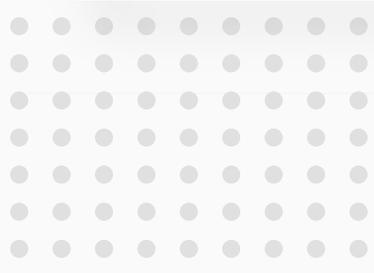


**TREPCAMP™**  
Creating entrepreneurial superstars



**ENTREPRENEURIAL  
SIMULATOR**

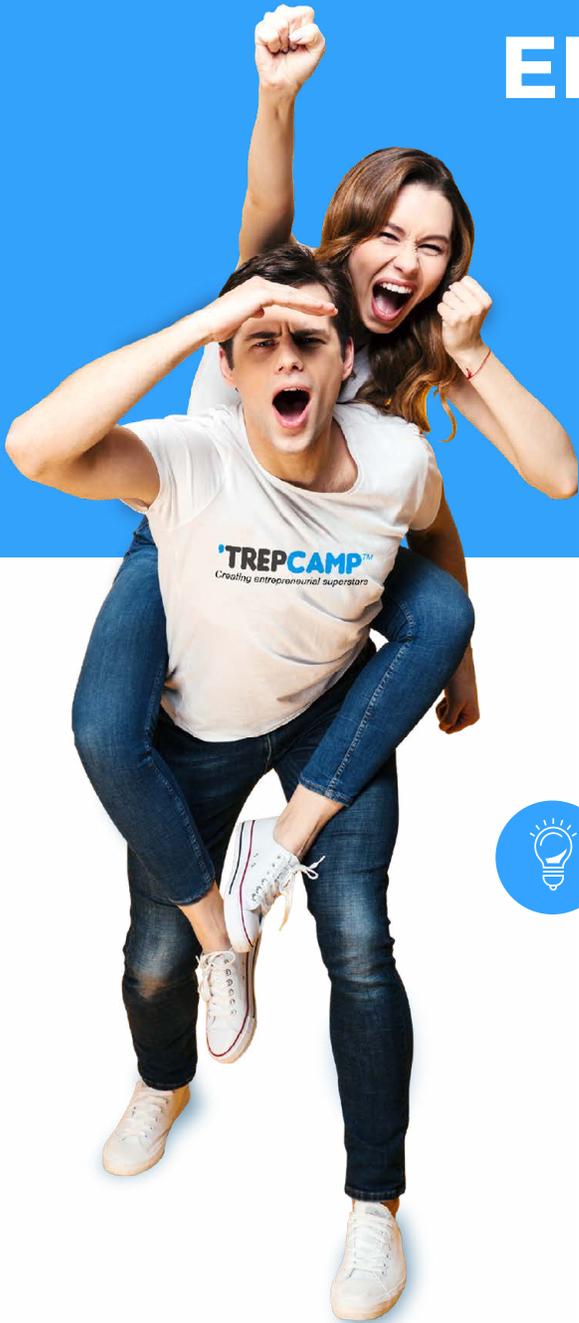
**2022**



TREPCAMP IS THE LEADING TRAINING  
PROGRAM FOR ASPIRING HIGH IMPACT  
ENTREPRENEURS



# WE BELIEVE ENTREPRENEURSHIP IS THE KEY TO THE MOST IMPORTANT CHANGES IN THE WORLD.



There's a common belief that entrepreneurship is an innate ability that some people are simply born with, but in fact, entrepreneurship can be learned, just like any other profession, you can train to become better at it and increase your success rate as you launch your first venture.

During this entrepreneurial journey designed by

## 'TRECAMP™



You will develop your skills and mindset to become a high impact entrepreneur and learn about the most important entrepreneurial methodologies to therefore develop an innovative solution to a global problem guided by mentors and entrepreneurship experts.

**You'll experience this entrepreneurial journey through this 5 steps:**



**Access to the Assessment Center**

A collection of assessments where you'll be able to measure your entrepreneurial knowledge, mindset and competencies.



**Entrepreneurial Methodologies Training Program**

Study and practice the 6 most important entrepreneurial methodologies to develop a successful business model.



**Simulation Experience**

Work with a international team of experts and aspiring entrepreneurs during a simulation that will provide an experience as close as possible to the journey of an entrepreneur.



**TrepCamp Community**

You will become a part of a global community of entrepreneurs who are constantly generating new ideas to change the world.



**Golden Treps Team**

You'll have the chance to join this group of entrepreneurs endorsed by TrepCamp to be eligible for investment opportunities, entrepreneurship competitions and represent our community.

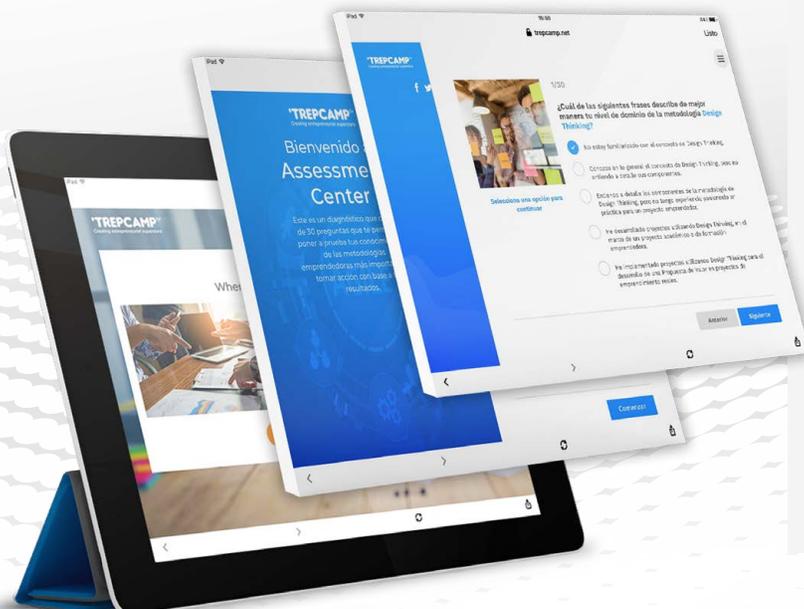
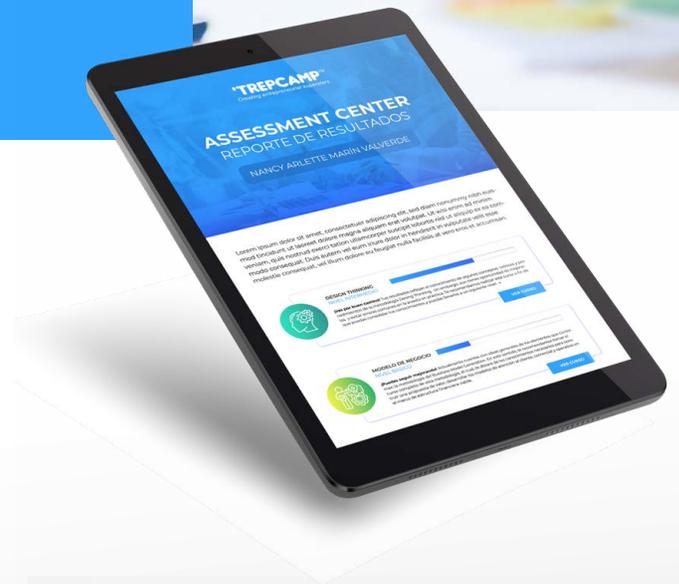




# 1

## ENTREPRENEURIAL ASSESSMENT CENTER

Your journey will begin in the **Assessment Center**, a platform where you'll have access to different to evaluations to assess your knowledge on **entrepreneurial methodologies**, your current entrepreneurial competencies, and other elements that conform your entrepreneurial profile.



For each assessment you answer you'll receive a **report that will provide you with detailed feedback on your results.**

This information will be highly valuable as you create an action plan to strengthen your entrepreneurial profile.

# 2

## ENTREPRENEURIAL METHODOLOGIES TRAINING PROGRAM

During this **4-week online stage**, you will learn through a combination of videos, presentations, and assignments, the six most important entrepreneurial methodologies curated by TrepCamp to develop a successful business.





..... This stage will take place within a **digital platform** where at any time you'll be able to return to review previous modules and chapters, deepening your knowledge. You may complete this part of the program at your own time and pace accompanied by the guidance of a Tutor.  
.....

Each module is reinforced with the following elements, making the experience of each Trep comprehensive and complete.



