

trep camp<sup>1</sup>

Entrepreneurial

# Simulator

2023

Since 2013 we have helped aspirants and students to become high-impact entrepreneurs through our Entrepreneurial Simulator.



Just as pilots need to practice in a simulator before flying a plane, entrepreneurs need to have a safe environment to practice before starting a venture, and that's the reason TrepCamp created the Entrepreneurial Simulator.

If you are reading this document, **we know you have the dream of changing the world in a positive way** through Entrepreneurship, and for that we want to congratulate you, not everyone is willing to take the risk, having said that, we also know that you have a lot of questions and doubts on how to start.

We have created our own practical method to guide and mentor these talented individuals to reach their highest potential. **Our entrepreneurial simulator gives you all the guidance you need in order to go from idea to start-up and everything you need along the way.**

# The types of entrepreneurs

Along our journey, we have discovered that participants enter the Entrepreneurial Simulator with 2 different profiles: **The aspirant entrepreneur**, who has the passion, the drive and the intention to start a new venture with teammates but who perhaps still don't know what problem they want to tackle or the idea they want to develop. On the other side we have **the founders with a pitch**, who have already started working on their solution but needs guidance in order to validate it.

Our program's agenda is created in order to give as much value to each of these profiles and to help them get ready to the end goal: **Get accepted in an accelerator or start their funding round.**

Since **our entrepreneurial simulator is composed of 2 stages, one online and one onsite**, during the online part we focus on developing or strengthening each of the participants necessities and because of that, our program has to tracks you can follow: **Pre-seed for the aspirant entrepreneur and the Seed track for the founder with a pitch.** Both tracks merge when the participants get to the onsite stage of the program.



# The Pre-seed online stage

The aspirant entrepreneurs need to focus on making sure they have a strong value proposition and a pitch-ready presentation before getting to the onsite stage of the program.

**During the online stage they work on creating a minimum viable team,** identifying a problem and creating a solution that could transform into the next unicorn start-up.

## ONLINE STAGE: WEEK 1 PRE-SEED

Onlines Central Standard Time Onsite: Local time	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Stage</b>	<b>Team Building</b>				
9:00am - 9:30am	Welcome to the Entrepreneurial Simulator	Teambuilding activities	Teambuilding activities	Teambuilding activities	Tools & Resources: The Minimum Viable team and how to effectively manage it
9:30am - 10:00am	Teambuilding activities				
10:00am - 10:30am					
10:30am - 11:00am					
11:00am - 11:30am					Submission Deliverable #1: Minimum Viable Team
11:30am - 12:00pm					
12:00pm - 12:30pm					
12:30pm - 1:00pm					
1:00pm - 1:30pm					
1:30pm - 2:00pm					
2:00pm - 2:30pm					
2:30pm - 3:00pm					
3:00pm - 3:30pm					
3:30pm - 4:00pm					
4:00pm - 4:30pm					
4:30pm - 5:00pm					
5:00 pm - 5:30 pm					
5:30pm - 6:00pm					
6:00pm - 6:30pm					
6:30pm - 7:00pm					
7:00pm - 7:30pm					

■ Coordinator Session  
 ■ EIR Masterclass  
 ■ Team Deliverable  
 ■ Networking  
 ■ Team Work  
   Free time

## ONLINE STAGE: WEEK 2 PRE-SEED

Online: Central Standard Time Onsite: Local time	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Stage</b>	<b>Validation</b>				
9:00am - 9:30am	Meet your EIR			Get ready to meet your mentor	
9:30am - 10:00am	Masterclass 1: Identifying the client and problem with Design Thinking	Masterclass 2: Competitive Benchmark and Revenue Model	Masterclass 3: Defining a strong value proposition	Mentoring session	
10:00am - 10:30am					
10:30am - 11:00am		Tools & Resources: Conducting effective validation with clients in order to measure traction			
11:00am - 11:30am	Guidelines and Expectations for Validation Phase & Moment of Truth #1				
11:30am - 12:00pm	TEAMWORK		TEAMWORK		TEAMWORK
12:00pm - 12:30pm					
12:30pm - 1:00pm					
1:00pm - 1:30pm					
1:30pm - 2:00pm					
2:00pm - 2:30pm	Speaker 1	TEAMWORK			
2:30pm - 3:00pm					
3:00pm - 3:30pm			"EiR Office Hours"		Submission Deliverable #2: Initial problem definition
3:30pm - 4:00pm					"Moment of Truth 1: The startup: Team & Name The need: Client, problem & Solution
4:00pm - 4:30pm	TEAMWORK		TEAMWORK		Guidelines and Expectations for Creation Phase.
4:30pm - 5:00pm					
5:00pm - 5:30pm					
5:30pm - 6:00pm					
6:00pm - 6:30pm					
6:30pm - 7:00pm					
7:00pm - 7:30pm					

