

## A BET FOR OUR YOUNG PEOPLE



### Iniciativas con Impacto Sostenible

I want to share the second edition of "The Challenge" that we have just launched in the Building Chair for the Common Good and Sustainable Development, which I founded with the Universidad Iberoamericana. The call for this contest is for young people who want to generate a change in their environment by developing an entrepreneurial project. You can participate in two categories: innovation for the common good and innovation for sustainable development.

Those who register will win as they will have the opportunity to participate in various workshops on entrepreneurship and business model, agile tools, innovation and creativity, finance and fundraising (crowdfunding), and sales strategy of the business (storytelling and business pitch). These workshops will be taught virtually by a group of specialists from the IBEROAMERICANA university and various strategic partners such as the Project Management Institute.

After the training, the teams will present their proposals. The members of the two winning teams will have their projects





broadcast. They will also receive additional training from the Project Management Institute and Enactus Mexico. This last organization is a leader in supporting young entrepreneurs in more than 35 countries. His model focuses on the development of the person's skills and the development of the project. Thanks to the alliance with Enactus, the winners will have four weeks of training and four weeks of mentoring.

At the kickoff event, I mentioned the example of the inspirational poster that NASA has, referring to the bee. Their wings are tiny in proportion to their body, but even so, they pollinate and produce honey. The bees do not operate by the size of their limitations; they move according to their purpose. They all work for the same goal.

The times we are living in are very challenging. Young people must achieve their maximum potential and be the protagonist in the generation of value.