**Definitions and main objectives of each methodology**



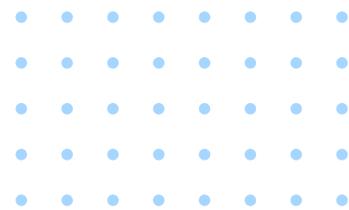
**Interactive presentations**



**Real-life examples**



**Digital library and additional resources**



The modules to be **studied and deepened in the theoretical** part are the following:

## Minimum Viable Teams



You'll be able to identify your entrepreneurial archetype by understanding the skills needed to lead teams. In addition, you'll learn to build a minimum viable team through the identification of complementary skills of the team members.

## Lean Startup



Methodology for developing businesses and products that aims to shorten development cycles and quickly discover if a proposed business model is viable.

This is accomplished by adopting a combination of business hypothesis-driven experimentation, iterative product launches, and validated learning.

## Agile Methodologies



Methodology focused on the development of agile and highly adaptable projects using SCRUM components and tools. This methodology is mainly used for software development.

## Design Thinking



An interactive methodology to solve problems in an innovative way from the client's perspective and a deep understanding of their needs.

It reduces the risk when putting a product or service on the market. It allows you to create prototypes and test them, ensuring that it meets the customer's needs, and that it is feasible and viable.

## Business Model Generation



A model that groups the main elements of a business, which is usually represented in a canvas containing different blocks.

The methodology organizes in a comprehensive and coherent way the elements to understand how they interact with each other.

## Startup Financing

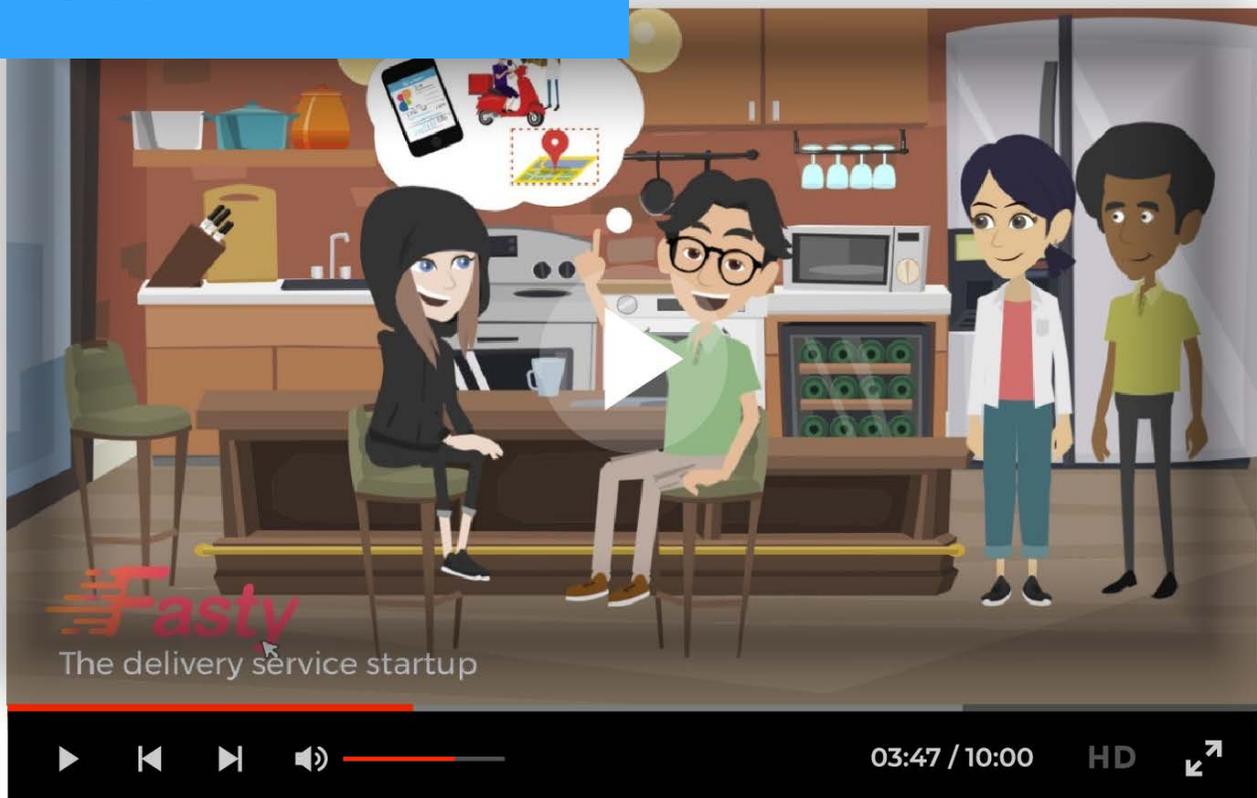


Learn how to obtain financing for a startup, develop a pitch deck, startup valuation methods, how to present to potential investors, due diligence and negotiate a term sheet.

