Coffee Break

### Keynote Presentation

- 5:00 PM ***Adding value with digital platform sales for micro and small restaurants in Latin America via supply chain and cash flow management***  
Alex Yuwan Tjong, GCLOG student, MIT GeneSys

### Student's presentations

- 5:20 PM ***Analysis of "Tienda Samibian", a micro store in Colombia***  
Escuela Colombiana de Ingeniería "Julio Garativo" – Colombia  
Oscar Obdulio Ovalle  
Carlos Felipe Moreno Pacheco  
Sebastián Rodríguez  
*Advisor: Prof. Andrés Felipe Santos*



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- 5:30 PM ***Imperio Sushi: Business diagnosis in times of crisis, its causes and a proposed solution***  
Instituto Nacional de Capacitación Profesional - Sede Temuco – Chile  
María Millapán Chañilao  
Alexandra Vergara Cheuquepán  
*Advisor: Prof. Ma Elena Ruiz Madariaga*
- 5:40 PM ***Improvement on Print & Printers S.A. de C.V. Processes and Inventory***  
Tecnológico de Monterrey - Campus Ciudad de México – Mexico  
Andrés Olavarrieta  
Jorge Osvaldo Toto Orozco  
Eduardo Reyes  
Rodrigo Arias Espín  
*Advisor: Dr. Jaime Palma*
- 5:50 PM ***Proposal to maximize cash availability in the company Market Express***  
Universidad Pontificia Bolivariana – Bucaramanga – Colombia  
Felipe Fajardo  
Juliana Moreno  
*Advisor: Dr. Jairo Núñez*
- 6:00 PM ***Improvement of the supply chain of a specific company in order to improve its overall situation during the crisis of COVID-19***  
Tecnológico de Monterrey - Campus Monterrey – Mexico  
María Gabriela Cienfuegos  
Jorge López  
Rogelio Enríquez  
Livan Valdés  
*Advisor: Dr. María Ileana Ruiz*

## Wrap-up and Closing Remarks

- 6:10 PM Judge Deliberation
- 6:20 PM Award Ceremony and Final Remarks  
Josué Velázquez Martínez
- 6:30 PM Adjourn



Center for  
Transportation & Logistics

<http://genesys.mit.edu>