## ONLINE STAGE: WEEK 3 PRE-SEED

Online: Central Standard Time Onsite: Local time	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Stage</b>	<b>Creation</b>				
9:00am - 9:30am	Masterclass 5: Creating your customer's empathy map	Masterclass 6: Entrepreneurial Economics	Mentoring session		
9:30am - 10:00am					
10:00am - 10:30am				"EiR Office Hours"	"DemoDay Rehearsal"
10:30am - 11:00am	Guidelines Moment of truth #2	"Speaker 2"			
11:00am - 11:30am					
11:30am - 12:00pm	TEAMWORK		TEAMWORK		
12:00pm - 12:30pm					
12:30pm - 1:00pm					
1:00pm - 1:30pm					
1:30pm - 2:00pm		TEAMWORK			
2:00pm - 2:30pm					
2:30pm - 3:00pm			"Moment of truth 2: The startup: Team & Name The need: Client, problem & Solution The current status: Market size & Competetitors The business model: Revenue Model and Unit Economics "		
3:00pm - 3:30pm					
3:30pm - 4:00pm					
4:00pm - 4:30pm					
4:30pm - 5:00pm			Guidelines DemoDay		
5:00pm - 5:30pm					
5:30pm - 6:00pm					
6:00pm - 6:30pm					
6:30pm - 7:00pm					
7:00pm - 7:30pm					

■ Coordinator Session 
 ■ EiR Masterclass 
 ■ Team Deliverable 
 ■ Networking 
 ■ Team Work 
   Free time

# The Seed online stage

The founders with a pitch need to focus on making sure their solutions are validated and ready to be presented to a panel of investors.

They **have access to all the workshops and masterclasses of the pre-seed track** but they're not obligated to take them if they feel they already mastered the basics.

**During the online stage they have access to individual mentoring** in order to elevate their pitch to the next level and also participate in peer-reviewed sessions where they will give and receive feedback from some of the most talented entrepreneurs of their generation.

## ONLINE STAGE: WEEK 1 SEED

Onlines: Central Standard Time Onsite: Local time	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Stage</b>	<b>Team Building</b>				
9:00am - 9:30am	Welcome to the Entrepreneurial Simulator				Tools & Resources: The Minimum Viable team and how to effectively manage it
9:30am - 10:00am	Teambuilding activities	Teambuilding activities	Teambuilding activities	Teambuilding activities	Final team guidelines
10:00am - 10:30am					
10:30am - 11:00am					
11:00am - 11:30am					
11:30am - 12:00pm					Submission Deliverable #1: Minimum Viable Team
12:00pm - 12:30pm					
12:30pm - 1:00pm					
1:00pm - 1:30pm					
1:30pm - 2:00pm					
2:00pm - 2:30pm					
2:30pm - 3:00pm					
3:00pm - 3:30pm					
3:30pm - 4:00pm					
4:00pm - 4:30pm					
4:30pm - 5:00pm					
5:00pm - 5:30pm					
5:30pm - 6:00pm					
6:00pm - 6:30pm					
6:30pm - 7:00pm					
7:00pm - 7:30pm					

■ Coordinator Session  
 ■ EIR Masterclass  
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 ■ Networking  
 ■ Team Work  
   Free time

## ONLINE STAGE: WEEK 2 SEED

Online: Central Standard Time Onsite: Local time	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Stage</b>	<b>WEEK 2: ONLINE STAGE</b>				
9:00am - 9:30am	Meet your EIR				
9:30am - 10:00am	Masterclass 1: Identifying the client and problem with Design Thinking	Masterclass 2: Competitive Benchmark and Revenue Model	Masterclass 3: Defining a strong value proposition	Mentoring session	TEAMWORK
10:00am - 10:30am					
10:30am - 11:00am		Tools & Resources: Conducting effective validation with clients in order to measure traction			
11:00am - 11:30am	Guidelines and Expectations for Validation Phase & Moment of Truth #1				
11:30am - 12:00pm					
12:00pm - 12:30pm					
12:30pm - 1:00pm					
1:00pm - 1:30pm					
1:30pm - 2:00pm					
2:00pm - 2:30pm	Speaker 1				
2:30pm - 3:00pm					
3:00pm - 3:30pm				Submission Deliverable #2: Initial problem definition	
3:30pm - 4:00pm	Get ready to meet your mentor			Peer presentation #2 with guest mentors	"Moment of Truth 1: The startup: Team & Name The need: Client, problem & Solution The current status: Market size & Competitors
4:00pm - 4:30pm		Peer presentation #1 with guest mentors			
4:30pm - 5:00pm	Mentoring session		"EIR Office Hours"		Guidelines and Expectations for Creation Phase
5:00pm - 5:30pm					
5:30pm - 6:00pm					
6:00pm - 6:30pm					
6:30pm - 7:00pm					
7:00pm - 7:30pm					

