

Join the Entrepreneurship & Innovation Bootcamp Summer 2022

Spend 11 days diving into the entrepreneurial ecosystem and learning how to launch a startup in 24 steps



During this Bootcamp you will:

- Learn the methodology of the “24 steps to launch a successful startup” from a visiting **Entrepreneur in Residence from the MIT Martin Trust for Entrepreneurship**.
- **Meet students** from diverse backgrounds and universities interested in entrepreneurship
- **Network** with mentors, entrepreneurs, investors, and experts
- Learn about **technologies** disrupting industries
- **Team up** with students to work on an idea and practice the disciplined entrepreneurship methodology
- **Pitch** your idea to the entrepreneurial community in Mexico

Who: open to graduate and undergraduate students interested in entrepreneurship. No need to have a business idea!

Dates: June 13th to June 24th, 2022

Daily schedule: 9:30 am – 6:00 pm

Demo Day: Pitch your idea on June 24th during Demo Day (pitches will be presented in English)

Total hours: 80 hours (equivalent to 6 ETCS / 3 US credits)

Language: English (main instruction & final pitch will be in English) & Spanish (a few workshops will be in Spanish)

Cost: USD\$ 750

Registration form: https://itamnegocios.qualtrics.com/jfe/form/SV_3NTFf3aAH1hoUm2



Registration deadline: May 5th, 2022

Note for students taking the Bootcamp for credit: International students may decide to take the Bootcamp for credit. The *deliverables* for those students who take this option are: 1) A two-page reflection paper (only for those students taking the Bootcamp for credit), and 2) A team presentation/pitch deck (all Bootcamp participants must submit a team presentation). *Grading:* Pass/Fail. *Attendance:* 90% attendance is mandatory to pass the course.

General topics covered in the Bootcamp:

1. What entrepreneurship can do for me & overview of the entrepreneurial ecosystem
2. Ideation
3. Disruptive technologies
4. Creating your initial Team
5. Defining Target Customer & Value Proposition
6. Primary Market Research
7. Product & Competitive Advantage
8. How to test and build quickly
9. Business Model, pricing, and go-to-market
10. Financials, financing & exit strategies
11. Pitching & Storytelling

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Learn more about the Bootcamp experience here (video):
https://www.youtube.com/watch?v=144Elb3_uRM