

HISTORY

The Center for the Development of Entrepreneurs, in Spanish, “Centro de Desarrollo de Emprendedores (CDE)” was founded in January 2008 at Inter American University of Puerto Rico Metropolitan Campus. During the last six years the CDE organized, collaborated, and executed over to 285 professional, social and environmental activities. Some of the more significant activities related or initiated by the CDE and the EEE included::

- **2008** - Agreement between the “Centro Unido de Detallistas” and the Inter American University to develop an internship program
- **2009** - Creation of the Entrepreneurial Students Team, the first entrepreneurial students association in Puerto Rico, in Spanish “Equipo de Estudiantes Emprendedores (EEE)”
- **2009** – Price-Babson Symposium Education for Educators (Puerto Rico) in collaboration with the Metropolitan Campus
- **2008 to 2013** - Seven Global Entrepreneurial Week Symposiums (during November)
- **2009 - 2010** - Artisans for the World (SIFE project)
- **2010 to 2012** - The Family Tree initiative in collaboration with the Metropolitan Campus, Inter American University, various governmental agencies including (Natural Resources Offices, Education Department, La Fortaleza, and many others), Puerto Rico’s Olympic Committee, private enterprise and EEE. (This initiative was Myraida Anderson’s dream and became one of the official activities related to the Inter American University’s 100th year celebration. The project was also recognized by the United Nations Organization, in Spanish, “Organización de las Naciones Unidas. Family Tree members delivered 850,000 small trees to families all around Puerto Rico)
- **2010** - Entrepreneurial workshop offered to the Metropolitan Campus Faculty by University of Houston’s professors
- **2010** – CDE, Metro Campus and “Grupo Guayacan, Inc.” participation in the Roundtable on Entrepreneurship Education (REELA) 2010 Workshop at Peru. (Presentation requesting the hosting of REELA 2011 at Puerto Rico)



Mr. Carlos Malavé, Pres. Del C.U.D.,
el Sr. Álvaro Núñez y Prof. Alex
Rodríguez (radio interview)



- **2011** - 1st Roundtable on Entrepreneurship Education Workshop in Puerto Rico (Latin America version) in collaboration with the Metropolitan Campus, Grupo Guayacán, Inc., and Stanford University
- **2011 – 2015** - Agreement between the Manufacturer Association of Puerto Rico and the Inter American University of Puerto Rico
- **2011 – 2015** - 5th year EEE's participation in the Manufacturer Association of Puerto Rico Annual Convention (including free exhibition space)
- **2011 to 2015** - Tiger Venture Competition (Inter American University of Puerto Rico rocket pitch and business idea competition).
- **2012** - CDE participation in the "XXII Congreso Latinoamericano sobre Espíritu Empresarial" at "Universidad Andina Simón Bolívar, Quito, Ecuador".
- **2012 - 2013** Partner of Start-up America (Puerto Rico's chapter founded by Mr. Richard Vázquez)
- **2012 - 2014** Opportunity to use, for a limited time, a private initiative - InterMaps (1st Web-mobile venture that enable Metropolitan Campus students' to locate classrooms, offices, and public areas using their cellular phones)
- **2012 – 2015** - Agreement renovation between the Manufacturer Association of Puerto Rico and the Inter American University's EEE chapters
- **2013** - Opportunity to use a private limited platform called cerofila.net (Web-mobile that eliminates students wasting time waiting on line at the Metropolitan Campus (Registration and Financial Aid Offices)

In addition, CDE and EEE's members collaborate in numerous activities at the Metropolitan Campus, together with SBTDC, Metro Innovation Center, students' associations, Enterprize, governmental agencies, FBLA, and non-profit organizations.

- **2014** – In June the Compinche Verde initiative started planning the visit of Jane Goodall, creator and founder of Roots &



Shoots, to Puerto Rico. The committee was directed by Dr. Rick Asselta, Roots & Shoots Latin America and Caribbean Director, and the Yeirelis Torres, EEE student

- **2014-2015** EEE students' participation in the Chamber of Commerce of Puerto Rico Conventions held at the Conquistador Hotel in Fajardo. The EEE students invited have won several idea and business plan competitions (Rodolfo Crespo, Gabriela Colón, Dalilys Quiles, Daliza Huggins, James Litvak, Bryant Guardado and also Arturo López). They represented the Inter American University entrepreneurship students. They interact with visitors to the IAUPR booth.
- **2014-** First time the CDE Director was invited to work as a mentor of a group of students that work in the PARES initiative. The purpose of the initiative was to work with first year students and to assist them in terms of their math, language, and technology skills, and student life. The efforts helped increase retention in the campus and motivate students to become entrepreneurs.
- **2014-** The CDE's Director was invited by the "Asociación de Profesores de Educación Comercial" (APEC) as a speaker. The name of the lecture was The Methodology Cycle and Assessment of Courses. The presentation was held at the EDP University and included an explanation of the methodology used in the Entrepreneurship Fundamental course ENTR 2200.
- **2014-** "Justas Empresariales Universitarias" competition was the first event where an integration of professors, as a team of entrepreneurs, compete together with five students from the business, education, science and technology, sports and environment areas. This team of professors was put together by the CDE's Director. The whole team included the following students and professors as mentors: Alvin Batista and Juan Borrás (Mentor), Dalilys Quiles and Freddy Medina (Mentor), Kristina Mangual and Ernesto Torres



