



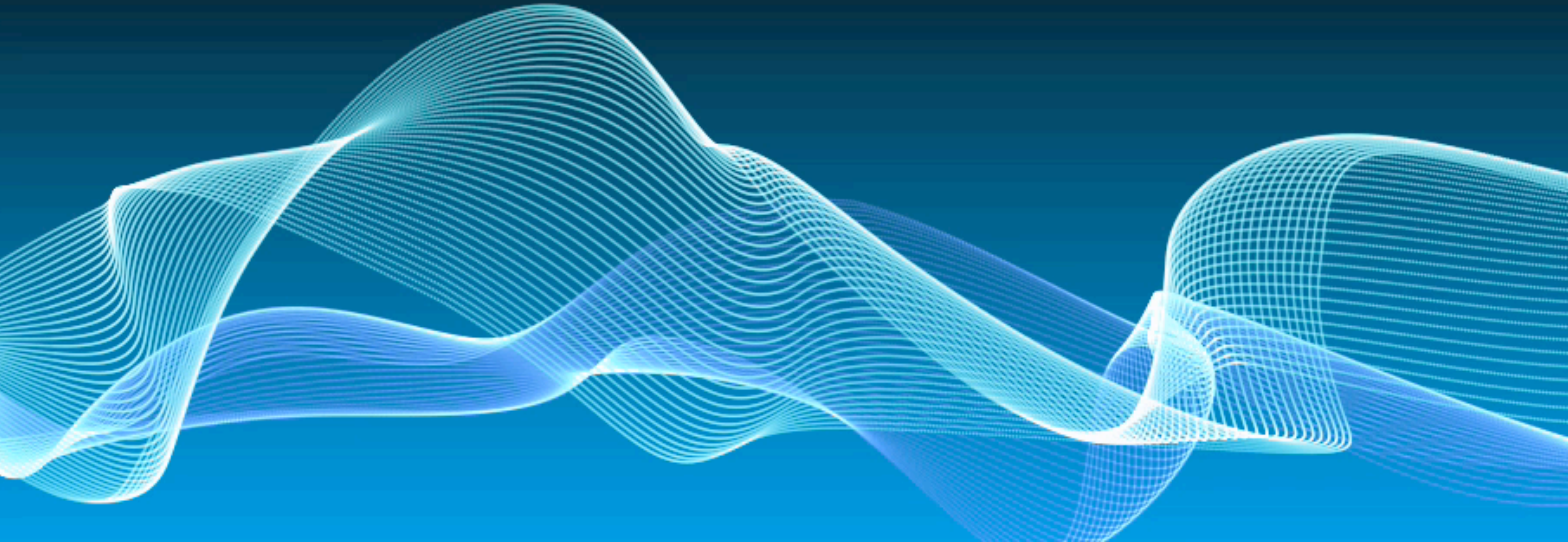
**TECNOLÓGICO
DE MONTERREY®**



**TECNOLOGICO
DE MONTERREY®**

Campus Guadalajara

Entrepreneurship and Innovation Division



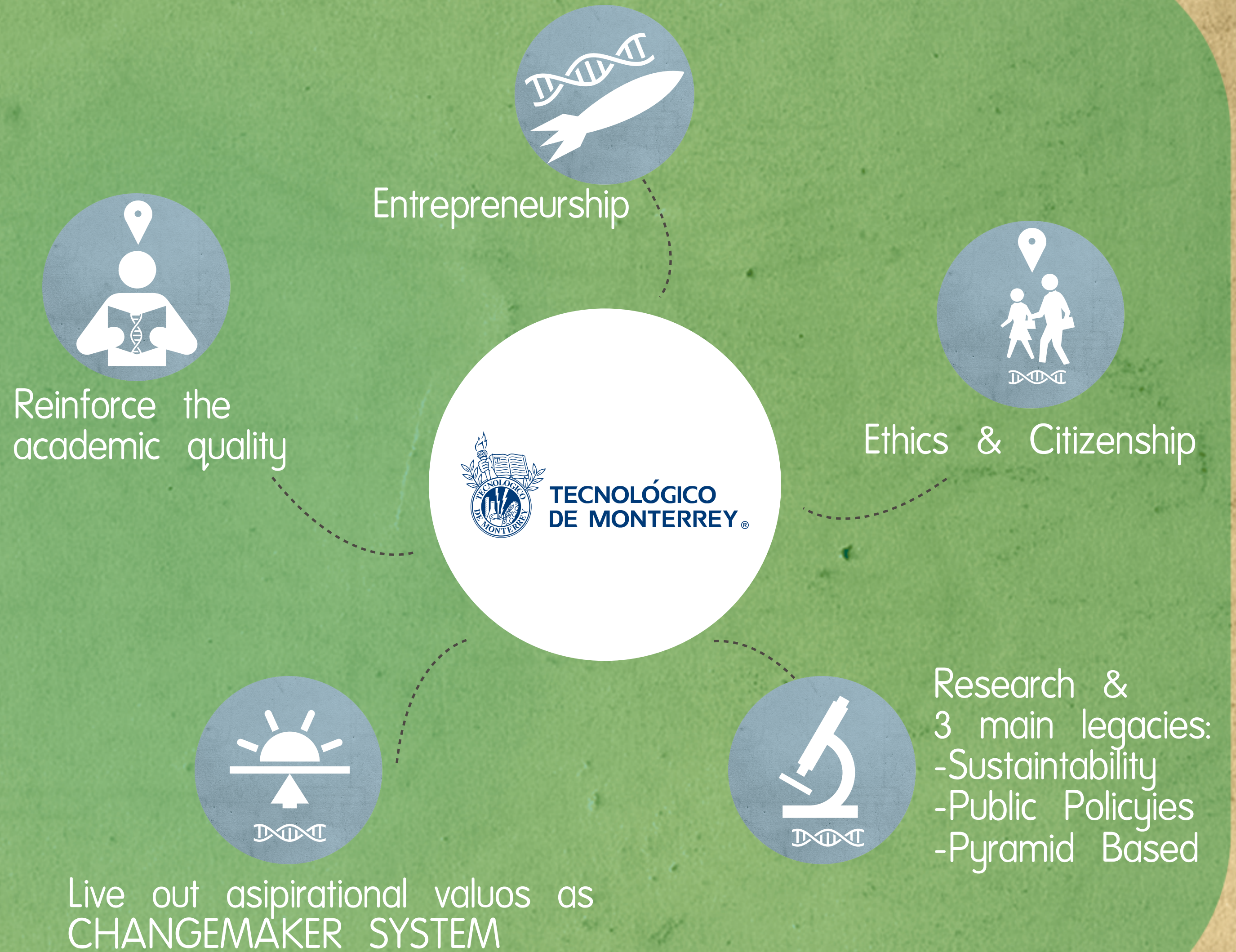


**TECNOLÓGICO
DE MONTERREY®**

**We educate citizens who are ethical,
with humanistic values, an international
outlook, and with entrepreneurial culture**

Tec has 5 main objectives

all our System is focus in this 5 main objectives



Presence



31

CAMPUSES
IN MEXICO

22

LIAISON OFFICES



**TECNOLOGICO
DE MONTERREY®**

{ Numbers }

Founded in 1943



Áreas de apoyo:



{ Governance }

Students and Faculty



102,586

students enrolled in high school, undergraduate, and graduate programs

5,746

students studying abroad

4,516

foreign students

52%

of the high school and undergraduate students have scholarships or loans



8,448

faculty members



**TECNOLOGICO
DE MONTERREY®**

{ numbers }

Academic Programs



59	undergraduate programs
39	international undergraduate programs
17	medical specializations
10	specializations in other disciplines
50	master's degrees
10	Ph.D. programs
4	high school programs

It is accredited by **The Federation of Private Institutions of Higher Education in México (FIMES)** and by **The Commission on Colleges of Southern Association of Colleges and Schools in the United States (SACS)**.



**TECNOLOGICO
DE MONTERREY®**

{ numbers }

Entrepreneurship



TECNOLOGICO
DE MONTERREY®

{ Numbers }



**14 Tech
Parks**

Science and technology parks emerged as means of supporting a knowledge-based economy, and fostering market-oriented technological development. They typically accomplish this by bringing together academic, business and governmental organizations into one geographical/physical location, and supporting interrelationships between these groups through incentives established by governmental policies (UN, 1999)



Technological & Scientific Parks

Universities as key actors in the innovation ecosystem notorious in the knowledge-based development era (generation, diffusion and transfer of knowledge)

¿What is a Scientific & Technological Park?

Infraestructure developed with the purpose of:

- Creating new business opportunities and adding value to mature companies
- Fostering entrepreneurship and incubating new innovative companies
- Generating knowledge-based jobs
- Building attractive spaces for the emerging knowledge workers
- Enhancing the synergy between universities and companies

As Tec we believe in 4 particular strategies can foster a science and technology ecosystem

1

Business attraction, which might be achieved by creating unique competitive advantages rooted in the science and technology institutions

2

Business expansion, that will accelerate as companies adopt and adapt new technologies to improve the competitiveness of their products and processes

3

Business retention, which might be increased as companies are able to solve competitiveness problems through the application of technology and the expertise of scientific community

4

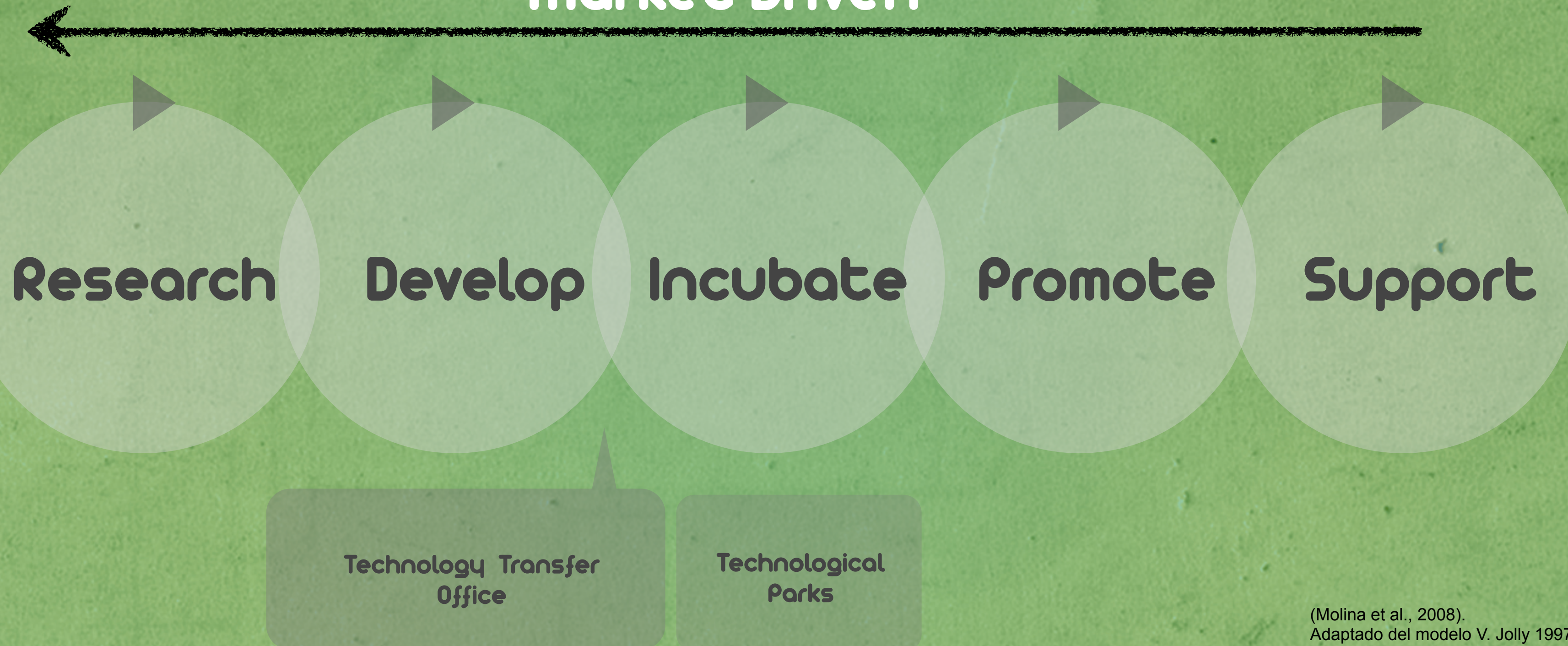
Business creation, by fostering the intrapreneurial and entrepreneurial activities within the business community, including university and R&D workforce and students.



