

UNESCO-IEEE Entrepreneurship Workshop for Scientists and Engineers

Latin America and the Caribbean Edition

11 – 15 September 2023, Panama City, Panama

Call for Application

*Are you interested in taking your scientific and technical ideas to the market?
Do you want to see your solutions contribute to resolving major global challenges?
Do you live in Latin America or the Caribbean Islands and would like to learn how to be an entrepreneur?*

Now you have a chance to apply to this entrepreneurship workshop cosponsored by [UNESCO](#) and [IEEE Entrepreneurship](#) focused on entrepreneurship in science and engineering for sustainable development. This 4-day intensive workshop is for early-career researchers, scientists, engineers, and inventors as well as Science and Engineering students, who are interested in learning entrepreneurial skills to commercialize their scientific inventions.

At the workshop, the participants will learn about topics like Sustainable Development Goals (SDGs), the importance of basic sciences and engineering for sustainable development, taking a scientific innovation to Market, Lean Business Model Canvas, Marketing and Digital Marketing, Value Proposition, Finances, Intellectual Property, Contracts and Negotiation, Leadership Soft Skills, and listen to experts on local investment opportunities, local entrepreneurial success stories and more. The participants will also be mentored by a team of experienced inventors and entrepreneurs, and work in teams of approximately 5 people to develop their ideas and pitch these to a panel of judges. The workshop will be preceded by two virtual engagements to solicit the participants' ideas and to build teams.

We are inviting youth from Latin America & Caribbean countries, who are driven to take their ideas to the next level.

When? 11 to 15 September 2023

Where? Hilton Inn Hotel at the City of Knowledge, Panama City, Panama

The following information will help applicants to get an overview of the engagement. Please read carefully before applying.

A. Tentative Timeline

- 25 July 2023: Deadline for Applications
- 01 August 2023: Shortlisting 40 participants and sending acceptance letters
- 29 August 2023: Pre-workshop online engagement 1 – Introduction and soliciting ideas (2 hours)
- 4 September 2023: Pre-workshop online engagement 2 - Team building exercise (2 hours)
- 11 September 2023: Opening Ceremony 6 pm to 9 pm.

- 12-15 September 2023: Workshop

B. Eligibility

- Must be younger than 40 years.
- Must be from Latin America and Caribbean countries.
- Must be available for all days of the workshop, including the two pre-workshop online engagements.

C. What is provided?

- Lodging in double rooms on a shared basis.
- All meals excluding dinner.
- The air tickets for qualifying participants arriving from outside Panama.

D. Tentative agenda of the Workshop

The Workshop will consist of lectures by invited speakers, case studies, group discussions and role-playing sessions related to the commercialization of a product.

Topics will include:

- Relation between scientific research, inventions and products.
- Innovation/Research to market case studies.
- Market needs identification/feasibility study.
- Protecting Competitive Advantage - Concept of intellectual property (IP) and its importance.
- Business Model Development.
- Timelines and processes for taking a scientific invention to market as a product.
- Doing business in Latin America (components of the entrepreneurial ecosystem, business formalities, IP management, grants, investor resources, etc.).
- Finance – basic financial skills needed for start-ups (financial modelling).
- Marketing and Sales.
- Leadership and Teams - Communication and networking skills.
- Group exercises, networking, and collaboration among participants.
- Pitching your ideas to investors, customers, etc., business plan presentations by participants.

Do not miss this opportunity to learn what it takes to be a successful entrepreneur in the fields of basic science, engineering, and technology, to make the world a better place!

If you are interested, apply through the link below by 25 July 2023:

https://docs.google.com/forms/d/e/1FAIpQLSc6NqNh5qkVwz13hZEzKFcmhz8CZf-u_KmiD0iL6NEDt-xWdQ/viewform