



Entrepreneurship @ IE

Founded by entrepreneurs, for entrepreneurs



Bringing ideas to life!

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Entrepreneurial Spirit at IE

If there is a business school fully committed to fostering the entrepreneurial spirit, it is IE Business School. 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 classroom 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 Business School.

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

International Center for Entrepreneurial Management at IE

Entrepreneurial activity at IE Business School is carried out through the International Center for Entrepreneurial Management, 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 International Center for Entrepreneurial Management 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 Business School is a leader in the field of entrepreneurship with projects like Pasion>ie and Women Entrepreneurship in Europe, 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.

Among its many initiatives, there are several through which the International Center for Entrepreneurial Management aims to facilitate partnerships between entrepreneurs and large organizations, to foster the advancement of female entrepreneurs and to develop entrepreneurial initiatives in Africa, Asia and Latin America.

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



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 - why
- long term impact
- dry group dynamics
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Academic Area

The Entrepreneurial Studies Area of IE Business School 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 Business School.

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 Business School, 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 International Center for Entrepreneurial Management 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.





Corporate Area

The high level of recognition enjoyed by IE Business School as an international reference for entrepreneurship is made visible through the multiple projects in which IE participates and the success stories involving many of its graduates.



IE Passion with Accenture

Accenture Spain and IE Business School have launched "Pasion>IE, 1st Edition", an initiative to connect the "innovative community" and the entrepreneurial environment, aimed at developing innovative projects that can contribute to social and economic welfare.

The main goal of the Pasion>IE project is to make it possible to materialize proposals that aim to solve specific problems of the world we live in. Those projects selected as finalists will be included in a mentoring plan designed by IE Business School and in the Accenture Spain Innovation MarketPlace platform, and will appear on social websites, on and offline media and other channels.



Wayra

Wayra, Telefonica's innovation platform, supports innovative and profitable information technology projects in Europe and Latin America. It's in charge of selecting 10 projects in Madrid, which will receive both funding from Telefonica and a training program from IE Business School. Check out <http://www.wayra.org> for more information.



Bancaja Professorship

Bancaja Professorship Young Entrepreneurs – IE University is an agreement between Fundacion Bancaja and IE University. Through this agreement, IE University becomes part of an important project, with 34 chairs all over Spain, aimed at boosting entrepreneurship at University level.



Business Angels School

The objective is to offer participants high-quality training and guidance, and help them develop their ability to systematize and properly manage investment processes, such as seed funds, looking from a practical perspective at the creation, development and expansion of an entrepreneurial project.



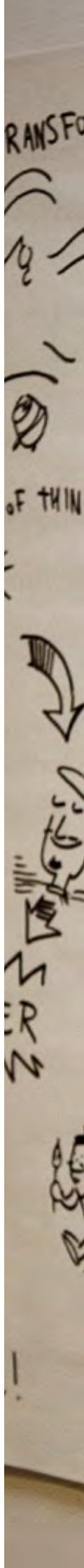
Corporate Venturing Program for Telefonica R&D

An initiative aimed at this multinational organization's personnel with the main objective of carrying out a viability analysis of their business ideas. The work-teams receive specific training and personal tutorship from IE mentors to help them develop their business ideas and present them to an expert jury.



LiderA Emprende

LiderA Emprende is a professional guidance, training and coaching program, designed for all those women in the Region of Madrid who want to develop their leadership skills. The training program, carried out by teachers and tutors from IE Business School, is made up of three phases: seminars, workshops and individual coaching, with ongoing support from top-level trainers and prestigious women professionals.

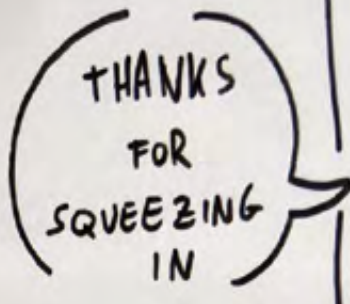


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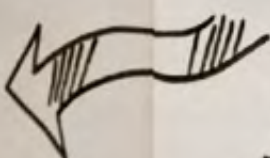


CHURTICHAGA

REVOLUTIONIZE YOUR SPACE



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BUSINESS DESIGNER

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BUILT THE TODAY WORLD!



THINK OPPOSITE



NEW DEATH COVAIN

SIEMENS

Women Entrepreneurship in Europe (Siemens)

Women Entrepreneurship in Europe is an alliance between Siemens and IE Business School created to promote successful entrepreneurship among young women in the EU and candidate countries, aimed at reshaping national economies and fostering new growth opportunities. The WEE project is designed to promote innovation-driven scientific cooperation, boost the ambition of young women with technological training, and build entrepreneurial, constructive attitudes among European youth.



Venture Network Heineken

The Venture Network is a weekly event aimed at providing resources and guidance for entrepreneurs and innovation communities. One of our main missions is to help create a connection between the initial entrepreneurs, potential investors and consolidated companies through updated and useful feedback and conversations.



i-deals

i-deals is an initiative fostered by the Everis Foundation and developed by the Innovation Area team to work hand-in-hand with IE in selecting and supporting student team projects to make business ideas come true. It specializes in the evaluation of the technological viability of each project, offering expert guidance to students and taking part, through its Venture Capital Fund, in investment forums arranged by IE.



Fundación Zaragoza (CRECE Project)

IE Business School offers a guidance service for 25 entrepreneurs with headquarters in Zaragoza for new or consolidated companies with a business development plan. The service includes coaching, review and follow-up of the business plan in every one of its phases, as well as support in relevant networking, including advice regarding the most suitable profiles.



International IE Global Entrepreneurial Challenge

IE Global Entrepreneurial Challenge is a platform for young talent to explore and develop new business ideas. Experts from IE are scouring the globe to identify and attract highly creative and entrepreneurially-minded young talent with disruptive ideas.

After finalists are announced in each of the respective countries, they will be evaluated by a Global Selection Committee that announces the overall winners. The prize is the opportunity to make the idea a reality through a scholarship for an IE Master Program in line with the candidate's profile and entrepreneurial idea.



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 Business School 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 to 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 to 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 Business School 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 Business School, 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 Business School'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 Business School'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





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 at 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 feel at doing something for my country and creating new jobs, apart from the usefulness of our products, is invaluable.”

www.devenalsa.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 Business School, 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 to find a printer. Alumni Relations introduced us to key alumni, and Dean Santiago Iñiguez invited us to 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 Business School, and have already created two scholarships for African citizens.”

www.albfoundation.org



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 IMBA. 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 their 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



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 Business School. 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 Benloch & 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 future partnership started after we studied in the same section. In February 2010, shortly after finishing the IMBA, 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 in 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 Business School 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 Business School, 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 Business School's entrepreneurial spirit, combined with the MBM'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."

<http://ambiox.com/en/index.html>



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 IMBA 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 on 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. 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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