**At the end of this stage you'll be able to reinforce your newly acquired skills by applying them on a business case.**

The hand-on business case is a virtual exercise where you will learn what it takes to build and grow a startup accompanying a team of Treps who decided to become real entrepreneurs following their program.

## FASTV BUSINESS CASE





# 3

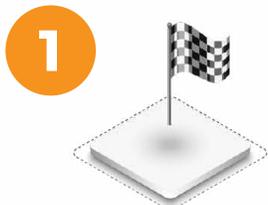
## SIMULATION EXPERIENCE

Work with an **international team of experts and aspiring entrepreneurs** during a simulation that will provide an experience as close as possible to the journey of an entrepreneur, from designing a business idea to bringing it to reality.



The program will give you an experience as close as possible to the journey of an entrepreneur, from designing a business idea to bringing it to reality.

## During the Entrepreneurial Simulator you will go through these different stages:



1

### WELCOME TO THE TREPCAMP COMMUNITY

You will meet extraordinary people like you: The Treps. You will also meet the **instructor, an experienced entrepreneur we call Entrepreneur in Residence (EIR).**



2

### CHOOSE A GLOBAL CHALLENGE

According to your areas of interest you will choose a global challenge to which you will **focus on developing a solution in the form of an entrepreneurial project.**



3

### CREATE A MINIMUM VIABLE TEAM

Create a multidisciplinary team with other Treps who have **similar interests and complementary skills.**



4

### IDENTIFY ENTREPRENEURSHIP OPPORTUNITIES

You will meet extraordinary people like you: The Treps. You will also meet the **instructor, an experienced entrepreneur we call Entrepreneur in Residence (EIR).**



8

### BUILD YOUR BUSINESS

Identify the elements that are needed to develop your business idea such as the **operating, commercial, financial and customer service model.**



7

### INTERACT WITH EXPERTS

You will have conferences with experts in entrepreneurship about relevant and current topics within the entrepreneurial ecosystem. **These talks will give you perspective, context and advice to help you boost your development as a high impact entrepreneur.**



6

### MEET YOUR MENTOR MODEL

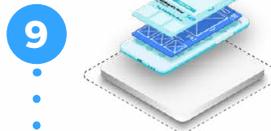
You will have access to a **group of experts on different topics** who will have the role of mentors and will support you during the program.



5

### LEARN FROM THE ENTREPRENEUR IN RESIDENCE

Through daily instructional sessions, the EIR will **guide the process of developing your business idea with their knowledge and previous experiences.**



9

### DEVELOP A CONCEPTUAL PROTOTYPE

Conceptualize your **business idea through a prototype** to test it with the potential client.



10

### IDENTIFY OPPORTUNITIES FOR YOUR STARTUP

From relationships with strategic actors, application to **incubation or acceleration programs, to financing opportunities.**



11

### BUILD AN IMPACT PITCH

Structure your pitch deck. Learn about strategies for public speaking and storytelling for your presentations.



12

### PRESENT YOUR BUSINESS IDEA AT A PITCH DAY

Participate in a Pitch Day where experts will evaluate your startup and get valuable feedback from them.



# NEW YORK

HOME TO CLUSTERS OF MULTIMEDIA, FASHION, FIN-TECH, AMONG OTHERS.

