



Sustainable Entrepreneurship

Explore the dynamic landscape of entrepreneurship in Colombia and Latin America. Discover promising sectors ripe for sustainable, innovative, and scalable business ventures in Colombia and across the region.

Join our exclusive short course and chart your path to entrepreneurial success.

PROGRAM OBJECTIVES

Delve into Colombia's vibrant entrepreneurial ecosystem within the Latin American context, equipping participants to understand and seize opportunities for sustainable business development in the region.



Study the evolution and nuances of the entrepreneurship ecosystem in Colombia and Latin America, with a keen **focus on sustainability**.



Analyze the profound impact of the Sustainable Development Goals (SDGs) on entrepreneurship and **business activities in Colombia**.



Explore sustainable **business models and industry benchmarks** that are shaping the future.



Uncover the fundamental principles for conducting business **successfully in Colombia**.



Gain **strategic insights** into sectors driving sustainable entrepreneurship in Colombia and Latin America.



Engage with key stakeholders in Colombia's **entrepreneurial landscape**.



Discover inspiring startups born out of **sustainable entrepreneurship initiatives**.



Explore the concepts of green and **sustainable finance**.

WHO SHOULD ATTEND?

Our program welcomes a diverse audience, including Postgraduate and undergraduate international students seeking entrepreneurial insights and professionals from all backgrounds who share a passion for entrepreneurship and business opportunities in Colombia and Latin America.

We also welcome entrepreneurship consultants looking to broaden their expertise. Individuals and stakeholders in global organizations dedicated to promoting entrepreneurship across continents (Europe, USA, Mesoamerica, the Caribbean, and Asia). Researchers with a keen interest in sustainable entrepreneurship. Entrepreneurs seeking growth and market expansion for their ventures in Colombia and Latin America.



METHODOLOGY

Experience immersive learning:

1

Engage in **talks with experts** from diverse LATAM countries.

2

Explore **Bogota's thriving** entrepreneurship ecosystem.

3

Embark on a three-day **field work to Medellin**.

DURATION:



Embark on an enriching journey with our two-week short course, encompassing a comprehensive **120 hours of learning**. This immersive experience combines **80 hours of engaging direct class** instruction with an additional **40 hours dedicated to self-paced study**.

CONTENT

1

Unlock Entrepreneurship in Colombia and Latin America:

- Dive into the World of Entrepreneurship.
- Sustainable Entrepreneurship: A Vision for the Future.
- Meet the Entrepreneur: Skills and Endeavors in Colombia and LATAM.
- Navigating the Entrepreneurship Ecosystem in Colombia and LATAM.

2

Case Study: EAN UNIVERSITY - A Thriving Hub of Sustainable Entrepreneurship

- Embark on a Journey through EAN's Legacy (Sustainability and Carbon Neutrality).
- Unveil EAN Impacta Program.
- Experience Innovation at U Ean Laboratories.

3

Seizing Opportunities for Business Development

- Explore Thriving Sectors for Entrepreneurship in Colombia and LATAM (B.P.O., Fintech, Aggrotech, and more).
- Discover Competitive Advantages for Entrepreneurship in Colombia (Tax Benefits, Formalization, Financing, Talent Pool).

4

Navigating the Financial Realm of Sustainable Ventures

- Explore Green Finance: Funding the Future.
- Craft Financial Sustainability for Your Venture.

5

Sustainability as Your Strategic Advantage

- Unveil the Power of Sustainability.
- Build Sustainable Business Models and Set Benchmarks.
- Measure Sustainability Impact.
- Explore Innovative Impact Compensation Methods.

6

Tools to Design and Enhance Business Models

- Master Agile Design Methodologies: Your Path to Success.
- Craft Value Propositions with Sustainability at the Core.

7

Immersive Field Visits in Bogota and Networking (32 hours):

- Connect with Key Players in Colombia's Entrepreneurial Landscape (Innpulsa, Invest in Bogotá, Chapinero Creative District, ANDI del Futuro).
- Discover Inspiring Social Entrepreneurship: Biblioseo - Building Libraries as Hubs for Innovation and Creativity.
- Engage in Thought-Provoking Panels with Young Entrepreneurs Changing the Game in Bogotá.
- Virtually Connect with Leading LATAM Entrepreneurial Institutions in Chile, Argentina, and Mexico.

