

Salesian Entrepreneurship Style: the StartUPS cases



Coworking Introduction



NAME OF THE COMPANY:

AgroScan

Scanning, Processing and Data Solutions



FOUNDERS / MEMBERS

We designed a management strategy for entrepreneurship projects in the university framework. It is the result of a cooperative experience from the Research Groups of Universidad Politécnica Salesiana, the Technical University of Madrid (UPM), and the collaboration of other external entities. The management strategy is applied to undergraduate and postgraduate programs at UPS and has been called Coworking StartUPS Project. The research method is made up of different teaching methodologies—project-based learning, coworking, case studies—and different activities in and out of the university.

In concepts such as Coworking StartUPS, the innovative students enjoy the benefits of a well-organized mentorship inside the university while focusing on advanced studies with the mentors. Universidad Politécnica Salesiana runs coworking places and synchronizes start-up monitoring in each campus (Cuenca, Quito-Giron, Quito-Sur and Guayaquil). The vice-chancellor of investigation noticed very well that academic teachers and graduating students who show interest in innovation need to be train to become effective mentors.

In order to bring together theorists and practitioners, there are several initiations in the university's framework such as meet-ups, courses and Boot Camps. At first glance, it seems hard to achieve, as business people have experience in market launch, but knowledge sharing is not their strength. While teachers' strength is explaining, most are not good at mapping everyday problems or building up a company. We supplemented the methods:(1)Working with People, (2) Project-based learning, (3) Happy Canvas School, (4) Scrum (Scrum, 2018), (5) Resiliencia Camaleon and (6) Idea, Design, Prototype, Validation that are applied and/or combined in the Co-working Start-upsprogram.



Jhony Villacis
Executive Director and Project manager



David Loja
Director of operations



Kevin Tipan
Software Developer



Patricio Bolagay
Financial Director



Michael Almeida
Marketing Director



Orlando Pineda
Developer of Mobile

ABOUT US

We are a team of multidisciplinary Ecuadorian entrepreneurs who are passionate about technology, agriculture and the environment. We want to transform agriculture through multispectral technology, drones, BigData and artificial intelligence.

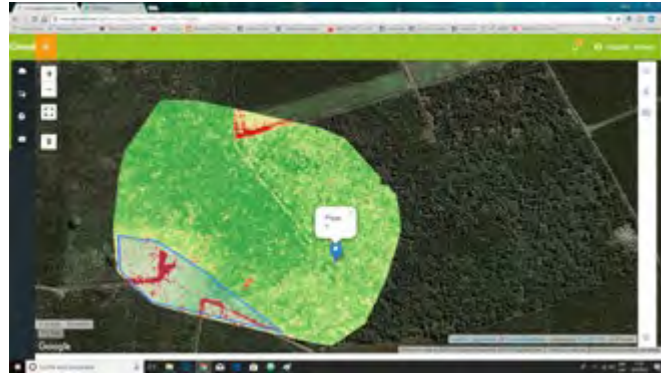
Our aim is to provide accurate and fast data so our clients can make timely decisions in order to improve the quality and health of their crops by optimizing the use of resources through technology and tools with the support of a state of the art cloud platform.

OUR PRODUCT

Our product is a cloud platform that analyzes multispectral images with the incorporation of software and algorithms which enable a forecast and diagnosis of plantations.

AgroScan focuses on the technification and optimization of agriculture, helping the agricultural sector so that crops are fully exploited, increasing productivity and reducing the consumption of resources and fungicides, thus improving the quality and life expectancy of the farmers and residents who live near the fields.

AgroCloud web platform:



Fumigation drones:



TARGET:

AgroScan is aimed at different market segments which are part of the three segments that exist in agriculture:

1. Family agriculture: provide services through different farmers associations
2. Medium agriculture: provide services for agricultures with a limited number of hectares
3. Business agriculture: provide services to agribusinesses

MARKETING STRATEGY:

- Capture the attention of agronomists and farmers
- Agronomy fairs
- Increase our audience with a new segment: agronomy students
- SEO and SEM
- Positioning in social networks

OUR ACHIEVEMENTS:

- First place in the entrepreneurship contest titled "Concurso de Emprendimiento Tinku" in Escuela Politécnica Nacional
- First place in the entrepreneurship contest titled "Concurso de Emprendimiento Innobis" organized by Grupo Nobis de Isabel Noboa
- The Valdés sugar company invested \$50,000 so that AgroScan can carry out research for one year in the sugarcane plantation
- First place in the contest : "Concurso Tecnologías Eficientes de Open Future de Telefónica"
- Second place in "Concurso internacional Seed-Star"
- Finalist of the best 100 startups in the world in the South Summit

CONTACTS

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NAME OF THE COMPANY:

Ancestral
Cerveceria
Artesanal

FOUNDERS / MEMBERS



CEO – Head Brewer



CFO



COO – Brewer



ABOUT US

Ancestral is a company that makes quality craft beer through natural gasification with imported malts and hops. It has an efficient process since the waste generated is used as raw material in new processes.

