



Entrepreneurship @ IE

Founded by entrepreneurs, for entrepreneurs

AREA 1
31

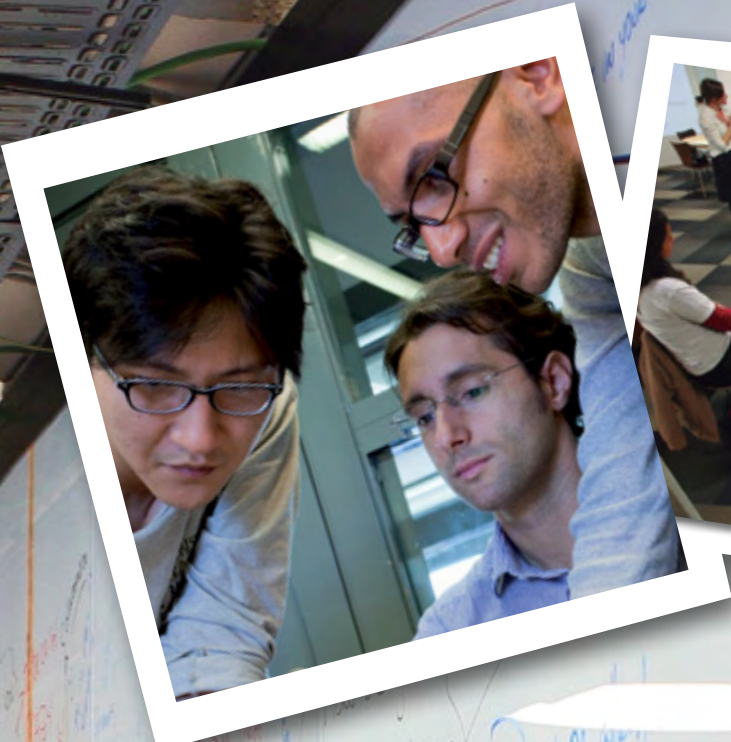
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Bringing ideas to life!



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gone to change
your life & other people's lives?
Find something your truly passionate about
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PEOPLE!
COMMIT TO WHAT THEY BELIEVE IN
BRING MORE PEOPLE TO THE DISCUSSION
WASTE MANAGEMENT



Entrepreneurial Spirit at IE

If there is a school fully committed to fostering the entrepreneurial spirit, it is IE. The school itself was founded by entrepreneurs, and the entrepreneurial spirit forms an integral part of IE's day-to-day fabric – from the teaching methods we use in our classrooms and the manner in which we develop new programs for the next generation of students, to how we engage with the external community of investors, government agencies and start-ups.

Our mission is to promote the development and consolidation of business start-ups proposed and launched by IE students and alumni, both in Spain and worldwide, and to foster an ecosystem aimed at facilitating the funding of past, present, and future business projects as an engine for growth and social welfare.

We know that the best way to manage change is to lead it, which is why our practical vision of training in entrepreneurial skills is based on teamwork and aimed at giving our students a broader perspective, to make it easier for them to be proactive and willing to assume risks while staying in touch with reality.

Entrepreneurial spirit is made visible in the way our students tackle their work, lead through example and find new ways of reaching common objectives.

As a direct result of the emphasis we place on entrepreneurial spirit, more than 10% of our students set up a business immediately after they graduate from IE.

Internationally recognized in the academic arena as a leader in innovation, IE's success is unquestionably rooted in its entrepreneurial vision.

Entrepreneurship & Innovation Center at IE

Entrepreneurial activity at IE is carried out through the **Entrepreneurship & Innovation Center**, which has made our school an international reference in the field of entrepreneurship, placing it at the forefront of management education. We work from a dual perspective of academic excellence and support for entrepreneurial initiatives aimed at generating growth and social wellbeing.

More than 1,500 of our students study entrepreneurship as a core course of all our Master programs each year. Students learn how to identify business opportunities, develop business plans and access the resources they need to launch the plan. Optional specialized courses are offered to complement this training.