TECNOLÓGICO
DE MONTERREY®

Technology Parks: i+D+i²

Market Driven

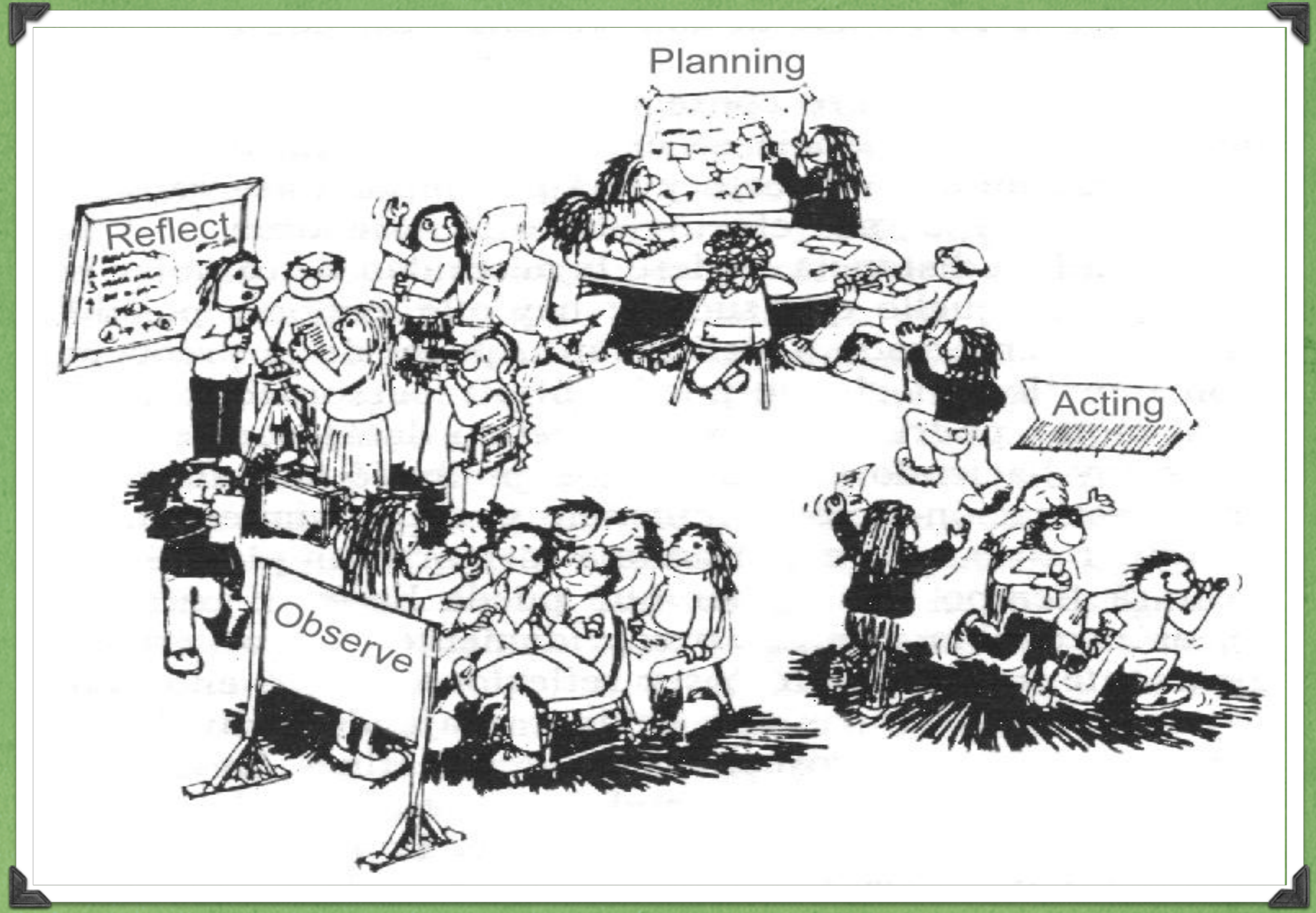


(Molina et al., 2008).
Adaptado del modelo V. Jolly 1997

ACTION Research

Nowadays Mexico needs practical research that help to detonate innovation around the country, research without an high impact is out of our objectives

KNOWLEDGE TO SERVE





**TECNOLOGICO
DE MONTERREY®**

entrepreneurship and innovation DIVISION

Tec de Monterrey, Campus Guadalajara

e+i.gdl

Developing Innovative

Technological Entrepreneurship at Universities

Skolkovo Foundation

@ilucatero

How do you transform this into a 6

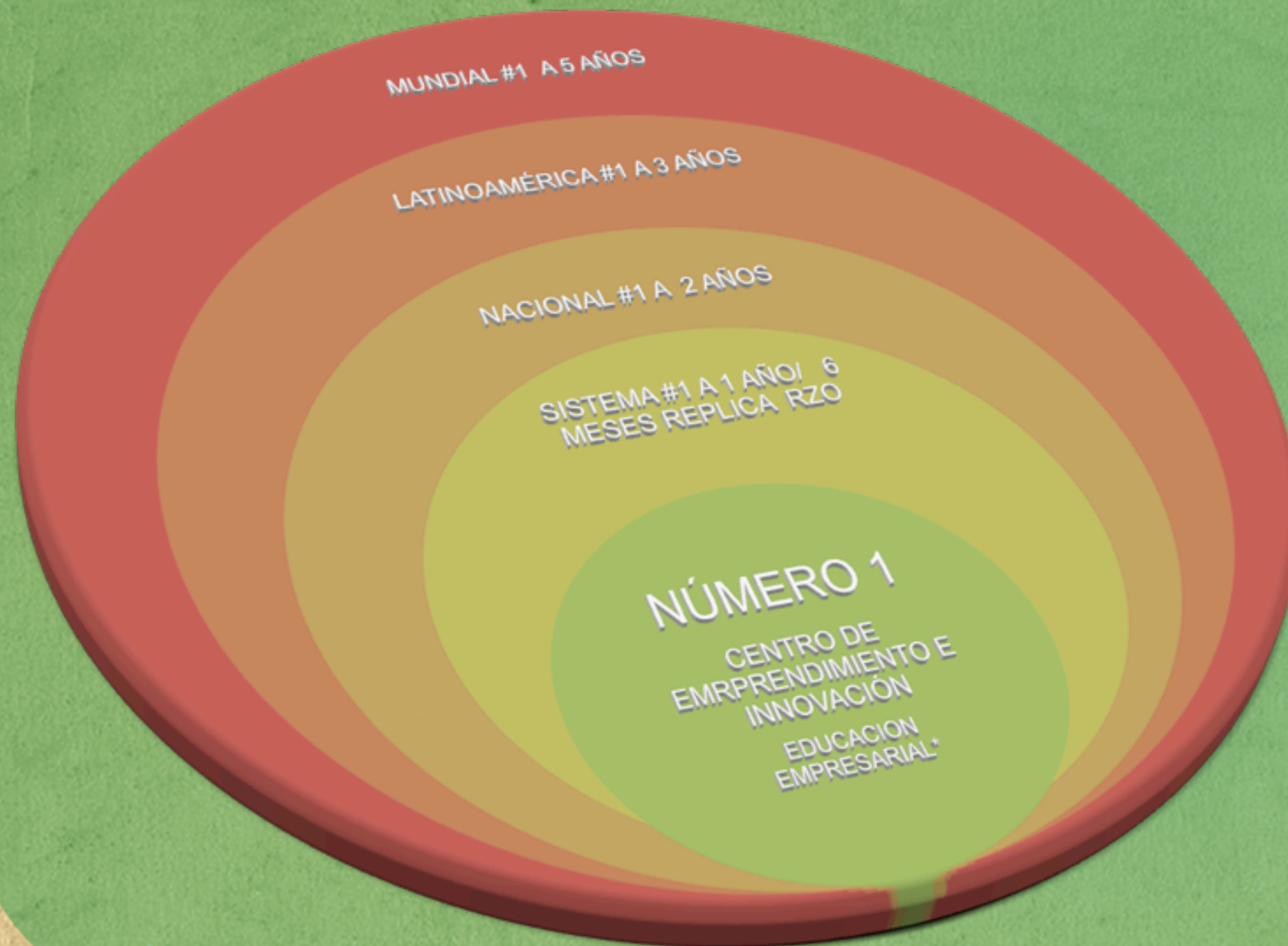
IX

thinking outside the box

Six

entrepreneurship and innovation division best of the world

TIME
05
YEARS



Strategic Requirements

1. Develop a model that impacts and detonates and external and internal culture of entrepreneurship and innovation, replicable in other RZO campus.
2. Create successful schemes for the detonation and generation of new and better businesses based in entrepreneur families.
3. Detect and communicate in an effective way success stories.
4. Position the Guadalajara Campus as a reference in the best practices of entrepreneurship and innovation.

