

“INSPIRE: Next generation of innovators”
APRU Undergraduate Leaders Program 2016
Tecnológico de Monterrey
3-13 JULY 2016
Puebla, MEXICO

<u>Sunday July 3rd, 2016</u>	<u>Monday July 4th, 2016</u>	
Arrivals <i>*Tec de Monterrey will provide some transportation from airport to campus. Schedule TBC</i>	9:00 to 10:00	Registration (Breakfast will be served at residence before arrival) Venue: TBC
	10:00 to 11:30	Welcome and orientation to APRU, Puebla and TEC Venue: TBC
	11:30 to 12:30	A taste of Mexico: Traditions and customs of Mexico Venue: TBC
	12:30 to 13:30	Lunch
	13:30 to 14:30	Spanish, idioms and something else Venue: TBC
	15:30	Introduction to Puebla communities for projects Puebla Downtown walking visit
	19:00 to 20:20	Opening ceremony and dinner Venue: TBC
	20:20 to 20:30	Group Photo

<u>Tuesday July 5th, 2016</u>	
07:30	Breakfast at dorms
08:40	Transportation to campus
9:00 to 10:00	Master Class "Innovation, Trends, Vision of the future" Venue: TBC
10:00 to 10:30	Presentation about the module dedicated to the project "CREATIVE CHALLENGE".
10:30 to 10:45	Systematic of work: Distribution of the project subjects to the teams. 10 teams developing projects for 5 selected topics (2 teams per topic).
10:45 to 11:00	CONTEXTUALIZATION Cholula, brief history and profile of the community. Economic, social and technological profile. Their challenges and projections to the future.
11:00 to 11:30	BRIEFING SESSION Contextualization of each challenge, 5 minutes for each one.
11:30 to 11:50	Transportation to meeting centers
12:00 to 12:10	Presentation of the parts.
12:10 to 12:20	Integration exercise between groups of the community and work teams.
12:20 to 12:50	Empathy interviews- Bilingual couples make personalized interviews.
12:50 to 13:00	Collective card game to identify priorities.
13:00 to 14:00	Observation of the users in their context of work and activities. Photo and video registration.
14:00 to 14:30	Lunch
14:30 to 16:00	One day in the shoes of the user.
16:00 to 17:00	Transportation to campus
17:00 to 18:00	Cultural/sport activities at Campus (Options will be offered)
18:30 to 19:00	Dinner Venue: TBC

<u>Wednesday July 6th , 2016</u>	
07:30	Breakfast at dorms
08:40	Transportation to campus
9:00 to 10:00	Master Class “INNOVATION AND SOCIAL CHANGE”
	Venue: TBC
10:00 to 11:30	INSIGHT (Technical area) Systematic of work: Structuring and nesting information. Afinity maps, Mood maps, Photographic panel...Interpreting the findings of the day before. Transforming the findings in opportunities of innovation.
11:30 to 12:00	Making of the Opportunities List.
12:00 to 12:30	Selection of opportunities, and Re-definition of the opportunity.
12:30 to 13:00	BRIEFING SESSION: Re-definition of the Briefing.
13:00 to 13:30	DEVELOPING IDEAS Creative preparation (Technical area). Organization of creative groups and co-creation techniques.
13:30 to 14:00	First session – Ideas developing
14:00 to 15:00	Lunch
15:00 to 16:45	Second session - Ideas developing (Creative diversity).
16:45 to 17:00	Planning of the next day.
17:00 to 18:00	Cultural/sport activities at Campus (Options will be ofered)
18:30 to 19:00	Dinner
	Venue: TBC

Thursday July 7th , 2016		Friday July 8th, 2016	
07:30	Breakfast at dorms	07:30	Breakfast at dorms
08:40	Transportation to campus	08:40	Transportation to campus
9:00 to 10:00	Master Class "CREATIVITY FOR INNOVATION"	9:00 to 11:00	Master Class "TRANSFORMING IDEAS IN BUSINESSES"
	Venue: TBC		Venue: TBC
10:00 to 10:40	INCUBATION (Technical area). Developing of ideas	11:00 to 13:00	INTEGRATION Transforming solutions in TANGIBLES (Building prototypes of high fidelity).
10:40 to 11:00	Selecting IDEAS y Formulate CONCEPTS OF SOLUTION.	13:00 to 13:45	Lunch
11:00 to 14:00	INTEGRATION Transforming solutions in VISIBLES (sketches, drawings, renderings, diagrams, templates...) and TANGIBLES (mock-ups, models, prototypes of low, medium and high resolution).	13:45 to 14:00	Transfer to the community.
14:00 to 15:00	Lunch	14:00 to 15:30	ITERARY: Presentation of the proposals to members of the community. Simulation of the use.
15:00 to 16:40	Experiment with users and refine prototypes.	15:30 to 16:30	Q & A, sugestions and recomendations. Modifications to the given proposals.
16:40 to 17:00	Planning of the next activities	16:30 to 16:45	Planning of the next activities
17:00 to 18:00	Cultural/sport activities at Campus (Options will be ofered)	16:45 to 17:00	Transportation to campus
18:30 to 19:00	Dinner	17:00 to 18:00	Cultural/sport activities at Campus (Options will be ofered)
	Venue: TBC	18:30 to 19:00	Dinner
			Venue: TBC

<u>Saturday July 9th, 2016</u>	<u>Sunday July 10th, 2016</u>
Departure to México City	Cultural Tour to Teotihuacán archeological site
Cultural Tour to México City	
	Departure to Puebla
	Arrival to Puebla

<u>Monday July 11th, 2016</u>		<u>Tuesday July 12th , 2016</u>	
07:30	Breakfast at dorms	07:30	Breakfast at dorms
08:40	Transportation to campus	08:40	Transportation to campus
9:00 to 10:00	Master Class "MODELS OF NEW BUSINESSES"	9:00 to 10:00	Master Class "STORYTELLING"
	Venue: TBC		Venue: TBC
10:00 to 11:00	INFO (Technical area) Presentation of the projects.	10:00 to 12:00	"HOW TO MAKE PRESENTATIONS" (Technical area) Presentation making and montage of the "Degree Show".
11:00 to 12:00	Refine prototypes and begin presentation of results.	12:00 to 14:00	"DEGREE SHOW" "PITCH" Presentation of teams and their proposals (9 minutes each) directed to the group of users of the community, promoting agencies, entrepreneurs, investors and developing entities.
12:00 to 13:00	Lunch	14:00 to 16:00	Visit to the "showroom" and Award ceremony.
13:00 to 18:00	Volkswagen Visit. (To be confirmed)	12:00 to 14:00	Project presentations
18:30 to 19:00	Dinner		Venue: TBC
	Venue: TBC	14:00 to 16:00	Awards
			Venue: TBC
		16:00 to 19:00	Closing ceremony and dinner
			Venue: TBC

Wednesday, July 13th 2016

Departures

**Tec de Monterrey will provide some transportation from campus to Mexico City airport.
Schedule TBC*