(Mentor), Rodolfo Crespo and Edgar Lopategui (Mentor), and Manuel de la Cruz and Alex Rodríguez (Mentor). Five business plans were developed to compete representing the Metro Campus.

- **2014-** One of CDE main objectives is to motivate the early participation of first year students in activities, especially those directed to students. In 2014, first and second year EEE students offered over 17 lectures to younger other first year students and to high school students. Angel Martinez, an EEE student from Caguas offered the first lecture to students at the "Centro Universitario de Caguas".
- **2014-** The Compiche Verde met several times at the CDE to refine Jane Goodall's visit and three day agenda. The committee and other students and collaborators were involved during these meetings that took place in Mayaguez, Ponce and San Juan.
- **2013-2015-** The CDE has been collaborating and participating with Echar Pa'lante in activities such as Perspective and Transformational Methods. The picture includes the IAUPR and UPR CDE Directors, former PR Secretary of State, and professor Antonio Fernós
- **2014-** One of the several lectures offered at high schools in Puerto Rico. In this case, Manuel de la Cruz, EEE president addressed the students at the Thomas Alba Edison school and shared its knowledge as a young entrepreneur, student, and president of the entrepreneurship association.
- **2014-** The CDE celebrated the 9th Entrepreneurship Global Week Symposium at the Metro Campus. This symposium was titled The Global Entrepreneur and it was very original because it addressed three different topics including global entrepreneurship, the music business, and entrepreneurship finance. The activity took three days to complete and included 16 speakers divided among Metro professors, such as Carmen Marrero, Brenda Hopkins, Alex Rodríguez, finance professionals, and three latinamerican speakers from Argentina, Chile, and Mexico. Over 500



students and professors participated from the different lectures and panels available during the three days of the event. Also, one of the key speakers was Dr. José Romaguera, considered the father of the entrepreneurship movement in the academia at Puerto Rico. Other speakers included: Sr. David Rodríguez, Disc Maker PR, Dr. José Romaguera, Prof. Alex Rodríguez, Sr. Leodany Inojosa, El Platanal, Sr. Manuel Canario y Sr. Efrén Pérez, London Bar, Sr. Alejandro Rosa, B-Smart, Sr. Antonio Sosa Pascual, ROEF Capitol, Srta. Annett Montoto, Microfinanzas PR, Sr. Hiram Lopéz, OAJ, Sr. Álvaro Núñez, REMSA, Sr. Elías Tefarikis, Momento Cero, Srta. Denisse Rodríguez, SEO, Sr. Javier Hernández, Inversión Cultural, Sr. Walter Morciglio, Sr. Mariano Parlato, True North Corporation.



- **2014-** “Educadores-E” Program was implemented for the first time to introduce entrepreneurship directly into the classrooms and also to enable professors to participate with their own idea in an idea competition designed only for them. Nine professors participated (Nicholas Rosario, Luis Otero, Margarita Marichal, Edgar Lopategui, Alfred Delbry, between others). The judges of the competition were three students (1st, 2nd, and 3rd year). The winner of the competition was Dr. Rosario with an app idea and he won a cash prize of \$ 750.00 donated by Santander Universidades.
- **2014-** A team of entrepreneurship professors from Metro (Freddy Medina, Edgar Lopategui, and Alex Rodríguez)



were part of the committee in charge of the rocket-pitch competition and exhibition competition design for the ECHAR PA'LANTE Entrepreneurship EXPO competition for high schools all around Puerto Rico.

- **2014-** In November five EEE students from Metro Campus competed in the 1st “Justas Empresariales Universitarias” competition against other 14 universities in Puerto Rico.
- **2014-** One of the peculiarities of 2014 was that this year, different to years before, activities continue fulltime during the month of December. For the team of EEE students December seem liked a high activity month. For example: Manuel de la Cruz and professor Alex Rodríguez offered several workshops for unemployed persons at the UPR in Carolina. The workshop was an innovative and practical one that showed how to use technology to start a business.