Our goal is to give beer an Ecuadorian identity, mixing different brewing styles with native elements of Ecuador.

OUR PRODUCT

Ancestral Cervecería presents a quality beer made with imported malts and hops of the best quality.

What differentiates Ancestral beer is its natural gasification process and the fact that it is not micro filtered, making it possible to preserve special flavors and aromas which are usually lost through artificial gasification with CO2 or when it is micro filtered.

Our responsibility with the environment also differentiates us; we use waste to obtain raw material to prepare fertilizer and energy bars.



MARKETING STRATEGY:

- The marketing strategy implicates relaunching the image of beer styles, this includes re-designing the label and creating characters for the 4 beer styles we currently have.
- Brand positioning by signing agreements with well known places that sell craft beer in Quito, Cuenca and Ambato.
- Promotional material of our brand
- We will take part in the same events from 2017 and create our own events at least once a month
- We will create seasonal beer to attract new customers

OUR ACHIEVEMENTS

- We took part in the biggest beer event in Ecuador "Viva Cerveza 2018"
- We increased our production capacity to 150 L x batch.
- We increased sales from 300 to 400 L per month
- We have taken part in 15 beer events during the 7 months we have been in the market



CONTACTS

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 @Ancestral.beer
 Quito – Ecuador

NAME OF THE COMPANY:

beUPS



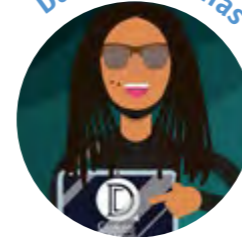
FOUNDERS / MEMBERS

Cristian Cardenas



Founder

Daniel Cardenas



Designer

ABOUT US

We are a company that seeks to solve a specific need, which is to encourage the members of an institution to feel identified and have a sense of belonging by creating quality products.

It began in Universidad Politecnica Salesiana after conducting market research in the entire university community. The research showed that students had a low level of sense of belonging and identity with the university. Therefore, the aim of beUPS is to create emblems for students and members of the university that will promote fraternity and better coexistence between students.

OUR PRODUCT

- We create products such as sweatshirts, vests, glasses, thermos and accessories with a technological tendency that have the university's image
- We manage networks and advertising
- We organize events

CONTACTS

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 Cuenca – Ecuador





NAME OF THE COMPANY:

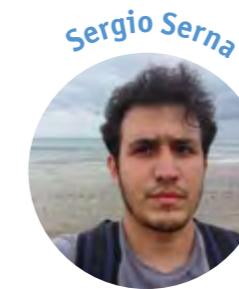
BLACK CAT



FOUNDERS / MEMBERS



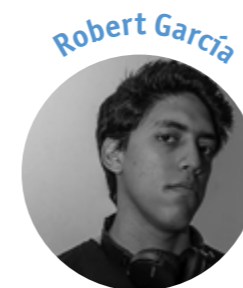
Content designe
Production logistics



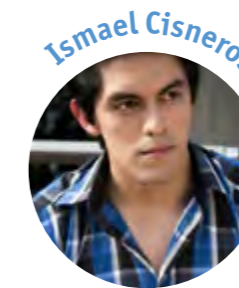
CEO Founder, Manages
photographic content



CoFounder, Manages
design and photography



Community Manager
and Digital marketing



Manages audiovisual
content and audiovisual
production



Manages drone and
logistics

ABOUT US

BlackCat is a company that started in the coworking offices and seeks to provide quality services in communication, marketing and design.

We believe in teamwork to create value for our clients and society.

OUR PRODUCT

Marketing consultants

At BlackCat we believe in the creation of real value for our clients by creating the right marketing activities and strategies: traditional

marketing, trade marketing, brand activations, merchandising and digital marketing

Design and communication

We make logos and as well as publications, our team is made up by graphic designers with experience in package design.

