



Laureate International Universities

# Final Grade Project Connected to a Start-up Incubator

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# Motivation

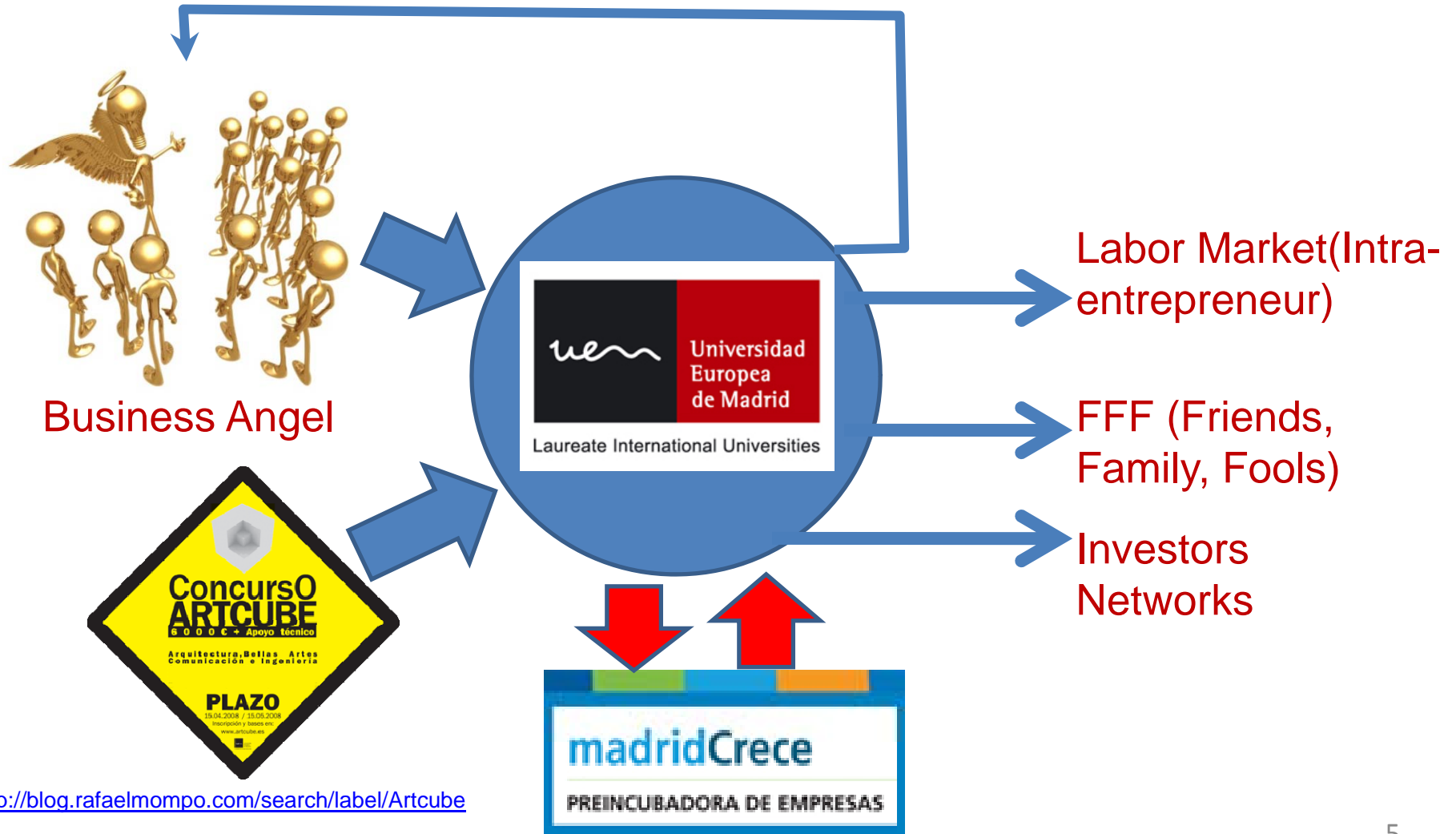
- To develop the enterprising character of students
- The enterprising character
  - Initiative
  - Flexibility
  - Innovation
  - Dynamism and Energy
- UEM Positioning
  - To be that university that educates entrepreneurs

# ¿What is an Entrepreneur?

- Entrepreneur that is a Businessperson
  - Establishes their own company (start-up)
- Intra-entrepreneur
  - Works with an entrepreneur style, but for another person (usually in big companies)
  - Very appreciated professionals since this character is the cornerstone to the development of breakthrough innovations (both technology based or market-based)

# Final Grade Project Counseling

- The student maintains regular contact with three types of counselors:
  1. A professor at university, who coaches them and also provides technology advise
  2. An advisor who helps writing up the Business Plan
  3. A Business Angel that follows the evolution of the project and maybe will offer business opportunities after the project is finished



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