The Compiche Verde committee met again to discuss a more final agenda for Dr. Goodall visit. Also, a group of the students that competed in the “Justas Empresariales Universitarias” appeared in the newspapers and in television. They were interviewed in the prime time show called “El Show de Jay Fonseca” a famous radio and tv commentator. The interview was about the competition, their experience, their views as winners of 3 of the 5 awards, and others.

In addition, the CDE Director was invited to the ECHAR PA'LANTE Advisor Panel trimestral meeting held at Banco Popular Tower in Old San Juan. The purpose of the activity is to offer a report of what was done during the trimester. In addition, the members had the opportunity to talk with the other participants. In the meeting we the CDE Director had the opportunity to exchange ideas with Mr Bartolome Gamundi, Dr. Cesar Rey, Dr. José Romaguera, Mrs. Carmen Marti, (SBTDC Director), Dr. Francisco Montalvo,(Inter American University professor) in charge of the competitiveness aspect of the EP



initiative, and Mrs. Gloria Viscasillas (ECHAR PA?LANTE DIRECTOR).

- **2014-** The CDE started several months before a new strategy to integrate EEE students, new students, international students and professors into a strong entrepreneurship community. To achieve this objective, EEE and international students joined efforts to develop several networking activities and friendly get together to close the gap between both populations. The activities designed by the students included a game day with different video and table games, typical food day and student-professor day where students played with professors and Dr. Delbry played the guitar. One of the major transformations experienced in the CDE after several months of these efforts is the high participation of international students and the integration of English to the everyday conversations. Some days is English the language spoken in the CDE instead of Spanish. This process enhances the experience of all the participants and makes it easier for international students to get closer to the CDE and consequently to participate in more activities.
- **2015-** The EEE launched the new advertising campaign to attract new members. Also, the campaign titled *GET INTO THE ACTION* have three other objectives. First, promote the entrepreneurship spirit between students presenting a fresh and action-oriented visual. Second, it was designed to present the diversity of students that are entrepreneurs. The three students, Glori, Wan Hui and Yadira represented three different disciplines, science, business, and psychology. Third, it is an example of transformation in terms of a modernization of the Inter student image. This is the first ad of a movie-oriented campaign. We used the Charlie Angels motive and introduced it as the EEE's Angels.
- **2015-** EEE students who also were international students started the first International Entrepreneurship Association



(IEA). The founders of the association were Marc Ortiz, president, Peter Rodríguez, Yadira Comulada, Wan Hui, Daliza Huggins, Karla Echenique, and other 11 students. The members of the IEA are mostly from the United States, China, US and British Virgin Islands, Dominican Republic, The Middle East, and Puerto Rico. The basic idea is to use the IEA association to attract international students to the entrepreneurship movement.

- **2015-** The new promotional campaign for the Tiger Venture Competition. This is the Inter American University business idea competition sponsored by Coca-Cola Puerto Rico Bottlers, Inc. For the first time in the last five years Metro Campus entrepreneurship students were selected, one EEE and IEA members, for the digital and print advertisement. The selected students were Dalilys Quiles, winner of “Justas Empresariales Universitarias” 2014 and Jovanny Peña, a CDE intern.
- **2015-** In January, the CDE received the visit of the youngest member of the Puerto Rico Chamber of Representatives. Mr. Manuel Natal visit the CDE and exchange ideas with the students regarding the importance of the integration of young minds in the development of the entrepreneurial spirit in Puerto Rico. He also invited several members to participate in an entrepreneurship fair organized by him at the “Capitolio de Puerto Rico”. The students will participate as speakers and promoters of entrepreneurship.

Manuel de la Cruz, Rodolfo Crespo, Kristina Mangual and Alejandro Rosa participated in the 1st Youth Entrepreneurial Fair organized by “Comisión para el Desarrollo Integral de la juventud y para la Retención y Fomento del Nuevo Talento Puertorriqueño de la Cámara de Representantes de PR” held at the “Capitolio de Puerto Rico”. Manuel and Rodolfo were speakers and addressed hundreds of students and start-ups business persons. Manuel offered his lecture titled Entrepreneurship...One Step



at a Time, and Rodolfo talked about Seven Keys to Reach Your Dreams. At the same time Kristina and Alejandro attended an information booth regarding the entrepreneurial program at Metro Campus.

- **2015-** The IEA students started their first official activities which included The Cookie Day and Caguas Open House Skype conversation with potential new students that visited the “Centro Universitario de Caguas”.

During the cookie day Marc, Wan Hui, Jovanny and Daliza went to the different campus offices and some of the classrooms offering cookies to everyone with the purpose of sweetening the day.

The second activity gave EEE and IEA students the opportunity to talk to new students in the Inter-Metro satellite located at Caguas. Using Skype Jovanny, Kristina and prof. Rodríguez exchange stories about the entrepreneurship movement in the Metro campus. This was the first time that mentors in Metro communicated through Skype with new students in Caguas.