Web design and social networks

We design web sites and social networks according to our clients' needs

Audiovisual and photographic production

We have an audiovisual and photographic team that can carry out any type of job including advertising photography and social events.

Events

We organize corporate and social events

TARGET:

Our company is aimed at SME's and people who wish to organize social events.

OUR ACHIEVEMENTS:

- We took part in the event "Habitat 3" held in the city of Quito
- We received a recognition for being part of the 2017 Arduino day
- We were part of the organizing committee of



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NAME OF THE COMPANY:

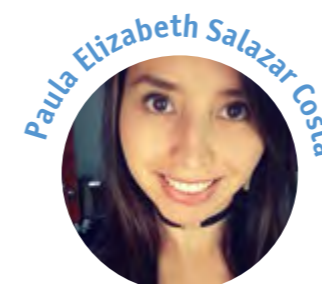
BIO COMFY



FOUNDERS / MEMBERS



CFO Comfy



CEO Comfy

CONTACTS

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ABOUT US

We are an Ecuadorian company that cares for people's hygiene with natural quality products and social responsibility.

OUR PRODUCT

Our products are organic and take care of people's health following the principle of prevention. We also care for the environment since our products are 100% biodegradable.

By using our products you prevent contracting diseases in public bathrooms, thus solving a public health problem.

Our products are made of organic raw material that does not affect the health of people involved in the production, commercialization and use of the product.

MARKETING STRATEGY:

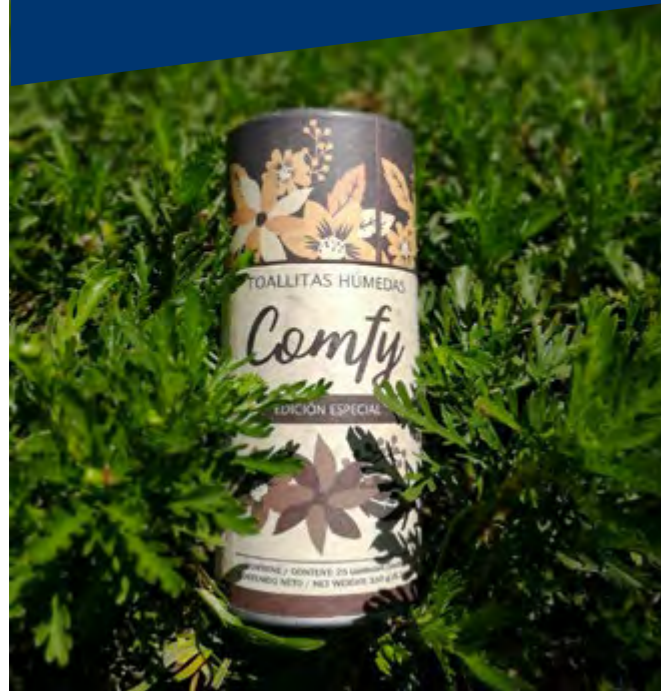
Our marketing strategy is based on creating brand awareness by taking part in fairs, through social networks and a distribution through a network titled "Red de Amas de Casa" or Network of housewives.

OUR ACHIEVEMENTS:

- Winners of RETHOS Boot camp
- Finalists in the Bayer competition
- Second place in the event titled "Tunel de la Ciencia"

Disposable antibacterial covers

These disposable antibacterial covers prevent women, children and people with delicate health from contracting diseases when using a public bathroom. They are made of natural extracts that refresh and care for your skin.



Antibacterial Gel

This gel gets rid of 98% of microorganisms in our hands. It is made of natural extracts that do not irritate your skin and keeps them moisturized.



NAME OF THE COMPANY:

**IMAGÍNALO
& CRÉALO**



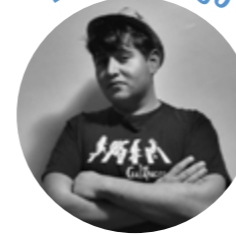
FOUNDERS / MEMBERS

Noemi Mora



Executive director

Diego Hidalgo



Designer and marketer

Jhony Villacís



Creative Director

ABOUT US

The aim of our company is to help entrepreneurs with the design, prototype and feasibility of products by applying quick and easy to use methodologies and free technological tools such as free learning platforms.

OUR SERVICES

CREAR provides the following services:

- Branding
- Packaging, 2D and 3D design
- 3D printing
- Laser cutting
- Continuing education courses on digital tools
- Advertising articles

TARGET

- Our service is aimed at:
- Entrepreneurs in early stages of their company
- Artisans who need to learn more about digital tools

MARKETING STRATEGY

We use an efficient strategy of social networks to promote products, services and workshops. The use of Growth Hacking helps us create customer loyalty.



