



# M E C A T E

INTERNATIONAL PUBLIC ENTREPRENEURSHIP PROGRAM

July 26<sup>th</sup>– 31<sup>st</sup> , 2015



Mexico City

# M E C A T E

INTERNATIONAL PUBLIC ENTREPRENEURSHIP PROGRAM

In the Graduate School of Government and Public Transformation at Tecnológico de Monterrey, we believe that entrepreneurship is the way to unleash local, regional and global development through the creation of platforms that generate opportunities for better life conditions.

Through our Entrepreneurship and Transformation Laboratory (LET), we seek to foster 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 multiple fibers of the agave that is used to hold and unite various objects.

Thus, in Mecate we link and weave various ideas to produce solutions.

Designed by the Entrepreneurship and Transformation Laboratory (LET), Mecate is an international program of public entrepreneurship, 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).



# MECATE

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Through **MECATE** we call entrepreneurs from around the world to make proposals with public impact in Mexico. We look for those who can transform society through social innovation, conception of new initiatives, collaboration and community outreach.

Mecate is conceived for those who challenge the uncertainty and put hands on to shape the future, show new panoramas, and make possible better social realities.



## Application process

### I. Objective:

Identify entrepreneurs who transform their community and form a permanent international network of transdisciplinary collaboration among them, in order to promote the exchange of knowledge and best practices on public entrepreneurship that spark off the development of innovative solutions to improve people's lives.

### II. Target:

The program is aimed at outstanding graduate students from the best universities in the world, socially engaged mexican citizens and students of the School of Government and Public Transformation. In total, there will be a selected group of 30 persons involved in Mecate.

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

**IV: Location:** Santa Fe Campus of the Tecnológico de Monterrey.

### V. Requirements:

Each participant must comply with the following:

1. Being 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. Being available in person during the whole 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 25th to June 14th.
  - a. Fill the pre-registration form with basic contact information, academic information, and social and professional experience.
  - b. Send a video (no longer than 1 minute), with a brief personal introduction and presenting the reasons of the desire to participate at Mecate and to get enrolled in a public entrepreneurship program in Mexico.

There will be 50 pre-selected candidates who will advance to the next stage.

## Application process

### 2. Selection – 16 to 26th June.

- a. Interviews will be conducted by the organizers to evaluate the profile of the candidates.
- b. 30 candidates will be selected to participate in the program.

Selected candidates must make a final registration by June 30th.

### VII. Methodology:

- Participants will work in transdisciplinary and multi-national teams, and will elect a sector on which to focus their projects, according to their interests, passions and experiences.
- Through transdisciplinary collaboration dynamics, the teams will design solutions.
- With the support of “makers”, the teams will create prototypes to implement the solution.
- If needed, participants will have the possibility to visit communities to get in touch with the addressed social issues 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 space open to citizens and representatives of various government agencies, civil associations, investors and media, in order to build connections, strengthen this network in the future and set platforms to continue their initiatives after Mecate.

Both the participants and the multi-sectorial audience will vote on the proposals in various 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 home city to Mexico city, food, lodging, and ground transportation for all participants during the days covered by the program.
- b. In the case that a participant requires to modify dates or conditions of the trip, he or she should cover the correspondent charges on its own.
- c. Selected candidates have until June 30th to confirm their participation. After this, if they require to cancel their participation, they must reimburse the Graduate School of Government and Public Transformation 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