Additionally, the **Entrepreneurship & Innovation Center** has its own Venture Lab, an initiative that affords a unique opportunity for those students interested in setting up their own business, by enabling them to develop a business plan under personalized tutorship provided by IE alumni with experience in entrepreneurship or investment.

In terms of corporate initiatives, IE is a leader in the field of entrepreneurship with projects like Pasion>ie and Spain Startup and Investor Summit, as well as training and guidance programs launched in agreement with different institutions and aimed at fostering entrepreneurial development in society and within business organizations, from top multinational companies to SMEs.

IE's passion for entrepreneurship has materialized in **Area 31**, an inspiring space that hosts the entrepreneurship and innovation ecosystem gravitating around IE Business School. Entrepreneurs are at the core of this ecosystem, which is also integrated by investors, programmers, public administrations, corporate partners and anyone enthusiastic about promoting entrepreneurship. Area 31 can accommodate for up to 100 startup teams per annum. It hosts teams of IE students as they make their business ideas real in Venture Lab (IE's Startup accelerator) or the Knowledge Incubator. There are also IE Alumni teams that are incubating their own startups in Area 31. All of them are invited to present in front of investors at our weekly pitching slam, the Venture Network, and at our grand international demodays: The Venture Days.

25% of our students go on to set up their own company at some point in their career.



ARGE!

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- evolution structure / sch

Academic Area

The Entrepreneurial Studies Area of IE was founded in 1983. This key area in the IE Curriculum instills students with a fundamental entrepreneurial culture to help them gain a better understanding of the environment and leverage opportunities that arise, aimed at ensuring that business initiatives achieve the right bottom line results.

The world economy is currently undergoing unprecedented changes, which call for all of us to be capable of devising new strategies and approaches that, in time, can transform these challenges into growth opportunities. Our research strives to provide managers with the necessary tools to accomplish such a task, and this is why every student at IE must study entrepreneurship as part of their program.

Faculty

The faculty at IE consists of both professors with PhDs from top international business schools and entrepreneurs with extensive experience in the creation of start-ups. These professors lend their students guidance and support, which leads to a high number of IE graduates who are currently running their own businesses.

Faculty in the Entrepreneurial Studies Area

- 12 full-time professors
- 10 part-time professors
- 30% of the full-time faculty is female
- Over 80% is international


Our part-time faculty has extensive experience running and starting companies, both in Spain and globally, and includes former venture capitalists and entrepreneurs with global experience. In addition, the department has a network of more than 100 BP Tutors who supervise over 250 business projects each year.

Courses and Programs

In addition to the mandatory entrepreneurship courses, which all IE students are required to take, the department provides a great variety of courses related to the entrepreneurial context and experience. These include courses on individual and corporate entrepreneurship, family business and social entrepreneurship, as well as multiple courses on venture financing, managing growth and creativity and innovation.

In addition, the Venture Lab is a highly selective process in which the best business plans can enter to polish and accelerate their entrepreneurial projects.

The academic offerings are complemented by activities both academically and student driven, such as business plan competitions, the Entrepreneurs Club, Venture Day @ IE and Angel Network meetings, that are designed to round up the entrepreneurial experience of students at IE.

A photograph of Peter Bryant Ph.D., a bald man with blue eyes, wearing a purple button-down shirt. He is gesturing with his hands while speaking. The background is a blurred indoor setting.

“ My passion for entrepreneurial management grew throughout my career in the airline, banking, consulting and venture capital industries, and especially during the years when I managed the commercialization of new technologies through the creation of start-up companies. Working closely with entrepreneurs and investors also stimulated my intellectual passions, and led me to become a professor. I began my new career in Sydney, Australia. Now at IE, I'm excited by the opportunity to support the next generation of entrepreneurial managers and leaders. I firmly believe that all organizations – whether young or old, small or large – need these capabilities in order to compete and grow. ”

Peter Bryant Ph.D.
IE Business School

Venture Lab

One of the most important initiatives developed by the Entrepreneurship & Innovation Center is the Venture Lab, which provides a unique opportunity for entrepreneurial students and alumni.

The aim of the Venture Lab is to incubate the development and consolidation of business start-ups, providing high-quality “deal flow” within a global network of investors. The Venture Lab isn’t only a business plan competition or a chance for students to entertain interesting business ideas; it is a unique opportunity for students with entrepreneurial spirit and disruptive ideas to begin the process of transforming those concepts into investment-worthy companies. It is open to all students of all programs at IE, although its admissions process is highly selective.

The Venture Lab, which is open both to students and alumni, has its culmination in the Venture Day, a biannual event during which the five most promising projects are presented to investors with the mission of opening the doors to the relationships that might eventually lead to successful funding. Venture Days are held bi-annually in Madrid as well as internationally.

The Venture Day creates a setting in which all stakeholders in the national and international entrepreneurial ecosystem are brought together: entrepreneurs, investors, service suppliers, consultants, analysts and academics. The event consists of several panels and keynote speeches by renowned entrepreneurs, investors, analysts and academics.

That being said, it’s important to mention that IE’s commitment to supporting entrepreneurs extends beyond the Venture Lab; students can also choose the shorter elective known as the Knowledge Incubator to develop their projects. They also have the opportunity to engage the support of mentors while working on their projects independently of the Venture Lab or Knowledge Incubator.

All projects in the Knowledge Incubator receive the support of a professor and a mentor, which implies that the overall educational experience is very similar to that of the Venture Lab.





Wide Open

Main force in the development of a global entrepreneurial ecosystem

The Entrepreneurship and Innovation Center is strongly committed towards achieving sustainable economic development at a global level, while remaining open to the entrepreneurial ecosystem that surrounds it. The Center's activities go beyond the classroom and directed to all agents who interact on a day to day basis within our economic reality.

A number of initiatives are launched with the sole purpose of improving the results and conditions needed in order to create a more entrepreneurial and competitive society. IE Business School's doors are open to all entrepreneurial activities, and for this reason it is has become a world-wide reference.



Pasion >ie

Entrepreneurial talent connected to corporate innovation

IE Business School and Accenture continue with Pasion >ie Project, an initiative that links the innovative and entrepreneurial community with corporations in order to contribute to social and economic development. The training program, designed and conducted by IE Business School, offers specific training courses for startups, along with a period of mentoring offered by IE mentors and the innovation heads of collaborating firms.

These projects are found in the Smartcities, eHealth and future commercial distribution sectors. Pasion >ie already holds claim to very successful editions that have led to agreements between large companies and startups, allowing for the development of the entrepreneurial ecosystem and improving corporate competition.

www.pasionie.com



Spain Startup & Investor Summit

Renowned event for entrepreneurs in southern Europe

The Spain Startup & Investor Summit is an initiative that brings together all of the key Spanish players in the business ecosystem such as entrepreneurs, companies, investors, institutions and government. The goal: To support entrepreneurship, job creation and the promotion of Spain's image in the world.

The 2-day event which took place in 2012 served as a meeting-point for the 30 best startups in Spain, 185 investors, 1500 attendees, 1200 entrepreneurs and over 10,000 followers via streaming. The event is an ideal platform to connect Spanish startups with great potential to the international investor ecosystem.

www.spain-startup.com



Wayra Startups Training

Collaboration with the most important technological incubators

Wayra is a program for technological startups promoted by Telefónica, aimed at supporting the creation of ICTs in Europe and Latin America, making it the leading global platform for identifying technological talent in the ICT world. IE Business School has been involved with Wayra in the development of training programs, which are taught by its expert faculty in the Academies in Madrid and Barcelona, and by nourishing the pool of mentors offered to start ups throughout the different acceleration phases.

RM YOUR SPACE



REVOLUTIONIZE YOUR SPACE

CHURTICHAGA

KING



Google

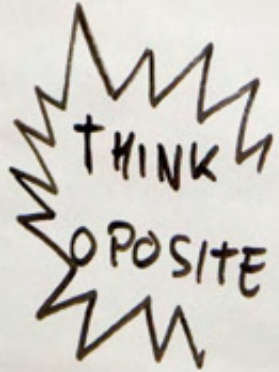
BUSINESS DESIGNER

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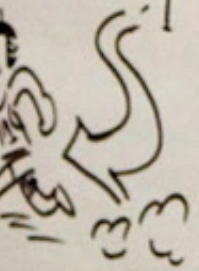
DESIGNER THINKING



BUILT THE TODAY WORLD!



DEATH COVAIN





Comprometi2.o

Innovative methodologies for the development of young entrepreneurial talent

IE Business School and Fundación Canal launched Comprometi2.o in order to transform business ideas into real, innovative and sustainable projects which would help economic development and generate employment. IE Business School selected 30 young entrepreneurs, created teams and helped them develop their ideas. Finalists were also mentored until their final presentation given before of an expert panel, and the members of the winning team received a 100% scholarship for IE Business School's Master in Management. The latest team teaching methods, as well as Design Thinking and Lean Startup were used throughout this initiative, which proved to be an incomparable experience for all entrepreneurs.

www.fundacioncanal.com/comprometi2



Spain Startup Co-investment Fund

Business Angels and Venture Capital investment stimulus

The purpose of this initiative is to stimulate the early stage investment industry in Spain through the creation of a € 40 million co-investment fund. The co-investment fund is made up of equal contributions from ENISA, Spain's leading government agency for the development of innovation-based high growth potential companies, and an international group of specialised private sector investors. The Spain Startup Co-investment Fund (SSCF) is not only an instrument that supports the development of the Venture Capital industry in Spain, but it is also an initiative to promote entrepreneurial talent, bringing it to the attention of some of the most internationally active early stage investors.



IE Venture Network

Startup pitches and networking

IE Venture Network is an opportunity for the open entrepreneurial community to share and pitch their own startups while expanding their network with helpful contacts in an informal setting. During this weekly event (Madrid), three innovative start-ups pitch to a panel of investors to receive feedback, learn from each other and gain insights into the business angels' market – an invaluable resource for early stage entrepreneurs. This is a forum for engaging the entrepreneurial community as well as an opportunity to promote your start-up, and at best securing an investment from investors. IE Venture Network is already present in other locations like Barcelona, Tel Aviv, Bilbao, Canary Islands with more to come...

[#ieventurenetwork](https://twitter.com/ieventurenetwork)



Immersion Program for Business Angels

Training the investment ecosystem

The Immersion Program for Business Angels (BA) has been specifically designed for private investors and people interested in exploring different options on how to invest their assets, but also for entrepreneurs to acquire the necessary skills to search capital for their start-ups.

The objective of this program is to facilitate serious BA training, following the experience of the national market's best. Even if the program does place a special emphasis on internet-based start-ups and emerging tech companies, it does guide investors through the whole process, which can be applied to all new companies in all sectors.



Success Stories

IE takes an active interest in the outcome of our students' business ventures. In the following pages, we share a few of the many success stories submitted by students and alumni.



Respiro Car Sharing

Claus Biernoth, Ian Paterson & Philippe Remise
Global Executive MBA
Germany, UK, France

"Respiro Car Sharing was born in the Venture Lab. During our MBA, we became increasingly interested in the commercialization of green technologies as an ingenious way of 'doing well by doing good'. Respiro is the first car-sharing company in the center of Madrid. We offer an all-inclusive, e-based, pay-as-you-go service for € 0,15 per minute. Respiro empowers people to make smart economical and ecological transportation choices, and gives access without ownership, wheels when you want them. We are part of a global phenomenon of transforming modern cities into more sustainable environments."

www.respiromadrid.es



RenewEn

Drury Elisabeth McKenzie
International MBA
USA

"I came to IE because of the Venture Lab. My company, RenewEn, is a smart energy solutions provider, committed to providing everyone everywhere with cost-effective and technology-appropriate clean energy systems. At IE Business School, I was enveloped in an unbeatable entrepreneurial ecosystem formed by diverse and globally minded professors and students who helped me transform my idea into a company. Without the support of my classmates (Kannan, Vitaliy Bubka, Ashutosh, Agrawal, Carlos Morodo, Ajibade Ogunbiyi and Andre Franciss), RenewEn might never have been born. My finance professor and Venture Lab mentor helped me develop a partnership with one of the world's largest renewable energy companies, and we are also about to engage two customers in Haiti for small-scale renewable energy systems and water-purification systems. IE has helped me to make my dream – RenewEn – a reality."

www.renewenusa.com

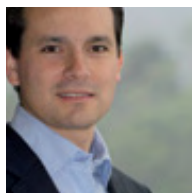


IMASTE

Miguel Arias
MBA Part-Time
Spain

"I founded IMASTE in 2004 while still a part-time MBA candidate. Although IMASTE's initial focus was on organizing live career fairs to bridge the gap between companies seeking talented employees and university graduates, we are now the European leader in the organization of virtual events and fairs, with more than 100 successful events delivered in more than 10 countries. I am a civil engineer by training, so before coming to IE, I knew very little about marketing, human resources, strategy, etc. But my MBA experience prepared me to overcome the problems and challenges of a start-up's initial phases by strengthening my ability to analyze, execute and adapt the original business idea. Sharing ideas with other entrepreneurial students, teachers and mentors was essential to my evolution. IE's powerful investor and entrepreneur network also provided us with invaluable early feedback that both enhanced our company's chances of early survival and eventually laid the groundwork for our successful expansion into Europe and the United States. As an active member of IE's entrepreneurial community, I also currently serve as a member of the Venture Lab's Selection Committee and as a mentor to student entrepreneurs in the Venture Lab."

www.imaste-ips.com



Prexus Consultoría

Nicolás Restrepo Abad
MBA
Colombia

"PREXUS is the first consultancy firm in Latin America to lend prices the importance they deserve in companies' marketing and competitive strategy. We're fully convinced that you achieve better results when you work on making a positive and sustainable impact on the final result of the income statement, and the effect of modifying prices is five times that of cutting fixed costs. PREXUS fills the gap between operational consultancy, aimed at reducing costs, and strategic consultancy, that fails when it comes to making the means for increasing income tangible."

www.prexus.co

Why do we need
an index?

IT!

SUSTAINABLE
LIFE

GDP does not INDICATE
capture "well being"
but





DEVENALSA,

Deshidratadora
Venezolana de Alimentos, S.A.

Johnny Dao
International MBA
Venezuela

“The company specializes in fruit, vegetable and herb dehydration for sale both to other companies and, through its trademark, as snacks to retail stores. The training I received from the International MBA program at IE complemented my skills and knowledge and allowed me to start my entrepreneurial journey and launch a company in my country. I'm currently managing the implementation of the macro project and its initial phase operations. Everything I learned during the program gave me the necessary skills to coordinate all the aspects involved in the development and operation of a business and, more importantly, the relationship between both. This global managerial vision is absolutely necessary and essential to coordinate the creation of a company and select the person best suited to each task. The satisfaction I gain from doing something for my country and creating new jobs, apart from the usefulness of our products, is invaluable.”

www.devenalsa.com



BUSUU

Adrian Hilti & Bernhard Niesner
International MBA
Liechtenstein, Austria

Adrian Hilti and Bernhard Niesner, co-founders, came up with the idea for busuu.com as their final project for their International MBA program. They founded the company in Madrid in January 2008, and, in only three years, it has become the world's most active language-learning online community, with more than 5 million online users and over 5 million mobile application users. 15,000 new users register daily to access the 9 online language courses. Registration is free, although users can pay a small fee to gain access to premium contents. The courses combine more than 150 lessons with interaction with other users in the community (native speakers of the language they are learning), through an integrated video-chat, with text and voice correction. busuu.com has won several prestigious awards, such as the CEBIT Innovation Award and The European Commission Language Training Innovation Award, and was chosen best education start-up in the TechCrunch Europas Awards 2011. IE students who wish to learn languages are given a free premium account through the Student Office.

www.busuu.com



**Foundation for African
Leadership in Business**

**Marino Giocondi, Suzanne O'Brien,
Henry Okafor & Fabio Pisi Vitagliano**
International MBA
Italy, USA, Nigeria, Italy

“While we were students at IE Business School, we established the Foundation for African Leadership in Business, which creates MBA scholarships for African students, partnering with universities, corporations and other NGOs for funding. At IE, entrepreneurial spirit is infused in every interaction among students, professors, staff and alumni, and that spirit inspired us to create our foundation. Our economics professor not only helped us develop the idea, but also put us in touch with world-famous foundations. The personnel at the bookstore helped us find a printer. Student Offices introduced us to key alumni, and Dean Santiago Iñiguez invited us a very private dinner with an important leader in the world of foundations. Thanks in large part to this continuing support, we have established partnerships with several organizations, including IE, and have already created two scholarships for African citizens.”

www.albfoundation.org



BIT&BRAIN

María López
MBA Part-Time
Spain

Bit&Brain specializes in the development of Brain-Computer Interface (BCI) technology, focusing initially on the areas of medicine, academia and research.

Achievements: Winning project in the 8th edition of the Banespyme-Orange competition held by IE. Awarded the Spin-Off seal by the University of Zaragoza, the 1st prize in the IDEA competition of Aragón, the CEEI Company seal and the I+E Company seal. Bit&Brain was founded in September 2010.

www.bitbrain.es



CityDeal S.L.U

Gonzalo Castellano Benlloch & Philipp Hasskamp
International MBA
Spain, Germany

"We are co-founders of CityDeal S.L.U., currently the fastest-growing company in the Internet space. Our friendship and partnership started after we studied in the same program section. In February 2010, shortly after finishing the International MBA, the Samwer brothers (German serial entrepreneurs) offered us the chance to found the Spanish branch of CityDeal. A few months later, Groupon acquired CityDeal to form the world's leading social commerce site, offering one great deal, every day, in more than 170 cities across Europe, the US and Latin America. Our MBAs not only provided us with many concepts and experiences that we later used while starting up our company, but also allowed us to nourish ourselves within a strong entrepreneurial environment flourishing with innovative ideas. Moreover, it allowed us to establish ties with other students and teachers who then have supported us in our journey. Since graduating from IE, we have also gotten to know the larger entrepreneurial community thanks, in part, to networking events and speaker series sponsored by the Venture Lab. In our fast expansion, we count and will count on the support of many people that we met at IE and that are now, in some way or another, part of our organization."

www.groupon.es



Ambiox Biotech

Teresa Gonzalo
Master in Biotechnology Management
Spain

"My passion for medicine and my desire to continue learning led me to become a student at IE, with the vision of founding a biotech company with colleagues at my research lab. Our product aims to help prevent the spread of HIV. IE's entrepreneurial spirit, combined with the Master in Biotechnology Management's integrative vision, helped transform our scientific discoveries into a successful biotech venture; Ambiox Biotech. The Master in Biotechnology Management helped me develop my leadership, marketing and business management skills. This dual training is essential, given that biotech entrepreneurs must be fluent in the different languages of science and business. In addition, because biotech start-ups need investors to survive, the training in finance and managing venture capital that I obtained during the program was key, as are the introductions and opportunities to present to biotech venture capitalists that we have received thanks to the Venture Lab."

www.ambiox.com



SCHMOOZY FOX

Olga Slavkina
International MBA
Latvia

"Back in 2006, I had a well-paid job at a multinational in Brussels, a safe and steady career ahead of me, a highly ranked Master's degree in International Relations under my belt, and a daughter who had just turned 1: perhaps not the most common combination of life circumstances that would prompt one to pursue a full-time MBA. And yet, to me it made perfect sense to come to IE and develop my interests in branding, entrepreneurship and the web. After IE, I moved back to Brussels where I founded SCHMOOZY FOX, a brand and marketing strategy consultancy that is based on my concept of Funky Brands™: products and services which owe their success to astonishing design and smart brand strategies. I work both with large companies and start-ups, to help them position, launch and promote their products in real life and on the Internet. Besides consulting, I write about branding and marketing, and publish a Funky Brand Interviews series on my blog. The Funky Brands™ concept was nominated for the 2011 Accenture Innovation Award, and Funky Brand Interviews will soon launch in film format."

www.schmoozyfox.com



Financiera Dimex

Juan Eugenio Clariond
International MBA
Mexico

"Dimex currently has 42,500 customers and three financial products: Dimex Pay Roll, Dimex Consumer and Dimex Direct. It has 625 employees and is present in 25 Mexican states through 83 offices. After working for four years in investment banking at Citigroup, I decided to enroll in the International MBA at IE Business School. Some months before I left for Madrid, a relative and I bought a small financial firm that financed electronic and white-line consumer goods through a series of agreements with department and furniture stores. Back then, the company trademark was Camernova, and it had 3 offices and 42 employees. When we started, it was losing money, but we saw that it could be an opportunity. My partner and I realized that there were several bottlenecks throughout the operation, and we thought a new focus and an adequate strategy could help us turn the company around. We focused on our customers: understanding them, spending time in the field, and starting to think like them. We modified and restructured our services based on their needs, as, with every passing day, it was easier for us to see that our business wasn't about finance, but about people. For 2017 we want to be a leading, diversified and international firm, that offers multiple financial services to meet our customers' needs and that makes a positive and sustainable impact on our communities and environment. Buy what you want, where and when you want it!"

www.dimex.mx



Tractis

David Blanco & Leandro Caldora
MBA
Argentina

Tractis was founded by David Blanco and Leandro Caldora, and it was born as their final project for their MBA program. Today, Tractis offers a wide range of products, such as Tractis Identity, to verify client identity online, Tractis Signatures, to create, negotiate and sign contracts online, Tractis Webservices, to allow anyone to build applications using their identity verification, validation, timestamping and evidence preservation infrastructures, and Tractis Hardware, to help companies equip their customers with the necessary eID readers.

www.tractis.com



Zinkia

Jose María Castillejo
MBA
Spain

"My entrepreneurial journey began when I was a kid watching my grandfather's example of the daily life of an entrepreneur. By the time I finished my MBA, I already had my first company running. It was a great success during its first two years, but it went bankrupt in its third year! It was a good first lesson. Over the last 25 years, I've started and sold companies in different sectors: distribution, agricultural process and biotech, fashion and design, construction and energy, and now I'm extremely happy with Zinkia, the company we founded in 2001 that created Pocoyo and many other animated characters for kids and preschoolers. We created a global company from scratch, which means that we are competing on a global stage against the "big guys" in the entertainment industry. Nonetheless, we have won many important awards, and we fight every day for the quality of our creations, for the smile of our clients, and of course, for growth. Within the next two years, 90% of our income will come from outside of Spain, and we will have two more great properties supporting Pocoyo, as we continue our expansion into becoming a global entertainment company."

www.zinkia.com



Beyond The Marketing

Marketing Consultants

Nelson Labrador Castro
Executive MBA 2011
Venezuela

Beyond The Marketing, with an innovative business vision and the use of state-of-the-arts technology, designs, develops and implements integrated marketing plans for customers who need to communicate and commercialize their brands/products successfully among consumers.

"The reason why I chose to study my Executive MBA at IE, more than the school's excellent ranking, was its extraordinary level of global recognition as an elite school with a highly entrepreneurial philosophy. You can see this for yourself from day one through the Venture Lab, which introduced me to high-level tools and initiatives in a business platform that allowed me to consolidate my position in business, expanding my global vision to make me a successful integral entrepreneur."

www.beyond-themarketing.com



IE wants to extend its deepest thanks to all the students, alumni, faculty members and others who appear in this brochure.





Contact us!

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LinkedIn   YouTube



Your future starts here
www.ie.edu