WHAT INTEGRATES e+i.gdl

entrepreneurs dna

educational
business



Academic Department
-Entrepreneurship Avenue
-Professional
-Change Agent Avenue High School
-Undergraduate Degree

start up



Business Incubator
A.T. y T.I.

innovation
center



Innovation Center
Certificated
Services

research
cathedra



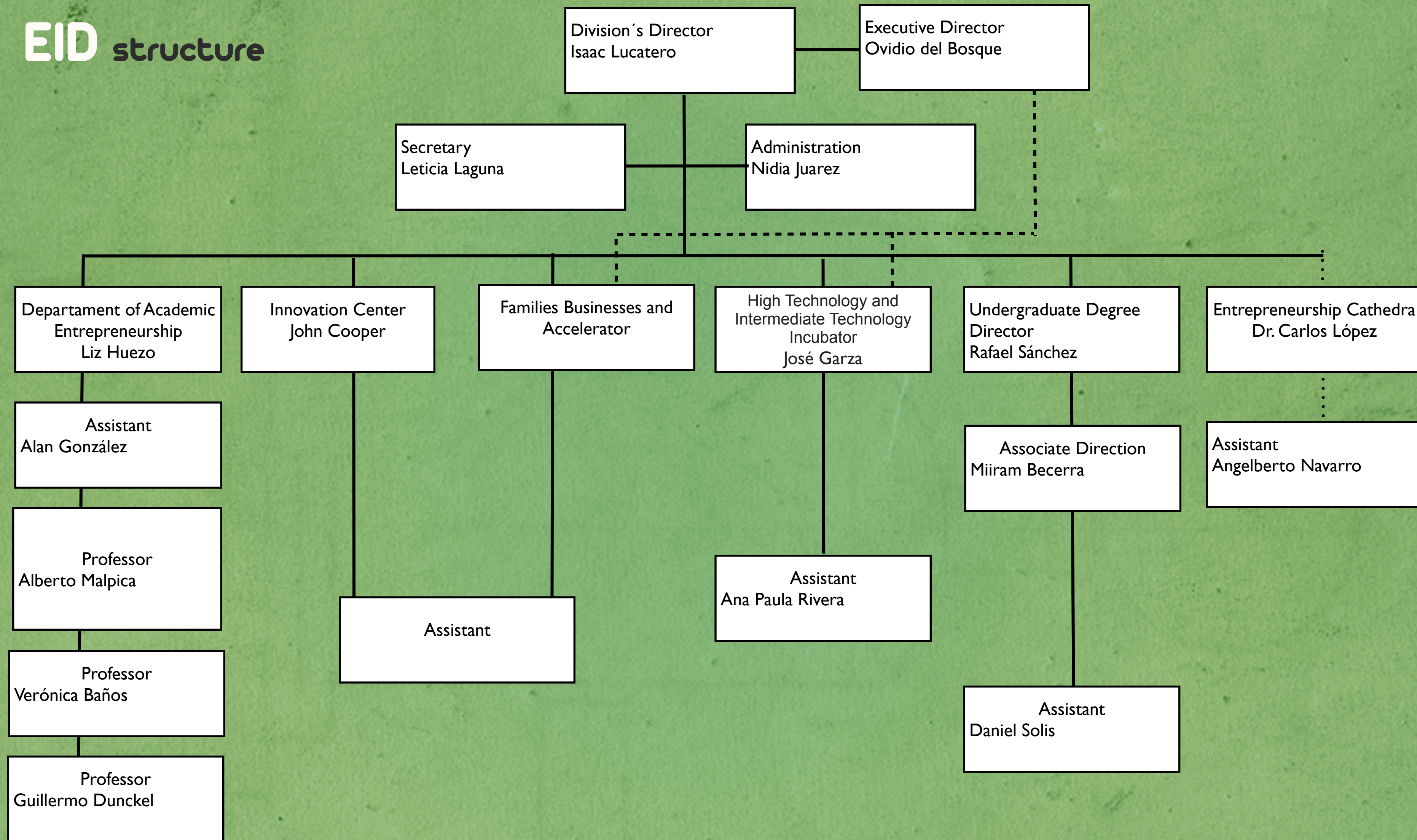
e-books
better practices

accelerator and
entrepreneur families



**Entrepreneur Families
Center**
Certification
Services:
Sustainability
Spin Off

EID structure





Número de proyectos en incubación	(etapa 1-emprendetec) 2011	141
Número de empresas creadas	(etapa 2-emprendetec)2011	228
Empresas graduadas en el 2011		41
Número de empresas graduadas histórico	(etapa 3-emprendetec)	270
Alumnos atendidos en la Modalidad Emprendedora en 2011		1440
Alumnos atendidos en la modalidad emprendedora E-M 2011= 694		
Alumnos atendidos en la modalidad emprendedora A-D 2011= 746		
Número de profesores en materias de emprendimiento		38
% de Profesores de emprendimiento con experiencia emprendedora		26
Empresas de alumnos (preincubación, incubación y postincubación)		192
Alumnos en LCDE		274



impacts
900
students
per
semester

ENTREPRENEURSHIP
AVENUE

WHAT DO WE LOOK FOR?

Develop entrepreneurial competition so that students from Tec de Monterrey, choose **entrepreneurship** as a career

moments of
ENTREPRENEURSHIP
.....
AVENUE

1 **inspire**



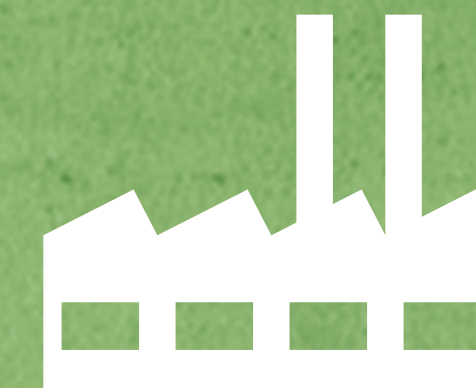
2 **explore**

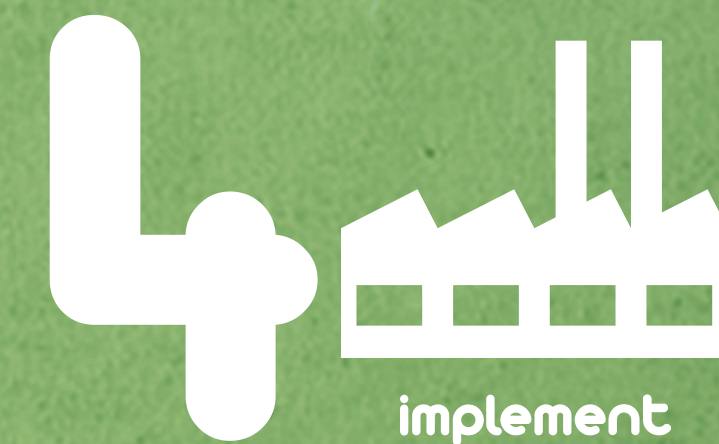


3 **apply**



4 **implement**



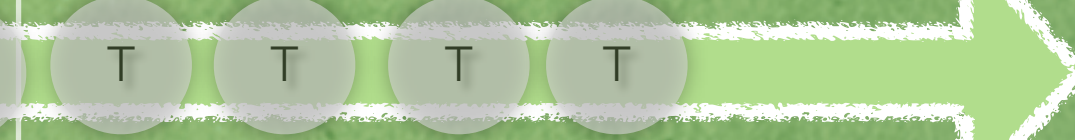
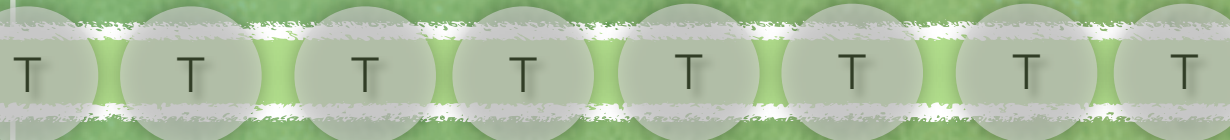
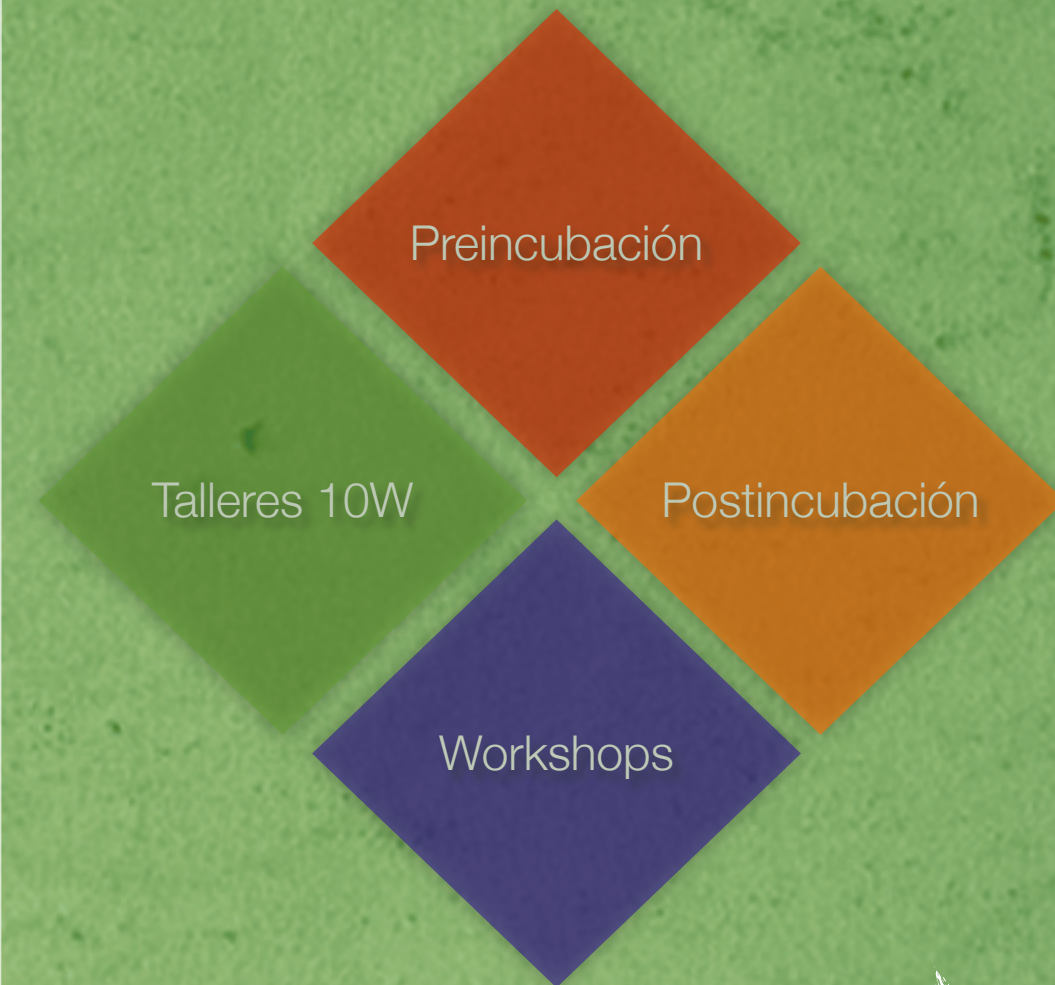
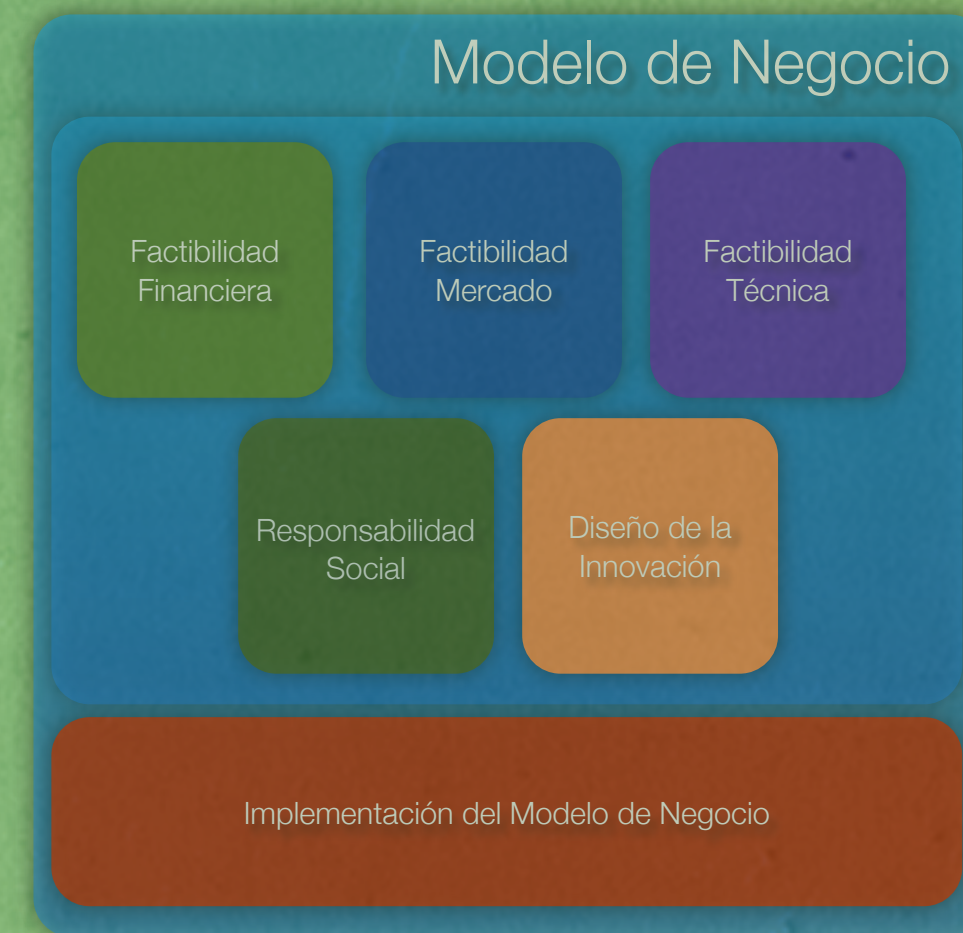
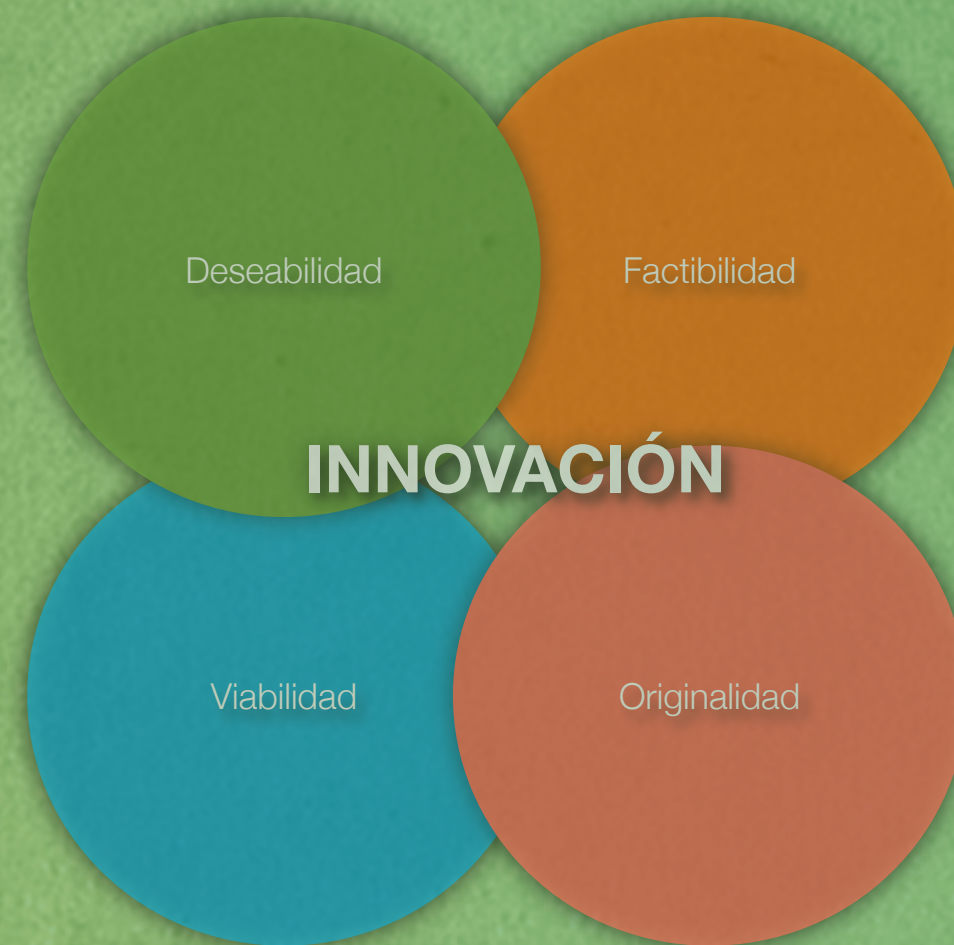