- **2015-** 21st Century Competencies was a lecture offered by the CDE’s Director at the Private Education Schools Association Convention held at the Puerto Rico Convention Center. Over 100 high school and university professors attended the lecture.



- **2015-** The CDE, EEE, and IEA students worked, for the second consecutive year, together with Future Business Leaders of

America (FBLA) Puerto Rico chapter officials to coordinate and execute Puerto Rico's FBLA North Region Finals at Metro Campus. Eleven students collaborated with FBLA organizers during the multiple competitions where 120 high school students competed.

- **2015-** Inter American University Central Offices created a committee titled "Inter Empresas to develop the entrepreneurship program to be implemented in all the campuses. After several meetings and presentations, in March, the committee met with Carl Rust and David Byron, representatives of Georgia Tech Innovation Entrepreneurship Institute. The purpose of the meeting was to exchange ideas, know more about the GT program and to ask for a proposal from GT to work with the IAUPR committee (Dominique Gilormini, Executive Assistant of the President, Dr. Marcos Menéndez, Carmen Martí, SBTDC Director, Juan Martinez, Inter-Bayamon Chancellor, Alessandra Correa, entrepreneur, and Alex Rodríguez, CDE Director). Other people in the meeting included Dean Fredrick Vega, Director Mildred Soto from Metro.
- **2015-** Coca-Cola Tiger Venture Competition 2015 Metro Campus Semifinals results demonstrated a significant increase in ideas presented and participants in comparison to 2014. The total of ideas and participants were **36**. This number represented a **71%** increase in ideas presented and **100%** increase in participants.
- **2015-** One of the most important activities in the CDE 2014-2015 plan was the coordination of Jane Goodall's visit to Puerto Rico. The three day event titled Jane Goodall's Gathering of Friends took place at the UPR Mayaguez Campus, Inter American University Metro Campus, and "Pontificia Universidad Católica de Ponce" March 25, 26 and 27. Dr. Goodall visited the UPR and talked to almost **5,000** students, professors and community guests. Also, she had the opportunity to see different energy efficient projects such as the solar house and the electric car. At



Metro she was involved in three different activities. First, she experienced several students' environmental project presentations from twelve elementary schools. Second, she met with a dozen of Haitian students and representatives to discuss Haiti problems and the needs of poor communities in the region. The conclusion of the meeting was the imminent need of dealing with the food problem, focusing in the teaching of agriculture and development of earth treatments to produce food. Water and economic means are also essential to assist Haitians. Third, Dr. Goodall addressed **800** students, professors and special guests at the Metro Campus Theater. Chancellor Wayland offered the introduction to the lecture and Yeirelis presented Dr. Goodall. She spoke about her story, how she started and the vision of the Jane Goodall Institute and the impact Roots & Shoots had in **125** countries. Dr. Goodall's goal is to help as much as possible the Island of Haiti.

Over **52** EEE, IEA, CECIA students coordinated the activities at metro Campus. The students were in charge of all the details of the event. Yeirelis Torres, and EEE student was in charge of the activity and she was assisted by manuel de la Cruz and Marc Ortiz, presidents of the EEE and IEA associations. The other students involved include Yadira, Grace, Dalilys, DALiza, James, Jubee, Fabiola, Jean carlos, Gabriela, José, Jerry, Gustavo, Ricardo, Miguel, Peter, Jovanny, Rodrigo, among others.

The third event was held in Ponce and the purpose of this activity was for Dr. Goodall to address different enviromental-oriented initiatives and projects and to understand what they were doing in Puerto Rico. Also, another objective was to discuss how Roots & Shoots can be involved in Puerto Rico and how to start a colloboration between initiatives to improve the environment, the animals habitat and humans well-being.

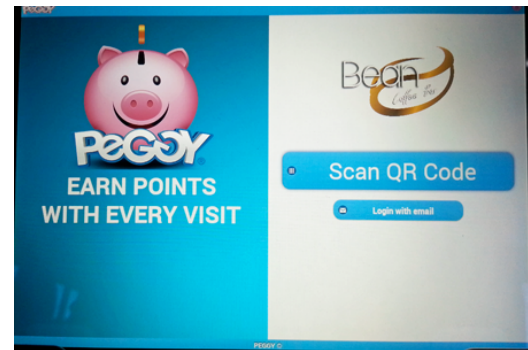


Over **800** persons participate of the Ponce activity.

- **2015-** In April EEE students opened two new start-ups across the street of the Metro Campus. Bean Coffee Bar is a coffee shop with a bar twist, where consumers can purchase coffee, chocolate, and a variety of snacks and dessert based on coffee. The owners are Ricardo Gutierrez, a biology student, Jeniffer Pérez, a MBA Executive student, and Felver.