CONTACTS

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NAME OF THE COMPANY:

ELLA SED



FOUNDERS / MEMBERS



Executive director



Designer and marketer

ABOUT US

ELLA SED starts due to the need of creating a place for women entrepreneurs, giving them an opportunity to grow professionally and personally by creating a community of women entrepreneurs and holding events, conferences, workshops and a platform for networking.

OUR SERVICES

We develop women entrepreneurs and leaders by providing services aimed at making businesses grow; our customers have access to a network of business experts that help add value to their company.

We offer advice through events such as:

- Workshops
- Conferences
- Workshops
- Events

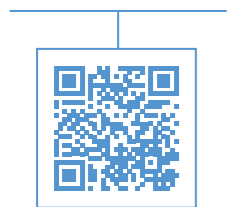
TARGET

Our services are mainly targeted to three sectors:

- Women entrepreneurs
- The working sector (women executives)
- Women of scarce economic resources

MARKETING STRATEGY

The use of social networks such as Facebook and the support of sponsors for events.customer loyalty.



NAME OF THE COMPANY:

**Etsa
Films**



FOUNDERS / MEMBERS



Founder

ABOUT US

Etsa Films is a company that specializes in the production of audiovisual material and visual communication that was created to strengthen communication of SMEs.

TYPE OF PRODUCT

- Audiovisual products
- Photography

OUR PRODUCTS:

- Documentaries
- Videos about events
- Promotional videos
- Corporate videos
- Sports videos
- Marketing videos
- Aftermovie videos
- Videos about interviews
- Making of

MARKETING STRATEGY

Dissemination: to make the company known about we have created the following advertising tools: a Fan page in Facebook, an Instagram account, a Website and a Youtube channel.

Invest / grow: Allocate most part of our economic resources to technical equipment needed to improve video production and expand our growth potential. Invest in courses of audiovisual production that will help improve the aesthetic and narrative part of the videos.

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Brand positioning

- 1.) Benefit: Etsa Films provides immediate after movies that can be presented at the end of an event. This gives out company an advantage.
- 2.) Quality / price: we provide HD top quality videos that are attractive and creative at affordable prices.
- 3.) Use / application: Videos are a very powerful advertising tool because it manages to achieve a greater degree of retention in the public. Now, with the use of social networks we can see that

making videos has become widespread and the most attractive way to capture followers.

- 4.) Attributes: Etsa Films provides professionalism, creativity, innovation and positioning for the product or the company that hires our services.

TARGET:

SMEs, institutions and organizations that do not have enough economic resources to invest in communication.



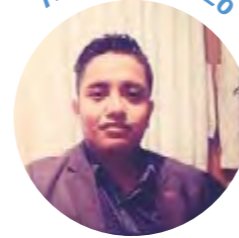
NAME OF THE COMPANY:

**Grupo
Dharma
S.C.C.A**



FOUNDERS / MEMBERS

Alejandro Pozo



CEO & Founder

Daniel Pozo



CIO & Founder

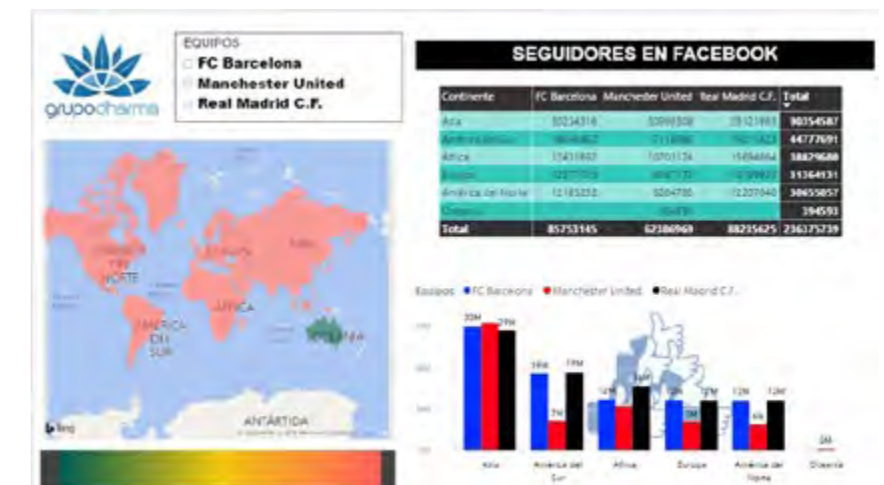
ABOUT US

Grupo Dharma has a specialized team capable of understanding business needs and providing solutions in technology, innovation and consultancy adapted to a company's activities.

