



ENVISIONING THE FUTURE OF EDUCATION

I. Objective

MECATE aims to identify public entrepreneurship projects around the world that are transforming the way that education services are delivered, and promote their practices and knowledge to improve this sector in Mexico.

II. Strategy

Through an open call, we will identify **up to six initiatives** that aim to expand their project to Mexico. **During a week** in Mexico, we will enable available resources to help them consolidate a plan to launch a **four-month pilot** in the country.

At the end of the program, those initiatives that are successful on delivering a detail and viable strategy, will receive assistance to implement their initiative in an education institution in Mexico during 2018.

III. Target

The program is geared toward outstanding citizens from any nationality and any field of knowledge.

IV. Date and duration

The program lasts seven days, from July 8th to 14th, 2017.

V. Location

Guadalajara, Jalisco (Mexico).

VI. Official communication channel

The website www.let-emprendimientopublico.mx/mecate is the official channel from where all information regarding the present call can be consulted.

VII. Time frame

The application process consists of two stages, with the following time frames:

a) On-line submission of projects

From March 16th to April 25th, 2017 (23:59:59 GMT-5).

Projects that are submitted after this time won't be considered.

b) On-line interviews

On May 4th, 2017 (by appointment).

The teams selected for this stage are responsible to make themselves available for the interview.

In all, the Laboratory for Entrepreneurship and Transformation reserves the right to extend the deadlines and communicate them well in advance through the official channel.

VIII. Projects profile:

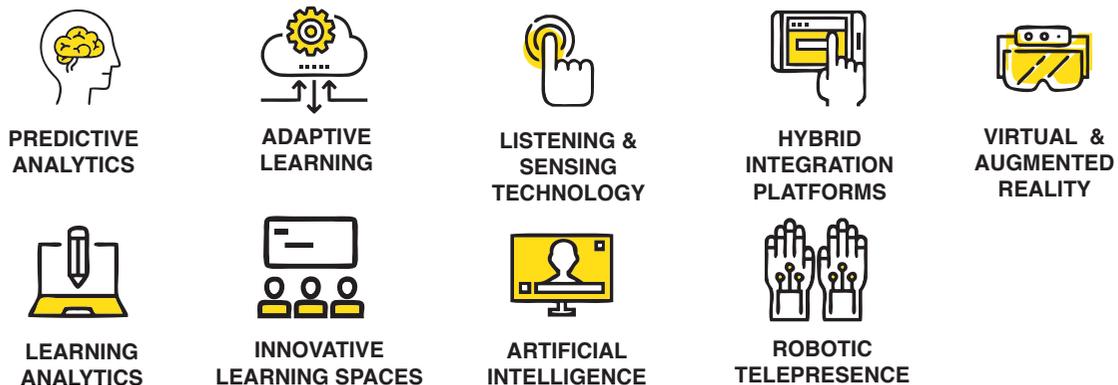
The project should promote the betterment of education in the 21st Century through one of the following strategies:

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Providing opportunities for lifelong learning and flexible learning pathways. This recognizes the importance of:
 - Increasing the access to quality technical and vocational education and training (TVET)
 - The need to endorse and certify the skills, competencies and knowledge acquired through non-formal and informal learning.
 - Promote teaching methods that allow for competence based learning and personalized learning such as blended, remote and self-paced models.

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Prepare learners with relevant training and guidance that allow them to prosper in a knowledge-based and technology-driven world.

This places emphasis on developing high-level cognitive and non-cognitive/transferable skills, such as complex problem solving, people management, critical thinking, computational thinking, transdisciplinarity, creativity, adaptability, social intelligence, cross-cultural competency, conflict resolution, virtual collaboration, among others.

This strategies could be achieved by addressing model and technology trends such as, but not limited to:



IX. General requirements:

1. The Project should be represented by a team of 2 or 3 people.
2. Teams must be transdisciplinary. Members must have different discipline backgrounds.
3. Members must reside or spend a large amount of time in the same country. (Nonetheless, it is not a requirement to live in the same city or have the same nationality).
4. All members must be willing to expand the project to Mexico and committed to continue working on it when they are back in their home countries.
5. Teams must be willing to collaborate and/or partner with the public, private and or CSO's sectors in Mexico, as well as with other participants.
6. The project should be in the startup or growth development stage.
7. The project should have the potential to be scalable and sustainable.