COURSES
Introduction to the Degree and Administration Perspective, Science and Technology

COURSES
Development of Entrepreneurial Leadership

COURSE
Pre-incubation, Business Incubation and Workshops

COURSE
Pre-incubation, Business Incubation and Workshops



1st and 2nd SEMESTER

5th and 6th SEMESTER

7th and 8th SEMESTER

9th SEMESTER

before 2011 plan



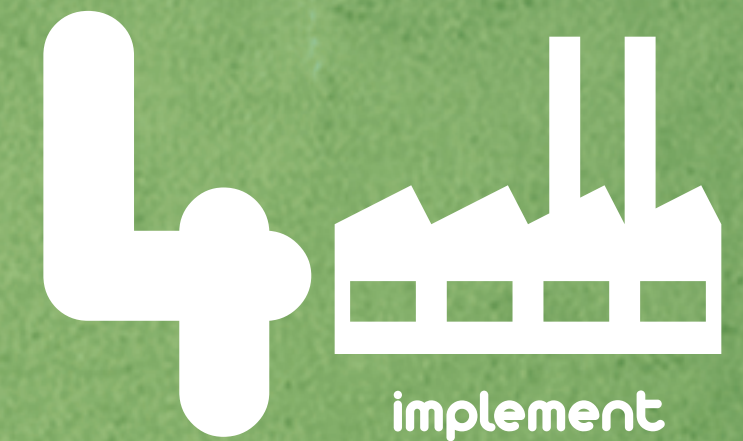
inspire



explore

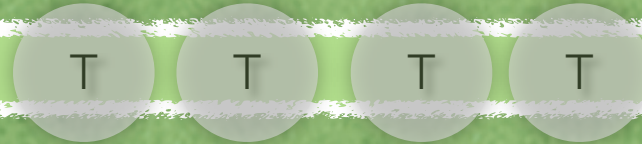


apply



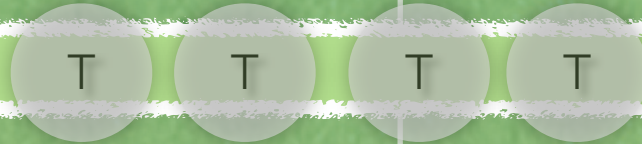
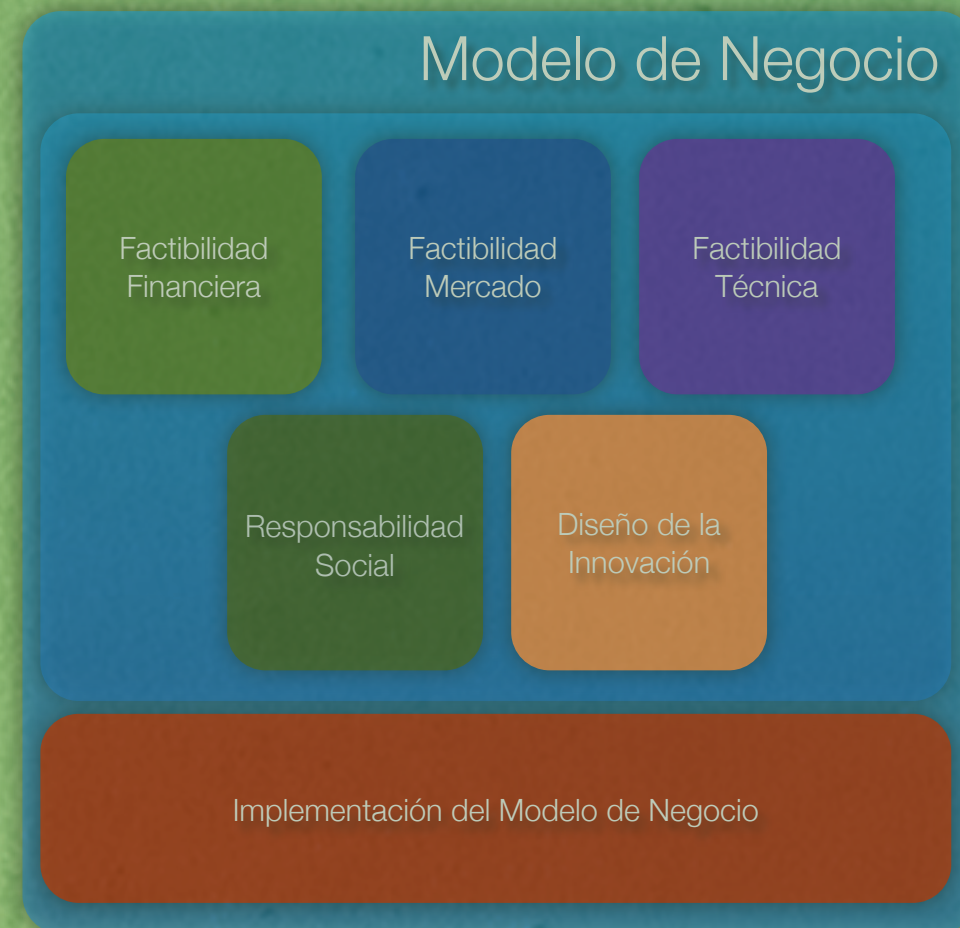
implement

COURSES
Introduction to the Degree and Administration



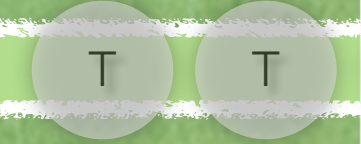
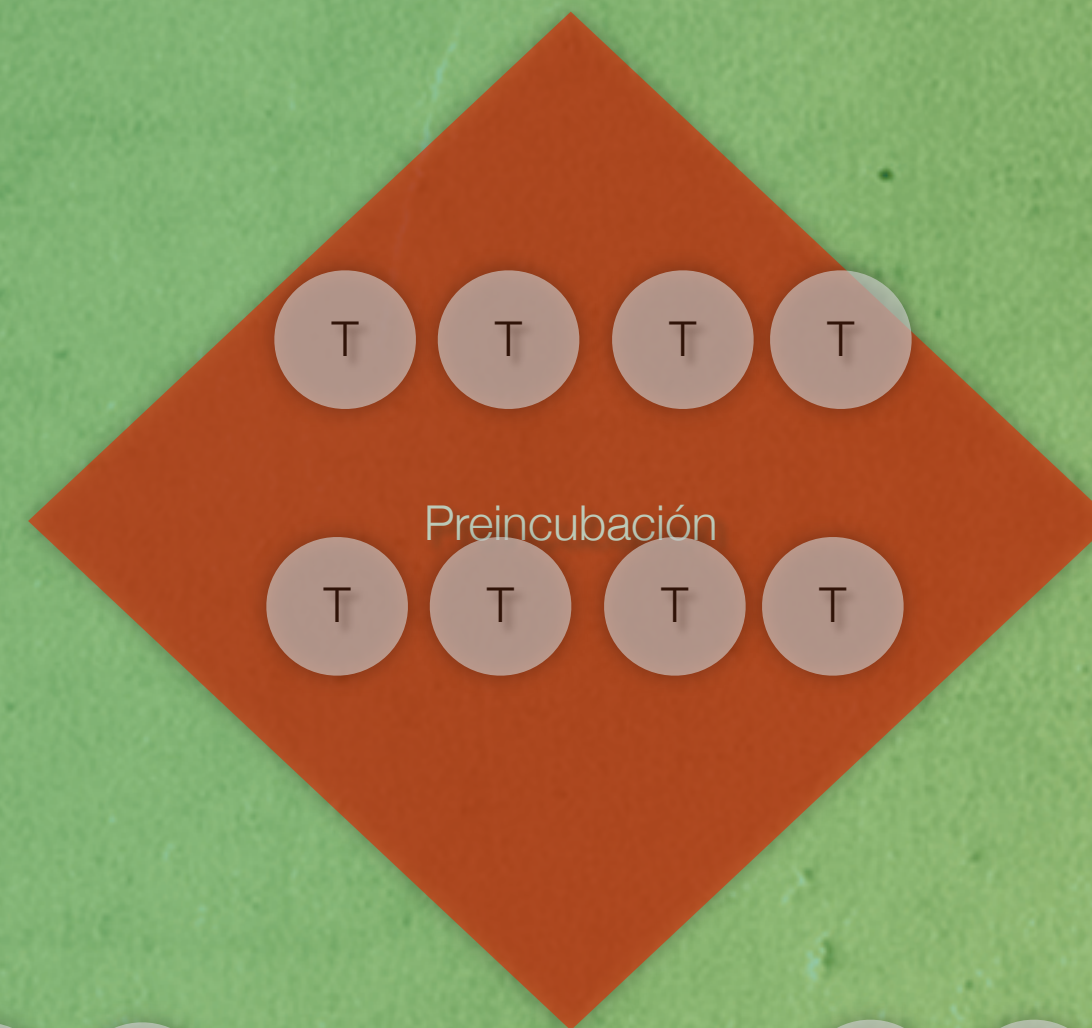
1st and 2nd SEMESTER

