



OWASP

LATIN AMERICA

TOUR 2011



OWASP LATAM TOUR 2011

Summary Report

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Introduction & Objectives

The purpose of this document is to provide operational and financial details of the Latam Tour 2011 that I carried out between July 19th and August 13th. I proposed this initiative back in June 2011 and was duly approved by the OWASP Global Board.

The objective of the OWASP Latam Tour 2011 was to raise awareness in Latin America about application security; promote the AppSec Latam Conference in Porto Alegre; increase OWASP memberships and identify potential sponsors for upcoming conferences & events in the region.

Approach

The proposal consisted of local chapters training events in which the entrance was free for OWASP members and students. The contents were focused on OWASP projects and resources. The operating costs were supported by a mix of funding like local chapter budgets, external sponsorships, and OWASP on the Move funds.

Based on conversations with chapter leaders in the region, we identified the following countries as strong candidates for the Latam Tour 2011: Argentina, Brazil, Uruguay, Chile, and Peru.

Latam Tour Team

The Latam Tour 2011 Team consisted of:

Chapter Leaders

- [Martin Tartarelli](#) (Argentina)
- [Mateo Martínez](#) (Uruguay)
- [Mauro Flores](#) (Uruguay)
- [Leonardo Buonsanti](#) (Brazil)
- [Carlos Allendes](#) (Chile)
- [John Vargas](#) (Peru)
- [Ricardo Supo](#) (Peru)

Operations

- [Kate Hartmann](#) (remote support)
- [Paulo Coimbra](#) (remote support)
- [Fabio Cerullo](#) (local support & logistics)

Sponsorships

During the Tour, we offered three levels of sponsorship:

- Bronze: Company logo displayed in Latam Tour wiki page & acknowledgments during the whole tour = 500 usd.
- Silver: Bronze + Pens or Notepads co-branded with company & OWASP logo = 1000 usd
- Gold: Bronze + become an official supporter of a Latam Chapter for a year = 2000 usd

The following 3 Bronze sponsors and 1 Silver Sponsor supported the Tour.

- **iBliss** (Bronze Sponsor Brazil)
- **Root-Secure** (Bronze Sponsor Argentina)
- **Limasoft** (Bronze Sponsor Peru)
- **TestGroup** (Silver Sponsor Chile)

Facilities

We approached different universities in the region which provided free resources, complimentary coffee breaks and support personnel for their corresponding events.

The following educational institutions supported the Tour:

- **UdeMM** (Argentina)
- **ORT** (Uruguay)
- **Bandtec** (Brazil)
- **iSil** (Peru)
- **DuocUC** (Chile)

Memberships – Special Offer

In order to encourage new OWASP memberships during the Latam Tour, we offered the possibility to become a member by ONLY paying 20 U\$D (normal price is 50 U\$D) using the discount code LATAM. As a result of the promotion, 62 new members joined OWASP in the Latam region.

New Members (breakdown by country)

- 9 Argentina
- 1 Brazil
- 4 Chile
- 16 Peru
- 8 Sao Paulo
- 3 Uruguay
- 21 did not specify a chapter

Prizes

As one of the main objectives of the Tour was to promote the Global AppSec Latam in Porto Alegre, we raffled 5 tickets (1 per each country) to the conference among attendees; and had special prize giveaways like t-shirts, pens, etc.

Financials

The original Budget approved by the OWASP Global Board to carry out the Tour was U\$S3500. Thanks to the sponsors and new members in the region, it was not necessary to significantly use those funds.

Below is a financial summary of the Tour:

Expenses	U\$S
Argentina (*)	-1822.1
Uruguay	-453.3
Brazil	-651.7
Chile	-1133.8
Dublin	-50.4
Expenses Total	-4111.9
Incomes	U\$S
Silver Sponsors	1000
Bronze Sponsors	1500
New Memberships	1240
Incomes Total	3740
GRAND TOTAL	-371,9

As per details above, the OWASP Latam Tour 2011 final cost was U\$S371.9.

Conclusions

The OWASP Latam Tour resulted in a very positive experience that contributed to strengthen the relationships between the local chapters and improve the visibility of OWASP in Latin America. Some examples of this were the cross promotion of the different events by chapter leaders across the region, the increase in individual memberships and the significant support from educational and corporate institutions to host these events.

Also as a result, Venezuela, Colombia and Costa Rica have also expressed their interest in becoming involved in a similar event if organized for 2012.

Finally, this model could be replicated in other geographic areas where there is a need to increase the OWASP presence like Middle East, Asia & Africa.