Each member must meet the following requirements:

1. Have completed an undergraduate degree in any discipline from a foreign or Mexican university.
2. Be an entrepreneur or intrapreneur involved in social and public issues in any country.
3. Be able to attend in person for the entire seven-day program with full commitment.
4. Have advanced English proficiency.
5. Have a strong desire to collaborate and contribute to the education sector in Mexico.

X. Application process

Initiatives interested in becoming part of the third generation of MECATE, must go through the following application process:

Stage 1

Submission of projects:

Candidates must fill in the registration form which includes:

- A. Information and profile of each of the team members (personal and academic information, and social and professional experience); as well as team profile.
- B. Information on the project.
 1. Name of the project
 2. Context and relevant data of the specific problem being addressed (maximum 200 words)
 3. Project description (maximum 300 words)
 4. Value proposition/ added value (maximum 200 words)
 5. Geography reached (maximum 50 words)
 6. Population that has being impacted (maximum 50 words)
 7. Innovation or technology used (maximum 200 words)
 8. Mockups, storyboards, diagrams or else that help illustrate the project.
- C. Proposal of expansion to Mexico
 1. Explain how would the project benefit the education sector in Mexico. (maximum 200 words)
 2. What is the potential reach in Mexico for the first year? (maximum 50 words)
 3. What is your sustainability strategy (business and income model) to ensure that the project stands in Mexico? (maximum 150 words)
 4. What is your projected plan to implement a 4-month pilot in Mexico?
Please upload a file showing a Gantt chart of this projected plan.
 5. Does the project need any alliances or partnerships to expand in Mexico?
If yes, which ones specifically? (maximum 50 words)
 6. What kind of support would you need to ensure a successful implementation? (maximum 150 words)
- D. Send a video (in English, no longer than 2 minutes) that shows: 1) what is the project about; 2) why do you wish to expand your project to Mexico and 3) what are your expectations of implementing the project in Mexico.
- E. Send a second video (in English, no longer than 2 minutes), that shows: 1) a brief personal introduction and skills of each of the members of the team; 2) a brief presentation as a team (who are you as a group?); 3) an explanation of why you wish to participate in MECATE.
- F. One brief letter of recommendation of the team/project, specifically written for MECATE.
- G. Links or references of the team members and the project.

Registration Form:

- You can find the registration form here: <http://let.socialab.com/>
- You can start your application by clicking in the “Participa” button.
- You must create an account in order to fill your registration form.
- Please be aware that once you start your application you must complete it. You will not be able to save any progress until submission.
- It is recommended to integrate all your answers and files (required above) before you fill in the form.

Stage 2

Interviews:

From April 26th to 28th the Evaluation Committee will select 10 to 15 teams that will move on to the next stage.

- a. On May 4th, these candidates should make themselves available for an on-line interview with the organizers.
- b. The interview consists of:
 - 1) 2-minute presentation of the team
 - 2) 3-minute pitch of the project
 - 3) 5-minute exposition of interests and plan to expand to Mexico
 - 4) 5-minute Q&As.

XI. Evaluation and Selection

The Evaluation Committee of MECATE will be the responsible for analyzing the submissions presented at the first stage and conducting the interviews during the second stage. The following criteria will be considered to evaluate the applicants.

Stage	Criteria	Value
Online	Applicants experience and motivations	15%
	Value proposition of the project	25%
	Innovation involved in the project	15%
	Results/reached gained in local implementation	10%
	Project relevance to the mexican context	15%
	Definition of plan to launch the pilot	15%
	Social engagement*	5%
Interviews	Knowledge and commitment to the issue	25%
	Potential reach of the solution	25%
	Viability to implement	25%
	Financial sustainability plan	25%

***Social engagement** will be evaluated with the number of supports or votes that the project receives from the general community through the platform. This will be measured by the following criteria:

Number of votes	0-49	50-99	100-149	150-199	200 +
Score obtained	1%	2%	3%	4%	5%

XII. Announcements of results

Teams that are selected during stage 1 will be notified through the official channel on April 29th 2017. Additionally, a message will be sent to the registered e-mail accounts of the team members. They will receive schedule options for the interviews. Applicants are responsible to confirm an appointment no later than 48 hours after receiving the notification.

