

## Higher Education Partnerships for Entrepreneurship – INN-UK

### British Council & iNNpulsa Colombia

#### Call for applications for Workshop facilitator and Expression of interest in potential partner UK universities

#### Project definition

The British Council in partnership with [iNNpulsa](#), is launching a project which consists of an exchange of good practices, learning about entrepreneurship, innovation and incubation programmes between Colombian and UK universities. The main objective of this exchange is to strengthen the programmes/incubation models of Colombian universities participating in Entrepreneurship Campus – [C Emprende](#) - which aims to increase the success rate of the start-ups emerging from this initiative.

The exchange with the UK universities will strengthen the Colombian programmes with models known for the quality of incubation in high impact entrepreneurs. Colombian universities must apply their learning from their UK visit to their own models in order to improve and strengthen their programmes and to improve the success indicators in the process of accompanying the start-ups. Additionally, a call will be opened in order to grant seed capital funding for Colombian universities to invest in their projects and strengthen strategic alliances with UK universities.

#### About C Emprende

iNNpulsa Colombia is the Business Growth Management Unit of the Colombian National Government. Created in February 2012, the organisation promotes entrepreneurship, innovation and productivity as drivers for business development and competitiveness in Colombia.

iNNpulsa has been working on the implementation of an Entrepreneurship Campus, which aims to connect the main actors in the entrepreneurship and innovation ecosystem in the same place. This allows them to work together to increase the number of high impact start-ups and improve the success rate of the promoted entrepreneurs. In this sense, universities, accelerators, private companies, venture capitalists, multilateral organizations, service providers and the government, all work together with a common purpose: to generate and consolidate high-quality start-ups, with a vision to include the whole of Latin America.

The Campus allows and encourages each party to carry out the activities they do best autonomously but in coordination with the others. In this regard, the universities are in charge of delivering incubation programmes for new ventures, the private companies of delivering accelerating programmes in more advanced entrepreneurs, the service providers of facilitating access to platforms and technologies in accessible manners, the venture capitalists of encouraging investment for incubation and acceleration, the government of working anticipately with entrepreneurs to promote public policies that encourage the resulting start-ups, and the Campus operator has the responsibility to promote joined-up, collective work and the sense of community amongst all the parties involved.

In the first phase, the main Campus will be set up in Bogotá, and consequently replicated in five main regions of the country; Valle and the Pacific region, Antioquia, the Caribbean region, Santander and the Coffee Axis.

One of the main pillars of the Campus is to have incubation and acceleration programmes of the highest quality. In order to achieve this, it will be fundamental to strengthen the incubation programmes of the universities which will operate their programmes in the Campus, through the exchange of good practices, lessons learned, common mistakes and connections with the international ecosystem of innovation and entrepreneurship.

To achieve this purpose, we identified the opportunity to bring closer Colombian universities to UK universities that have already developed these incubation programmes with successful results. Considering that the United Kingdom has currently one of the strongest entrepreneurship ecosystems in Europe, it is a strategic ally for this initiative.

### **Main project activities**

1. **Pre-departure workshop:** in preparation for an inbound mission, we will be gathering the selected Colombian universities to participate in a practical workshop to learn more about the UK entrepreneurship ecosystem and to begin the review process of the incubation/entrepreneurship models they will be working with for the duration of the project.
2. **Inbound UK mission:** the Colombian universities which took part of the pre-departure workshop will then visit UK universities, and innovation and entrepreneurship institutions in October 2019. The delegation will be accompanied by British Council and iNNpuls staff. The universities sending in their expressions of interest as part of this call will be eligible to host a session during the mission. More information on this will be provided once the initial expression of interest call is reviewed.
3. **Call for applications – UK-Colombia partnerships:** following up on the mission, UK and Colombian universities can participate to obtain seed-funding to work on improving incubation models and collaborate on joint initiatives/joint entrepreneurship programmes. Further information on this call will be available later on this year.

