



# **INCUBATION** program

**We make your venture grow**

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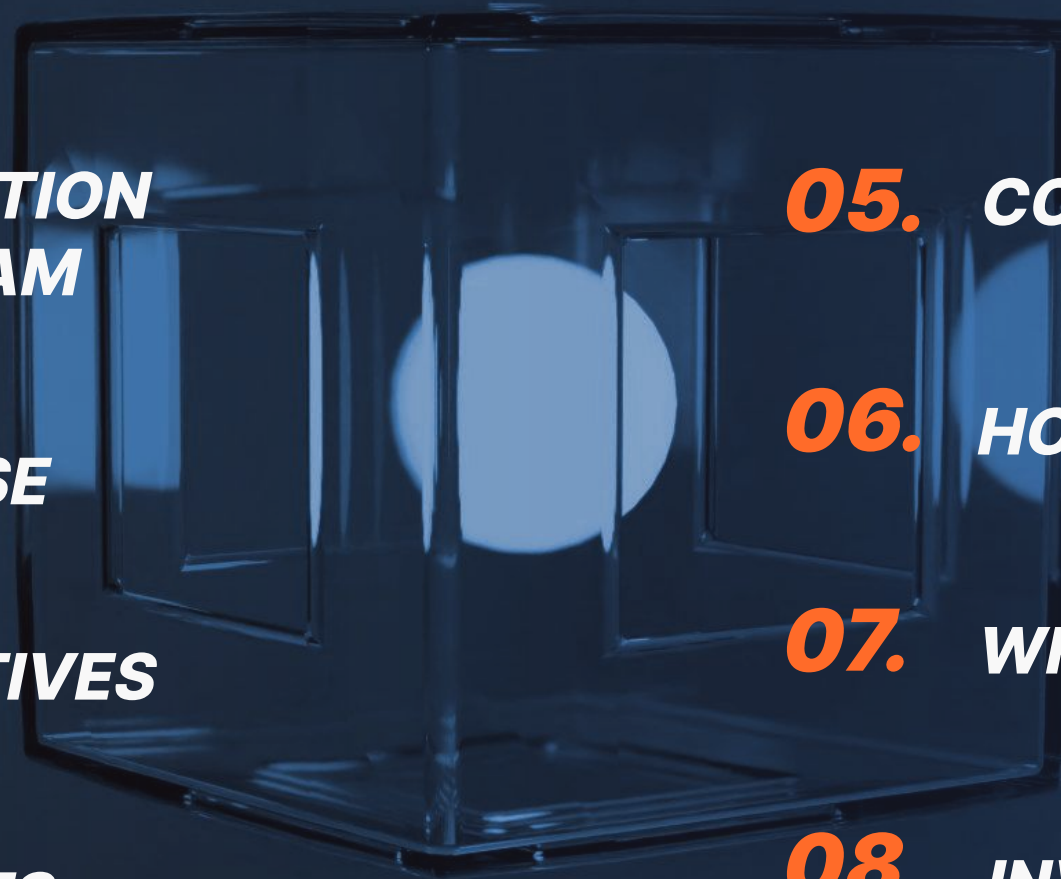
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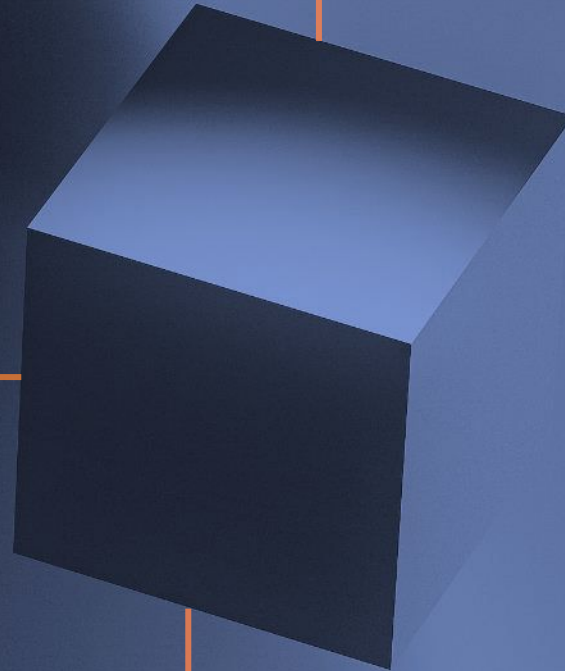