## ONLINE STAGE: WEEK 3 SEED

Online: Central Standard Time Onsite: Local time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00am - 9:30am	Masterclass 5: Creating your customer's empathy map	Masterclass 6: Entrepreneurial Economics	Mentoring session	"EIR Office Hours"	"DemoDay Rehearsal"
9:30am - 10:00am					
10:00am - 10:30am	Guidelines Moment of truth #2				
10:30am - 11:00am		"Speaker 2"			Guidelines for onsite program
11:00am - 11:30am					
11:30am - 12:00pm					
12:00pm - 12:30pm	TEAMWORK		TEAMWORK		
12:30pm - 1:00pm					
1:00pm - 1:30pm					
1:30pm - 2:00pm					
2:00pm - 2:30pm					
2:30pm - 3:00pm					
3:00pm - 3:30pm			Moment of truth 2: The startup: Team & Name The need: Client, problem & Solution The current status: Market size & Competitors The business model: Revenue Model and Unit Economics		
3:30pm - 4:00pm					
4:00pm - 4:30pm	Mentoring session	Peer presentation #3 with guest mentors		Peer presentation #4 with guest mentors	
4:30pm - 5:00pm			Guidelines DemoDay		
5:00pm - 5:30pm					
5:30pm - 6:00pm					
6:00pm - 6:30pm					
6:30pm - 7:00pm					
7:00pm - 7:30pm					

■ Coordinator Session 
 ■ EIR Masterclass 
 ■ Team Deliverable 
 ■ Networking 
 ■ Team Work 
    Free time

# The onsite stage

During the onsite stage both the aspirant entrepreneurs and the founders with a pitch, travel to one of the most innovative ecosystems in the world to get their ideas and solutions ready to apply for an accelerator or start their funding rounds.

In 3 weeks, **the participants will have the opportunity to network, receive masterclasses, workshops** but specially **to be fully immersed in some of the best cities for entrepreneurship in the world.**

## ONSITE STAGE: WEEK 4

Onlites Central Standard Time Onsite: Local time	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Stage</b>	<b>SPRINT 1</b>				
9:00am - 9:30am	Welcome to the Onsite Entrepreneurial Simulator	Case study #1			
9:30am - 10:00am		Mentoring session	Masterclass 7: Building your conceptual Prototype	Masterclass 8: Creating a Commercial Pitch	Masterclass 9: Understanding a Term Sheet
10:00am - 10:30am	Speaker 1				
10:30am - 11:00am			Tools & Resources: How to build a conceptual prototype	Office Hours	Expectations for next week
11:00am - 11:30am	Activity	TEAMWORK	TEAMWORK		TEAMWORK
11:30am - 12:00pm					
12:00pm - 12:30pm	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1:00pm - 1:30pm					
1:30pm - 2:00pm	Expectations of the program	Moment of Truth 3: Demo Day	Activity	TEAMWORK	Activity
2:00pm - 2:30pm					
2:30pm - 3:00pm	Activity				
3:00pm - 3:30pm		Activity	TEAMWORK		
3:30pm - 4:00pm	TEAMWORK			Submission Deliverable #3: Case Study 1	
4:00pm - 4:30pm					
4:30pm - 5:00pm					
5:00 pm - 5:30 pm					
5:30pm - 6:00pm					
6:00pm - 6:30pm					
6:30pm - 7:00pm					
7:00pm - 7:30pm					

■ Coordinator Session
 ■ EIR Masterclass
 ■ Team Deliverable
 ■ Networking
 ■ Team Work
 ■ Recreational Activity
    Free time