**\*Available for Connect & Immerse modality for the 2022 summer program.**



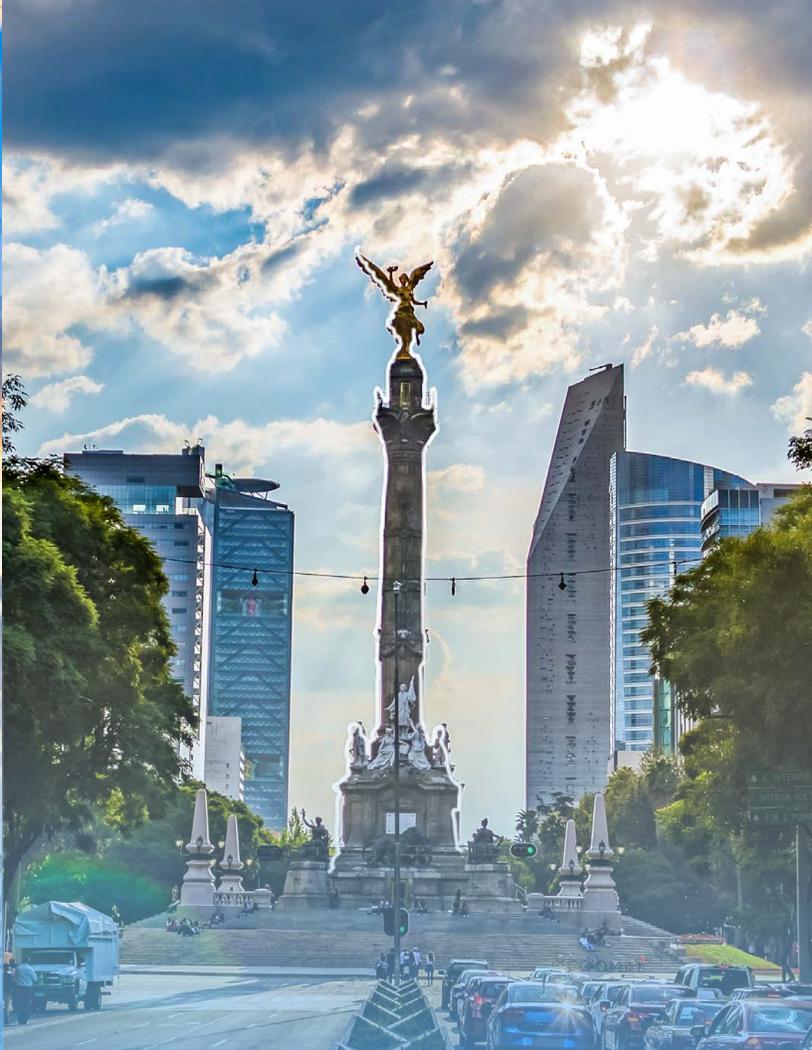
# SILICON VALLEY

IMMERSE IN HIGH TECH CLUSTERS, BIG DATA, ARTIFICIAL INTELLIGENCE, MICROELECTRONICS, FIN-TECH AND MORE.

**\*Available for Connect & Immerse modality for the 2022 summer program.**



# MADRID



# MEXICO CITY

**INTERACT WITH CLUSTERS  
SPECIALIZED IN BIOTECH,  
SMART CITIES, LOT AND  
FIN-TECH.**

**\*Available for Connect  
modality** for the 2022  
summer program.

**IMMERSE IN HIGH TECH  
CLUSTERS, IT BUSINESS,  
ARTIFICIAL INTELLIGENCE,  
E-COMMERCE, AND SOCIAL  
EVENTS.**

**\*Available for  
Connect modality**  
for the 2022  
summer program.

# Meet the key people who will be accompanying you during the Entrepreneurial Simulator

## Entrepreneur in Residence (EiR):

The EiR will be your instructor during the program, he or she is an experienced entrepreneur with an exceptional business sense. The EiR role is to share highly valued knowledge and guide you through the creation of your project.



## Speakers:

Entrepreneurs and industry experts who will talk about relevant topics and share their experiences related to entrepreneurship.



## Mentors:

Your mentor could be a business professional, an experienced entrepreneur or an industry expert who will share their experience and give you specific feedback on your project.

## Program coordinator:

The person that will be the point of contact with TrepCamp and will keep you updated on the daily agenda and relevant details about the activities.





# 4

## TREPCAMP COMMUNITY

**Our Treds are our biggest source of inspiration and pride, and we want to follow up on your entrepreneurial journey.** If you let us, we would love to share your accomplishments within the community.

We also want to leverage our partners, ambassadors and Treds to form long-lasting bonds that will boost your personal and professional growth by connecting with the rest of the TrepCamp network, find potential partners, mentors and customers within our community.

