

**Participate in our Summer 2024  
Bootcamp for Entrepreneurship at EPIC Lab!**

Our flagship program for entrepreneurship and innovation is now open! Organized by EPIC Lab in collaboration with the Martin Trust Center for Entrepreneurship at MIT.

**What does the Bootcamp entail?**

- Live the 2023 Bootcamp experience here:  
<https://youtu.be/WMkGm9ldldc?si=Bvmcn3XPdPK1cxYR>
- Learn the Disciplined Entrepreneurship methodology developed by MIT.
- The 24 Steps to a Successful Startup will be taught by Jenny Larios Berlín, Entrepreneurship in Residence at the Martin Trust Center for MIT Entrepreneurship, we will also have more than 20 expert speakers from our entrepreneur ecosystem.
- Multidisciplinary teams will be formed of 4 to 5 students to develop a business idea. Teams will be assigned mentors and will pitch their idea on Demo Day in front of friends, family, and judges in an auditorium.
- Judges will select a winning team on Demo Day, the team selected will win an all expense paid trip to MIT for 3 days.

**Who is this for**

University Students across all semesters and disciplines. This experience is independent from academic careers, however, these skills and teachings are transferable to any professional path.

You don't need to have an idea nor a team!



## When

Monday June 10th - June 22nd, hours between 9:30am - 6:30pm  
Demo Day, Saturday June 22nd at 10:00am

## Where

EPIC Lab at ITAM Rio Hondo campus, Two days at BBVA Innovation Center, One day at UNAM's Chemistry Lab Department.

## Videos

Learn more about the Bootcamp experience:

2023(English): <https://www.youtube.com/watch?v=WMkGm9ldlc>

2022 (Spanish): <https://youtu.be/Bq6AE2Rg4rs>

2019 (English): [https://youtu.be/144Elb3\\_uRM](https://youtu.be/144Elb3_uRM)

**\*MIT Lecturer will teach the methodology:**



[Jenny Larios Berlin](#)

## How

### GENERAL APPLICATION PROCESS



Don't miss out on this incredible opportunity and experience!

To register and find out more about the event please visit the link below:  
<https://www.epiclab.itam.mx/bootcamp-2024>.

We hope to see you this Summer!

If you have any questions, please email us at [epiclab@itam.mx](mailto:epiclab@itam.mx)

