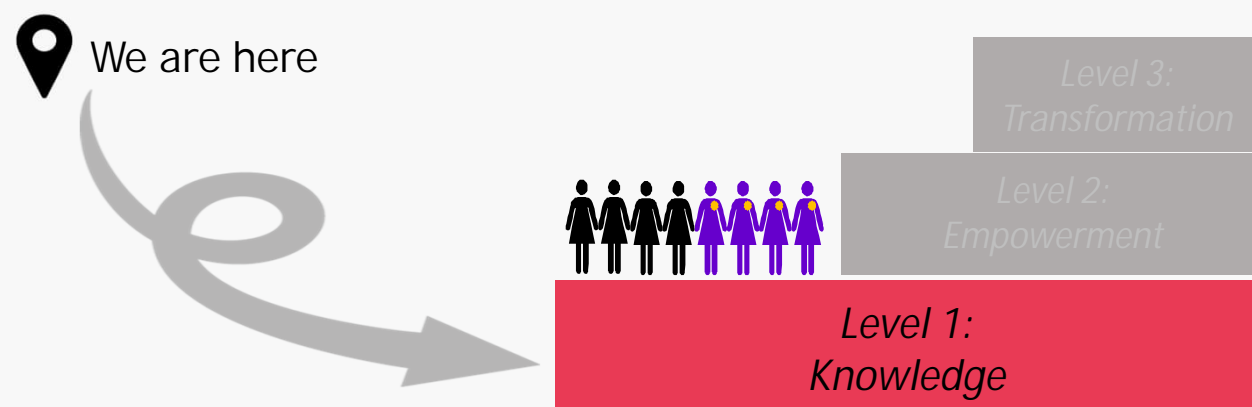


## Welcome to the Digitalization for International Trade Challenge!

There are **three levels** that will help you develop the skills you need to power your journey towards digital transformation



This first level has **7 key topics** that will guide your business transformation



Each topic will be developed in 4 classes, as follows:

- Class 1:** Levelling
- Class 2:** Innovation
- Class 3:** Transformation
- Class 4:** Tools



Live sessions will take place every Tuesday from 9:00 - 11:00 am GMT - 5 hours

### How do I log in to class?

A week in advance you will via email the ZOOM link for every live session.

Or you can log in directly from our course "Growing Together in the Americas: Digitalization for International Trade Challenge" on the ConnectAmericas website.

[Course: Digital Transformation for Internationalisation \(connectamericas.com\)](https://connectamericas.com)



### How will we measure your progress?

Easy! At the end of each topic we will publish two challenges so you can apply what you learned in your own business.

- |   |  |
|---|--|
| ✓ 1 individual challenge per topic (7 in total)                                     | Deadline: 1 month after its publication<br><b>Time commitment:</b> 1 hr of at-home work  |
| ✓ 1 group challenge applied to the business of one of the participants (6 in total) | Deadline: 1 month after its publication<br><b>Time commitment:</b> 1 hr of in-class work |

In addition, you can earn extra points by completing the group challenges for each topic and applying them in YOUR COMPANY.

### How can I advance to the next level?

To access the following levels you will have to take into account these criteria:

Class attendance (live)	15%
Participation in the Forum	25%
Course feedback form	10%
Individual Challenge Grading	20%
Group Challenge Grading	30%

**i** To increase your chances of advancing, remember that you can submit additional challenges that give you extra points.

**Level 2**

You must accumulate at least **80 points** per month to access the following month's Masterclass, and learn from the best guests who will tell us how they managed to transform their businesses.

If you make it, don't forget to join the session to learn from the experts...

When? **Wednesdays** from 9:00 to 11:00 am GMT - 5 hours, starting in March

**Level 3**

Women who meet the champion profile and obtain the highest scores in the first level will be selected to enter Level 3: Transformation

These **12 women** (3 per region) will be considered **Challenge champions** and will have access to technical assistance with a mentor who will guide the next steps in their transformation process.



### If I am not among the 12 champions... does the digital transformation journey end for me?

Don't worry, even if you didn't qualify as a champion you still have the opportunity to access some of the benefits of Level 3.

If you are one of the highest rated participants in Level 1 you will have the chance to participate in our empowerment workshop - **Power UP!** and two business forums.

So come on, join in! Together we will complete this path of digital transformation



Remember that you will always have access to this information in our course "Growing Together in the Americas: Digitalization for International Trade Challenge" in the session Ground Rules.

### What if I have more questions?

Don't sweat it!

You can contact us through email at [creciendojuntas@connectamericas.com](mailto:creciendojuntas@connectamericas.com)

One of our team members will get back to you as soon as possible.

You can also access the forum of our ConnectAmericas community and communicate with your colleagues, who will surely be willing to help you out... because here

**WE ARE ALL WINNERS!**