## ONSITE STAGE: WEEK 5

Online: Central Standard Time Onsite: Local time	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Stage</b>	<b>SPRINT 2</b>				
9:00am - 9:30am	Masterclass 10: The Due Diligence	Masterclass 11: The importance of commercial instruments	Office Hours	Mentoring session	Moment of Truth #4
9:30am - 10:00am					
10:00am - 10:30am	Case study #2	TEAMWORK	Speaker	TEAMWORK	Expectations for next week
10:30am - 11:00am					
11:00am - 11:30am	TEAMWORK	TEAMWORK	Speaker	TEAMWORK	Expectations for next week
11:30am - 12:00pm	TEAMWORK	TEAMWORK	Speaker	TEAMWORK	Expectations for next week
12:00pm - 12:30pm	TEAMWORK	TEAMWORK	Speaker	TEAMWORK	Expectations for next week
12:30pm - 1:00pm	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1:00pm - 1:30pm	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1:30pm - 2:00pm	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
2:00pm - 2:30pm	Transfer to Visit	Activity	TEAMWORK	TEAMWORK	Activity
2:30pm - 3:00pm					
3:00pm - 3:30pm	Visit	Activity	TEAMWORK	TEAMWORK	Activity
3:30pm - 4:00pm	Visit	Activity	TEAMWORK	TEAMWORK	Activity
4:00pm - 4:30pm	Visit	TEAMWORK	Submission Deliverable #4: Case Study 2	TEAMWORK	TEAMWORK
4:30pm - 5:00pm					
5:00 pm - 5:30 pm					
5:30pm - 6:00pm					
6:00pm - 6:30pm					
6:30pm - 7:00pm					
7:00pm - 7:30pm					

## ONSITE STAGE: WEEK 6

Online: Central Standard Time Onsite: Local time	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Stage</b>	<b>SPRINT 2</b>				
9:00am - 9:30am	Masterclass 12: Establishing a go-to-market strategy	Masterclass 13: Closing the investment	Mentoring session	Moment of truth #5: Acceleration Day	Líderes emprendedores
9:30am - 10:00am					
10:00am - 10:30am	Case Study #3	Speaker	TEAMWORK	Activity	Líderes emprendedores
10:30am - 11:00am					
11:00am - 11:30am	TEAMWORK	Speaker	TEAMWORK	Activity	Líderes emprendedores
11:30am - 12:00pm	TEAMWORK	Speaker	TEAMWORK	Activity	Líderes emprendedores
12:00pm - 12:30pm	TEAMWORK	Speaker	TEAMWORK	Activity	Líderes emprendedores
12:30pm - 1:00pm	LUNCH	LUNCH	LUNCH	Activity	Líderes emprendedores
1:00pm - 1:30pm	LUNCH	LUNCH	LUNCH	Activity	Líderes emprendedores
1:30pm - 2:00pm	LUNCH	LUNCH	LUNCH	Activity	Líderes emprendedores
2:00pm - 2:30pm	TEAMWORK	TEAMWORK	TEAMWORK	TEAMWORK	CHECKOUT
2:30pm - 3:00pm					
3:00pm - 3:30pm	TEAMWORK	TEAMWORK	TEAMWORK	TEAMWORK	CHECKOUT
3:30pm - 4:00pm	TEAMWORK	TEAMWORK	TEAMWORK	TEAMWORK	CHECKOUT
4:00pm - 4:30pm	TEAMWORK	TEAMWORK	TEAMWORK	TEAMWORK	CHECKOUT
4:30pm - 5:00pm	TEAMWORK	Submission Deliverable #5: Case Study 3	TEAMWORK	TEAMWORK	CHECKOUT
5:00 pm - 5:30 pm					
5:30pm - 6:00pm					
6:00pm - 6:30pm					
6:30pm - 7:00pm					
7:00pm - 7:30pm					

■ Coordinator Session 
 ■ EIR Masterclass 
 ■ Team Deliverable 
 ■ Networking 
 ■ Team Work 
 ■ Recreational Activity 
   Free time

# What will you accomplish at the end of the Simulator?

In the past 10 years we have trained **over 5,000 entrepreneurs** and after the program we have heard so many different stories for each of their own entrepreneurial journeys. Today we would like to tell you about the most successful one.

**In 2017, Max Casal from Uruguay and Alfonso de los Rios from Mexico** traveled and met each other in our Silicon Valley program. **They worked really hard and here you can see the outcome of their efforts:**

**Nowports streamlines LatAm's shipping to deliver a \$1.1B valuation**



They studied at the **ORT University in Uruguay** and the **BUAP in Mexico**

**2016**



They met at **TrepCamp @Stanford**

**2017**



They participated in **Combinator** with their **Startup Nowports**

**2018**



They got a **1.1 billion dollars valuation**

**2012**