



Ana Elizalde Sanabria
Founder of La Exclusiva 4.0

Training the new wave of entrepreneurs to be agents of change

Case Study

As part of their mission to create an international community of young “team-preneurs”, Mondragon Team Academy created LEINN, the first undergraduate program in Entrepreneurial Leadership and Innovation. With such aligned missions, they partnered with Bridge for Billions to bring their entrepreneurship program to the next level.

Digitalizing the incubation journey allowed them to offer a structured and step by step entrepreneurship methodology, completely aligned with their own learn-by-doing approach while increasing the scope of their program across 4 different campuses and recruiting 50 new mentors all across Spain.



Spain



2019



Education and Training



Type: Impact

The challenge

LEINN, a 4-years undergraduate entrepreneurship program, in which students get prepared to launch their companies in the real world by their 4th year. A big leap of faith!

It was crucial for Mondragon Team Academy, as a “factory of entrepreneurs”, to provide the highest quality incubation training, and ensure that the students could validate the viability of their enterprises. For that they needed a proven methodology that could be used in all of their 4 campuses: Donostia, Bilbao, Oñati and Valencia.

Being entrepreneurship specialists at their core, MTA was rather demanding on how to teach this topic, and were looking for a solution that would really focus on

learn-by-doing over theory, on real-life experiments over business model canvases. The methodology also had to adapt to any business sector, given the students’ boundless creativity, and the variety of projects ranging from a surf school in Morocco to an HR tool to increase employees wellbeing, to a responsible brand of clothing made in Bangladesh.

They also highly valued collaborations with the ecosystem, and wanted each and every one of their students to work with a dedicated mentor that would motivate them, someone who had been through this journey before and breathed innovation. But how to find almost 50 volunteer mentors in smaller cities, when most people from the Startup world are concentrated in cities like Madrid and Barcelona in Spain?

Mondragon Team Academy had a clear goal but they didn’t have the resources, to support so many student entrepreneurs across Spain, they needed to break the physical barrier to have a bigger impact and shape how education contributes to job-creation and towards achieving the Sustainable Development Goals.



The solution



MTA partnered with Bridge for Billions to complement their curriculum by bringing a real incubation experience, through digital means.

50 new volunteers mentors were selected for the program, where each of them went through an on-boarding and got matched with a few of the 91 participating students working in teams.

Students then went through the full 3 month online incubation cycle, attended in-person masterclasses in parallel and eventually pitched their company in front of a professional jury from the innovation space (accelerator directors, investors...).

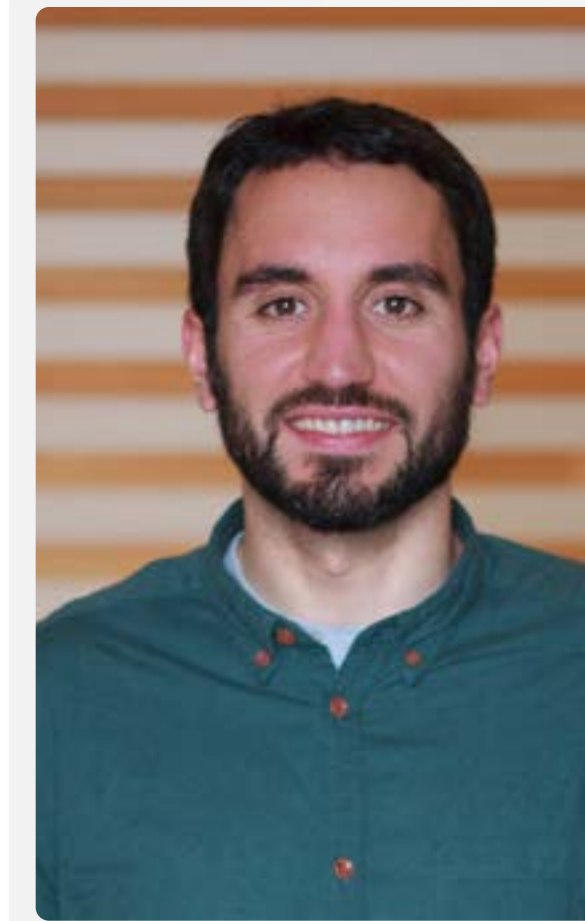
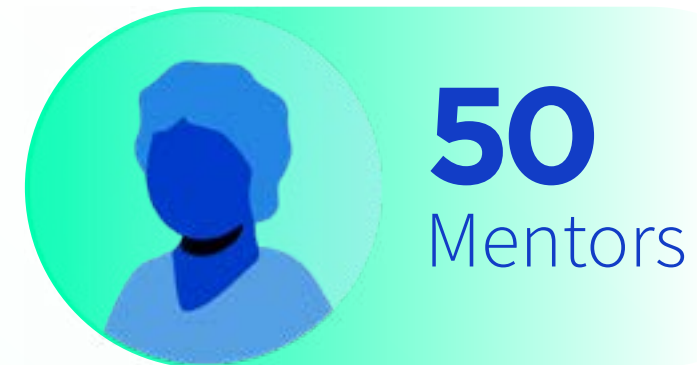
The “LEINNers” were all able to challenge what they knew about their business ideas with an external perspective and structure their model in a way that by the end of the program they had an actionable business plan in their hands.

Bridge for Billions enabled MTA to harmonize the support given to 91 entrepreneurs at the same time in various cities. Bilbao, Donostia and Valencia are bursting with entrepreneurial energy these days, their ecosystems are still behind when compared to Madrid or Barcelona, which is why bridging resources through digital was so crucial.

By innovating in the education methods, MTA was able to provide its entrepreneurs with a comprehensive yet easy-to-follow program that prepared them to run their companies in “real life” after university ends. All throughout the incubation program, MTA leaders had an overview of each team’s progress, while going digital enabled them to achieve real and measurable impact with a national reach it also unlocked the opportunity to go global in the near future.



The results



Liher Pillado Arbide

*MTA Incubation Program
Director & Team Coach*

“I think having a digital platform with a guided program, in addition to having mentors for each project team, was very good. Also, it was wonderful working with different Bridge for Billions people. The responsiveness and decisive attitude was extraordinary.”



Anne Olabarrieta

Teampreneur at Ethical Time

“My team and I are very happy with our mentor Claudia, Ethical time is in a phase of finding the right product market fit, and in group video calls with the mentor she brings us new ideas / suggestions that make us see beyond what we think we can do it.”



Do you want to build a Bridge with us?
partnerships@bridgeforbillions.org

