

[Tec looking for conscious startups via its new accelerator](#)



The new accelerator from Tec de Monterrey calls for conscious entrepreneurs who are making a positive impact to tackle the challenges we're facing as a society.

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[Tec de Monterrey](#) and [Conscious Venture Lab](#) have presented the **Conscious Venture Accelerator** and their Conscious Venture Accelerator program.

At the event held in Mexico City, they explained that the aim is to **set up a collaborative ecosystem** to accelerate the development of **startups** that generate a positive impact and offer solutions to current challenges.

*"Creating a **conscious business** builds value. As business owners, we're often demonized for thinking only about generating profits, but that isn't the case. We're looking for something holistic,"* explained **Ulrick Noel**, Director of the Tec's [Eugenio Garza Lagüera Institute of Entrepreneurship](#).

*“On this mission to create **startups** for human flourishing, the Conscious Enterprise Center and ourselves are taking on the task of launching this concept to find entrepreneurs and work with them,”* added Ulrick Noel.

This Tec initiative will be jointly run by the **Eugenio Garza Lagüera Institute of Entrepreneurship** and the [Conscious Enterprise Center](#), both from the educational institution, in collaboration with **Conscious Venture Lab**.



Joshua Hammerschlag, Director of Social Entrepreneurship from the Tec's Mexico City Region.

Conscious Venture Lab is a **global accelerator** focused on diverse and innovative startups that are using technology to break down barriers to access and create a more equitable society.

Startups that create value

Joshua Hammerschlag, Director of **Social Entrepreneurship** from the Tec's Mexico City Region (CDMX), spoke about the impact that conscious startups should make.

*"We should look at **entrepreneurship** as a process for generating opportunities that create value by making a positive impact.*

*"The value we generate should not just be economic. We should be aiming for those profits to be accompanied by **social and environmental value**," he said.*

"The value we generate should not just be economic. We should be aiming for those profits to be accompanied by social and environmental value." - Joshua Hammerschlag.

*"The paradigms should shift to conscious growth, which can be seen by people within the **company**, and that growth should go beyond the company. We should be betting on how we can improve over the next 10 years.*

*"Profit should be a means not an end, **growing to create value** and filtering into different areas," he stressed.*

For his part, the Executive Director of the **Conscious Enterprise Center**, Francisco Fernández, explained that this center came about from a connection with the intellectual leader of the **Conscious Capitalism** movement, [Raj Sisodia](#), who is President of the Tec's Conscious Enterprise Center.



Francisco Fernández, Executive Director of the Conscious Enterprise Center

Apply to join the accelerator!

As part of the **Conscious Venture Accelerator** presentation, a **call** was also launched for those wishing to take part in its acceleration programs.

The **Conscious Venture Accelerator** program will support **entrepreneurs** with business models that make a positive impact who are working to offer solutions to the challenges facing society.

This project will provide support to more than **150 entrepreneurs** over the next 5 years. **10 Latin American startups** will receive support in its first cohort, which begins in February 2023.

They'll be part of a **16-week immersion program** where they'll be accompanied by an international network of mentors.

“Creating a conscious business builds value.” - Ulrick Noel

They'll also receive various tools for applying the principles of **conscious entrepreneurship and purpose to their business model**. There will also be a Demo Day with customers, partners, and investors.

The [call](#) is now open. Some of the requirements to apply for the **Conscious Venture Accelerator** program from the **Tec's Conscious Venture Accelerator** include:

- ***Having a diverse team:*** including at least three people with complementary skills.
- ***An interest in Mexico:*** companies that want to expand their presence in the ecosystem and connect with strategic partners in the region.
- ***Communication in English:*** the ability to carry out the program in English.
- ***A proven solution:*** experience of placing your solution in the hands of potential users with a prototype or finished product.
- ***A conscious profile:*** startups that want to align their strategy with conscious principles and find specific ways to apply them in their value proposition.

Registration for the program closes on **December 2**.

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