Your TrepCamp experience goes above and beyond the summer Entrepreneurial Simulator program. TrepCamp wants and will continue to be there for you.



As a member of our **Global Community Program** you will have access to the following:



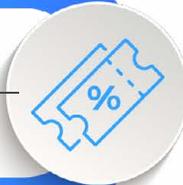
**Monthly giveaway of our CEO's book for entrepreneurs**

**Contribute in our TrepCamp blog, share your ideas and booming projects**



**Receive our monthly community newsletter**

**Discount and coupons to entrepreneurial events**



**Participate in the TrepHubs near you**

**Future webinar classes with our pool of experienced EIR'S**



**Future TrepCamp App developed specifically for our community**



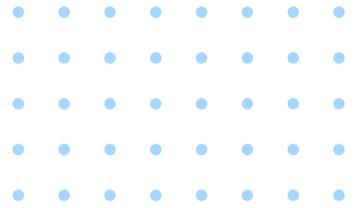
# 5

## GOLDEN TREPS TEAM



After graduating you'll have the opportunity to become part of the **Golden Treps Team**, a group of high-impact entrepreneurs with validated projects who will be eligible for future investment opportunities and entrepreneurship competitions. This outstanding group of entrepreneurs will be endorsed by TrepCamp and will represent our community on an international level.

## There are three ways in which you can experience the Entrepreneurial Simulator



Each version offers the same content, elements, and quality, but different ways in which you can interact with the program. From a hybrid program that can fit your time and location to an immersive program where you'll be able to travel to a top entrepreneurial ecosystem like New York or Silicon Valley.



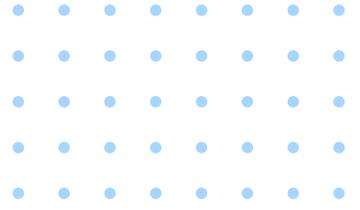
\*Both modalities will be carried out in line with COVID public health and safety guidelines

Check out the comparison table and choose the modality that best suits your entrepreneurial journey.



	 <b>CONNECT</b> <small>ENTREPRENEURIAL SIMULATOR</small>	 <b>IMMERSE</b> <small>ENTREPRENEURIAL SIMULATOR</small>
<b>WHICH ONE SHOULD I CHOOSE?</b>	This option is for you if you are about to start your entrepreneurial journey, connect with other aspiring entrepreneurs and boost your experience in an international environment.	This option is for you if you have previous experience as an entrepreneur, want to level up your career and expand your network with key actors of a top innovation ecosystem.
<b>DATES</b>	<p><b>May 9th - June 10th</b> Entrepreneurial Methodologies Certificate <b>Online</b></p> <p><b>June 20th- June 24th</b> Team Building <b>Online</b></p> <p><b>June 27th - July 15 th</b> Entrepreneurial Simulator <b>Online</b></p> <p><b>July 18th- July 22th</b> Entrepreneurial Simulator <b>Onsite</b></p>	<p><b>May 16th - June 17th</b> Entrepreneurial Methodologies Certificate <b>Online</b></p> <p><b>June 27th - July 1st</b> Team Building <b>Online</b></p> <p><b>July 4th - July 22nd</b> Entrepreneurial Simulator <b>Onsite</b></p>
<b>WEEKS ONLINE</b>	7	4
<b>WEEKS ON-SITE</b>	1	3
<b>AVAILABLE ECOSYSTEMS</b>	New York, Silicon Valley, Mexico City, Madrid	New York, Silicon Valley
<b>MENTORING</b>	Online	Face-to-face
<b>TEAMWORK</b>	Online	Face-to-face
<b>PITCHDAY</b>	In-Situ	In-Situ
<b>ONSITE ACTIVITIES</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>IMMERSION IN ECOSYSTEM</b>	-	<input checked="" type="checkbox"/>
<b>FEES</b>	Tuition: \$2,750 USD Acomodation \$520 - \$570 USD	Tuition: \$3,500 USD Acomodation: 1,311 - \$1,511 USD
<b>AVAILABILITY</b>	<b>SPOTS AVAILABLE</b>	<b>SPOTS AVAILABLE</b>

# TREPS 2021!





# Follow us on our social networks!



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-  TrepCamp\_int
-  TrepCamp



For any questions or queries please write to us at [info@trepcamp.org](mailto:info@trepcamp.org) and we answer you as soon as possible