After the second stage, up to six teams will be selected to be part of the third generation of MECATE. This selection will be announced on May 8th through the official channel.

XIII. Conditions

The Laboratory for Entrepreneurship and Transformation will cover all expenses to attend the one-week program. These costs include:

- 1) A round-trip air travel from the home city to Guadalajara
- 2) Local transportation for official events
- 3) Lodging during the days covered by the program (from the night of July 7th to the morning of July 15th)
- 4) Three daily meals (except for two dinners when participants will be granted "free nights").

- If a participant has to modify the dates or conditions of the trip, he or she must cover the corresponding costs.
- Selected candidates have until May 12th to confirm their participation and send the required documentation. 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.

XIV. MECATE Stages

The program will be carried on across four stages, each intended to procure the successful design, validation or implementation of the participant's initiatives in Mexico. The four stages are:



Stage 1: Pre-work

Period: May 22nd to June 30th

Objective: Prepare the entrepreneurs to have a highly productive week in Mexico by providing assessment, mentorship, information and feedback.

General mechanics: During pre-work, participants will interact with each other, with the staff and with mentors through the application platform (Socialab). In this stage:

MECATE staff will:

- Provide more information on the education sector in Mexico.
- Assess the mentorship needs of each Project.

Participants will:

- Have the opportunity to exchange ideas between initiatives.
- Have the opportunity to ask for feedback, opinions or clarifications from the staff and/or mentors.
- Be asked to refine the scope of the pilot to be launched.
- Provide a list of technological needs, if any.
- Provide a list of their interest on specific potential partners for the Project.

Evaluation: In order to successfully complete the pre-work stage, during early May you will receive a list of guidelines on how to proceed with certain tasks across the stage. We expect at least 30 hours of engagement in order to fulfill our expectations.

*Failure to demonstrate active engagement might be subject of dismissal from the program.



Stage 2: Event

Period: July 8th-14th

Objective: Strengthen the participants' projects and strategically plan how to implement them in Mexico.

General mechanics: According to the needs identified during the pre-work stage, MECATE staff will enable the resources and gather the proper people to support the participants in the development of the projects and the planning of the pilot. With the help of mentors, developers, experts in the political/public field, among others, participants will receive assessment on a variety of topics including:

- o Growth strategy for the following 5 years.
- o Incorporate pedagogical model to the technology proposal.
- o Define impact evaluation for innovation in education projects.
- o How to implement a successful pilot in the education sector.

Furthermore, participants will have the chance to meet with potential partners and/or users to validate the market and explore alliances.

Evaluation: The projects will need to demonstrate certain qualifications in order to receive an offer of support to execute the 4-month pilot during 2018. This criteria will be fully defined and shared during the pre-work stage, but some guidelines to be considered are:

- o Number of potential partners approached during the week
- o Determination of a viable and sustainable model for the Mexican market
- o Progress in the engagement with policy makers or local authorities.
- o Clarity on the scope and needs to run the pilot.



Stage 3: Validation

Period: August –December 2017

Objective: Provide support to validate the project in Mexico by assessing the local market conditions, the fiscal and legal frameworks, and structuring the financial model.

General mechanics: Through a collaboration with the Entrepreneurship Institute Eugenio Garza Lagüera from Guadalajara Campus, the participants will be linked to a multidisciplinary group of 3 highly-committed students and 12 faculty members from Tecnológico de Monterrey that are part of an educational innovation platform and who will take the project through a process of validation to ensure the successful launch of the pilot.

