

8 important topics from the INCmty entrepreneurial festival



The INCmty entrepreneurship festival brought together more than 200 experts and speakers using a virtual format for the first time.

06/11/2020

As has happened every November since 2013, [INCmty](#) brought together **entrepreneurs** and **experts** from Mexico and around the world, for its first totally virtual conference.

This **entrepreneurship festival** is organized annually by [Tecnológico de Monterrey](#) in order to inspire, connect, and empower entrepreneurs, investors, and businesspeople to promote **innovative business ideas**.

From November 2 to 6, **top-class** and **internationally renowned speakers** enriched this event with ideas and knowledge related to the **entrepreneurial ecosystem**.

These were some of the topics that were shared during **INCmtty 2020**:



New ways of working and doing business

The COVID-19 **pandemic** has accelerated the massive **growth of online payments, video conferencing**, and working from home.

Experts such as **Raul Camposano**, CEO of a startup in the electronics industry, mentioned that **2020** has been **a great year to invest in technologies** such as Artificial Intelligence.



Others like **Pete Rodríguez**, CEO of the electronic company **Alphacore**, warned that the market will be increasingly difficult for new entrepreneurs in this area.

*“(Tech) **startups** can **develop** very **fast**. However, it is very **difficult** to compete with large companies,”* he commented.

The circular economy: a trend in sustainability

The **waste** of one **company** can become the **raw material** of another.

*“The implementation of this type of **economy** can become a **way** of **innovating** a business,”* said Mark Esposito, co-founder of [Nexus FrontierTech](#).

Within the **circular economy**, the aim is to **save material** by using **waste** from other processes, **reducing pollution** and generating profit for more companies.



The **Heineken Green Challenge** was held during the festival and, on this occasion, recognized entrepreneurs participating in the **circular economy**.

This year's winners were a **sweetener** for diabetics made from **corn residue**, **soaps** made from **edible oil** waste, and foods made from **barley residue**.

Play like a champion now!

Working hard, having a **plan**, building your **skills**, and never giving up are **tips** for **success** from experts like [Terrell Owens, a former NFL player](#) who broke multiple records in his career as a receiver.

*"You have to be **consistent**. You should also believe that you're going to be good, and that you are worthy not only of being good, but being **great**,"* he commented.

Owens shared his three Ds: the **desire** to stand out, **dedication**, and **discipline**. He suggested enjoying what you do and taking advantage of **adversity** so as to be able to **grow**.

*“Don’t expect to become a **champion** over the course of many years, play like one right now!” he shared.*



David Meltzer, entrepreneur, speaker, and co-founder of the marketing agency **Sports1Marketing** shared **4 values** and **5 criteria** for making **successful decisions**.

Values such as **gratitude**, **empathy**, and **forgiveness** as well as the importance of having **credibility** and having an **impact** on people are some necessary factors in being able to do this.

*“The ideas that I share are **ways** to make **good decisions**. It’s very important not only in life, but in business,” said Meltzer.*

Leadership must adapt to the current context

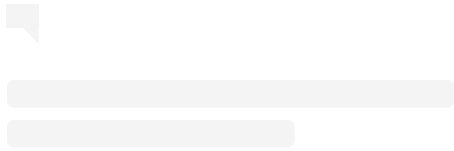
*“The **pandemic** has accelerated changes. Now, the **leaders** of the **future** have to become the leaders of the **present**,”* said **Jacob Morgan**.

The **futurist** and **speaker** shared **9 tools for the leaders of the future**, as part of an investigation carried out with company executives and **LinkedIn**.



[View this post on Instagram](#)





The new **leader** that Morgan speaks of must focus on thinking **globally**, **serving** his employees and customers, and using information and **communication technology** effectively.

*“You have to **adapt**: some leaders have been fired due to an inability to adapt to the **situation**,”* he said.

Reinventing yourself: the new challenge for companies and brands

*“Today, we should be **learning** and **developing the skills that** we are going to require in **5 years**,”* mentioned **Dora Valdez**, a specialist in **business strategy** and leadership and CEO at **Hello Management**.

She, along with Gabriela **Mitri**, founder of **SpeakHers Academy**, shared that crises can be opportunities to grow as long **as companies reinvent themselves**.

Using **technology**, paying attention to **skills** such as **empathy**, and developing new **partnerships** are some of the **tips** that the experts shared.

Also **Jacob Pace**, CEO of the **largest music production company on TikTok**, states that **new brands** must use **technology** in the best possible way in order to be **successful**.

*“You have to be **curious** to be able to create a new brand, and you also have to accept, from the beginning, that not everything is going to work out perfectly,”* he said.

Jacob Pace during his virtual conference at INCmtty 2020.



Entrepreneurship: an ally for mitigating the post-covid crisis

Jonathan Ortmans, President of the **Global Entrepreneurship Network (GEN)** affirms that entrepreneurs are those most qualified to face **crises like the one that seems set to loom after the pandemic.**

Characteristics such as **courage, innovation**, and being able to **take advantage of opportunities** are skills that entrepreneurs can capitalize on in the midst of a crisis.



Jonathan Ortman, President of the Global Entrepreneurship Network (GEN).

Similarly, **Aarón Rodríguez**, co-founder and CMO of the [Jeff](#) platform, mentions that the same **crisis** could generate a **wave of entrepreneurship**.

*“Year after year there is a clear **increase** in the number of **searches** for the words ‘**investment**’ and ‘**entrepreneur**’, and now, with the **pandemic**, it has accelerated **exponentially**,”* said Rodríguez.

Education and medicine: the best investment options

Investment experts **Ian Chiu** and **David Castelblanco** said that the **education** and **medicine** industries are **good options to invest in during the pandemic**.

*“Mexico, Brazil, and Colombia can **develop** the **market** for **health care** (...) addiction treatment, and rehabilitation platforms,”* said Castelblanco.

*“Currently the focus is on the **investment funds** related to **educational technologies**,”* Chiu said.

Other **investment opportunities** that they recommended were **apps** and **software** to facilitate **processes** that stopped being **face-to-face** due to the pandemic.



The customer experience: the goal of the entrepreneur

*“It’s as much about what you **sell** as **how** you sell it,”* says **Brian Halligan**, founder and **CEO** of [Hubspot](https://www.hubspot.com), a **digital marketing** company.

The entrepreneur affirmed that those who **come out on top** are those who create the best **experience** for their **customers**.

Halligan claimed that this experience is primarily based on the **happiness** customers can **get** from a **brand**.



Another of his **suggestions** was that **companies** get **online** quicker, since lots of people are doing it, and it is an **opportunity** to **strengthen** the **customer relationship**.

*"The **platforms** are really **good**, relatively easy to adopt, and they are not that expensive.*

*"Invest (...) in hiring excellent **marketing specialists** and **content creators** to become a media company," he suggested.*

8th INCmtty festival

The guiding topic of [INCmtty](#) was '**Digital Inclusion & Sustainable Future**', so as to promote the reduction of the digital divide and encourage social development towards a sustainable future.

*"In the current climate, the **entrepreneurial ecosystem demands spaces where innovative minds can be concentrated**, and where business proposals contribute something more to society and to the planet," underlined Josué Delgado, Director of INCmtty.*

Additional information from Ricardo Treviño and Tec Review

YOU'LL DEFINITELY WANT TO READ: