



# M E C A T E

INTERNATIONAL PUBLIC ENTREPRENEURSHIP PROGRAM

July 26-31, 2015

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Mexico City

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At the Tecnológico de Monterrey Graduate School of Government and Public Transformation, we believe that entrepreneurship is the way to trigger local, regional, and global development through the creation of platforms that lead to opportunities for better living conditions.

Through our Laboratory for Entrepreneurship and Transformation (LET), we seek to promote social change and to contribute to the construction of an innovation-based economy.



Escuela de Gobierno y  
Transformación Pública  
Tecnológico de Monterrey



LABORATORIO DE  
EMPENDIMIENTO Y  
TRANSFORMACIÓN



‘*Mecatl*’, comes from *Nahuatl*, the Mexican language. It is a rope made of fibers from the agave plant and is used to tie and hold together various objects.

In Mecate we link and weave several ideas to produce solutions.

Designed by the Laboratory of Entrepreneurship and Transformation (LET), Mecate is an international public entrepreneurship program in which a group of people from different backgrounds and countries collaborate to **design, build and deploy** new solutions to **TRANSFORM** the lives of people through social innovation and public entrepreneurship in key public sectors (health, education, poverty, mobility, housing, open government, ecology, and sustainability).





At **MECATE**, we call on entrepreneurs from around the world to come up with proposals with public impact in Mexico. We look for people who can transform society through social innovation, new initiatives, collaboration, and community outreach.

Mecate is designed with people in mind who challenge uncertainty and work hands-on to shape the future, see new panoramas, and make better social realities possible.





## Application process

### I. Objective:

To identify entrepreneurs who transform their communities and form a permanent international network of transdisciplinary collaboration with each other. They will promote the sharing of knowledge and best practices on public entrepreneurship, which are sparks for the development of innovative solutions to improve people's lives.

### II. Target:

The program is geared toward outstanding graduate students from the best universities in the world, socially engaged Mexican citizens, and students from the Graduate School of Government and Public Transformation. In all, there will be a select group of 30 people involved in Mecate.

**III. Date and Duration:** The program lasts six days, from July 26 to 31, 2015.

**IV: Location:** Tecnológico de Monterrey, Santa Fe Campus.

### V. Requirements:

Each participant must meet the following requirements:

1. Be a student of the Graduate School of Government and Public Transformation, a graduate student in any discipline from a foreign university, or a Mexican citizen involved in public issues.
2. Be able to attend in person for the entire six-day program.
3. Have advanced English proficiency.
4. Have a strong desire to contribute and get involved in the solution to a social problem.
5. Register on time as stipulated in this application process.

### VI. Application process

The application process consists of two stages:

1. Pre-registration: May 25 to June 14.
  - a. Fill in the [pre-registration form](#) with basic contact information, academic information, and social and professional experience.
  - b. Send a video (in English, no longer than 1 minute), with a brief personal introduction that explains why you wish to participate in Mecate and enroll in a public entrepreneurship program in Mexico.

There will be 50 preselected candidates who will move on to the next stage.

## Application Process

Selection: June 16–26.

2. The organizers will conduct Interviews to evaluate the profile of the candidates.
  - a. 30 candidates will be selected to participate in the program.

Selected candidates must register by June 30.

### VII. Methodology:

- Participants will work in transdisciplinary, multinational teams and will elect a sector on which to focus their projects, according to their interests, passions, and experiences.
- Through dynamics of transdisciplinary collaboration, the teams will design solutions.
- With the support of “makers,” the teams will create prototypes to implement the solution.
- If needed, participants will be able to visit communities, get first-hand experience on the social issues addressed, and collect field information for their projects.

### VIII. Evaluation, Recognition, and Awards:

At the end of the program, the teams will present their projects in a place open to citizens and representatives from several government agencies, civil associations, investors, and media so they can build connections, strengthen this network in the future, and set platforms to continue with their initiatives after Mecate.

Both the participants and the multi-sectorial audience will vote on the proposals in several categories: innovative, scalable, inspiring, global reach, greater social impact, among others. The winning projects in each category will be awarded.

### VIII. Conditions:

- a. Mecate organizers will cover all costs of round-trip air travel from the home city to Mexico City, food, lodging, and ground transportation for all participants during the days covered by the program.
- b. If a participant has to modify dates or conditions of the trip, he or she must cover the corresponding costs.
- c. Selected candidates have until June 30 to confirm their participation. After this date, if they must cancel their participation, they must reimburse the Graduate School of Government and Public Transformation for 100% of the costs incurred so far.

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Contact:  
Glenda Michel Gutiérrez  
Public Entrepreneurship Coordinator  
[glenda.michel@itesm.mx](mailto:glenda.michel@itesm.mx)  
Phone: (52) (55) 9177 8000 ext. 7708