The second start-up, PEGGY, is a personalized rewards system for small and medium businesses. The advantages of the system are (a) mobile capabilities, (b) easy operation and personalized capabilities, and (c) consumers' data. The creator of PEGGY is Rodolfo Crespo, an enthusiastic entrepreneur and EEE member.



- **2015-** The CDE collaborated in the planning and execution of the second “Junte ECHAR PA’LANTE de Empresarios Inter-Metro held at “Centro Universitario de Caguas”. The workshop presented 7 speakers who addressed 45 small and medium business persons from Caguas.



The themes discussed during the activity included: finance, entrepreneurial mind, digital advertising, customer service, risk, collective work impact, and regional exports. The speakers were Kurt Schiendler, BPPR, Ricardo González, Zagon, Iván Chardón, consultant, Winelly

Algarín, Caguas Municipality, Francisco “Gaby Minidonas” Correa, Manuel de la Cruz, Prof. Alex Rodríguez.

- **2015-** Ten EEE students were invited as special guests to the Excellence Forum of the “Asociación Productos Hechos en Puerto Rico”. ECHAR PA’LANTE Director recommended the students to the association and they participate as master of ceremony and ushers for the presentation of the awards to members of the association. Each one of the students were presented and small bio and list of achievements of each was read.



- **2015-** Several Skype and e-mails conversations took place between professors at the “Tecnologico de Costa Rica” and the CDE Director. The purpose of the conversations included (a) establish an agreement among universities, (b) coordinate a possible trip of Costa Rican students and professors to the IAUPR, and (c) development of an international network.

TEC | Tecnológico de Costa Rica

- **2015-** In July 7 and 14, two sets of three EEE students were interviewed in Radio Isla (Dalilys Quiles, Life Punch, Jenniffer Pérez and Felver, Bean Coffee Bar, Manolo Urbina, entrepreneur, and Prof. Alex Rodríguez / Manuel de la Cruz, one1book, Kristina Mangual, Inside Nature, and Alejandro Rosa, B-Smart)
- **2015-** During July 12 and 19 Star to Star program was discussed in Dallas Texas (Dr. Collazo, Prof. Rodriguez, and a Texas entrepreneur)



HISTORY

- **2015-** July- Santander Universidades representatives Rafael Vélez and Iván Rodríguez visit Bean Coffee Bar to experience one of Premio Santander 2014 nominees own by two EEE students, Ricardo Gutierrez and Jennifer Pérez.
- **2015-** August 21 - Institutional Entrepreneurship Development Program Committee and Mr. Byron, Rust and Escobar, from Georgia Tech, presented to President Manuel Fernos, Georgia Tech's proposal to evaluate the Inter American entrepreneurial program (Proposal was later approved)
- **2015-** August 26 – Participation in the ECHAR PA'LANTE conference held in Banco Popular to inform the press about 2015-2016 projects which included a summary of the objective achieved during the past year regarding the training of professors, school projects taking place in the west side of the Island, and future initiatives to promote the entrepreneurial thinking in young students and professor in Puerto Rico.
- **2015-** September 1- EEE, IEA, Roots & Shoots, FBLA, music students presented the CDE annual plan for 2015-2016 to Chancellor Wayland. The plan included the promotion of the Campus in the United States, strategies to attract 100 new students, 9th Global Entrepreneurship Week Symposium, Expo Emprende Puerto Rico 2015, Somos Grandes initiative, ect..
- **2015-** September 8 – Coordination of the entrepreneurial event titled IMPRENDE, presented by Alexandra Correa to 230 high school students at Metro Theater. Several EEE and IEA studnets heled in the coordination of the event.



Echar Pa'lante capacita a maestros y profesores en educación empresarial

Posted by Luisa Garcia Pelatti



Por redacción de Sin Comillas

Durante el pasado año, Echar Pa'lante se ha enfocado en ofrecer talleres de capacitación a profesores universitarios, profesionales que apoyan a empresarios y maestros de las escuelas públicas y privadas para



- **2015-** September 9-Four (4) EEE students coordinated las Justas Empresariales Universitarias orientation activity (**over 40 students** attended) presented by Carlos Jimenez.



- **2015-** The four students associations working in the CDE (EEE, IEA, Roots & Shoots, and FBLA-PBL) participated during September in various activities organized by the student council that promoted team work and peace.

The first one was the Walk for Peace and the second one was the fund raising activities selling food at the Metro Campus. For the first activity **10 members** participated and for the second, **15** were involved.



- **2015-** September 22 – Dr. Luz Vega, Inter American University Campus professor presented to over 60 professors and students at Metro Campus her book titled “Las Empresas Familiares de Puerto Rico: Retos, Prácticas Exitosas y Recomendaciones”. Two EEE students coordinated and were hostess of the activity.