- Validation of business model hypothesis
- Consolidate the value proposition of the product or service
- Define a financial strategy and mobilize resources to develop the project.
- Design client/user acquisition strategies and sales strategies.
- Address legal, fiscal and ethical aspects for the project.

It is expected that during this semester, MECATE participants hold weekly virtual meetings with the students. It is also possible that two face-to-face meetings will be arranged (One in Mexico and one in the home country of the MECATE participants). Furthermore the participants, although being abroad, will be required to get funding and close some partnerships to execute the pilot.

Evaluation

Students will hand-in a full report of their findings and recommendations. They will be assessed by both their professors and the MECATE participants. According to these evaluations, they will receive credits for seven modules from their Course plan.

The participants will be evaluated by their engagement with the students, with the Laboratory for Entrepreneurship and Transformation and by the achievement of funding and partnership goals. They will also deliver a clear plan to implement the project in Mexico during the first semester of 2018.



Stage 4: Implementation

Period: February –May 2018

Objective: Launch and implement a pilot for the project in Mexico, evaluate the outcomes, document learnings, and determine the viability or not to formally launch the initiative in the country.

General mechanics: This is the final stage in which the participants will receive support from the Laboratory for Entrepreneurship and Transformation to expand their project to Mexico. The details of the support granted (to be defined during the second semester of 2017) might include:

- Flight tickets.
- Support for technological development.
- Link to private, public and social sector representatives to enhance the pilot.
- Human capital in the form of students working for the project.
- Guidance on diverse topics by Tecnológico de Monterrey faculty.

Evaluation:

With the guidance of an expert, the effectiveness and impact of the project will be evaluated. Participants will be required to document the whole pilot and deliver a report and a video that includes procedural learnings and impact results.

XVI. Intellectual property

Neither Tecnológico de Monterrey, the School of Government or the Laboratory for Entrepreneurship and Transformation will acquire intellectual property rights on the participating projects. Thus, participants of MECATE will explicitly declare to be the original authors of the ideas or projects that they submit. The responsibility to register or manage the rights of intellectual property of any works, software, designs, trademarks, or patents of any type that are recognized by the laws of each country, rests exclusively on the participants. Likewise, participants are solely responsible for the material sent to the organizers and the authenticity of the information submitted when applying. Participants state that they are obliged to indemnify the organizers of MECATE program for any liability that may arise resulting from the infringement of third parties having or claiming to have rights of any nature on the initiatives submitted to the call.

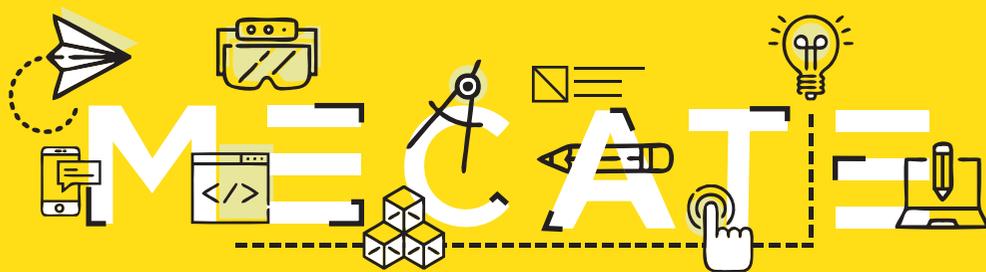
XVII. Personal image use

Acceptance to participate in MECATE implies permission to the Organizers to use the name and image of the participants and their projects without compensation. Permission shall allow Organizers to take photographs and video of both completed work and work in progress, for purposes including, but not limited to, publication via the Internet (website, social media, blogs, others), newspapers, magazines, and other print media, use in broadcast media, and use in marketing materials used by the Organizers.

XVIII. General dispositions:

In agreement of the values of Tecnológico de Monterrey no discrimination, offensive attitude, plagiarism or dishonesty will be tolerated. The organizers have the faculty to disqualify any project that comes to a lack of these characteristics.

The organizers are empowered to resolve issues not covered by these rules, as well as any issues that may arise in relation to this event. For more information or questions, please contact us at betty.huerta@itesm.mx



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