# Call for Applications

## 1. Workshop facilitator(s)

### 1.1 Description

To kick-start the project, we would like a UK university/expert(s)/institution(s) to prepare and deliver a 2-day pre-departure workshop in Colombia, which include but are not limited to the following:

- Session to provide general landscape information of the UK entrepreneurship ecosystem, including funding organizations and capital funds, and the role of universities.
- Interactive session to provide guidelines for participants to identify opportunities for improvement, strengths and weaknesses of the current incubation models at their institutions.
- Session with a creative industry focus and role of entrepreneurs and start ups in this sector.
- Session which presents a success case of incubation model/entrepreneurship programme at a UK university.
- Session which presents failure cases of incubation model/entrepreneurship programmes at a UK university or elsewhere in the world.

### 1.2 Funding

The British Council will cover the following fees:

- Travel expenses to Bogota, including airfare, international insurance card, accommodation, meals, local transportation for up to 3 workshop facilitators.
- Trainer fees.

### 1.3 Workshop information

**Date:** The workshop is initially planned to be delivered the last week of August or the first week of September 2019 (TBC), for 2 full days.

**Participants:** 13 Colombian universities will be participating in the workshop (maximum 2 representatives from each university). The final list of participants from the institutions will be provided before the workshop. All universities will have existing entrepreneurship / incubators programmes at their institutions.

### 1.4 Application process

Please send your questions and applications to [Barbara.decastro@britishcouncil.org.co](mailto:Barbara.decastro@britishcouncil.org.co) including in the subject line: HE Partnerships for Entrepreneurship - Colombia: Workshop Facilitator. In a PDF document you must include the following information:

- Trainer(s) profile(s) information/institution(s) information.
- Entrepreneurship offer/programmes and relevant statistics.

- Description of similar strategies/experiences implemented (desirable).
- Proposed workshop programme.
- Information on success case to be presented.
- Proposed breakdown of costs (do not include travel expenses as this will be covered separately by the British Council).

**Deadline for application is Friday 2 August, 2019.**

## Call for Expression of Interest

### 2. Potential partner UK universities

#### 2.1 Description

We would like to identify UK universities interested in partnering and supporting their Colombian counterparts in improving their plans for their incubation and entrepreneurship models. These UK universities may also be eligible to host sessions for the inbound mission of Colombian universities which will visit the UK in October 2019 and later apply for a joint call to obtain seed funding to implement proposed initiatives around entrepreneurship.

#### 2.2 Core requirements

We are seeking UK institutions that:

- Are willing to engage in strategic partnerships with Colombian institutions for entrepreneurship strategies.
- Have experience of working on similar initiatives in Latin America or elsewhere.
- Can respond efficiently to this call and participate in the upcoming inbound mission to the UK, and further on, explore different types of partnerships with participating Colombian universities (research projects, joint degrees, student and staff academic exchanges, among others).
- Are recognised UK incubators or have developed incubator programmes with an outstanding track record of results (survival rates, # of entrepreneurship supported, satisfaction of entrepreneurs, follow up of incubated start-ups and reporting mechanisms, among others).
- Have well established entrepreneurship initiatives.
- Have well established performance indicators and are willing to exchange learnings and methodologies with Colombian universities as well as their vision of the future landscape of Entrepreneurship in the UK.
- Provide information on patents and intellectual property.
- Desirable experience in:
  - supporting entrepreneurship in the Creative industries.
  - soft-landing experience for international start-ups.
  - have entrepreneurship mentorship programmes.
  - can link Colombian universities to UK entrepreneurs.

- entrepreneurship in at least one of the following areas: Artificial Intelligence, Civictech, Agrotech, Health, Education, Fintech, Renewable Energies

### **2.3 Application process**

Please send your questions and expression of interest to [Barbara.decastro@britishcouncil.org.co](mailto:Barbara.decastro@britishcouncil.org.co) including in the subject line: HE Partnerships for Entrepreneurship - Colombia: UK Partners. In a PDF document you must include the following information:

- Institutional information.
- Entrepreneurship offer/programmes and relevant statistics.
- Description of similar partnerships the institution works with.
- Information on success case.

**Deadline for application is Friday 9 August, 2019.**