OUR SERVICES:

- **DATA ANALYSIS (Dashboard)**

We can contact any source of data (sensors, databases, flat files, excel files, field data, invoice systems, etc.) and using this information along with business intelligence and artificial intelligence techniques, we present the information through interactive panels for decision making and prediction of data that can later be consulted in real time on a computer or mobile device anywhere in the world.



• **SAMI (Virtual assistant through artificial intelligence)**



• **FUTURA (Help Desk)**



• **PRODUCTIVITY SOLUTIONS**

- Cloud infrastructure
- Automation of processes
- Multimedia design



TARGET:

We will provide SMEs data analysis and artificial intelligence so they can make the best decisions and turn information into their competitive edge.

MARKETING STRATEGY

We will promote our service through different communication channels:

- Facebook
- Website
- References of our clients
- Through dissemination channels of allied companies such as: Intcomex and Microsoft

OUR ACHIEVEMENTS

- We are part of the an business incubation program titled "Incubación PITS de Yachay" with our product SAMI
- We provide our services, as specialists in cloud computing, to one of the major distributors of technology in the country: Intcomex
- We are part of Microsoft's BizSpark program for entrepreneurs
- We received a special recognition from the "Fundación Reina de Quito" for our humanitarian work

CONTACTS

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NAME OF THE COMPANY:

LOS LIDERES



Los Líderes

FOUNDERS / MEMBERS



- Bianca Benavides Cabrera**
General Manager
- Lisette Agurto**
Administration department
- Hugo Arevali, Fiorella Bolaños y José Cedeño**
Strategy and production department
- Luisin Maza**
Digital marketing department
- Milton Villalta**
Content development
- Alexis Lozano**
Human resources department

ABOUT US

Lideres is a company that seeks to empower people with efficient skills and prepare them to be leaders with attitude of service and mentality of transcendence.

OUR SERVICES:

Training in multi-disciplinary topics, we provide efficient tools for human development.

Training sessions and workshops on: Leadership, attitude, tea-



TARGET

Our service is aimed at public and private companies in the city of Guayaquil and nearby cities that are experiencing problems in the development of their staff, lack of leadership or attitudes that affect production.

MARKETING STRATEGIES

We will use the following channels:

- Social networks
- Mass email
- Telemarketing
- Means of communication

OUR ACHIEVEMENTS

- Organizers of the first “Multi-disciplinary Growth Congress” in 2016- UEES
- Award in an entrepreneurship competition “Altas Conciencias” 2016
- Organizers of the event “Mujeres Únicas y Escasas 2017” – Palace Hotel – Universidad Politécnica Salesiana
- Organizers of the first seminar of Personal Growth 2017
- Organizers of the second “Multi-disciplinary Growth Congress” in 2017- UEES
- Organizers of the event “lo que callamos los Emprendedores 2018” – Universidad Politécnica Salesiana



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NAME OF THE COMPANY:

**NEW
GLASS**

FOUNDERS / MEMBERS



CEO



COO



CTO

ABOUT US

We are a company that aims to reduce environmental pollution caused by glass bottles by creating innovative products (glasses, shot glasses, containers and other items). We pay recyclers fair prices since for many years they have been underpaid for glass bottles. This will help change their lives for better.

OUR PRODUCTS

We have recycled products such as:

- Glasses
- Lamps
- Shot glasses
- Containers

TARGET

Our goods are aimed at people who appreciate products based on fair trade since we reduce environmental pollution created by glass containers and change the lives of recyclers by paying a fair price.

MARKETING STRATEGY

- Social networks
- Distribution in bars
- Brand activation in hotels and discos
- Place the product in supermarkets

OUR ACHIEVEMENTS

- Winners of the 2017 Rethos Boot camp in the city of Cuenca
- Finalists in the competition “Guayaquil Emprende”



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NAME OF THE COMPANY:

**TALLERES
BALERO**

FOUNDERS / MEMBERS



Sueña, juega, innova

Anaí Vizcaíno



CEO

ABOUT US

Talleres Balero is a company that provides a range of extracurricular activities so parents can choose the ones they like the most for their children. We have reasoning games that will encourage children to learn by having fun.