# INCUBATION PROGRAM

*High-impact  
business model.*

*Innovation  
and market  
intelligence*

*Digitalization*



## WHAT IS IT?

It is a structured process for the development of entrepreneurship and innovation, **fostering competencies and business skills** that help business ideas to be prototyped, validated and executed with an innovative product or service that generates a high impact on the market.

# PURPOSE

**TO BUILD SUSTAINABLE  
BUSINESS MODELS,**  
through tools for the understanding  
of the digital environment and  
market trends to achieve  
**IMPROVE THE QUALITY OF LIFE  
OF PEOPLE.**

# OBJECTIVES

● **Study of consumer behavior** always taking into account current and future trends for the creation of a business model.

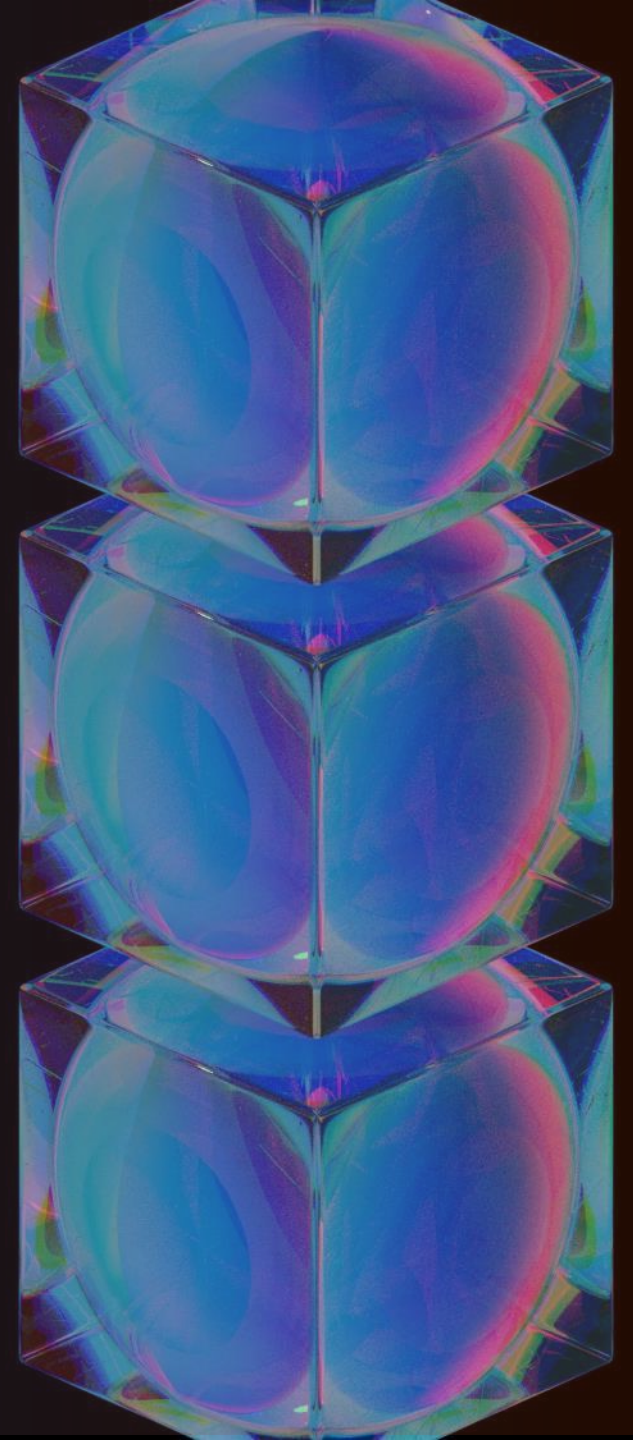
● **Creation of a high-impact business model**, with effective commercial strategies and digital tools.