- **2015-** September 29- Evaluation of Georgia Tech representatives of the Metro Campus Entrepreneurship program.



The meeting was directed by Chancellor Wayland and ten (10) EEE, IEA, and Roots & Shoots students were present as well of several Deans, Directors and professors representing the four academic departments. The students and professors presented their experiences collaborating in the



development of the entrepreneurial program. Prof. Alex Rodriguez spoke about the CDE and the different entrepreneurial associations created to promote the entrepreneurial thinking among students, professors and the administration.

- **2015- September 29- “2do Junte ECHAR PA’LANTE”** for small business at Caguas (59 small business persons) The workshop presented 5 speakers and was run by professors Paul Wayland and Alejandro Mendez at the Centro Universitario de Caguas. ECHAR PA’LANTE run promotion in the BPPR branches and through banners and flyers.



- **2015- September 9 –** The EEE students, manuel de la Cruz, Jovanny Peña, and Gustavo González, and Prof. Alex Rodríguez were part of the meeting held in the Manufacturers Association of Puerto Rico offices regarding the MAPR annual convention proposed activities for 2016.
- **2015- September-** The IEA directive presented their activity plan for 2015-2016 academic year. The president, Marc Ortiz, Peter Rodríguez, Yadira Comulada, and Wang Hui explained the mayor activities for the next six months and the participation with the other associations. Some of the IEA projects for this year include: Metro Campus US promotion, Social Media Workshop, Video Tournament, and the integration of international students to the events and the entrepreneurship program.
- **2015- October 3, 4, 10 to 12 –** Three IEA students (Yadira Comulada, Marc Ortiz and Peter Rodríguez, together with Prof. Alex Rodríguez promoted the Metro Campus in two “National College Fairs” held in Long Island, New York and Orlando, Florida. It was the first time that students promoted the offerings of the Campus in the United States.



They got 98 leads of potential new students and were in charge of preparing the booths and the promotional material. The students became promoters and their strategy was recognized by other representatives. In total, both activities were attended by over 7,500 high school students.



- **2015-** October 7 – The CDE received the visit of Thomas Payne, Director, FBLA-PBL College/University Relations. He met with a group of EEE, IEA and FBLA students to discuss the importance of the FBLA-PBL chapters in the lives of former FBLA members. Also he shared his knowledge in finance with various students.



- **2015-** The CDE received the special visit of an excellent entrepreneur and collaborator. Mr. Tabor, took some of his precious time to offer a lecture to students at the CDE. The theme included finances, investments and tips to be a better manager of our own money.



- **2015-** October 16- “Congreso de Presidentes DECA” (Distributive Education Clubs of America)- **Five (5) EEE students** coordinated and were speakers in the “Congreso de Presidentes DECA” celebrated at the Metropolitan Campus Theater.

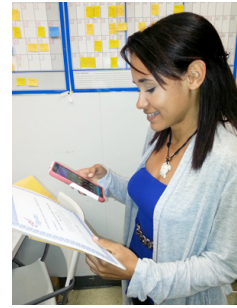
DECA invited **three hundred seventy-five (375) high school students in addition to ten (10) professors.**



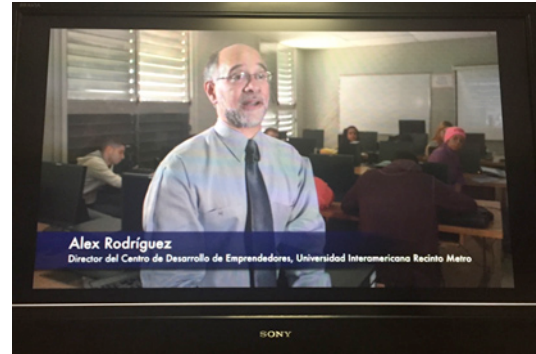
- **2015-** October- EEE students also participated as members of the Manufacturers Association of Puerto Rico Convention Committee (Gustavo González, Manuel de la Cruz, and Jovanny Peña.



Also, the CDE decided to open the first Future Business Leaders of America (FBLA-PBL) university chapter at the Inter American University. The plan is to attract several of the 9,000 FBLA students registered in Puerto Rico high schools and those already studying at the Campus.



- **2015-** In middle October, ECHAR PA'LANTE started the Expo Emprende Puerto Rico 2015 promotion using the BPPR branches TV's and Internet to present a VNR with Metro and the UPR students, professors and the president of the UPR and the Mayaguez Campus Chancellor.



- **2015- October 21- Twenty-two (22) EEE, IEA, Roots & Shoots, and FBLA-PBL students** participated in the activity titled "Inauguración de las Organizaciones Estudiantiles" at the Metro Campus theater. The purpose of the activity is to pledge the commitment of the students and mentors to the development of better citizen through the extracurricular participation in a variety of activities.