8

Immersive Field Visits in Medellin and Networking (16 hours):

- Explore the Heart of Medellin's Entrepreneurship Ecosystem (Ruta N, Creame, Tecnova, E.P.M., Endeavor).
- Meet Visionary Young Entrepreneurs from Medellín Mentored by Universidad EAN: NEU Energy, Botellas de Amor, Be.
- Immerse Yourself in the Vibrant Social and Creative Entrepreneurship Scene in Comuna 13 Medellin.
- Wrap Up Your Journey with Inspirational Closing Remarks.

Please note Field trip visits may be subject to change without prior notice and will be replaced if necessary to align with the learning objectives.

TEACHING STAFF

Diana
González Santos

Diana is an accomplished academic coordinator with a background in Public Accounting and a flourishing journey in academia. Holding an MBA in Management and Business Administration with a specialization in Auditing, Diana is currently a Ph.D. candidate in Administration. With an impressive nine years of experience in the Colombian real sector, Diana has seamlessly transitioned through key roles in administration, finance, strategic planning, human resources, project management, customer service, and internal control of transactional platforms in e-commerce. Beyond her corporate prowess, Diana brings six years of teaching experience, nurturing students at both undergraduate and graduate levels in various educational institutions. Her extensive expertise and unwavering dedication to education make her an invaluable asset in both academic and corporate realms.

Jairo Alonso
Orozco Triana

Jairo is an esteemed educator, holds a degree in Economics from the University of Cartagena and is currently pursuing a Ph.D. in Entrepreneurship and Management. Additionally, he has earned a Master's in Applied Research in Economics and Business from the Universitat Autònoma de Barcelona, along with a Master's in Innovation Management from the Technological University of Bolivar. With over 15 years of comprehensive expertise in both corporate and academic domains, Jairo has been a driving force behind numerous research projects encompassing entrepreneurship, entrepreneurial education, and intra-entrepreneurship.

Paula
Echeverry

Paula is a distinguished Industrial Designer, holding a degree from Universidad de los Andes in Colombia. She further enriched her academic journey with a Master's in Innovation Management from Central Saint Martins in the UK and a specialization in Social Innovation and Sustainable Entrepreneurship from Portland State University in the USA. With a remarkable decade-long career as a teacher and consultant, Paula has carved a niche in fields related to innovation management, the development of innovation methodologies, Social Innovation, sustainable entrepreneurship, and design thinking. Currently serving as the Director of the Master's in Innovation program at Universidad Ean, Paula's commitment to education and innovation is truly inspiring.

León Darío
Parra

Leon is an accomplished Economist and Associate Professor specializing in Entrepreneurship, currently serves as the director of the Entrepreneurship Group at Ean University. With extensive experience in teaching, research, and consulting, Leon Dario has made substantial contributions to entrepreneurship, market intelligence, regional development, data analytics, and economic sciences. His unwavering dedication to nurturing entrepreneurship is evident in his multifaceted career.

Iván Eduardo
Triana

Iván is a dedicated educator and Social Entrepreneur, holding a BA in Information and Documentation Systems and specializing in Librarianship and Archiving. He also boasts a Master's in Innovation from Universidad Ean. In his role as an entrepreneurship educator at Universidad Ean, Iván has made a significant impact. Beyond academia, he is a trailblazing Social Entrepreneur known for @biblioseo. His expertise lies in fostering social-emotional skills in education and crafting transformative experiences and programs to nurture creative ideation in sustainable entrepreneurship.

William
Zuluaga

William is a versatile professional with a rich academic journey. Currently pursuing a Ph.D. in Law and Economics, he holds a Master's in Business Creation and Management, backed by a foundation in Industrial Engineering. William's impressive resume also includes a specialization in Project Management and certifications in Strategic Planning (University of Pittsburgh), Lean Six Sigma Green Belt (Schneider Electric), and Scrum Product Owner (Scrum Agile Institute). With over 15 years of experience in financial management, procurement, and project contracting, William has played pivotal roles in diverse areas, including the historic Colombian Environmental Seal certification project for electrical products in the world's leading sustainability-focused company. His multi-faceted expertise is a valuable asset to both academia and industry.

CERTIFICATES

At Universidad Ean, **we value your commitment to learning and growth.** To acknowledge your dedication, we proudly offer Certificates of Participation to individuals who attend a **minimum of 80% of the scheduled** program sessions.

Your certificate signifies not only your attendance but also your active engagement in the program, **reflecting your dedication to advancing your knowledge and skills.** We believe that recognition is a vital part of your educational journey, and we're honored to celebrate your achievements with you.