COURSES
Development of Entrepreneurial Leadership: incubation modality on



5th and 6th SEMESTER

COURSE
Pre-incubation



7th and 8th SEMESTER

COURSE
Business incubation and Workshops

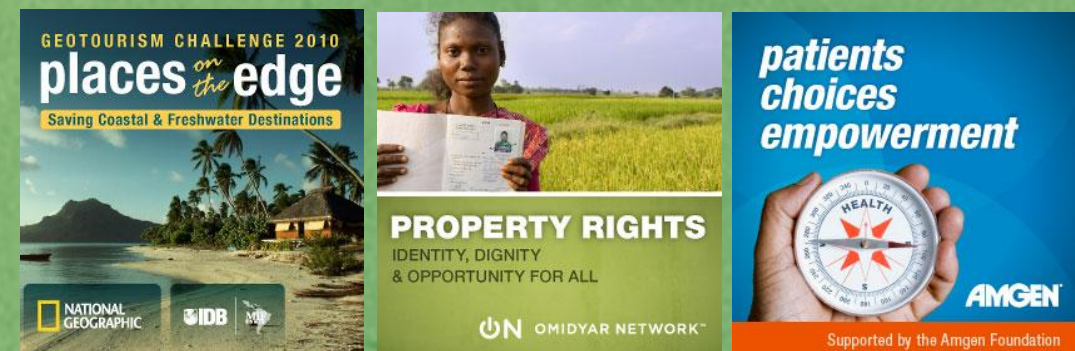
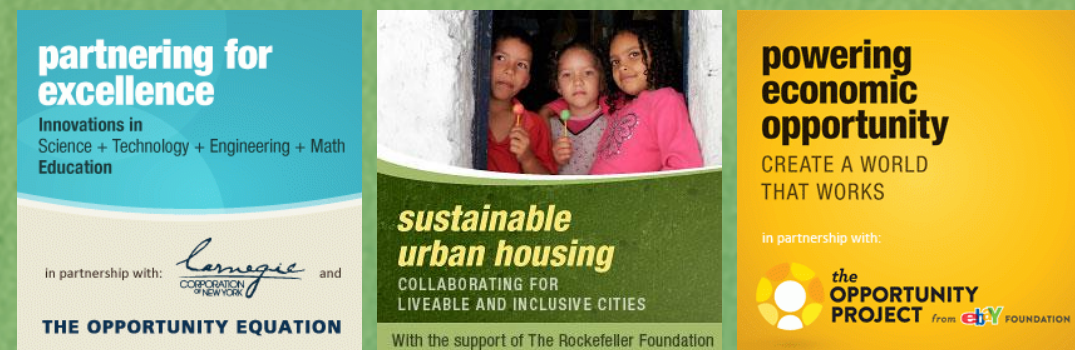


9th SEMESTER

Planes 2011

ENTREPRENEURSHIP

 avenue
 boosters



CHANGEMAKER
 contest



Loyalty Innovation Card

- Ideation
- Operation strategies
- Strategic Observatory
- Business Model
- Ethnography
- SAT Workshop
- Competition and creation of values
- Innovation and commercial business
- A,B,C of Businesses
- Funding and Finance Scheme
- Marketing Strategies
- Negotiation Strategies
- Financial Models for Entrepreneurship
- Visual Thinking
- Validation of Business Model
- High Impact presentations for Investors

Satellite Workshops

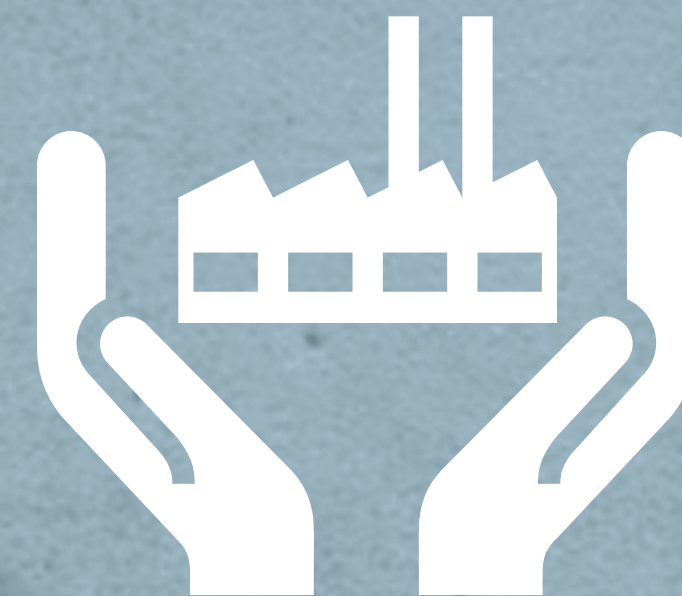
PLANNING
 MICROEMPRESAS

BUSINESSES WITH HIGH
 SOCIAL IMPACT
 ASHOKA U

Courses that help reinforce the
 development of entrepreneurial competition

Creation and Business Development undergraduate program

The first undergraduate degree that has as a primary objective the formation of high business executives (businessman/entrepreneurs) at a college level



Real Learning
Professors/
Entrepreneurs
Clubs
Strategic Alliances
Mentors

MOMENTS
03
stages

1. Business sensibilization
2. First business experience
3. Business Executive (businessman/entrepreneur)

MODEL
IMPLEMENTED
WITH
SUCESS



Etapas: Empresarial

Internacionalización

**Primera experiencia empresarial
100K empresarial:
Start UP**

Administración estratégica de proyectos y procesos Sistemas de información estratégica Incubación y modelos de negocios Ciudadanía (Curso con proyecto) Inteligencia competitiva y geo-economía Tópicos I	Empresas familiares y gobierno corporativo Pre-incubación y factibilidad de negocio Emprendimiento (Curso con proyecto) Evaluación de proyectos y fuentes de financiamiento Técnicas de negociación y comercialización internacional Análisis y administración de la cadena de valor	Modelos cuantitativos y de optimización Innovación y diseño de productos y servicios Entorno macroeconómico Finanzas personales y empresariales Humanidades y bellas artes Análisis y mejoramiento de sistemas de manufactura
--	---	--



Primera experiencia empresarial 100k: Lean Start Up

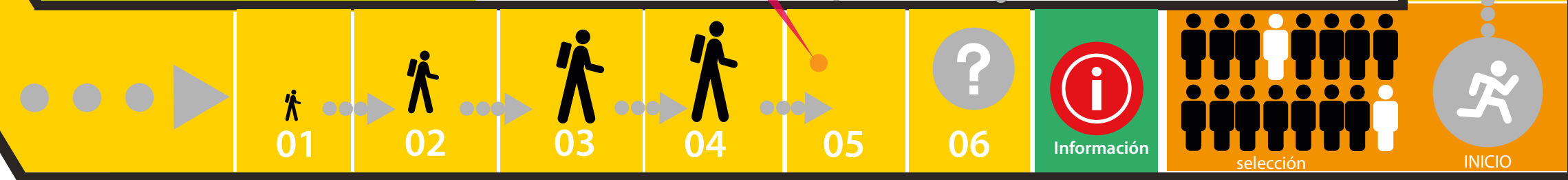
Primera experiencia empresarial 100k: Fundraising

RESULTADO

GENERACIÓN DE AGENTES DE CAMBIO: EMPRESARIOS

TÚ ESTAS AQUÍ

Tópico intensivo **Empresario 360°**
Tópico **Emprendimiento e innovación**

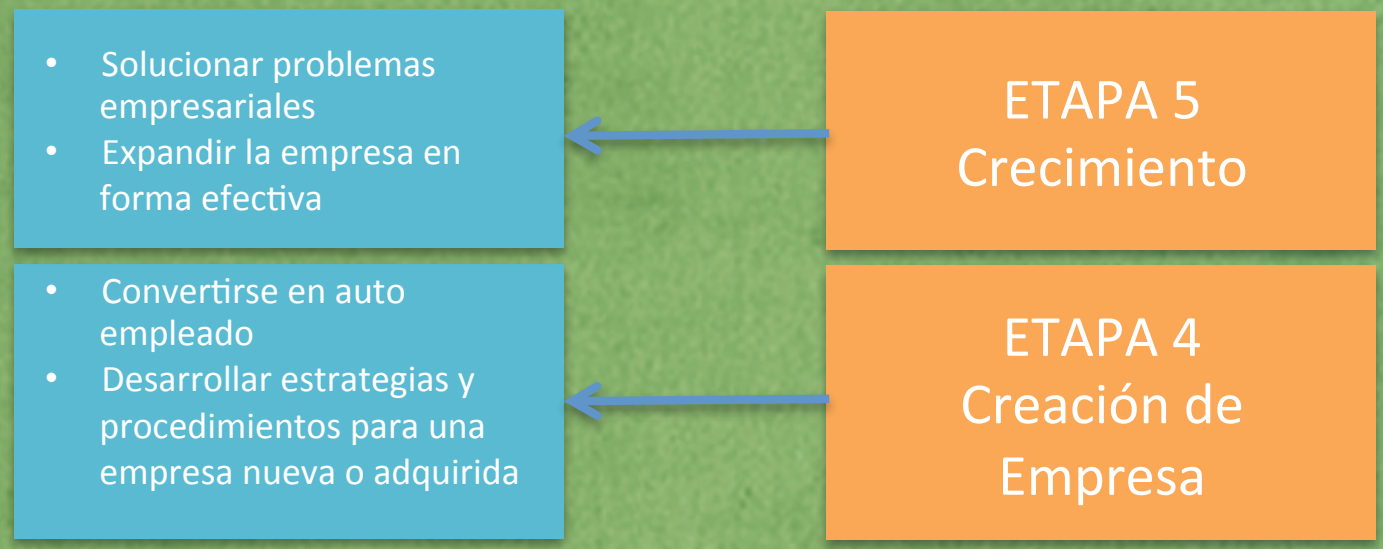


preparatoria

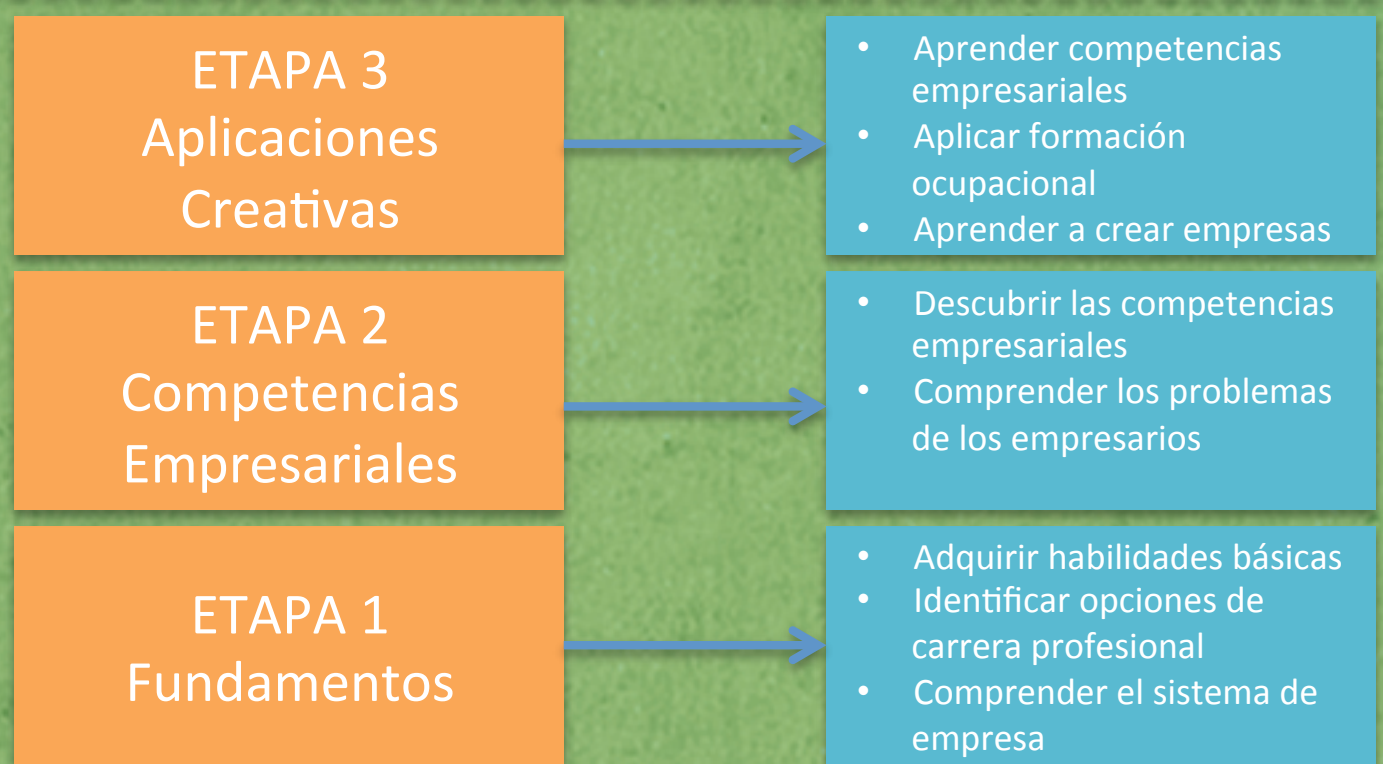
empresario: lcde

outline for business education

Modelo de Aprendizaje Empresarial Permanente



Experiencia Profesional Educación Especializada



PLAN LDE 09



Certificaciones por Habilidades Empresariales

Certificaciones por Habilidades a Directivas

Certificaciones por Habilidades administrativas

Talleres: Verticales, Horizontales, 3D

Cursos de Verano de alto impacto: Babson, Silicon valley/ Incubación Internacional

PLAN LDE 11



Lucatero, 2011

Gráfico 4. ASMORE. C.M. (1990): "Entrepreneurship in vocational education", en Kent, C.A. Ed.: Entrepreneurship Education: current developments, future directions. Quorum Books, Westport, Figura 14.1, p.214

MODELO DE EDUCACIÓN EMPRESARIAL
LICENCIATURA EN CREACIÓN Y DESARROLLO DE EMPRESAS

MODELO TEÓRICOS SOBRE EDUCACIÓN EMPRESARIAL

3

9
8
7
6
Creación y Desarrollo de Empresas
Proceso de Incubación

Certificaciones por
Habilidades
Empresariales



2

100k PRIMERA EXPERIENCIA EMPRESARIAL

5
4
Operación

3
Levantamiento de capital Desarrollo de modelo de negocios

Talleres: Verticales, Horizontales, 3D

Certificaciones por Habilidades a Directivas

Cursos de Verano de alto impacto: Babson, Silicon valley Incubación internacional

1

2
1
Sensibilización Hacia La Actividad Empresarial

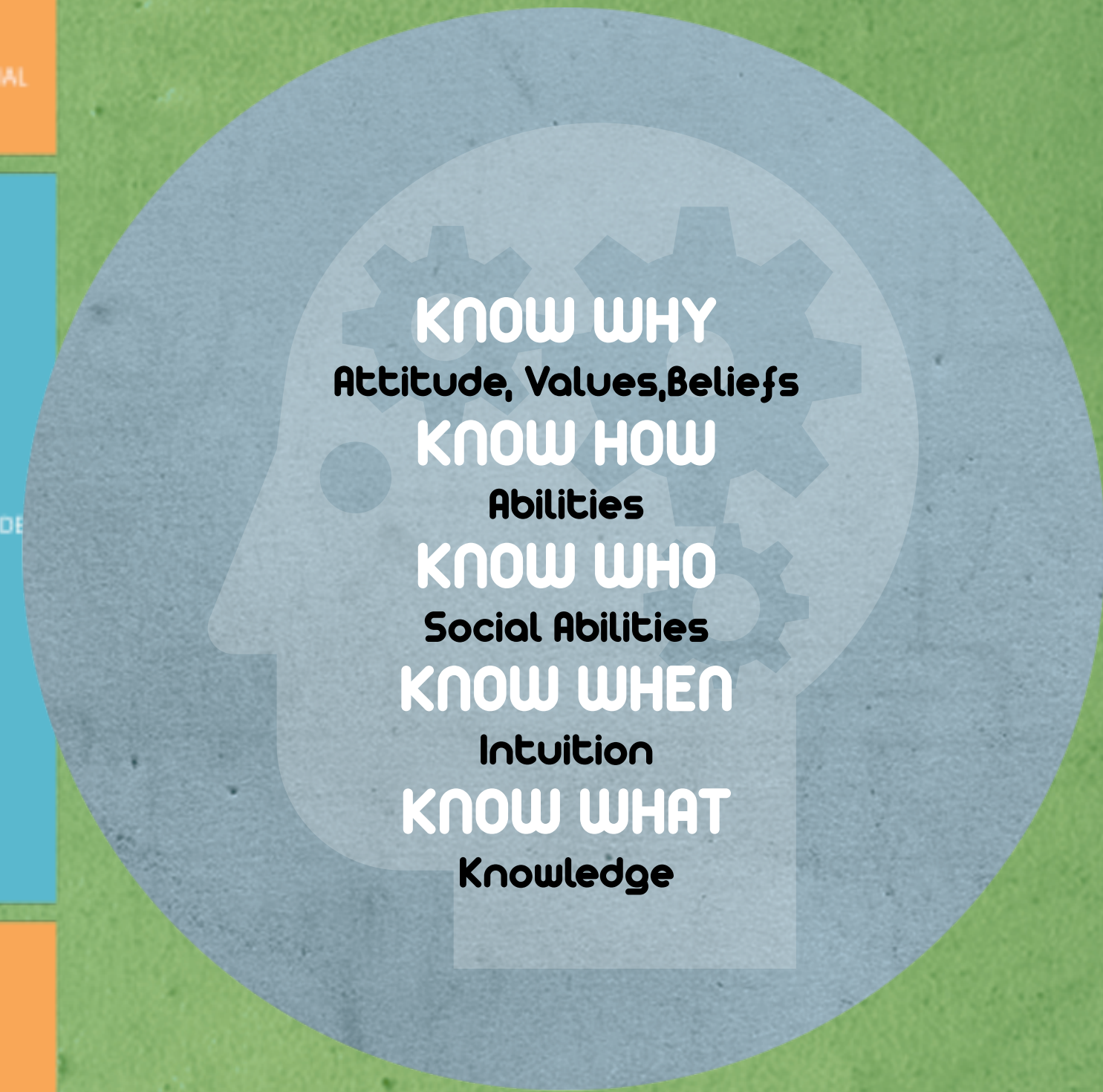
Certificaciones por Habilidades administrativas

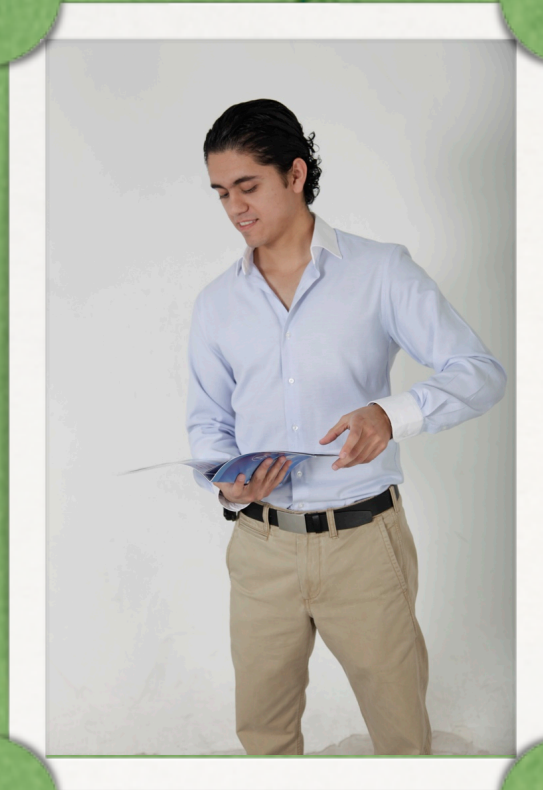
Lucatero, 2010

Ashmore, 1990

McMullan y Long., (1987)

Garavan y O'Conneide (1994)





iTDS

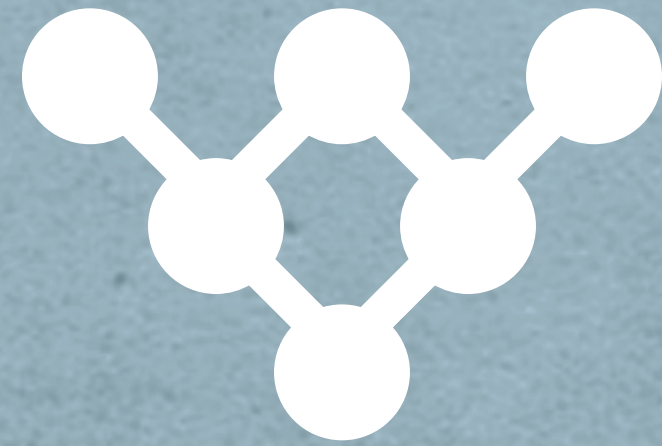


IL M MENTUM
IL M MENTUM



GODSPEED
M E D I A

CISCO
HP
Continental
Agrana
Minerva



innocenter
services
platforms
of innovation
courses
advisory

Innovation Center

**Develop open multidisciplinary
innovation systems.
Production, Planning,
Implementation and Execution of
innovation processes.**



CERTIFICADO EN INNOVACIÓN

EXPANDIR VISIÓN Y TRABAJAR EN EQUIPOS MULTIDISCIPLINARIOS



En la mitad de su carrera los alumnos pueden aplicar para el programa y complementar su carrera profesional con un certificado en innovación.