- **2015- October 30 – IEA students** organized and executed the first Video Games Tournament at the Metro Campus Theater. The event initiated with original music performed by Luis Achondo, the music assoc. president and his group of musicians. Over twenty (20) students participated in the tournament.



- **2015- November 6 - Seven (7) EEE and IEA students** designed and prepared the first mobile voting platform to be used in Expo Emprende Puerto Rico 2015, the island wide secondary and high school business idea competition and micro business exhibition in Puerto Rico.

The CDE worked together with RK Interactive Studio designed the two types of competitions titled Expo Emprende Elevator Pitch and Expo Emprende Micro Business Exhibition.

In addition, designed and programed a user friendly platform with a complete back-end data information that provided instant information regarding the amounts of points, the participants and the places earned by the participants in the two competitions and in the different categories (secondary and high school levels).

Seven (7) EEE and IEA students together with the CDE Director supervised four teams of judges during Expo Emprende PR 2015 held in the Mayaguez UPR Campus (the students involved were Manuel de la Cruz, Manuel Canario, Grace, Melanie, Yadira, Jovanny, Rodrigo, and Prof. Rodriguez).

The judges were professors, students and respected entrepreneurs that worked voluntarily to be part of this event (Example: Dr. Carlos Tollinche, INDUNIV, Ramón Perez Blanco, Esq., Asociación Productos de Puerto Rico, Dr. Francisco Montalvo, Professor Inter American University Bayamón Campus).

In addition to the competitions, the Expo Emprende PR 2015 offered other activities. Students had the opportunity to visit different exhibitions from local companies, and the Campus offered lectures about entrepreneurship and the different



academic offerings available.

Over one hundred thirty-five (135) secondary and high school students participated in the competition and over one thousand seven hundred students (1,700) students visited the Expo during one day.

At the end of the event, RUM representatives and Mrs. Gloria Viscasillas, Director of ECHAR PA'LANTE, held the official ceremony of passing the event organization for next year to Professor Marilina Wayland, Metro Campus Chancellor, Professor Rodríguez, CDE Director and the EEE and IEA students.

The CDE wants to say thank you to Dr. Moraima de Hoyos Ruperto, Edgar Soto, Ivellise Ramírez and the rest of the RUM committee for making us feel as part of the Expo team. Also, Dr. José Iván Vega Torres, thank you for letting us stay in your house (this was a wonderful gesture and it help us prepare for the next day). Finally, Mrs. Gloria Viscasillas, Jonally Dieppa, and Andre Carlo, thank you all for believing in us and for all the assistance during the previous months.

- **2015- November 12- Professor Alex Rodriguez was awarded the first Puerto Rican to receive the Leavey Award for Excellence in Private Enterprise Education.** The ceremony took place in the New Orleans Marriott Convention Center Hotel. The professor received the award for his work in the creation of a center for the development of entrepreneurs. The professor presented the project at the Leavey Summit, also held in New Orleans.



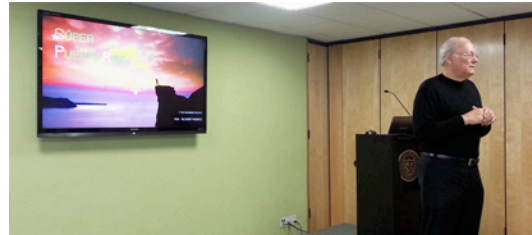
- **2015- November 16-17- Ten (10) EEE and IEA students** organized, hosted, and executed the 9th Global Entrepreneurship Week held at the Metro Campus.

Over 200 persons participated of the lectures and panels. The invited speakers to the Symposium included: professors Gerardo González, Luz Vega, Francisco Montalvo, Alex Rodriguez, entrepreneurs Andrés Claudio, Dr. José M. Justel, Radames Rosado, and Manuel Cidre.

The themes of the lectures covered the areas of competitiveness, communication, and transformation of the entrepreneurial environment. The title of the lectures were *Las Empresas Familiares en Puerto Rico: Retos, Prácticas Exitosas y Recomendaciones*, *Las Oportunidades de Cuba-PR, USA, Super Puerto Rico-Nacionalismo Industrial*, *Competitividad como Motor para el Desarrollo Económico*, *¿Cómo Comunicarnos Creativamente para ser más Competitivos?*, *Leavey Award for Excellence in Private Enterprise Education*

“Creation of a Center for the Development of Entrepreneurs” (case study), and *“Emprendedores que Hornean el Futuro de Puerto Rico: ¿Qué debe saber el emprendedor para ser competitivo?”*

Also, entrepreneurial students, Irmarié López, Jennifer Pérez, Marc Ortiz, James Litvak, Bryant Guardado, Daliza Huggins, Maria Costas, Peter Rodriguez, and José Garriga were invited to be part of three panels related to (a) The Entrepreneurial Women Conspiracy, (b) Words of Knowledge from Steve



Jobs and Bill Gates, and (c) LITVAK: A case study on an international business plan competition.