● **Mastering the legal basis** of a startup and registration in IMPI.

● **Creation and mastery of "Pitch"**, to present to potential investors.

● Identify your target market, its behavior and thus establish the **strategy for the profitability of your product or service**.

● **1-year strategic planning** to identify actions to be taken.



# BENEFITS

7 deliverables with essential tools to present to potential customers and potential investors.

100% online training with nationally prestigious mentors.

2 Pitch Academy and 2 Advisory Sessions,  
3 Personalized Mentoring Sessions.

High value networking, connection with entrepreneurship events.

Innovation and linkage to investment raising platforms.

Approaching to investment funds and angel investors.



# CONTENTS

MODULE	TITLE	HOURS	SESSIONS
1	<b>INNOVATION MINDSET AND MARKET INTELLIGENCE</b> Comprehend the consumer behavior and implement design thinking strategies.	2	1
2	<b>CONSTRUCTION OF HIGH-IMPACT BUSINESS MODEL CANVAS</b> Business Model and market validation.	6	3
3	<b>COMMERCIAL STRATEGY</b> Positioning, branding & e-commerce	2	1
4	<b>DIGITALIZATION OF THE BUSINESS MODEL</b> Social media marketing and digital transformation.	4	2
5	<b>BUSINESS MANAGEMENT AND ENTREPRENEURIAL LIFE</b> Strategic planning and the power of business relationships	2	1
6	<b>FINANCIAL AND LEGAL BASIS FOR THE BUSINESS START-UP</b> Partners, investors and SAT, IMPI..	4	2
7	<b>PITCH ACADEMY</b>	6	3
8	<b>COUNSELING SESSIONS</b>	4	2

# HOW IT'S DONE?



## WEBINAR MODALITY

Online training through the Zoom platform.

30 HRS OF COACHING  
+  
2 ADVISORY SESSIONS  
+  
PITCH ACADEMY  
+  
3 MENTORIES



## METHODOLOGY

Design of a working plan to structure a business idea.

**BUILDING BLOCKS**



## APPLICATIVE

Understanding the use of tools for product validation.

7 PARTIAL DELIVERABLES AND 2 FINAL DELIVERABLES



## TRAINING

Individual work

**18 HRS.**



# WHEN AND WHERE?

## DATE

### **BEGINS: XXXXXXXXX**

\*Tuesdays (2hrs) and Thursdays (3hrs) approximately 5 hours per week.

## PLATAFORM

### **ONLINE MODE**

Virtual training session:  
Zoom Platform

NOTE: THE PROGRAM OPENING DATES CAN BE ADAPTED ACCORDING TO THE NEEDS OF THE CLIENT WHO HIRES PER PACKAGE, I.E. FOR A COMPLETE GROUP.

\* THE MINIMUM NUMBER OF PARTICIPANTS TO OPEN THE GROUP IS 20.

# INVESTMENT

## INVESTMENT\*

**\$1,350 USD**  
TAX INCLUDED

### INCLUDES:

- Enrollment for 2 members.
- Certificate of participation at the end of the program.
- Being part of the national and international network of Parque Tec.

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**Have you got any doubt?**

**CONTACT US**

**Ron Oliver**  
***CoFounder y CEO***

**Tel/WhatsApp: +52 55 6137 0808**

**Mail: [oliver@parquetec.org](mailto:oliver@parquetec.org)  
[mexico@parquetec.org](mailto:mexico@parquetec.org)**

**[www.parquetec.org](http://www.parquetec.org)**