Todos los alumnos pasan por un filtro en cuál se evalúa su actitud y aptitud. Solo se admiten los 25 mejores alumnos de la generación.

EL PROCESO DE DESARROLLO

Ene-Mayo	Verano	Ago-Dic
Dinámica de la innovación en los negocios	Proyecto de Innovación I	Innovación de productos y servicios
Innovación de modelos de negocio	Proyecto de Innovación II	Dirección estratégica de la innovación
↓	↓	↓
Metodologías	Experiencia Práctica	Implementación
¿Cómo encontrar de manera sistemática nuevas oportunidades para hacer crecer mi negocio?	Proyecto en la comunidad empresarial.	¿Cómo debo organizar el proceso de desarrollo de productos y servicios?
¿Cómo asegurar mis ventajas competitivas?		¿Cómo desarrollar soluciones para aprovechar las oportunidades encontradas?
		¿Cómo puedo crear una organización flexible e innovadora?

CERTIFICADO EN INNOVACIÓN = EXPERIENCIA INTEGRAL



- Al final del certificado los alumnos serán capaces de:
- Evaluar oportunidades de innovación de manera sistémica
 - Descubrir oportunidades y convertirlas en Modelo de Negocios rentables
 - Diseñar estrategias de innovación integrales
 - Crear prototipos funcionales y probarlos en el mercado
 - Crear un ambiente organizacional que propicie la innovación

- Al final del certificado los alumnos tienen el siguiente perfil profesional:
- 1 año con experiencia teórica y práctica en métodos de innovación.
 - Experiencia en consultoría de la innovación
 - Habilidad de trabajar en equipos multidisciplinarios



Winners of CISCO I-PRIZE

team: multidisciplinaria (LDI, ITC, BBA, LAE, ITE)

more than 800 proposals from all around the world

250,000.00 USD

NBIA CERTIFICATION
REE-Stanford
Endeavor
Venture Labs



INCUBATOR
AT AND TI

ACCELERATOR



INCUBATOR AND ACCELERATOR

Schemes in which we support the development of entrepreneurs in a start-up stage and help companies with constant growth rates strategically detonate takeoff.

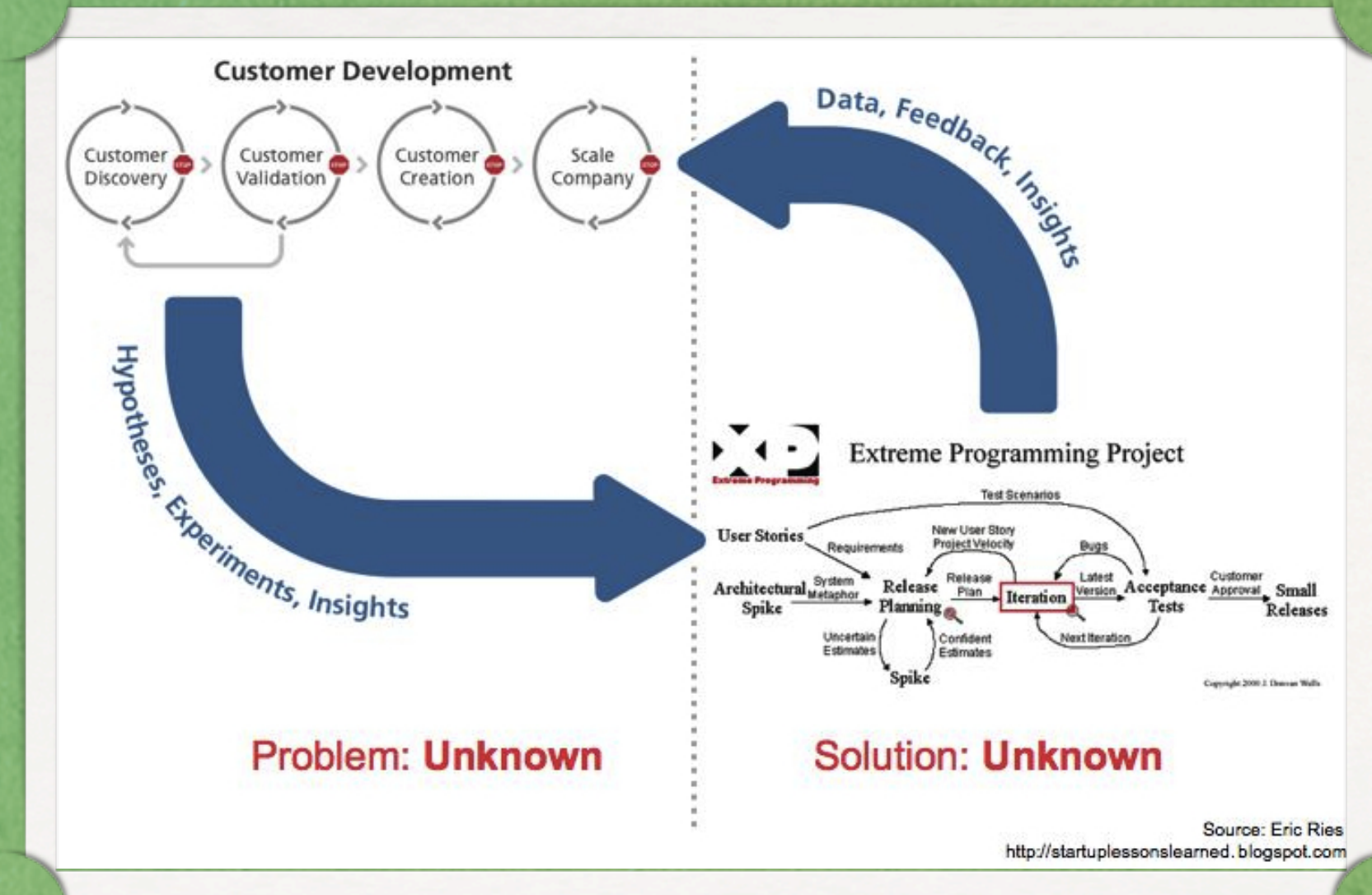
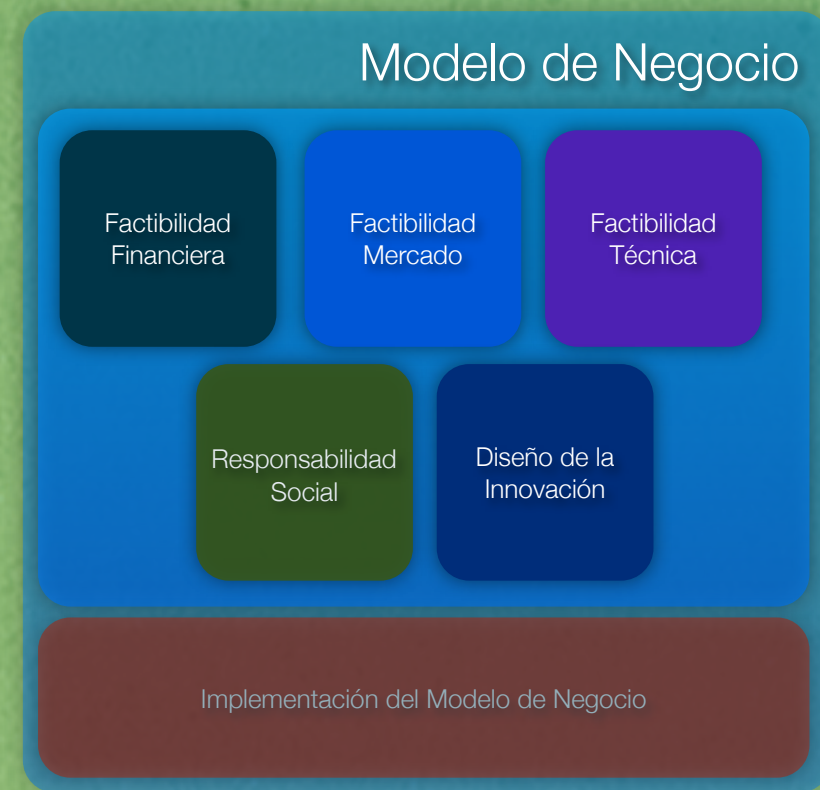
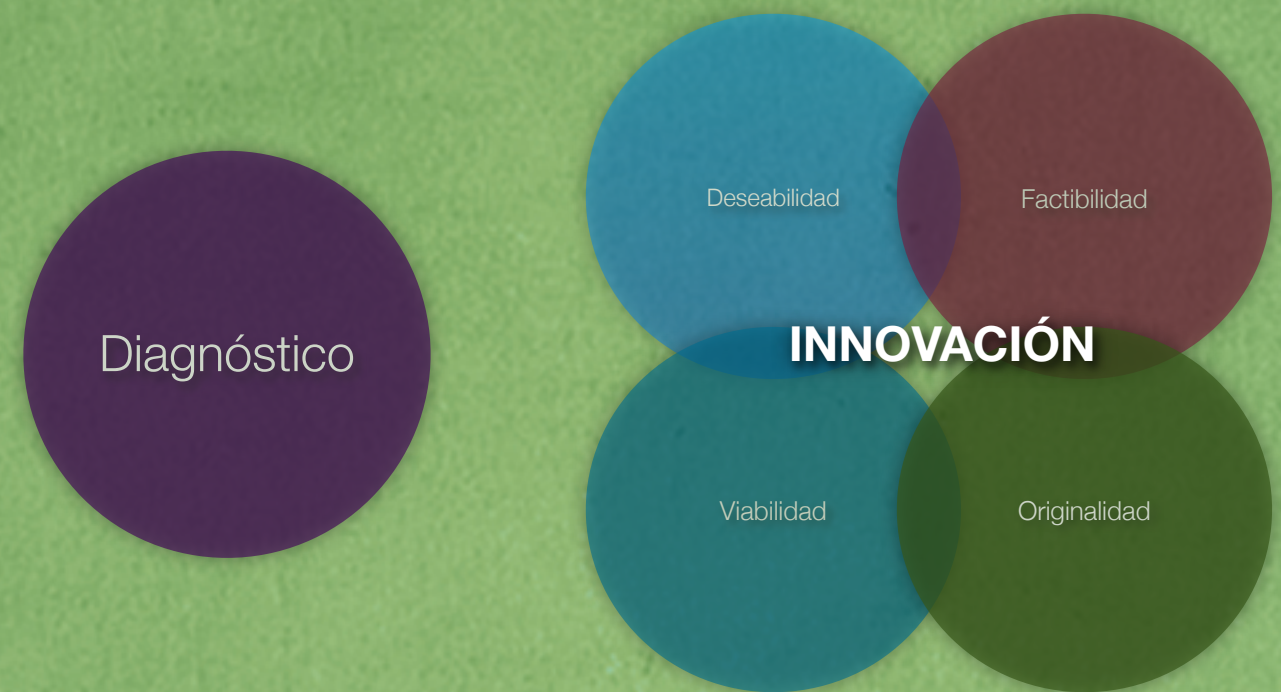
incubator
a.t and t.i

1

2

3

4



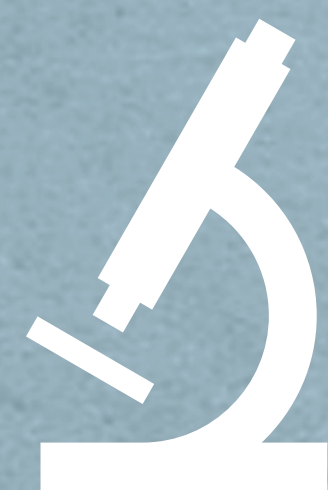
Profile of the Entrepreneur

Conceptualization and
Pre-incubation

Lean Start up-Incubation-
Post-incubation

INDICATORS

SUCCESS
MONITORING
BUSINESS
POTENTIAL



e-book
ENTREPRENEUR
INNOVATION



INVESTIGATION ENTREPRENEURSHIP AND INNOVATION CATHEDRA

Document the best practices in
order to transfer them effectively.