The activity brought some positive surprise such as the visit and participation of the families and coworkers of some of the speakers. Maria Costas' family were present during her presentation and almost all the two days of lectures. Mrs. López family, co-workers and her husband and co-owner of Color Conspiracy Tattoo Boutique were also among the visitors.



Also, the Symposium offered this year again the opportunity to members of the EEE and IEA associations to speak about their work. Jennifer Pérez presented her business Bean Coffee Bar, and Marc, James, and Daliza discussed their experience competing and winning a second place in NIBS international competition.



To conclude the event the students got together with the last speaker, Mr. Manuel Cidre, who is founder of the franchise Los Cidrines and took a picture with him.



- **2015- November 20-** Special guests to the “3er Encuentro ECHAR PA’LANTE” held at Centro Europa.

Seventeen (17) Metro students and five (5) professors hear the host and the excellent speakers Richard Carrion, Dr. Rafael Bras, and Gary Schoniger and were recognized for their work in the



Expo Emprende PR 2015 in a video shown during the activity.

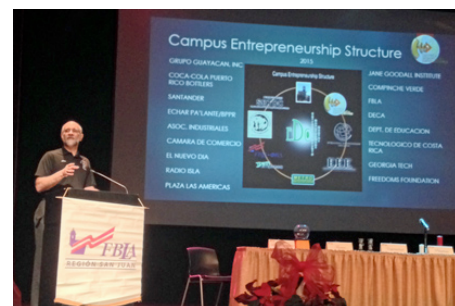
- **2015- November 24-** The EEE students coordinated, for the third year, the activity to select the new FBLA directive. **Future Business Leaders of America (FBLA)** FBLA is a national association of business oriented high school students with 3.5 and over GPA.

The Metro Campus theater received almost **six hundred 600 students**, professors and parents. The activity included the presentation of all the schools representations, the former and new members of the board of directors for 2016, and messages from the organisation leaders.

The activity started with a welcome from Robert, the vice-president of the FBLA-PBL Metro Campus chapter, followed by two presentations performed by the CDE Director, who presented several presentations regarding the commitment to assist FBLA to continue integrating the program to the Inter American University of PR. Also, the presentation addressed Metro Campus' academic and the CDE entrepreneurial program offerings.

The second presentation was performed by Manuel de la Cruz and it was about the EEE, the EEE purpose and the importance for the future of young FBLA students.

- **2015- November 5-** The EEE students divided themselves in two teams to transmit the message about the importance of maintaining the federal health aid programs to help the elderly and the population in Puerto Rico.



One of the main objectives of the march is to prevent health issues due to a cut of funds. Members of the EEE marched to San Juan with the others Inter American University students.

Another group of EEE and IEA associations took the message to Mayaguez and wore the “Marcha por la Salud” t-shirt as a symbol of support for the cause.



- 2015- December-** Jhonathan Camilo Sánchez a former member of the EEE, ex-alumni and MBA-Executive graduate presented in December his product Bori Cola. Jhonathan is brother of Juan Sebastian Sánchez, also a former EEE and Metro student who started some years ago the first indoor soccer complex in Puerto Rico called FAIRPLAY. Jhonathan started his idea of creating a locally produced and cultural oriented soft drink some years ago. During his students years he worked on it and now, finally, he brought and signed an example of the can to the CDE. Although, BoriCola was not develop in or with the help of the CDE, it was an idea that Jhonathan shared with the CDE Director and discussed with him in several occasions. The CDE is very proud of students like Jhonathan and Juan. They are examples to be followed and an excellent representation of Metro's commitment to develop an entrepreneurial community.



- **2015- December-** During the first two weeks of the month the CDE Director and some of the EEE, IEA and Roots & Shoots students performed some meetings with the Inter American Central Offices (Coca-Cola Tiger Venture Competition 2016 Dec. 4, Georgia Tech draft presentation Dec 7), the Manufacturers Association of Puerto Rico Convention announcement Dec. 9, and participation in the MAPR networking session at Metro, the School of Management regarding ISO 9001 Dec. 10, and the final year meeting of the ECHAR PA'LANTE Advisor Panel.

During the ECHAR PA'LANTE activity, the CDE Director was invited to speak about the Expo Emprende Puerto Rico 2015 experience and regarding the type of event expected for the next year Expo to be held at the Inter American University Metro Campus.

- **2015- December –** To finish the year, professor Rodriguez took its MKTG 1210 Introduction of Marketing course to talk with Bean Coffee Bar owner about target market, positioning, segmentation and future strategies.