OUR SERVICES:

We provide activities that allow children to imagine and solve problems in a fun way while they are able to improve their performance in classes. Unlike other places, we do not separate children because we offer inclusive workshops adapted to children with physical disabilities, syndromes, autism spectrum and attention deficit disorders with or without hyperactivity.

Fun activities:

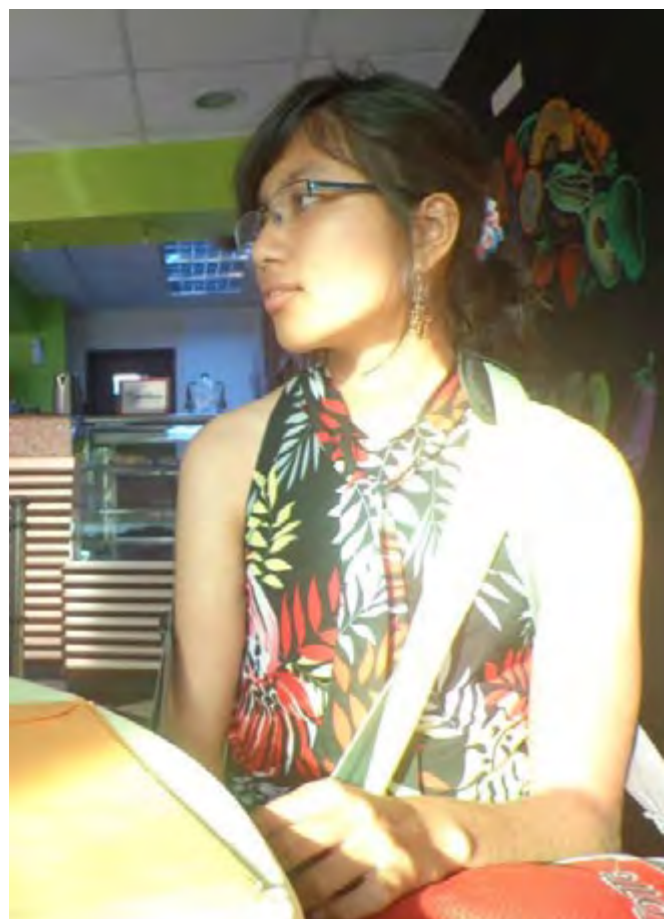
- Drawing
- Origami
- Sudoku
- Storytelling

Reinforcement activities:

- Reading
- Writing
- Mathematics

Other services:

- School subjects
- Open house
- Movie forums
- Private courses
- Summer camps



NAME OF THE COMPANY:

WIESNER SWEET



FOUNDERS / MEMBERS



CEO & Founder



CIO & Founder

ABOUT US

WIESNER SWEET was founded in 2015 when its two founders decided to combine their skills in the fields of business and gastronomy. It is based on creativity and personalized service.

OUR SERVICES

- Catering services, coffee break and everything else you need for your celebrations (baptisms, communions, weddings, family reunions or business dinners, etc.).
- We offer clients the possibility of customizing the menu and choosing from a wide variety of dishes recommended by our chef. It is worth noting that all our dishes are made from natural ingredients and completely handmade.
- We specialize in making a great variety of sweets, gourmet desserts, customized cakes for any type of event.
- We also have waiters, we rent tables and chairs, we provide dishes, glassware, table linens and everything else needed to personalize your decoration.

TARGET

Our company can be aimed at any type of consumer that wishes to organize a party or have an event and has the financial resources needed to pay for the service.

MARKETING STRATEGY:

- Alliance with suppliers: create a strategic connection with all our suppliers and encourage their commitment with the services they provide to the company.

CONTACTS

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Quito– Ecuador



- Co-branding: create an association with other brands and improve profits
- Sponsor in events: participate as a sponsor in events to create brand awareness
- Social networks: Create interesting content for our target in our social networks, facebook, instagram and make promotions in social networks to make our brand known about.
- Website: We are currently designing our website to advertise our services and products



OUR ACHIEVEMENTS:

One of our main achievements is having well recognized companies in our list of clients.

Having focused on working with businesses in 2017 supported our growth as a company as we managed to provide our service for an event of 200 people when in our beginnings it was for only 25- 30 people.

This year we are in the process of joining the government procurement catalog.



CONTACTS

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COO: Chef Karem Wiesner
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Guayaquil – Ecuador



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