MODELO
ACCELERATOR+
FAMILIES
BUSINESSES:
LICA
SKINPIEL
CEJVEL



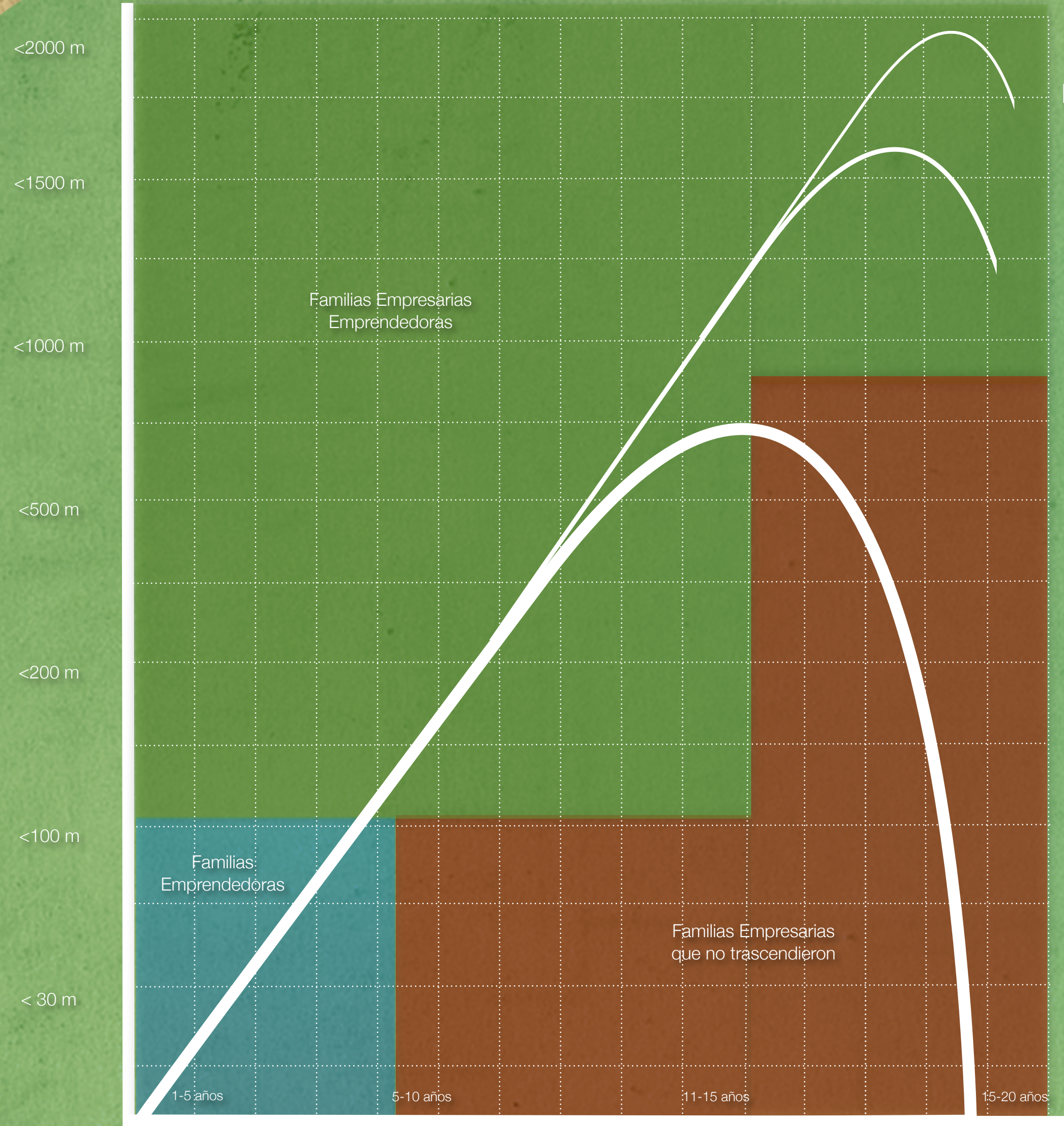
SURVEY
CERTIFICATION
WORKSHOP
OF OPPORTUNITIES
A+EF= S+SP



ENTREPRENEUR FAMILIES

Detect and support the sustainability strategy of entrepreneurial business families and generate spin-offs that create economic dynamism and the creation of family estate.

VENTAS ANUALES



Del Bosque, Lucatero, 2011

Estratégica

MENTALIDAD

Operación

Administrador

MODELO

Liderazgo Emprendedor



Habbersohny Pistrui, 2009
Del Bosque, Lucatero, 2011

Inputs

BUSINESS FAMILIES

- 1. Business Family
- 2. Entrepreneur Family

Needs

Trascendencia

Sustainability

Growth

entrepreneur families

(Center for Entrepreneur Families)

Products and Services of the CEF

Advisory

Spin Off

Certification

WORK PLAN

Type of Business

Students from First Semester
Student Perspective C and T
Entire population

Survey for EF

Evento
SUMMIT
Detection of Opportunities
16 hrs workshop

Pre-Diagnosis

Academic

Business

Intervention

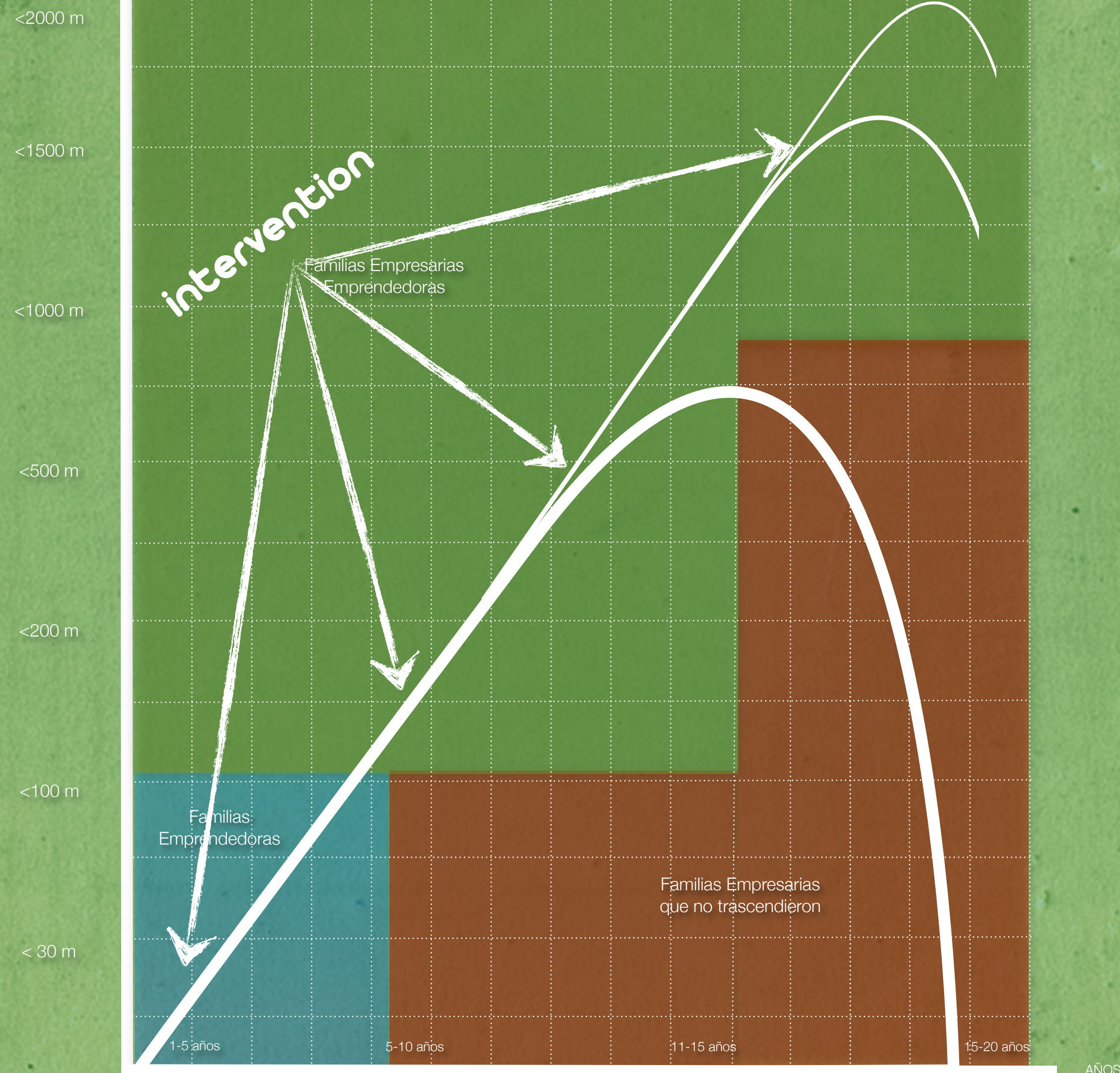
EF Concentration
Internships
Alianzas Estratégicas

Spin off- INCUBATION PROCESS
Services of Accompanying Acompañamiento y trascendencia

BUSINESS ENTREPRENEUR FAMILIES- GENERATING ECONOMIC DYNAMISM ECONÓMICO

Outputs

VENTAS ANUALES



Del Bosque, Lucatero, 2011

MODEL FOR
entrepreneur families
accelerators+EF

20% sales
4 jobs

Sustainability
Trust
Opportunities
Experience
Knowledge



LICA

SKINPIEL

CEJVEL

Growth, transcendence,
Spin offs. Generation of patrimony

STRATEGIC ALLIANCES

- AshokaU Changemaker Campus
- Endeavor
- REE-Stanford
- Ernest & Young
- IMPI
- TR35
- Public organisms that support entrepreneurs
- Government
- Economic development law
- You noodle
- Suma.TE

Workshops

VERTICAL & 3D



MODELOS DE NEGOCIOS CON IMPACTO SOCIAL PARA LAS 20 COLONIAS MÁS PROBLEMÁTICAS DEL MUNICIPIO DE ZAPOPAN, Programa de televisión sobre el taller pagado por Gobierno del Estado,

48HRS RESOLVIENDO PROBLEMAS TANGIBLES Y DANDO SOLUCIONES SOCIALES Y EMPRESARIALES



AUTO LATINOAMERICANO PARA EL 2020
Estancia profesionales de innovación para nuestros alumnos

¿WHAT'S NEXT?

High School Entrepreneurship Avenue

Postgraduate courses

Entrepreneurship indicators

Lean StartUP

One Block

GEM

RSE Center

HVC's Project

Businessmen School



QUESTIONS



THANK YOU

if you have
any
questions

Contact me



skype:
ilucatero

PHONE
36693000 ext 2215

E-MAIL
isaac.lucatero@itesm.mx

twitter
@ilucatero