



# Sustainable Development Goals

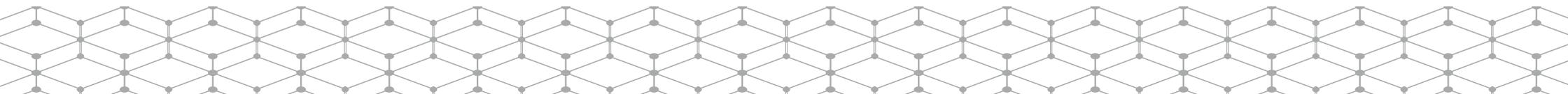
**9** INDUSTRY,  
INNOVATION AND  
INFRASTRUCTURE



# Creatividad Empresarial [Business Creativity] Award



For 24 years, this award has promoted the development of a culture of continuous innovation in Peru by recognizing products, services, processes or strategies that have achieved an enormous impact on the value generation within an organization, company or institution. This award is our way to contribute to that purpose, working in coordination with all Peruvian sectors and with organizations of all sizes. In 2019, Creatividad Empresarial continued to encourage and reward organizations that challenge themselves to contribute to Peru's development and growth.

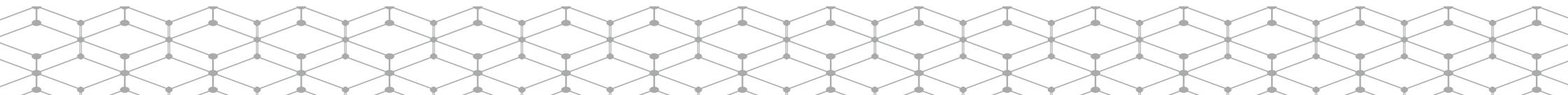




# IMI To Improve Innovation and Competitiveness in Peru

In 2019, as part of the contributions of the Creatividad Empresarial Award -one of the university's social responsibility initiatives- the first measurement using the Innovation Maturity Index (IMI) is launched. Our president, Marisol Suárez, led the planning and implementation of this index to facilitate the progress of this issue in Peru. It seeks to analyze the current situation of different organizations regarding innovation in Peru, and to understand the strengths and the existing gaps in order to improve them. By doing so, it helps improve innovation and competitiveness in the country. This first index (IMI 2019) intends to reflect the progress of innovation practices through four major organizational dimensions, which are relevant to and have an impact on innovation maturity:

- Culture of innovation in the organization.
- Leadership and innovation strategy in the organization.
- Organizational skills to manage innovation.
- Organizational impact and results related to innovation.



# StartUPC



As part of its action strategy, StartUPC offers the following three counseling tracks:

## **Business Innovation**

Startups offering technological products and services to global markets.

## **Applied Research**

R&D&i Projects, which can be applied to different industries.

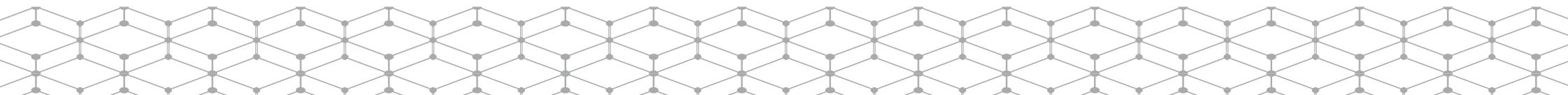
## **Social Innovation**

Entrepreneurships with business models that address social and humanitarian problems in a self-sustaining manner.

The Ministry of Production, through the Innóvate Perú Program, announced a list of 84 entrepreneurships accepted in the seventh call of the Startup Perú Competition. In this last edition, 7 entrepreneurships presented by StartUPC, UPC business incubator, were selected. These initiatives will have access to non-refundable funds of up to PEN 140.000,00

- 12 beneficiaries in 4 years
- 32 incubated projects
- 90 entrepreneurs trained
- 130 jobs created by the development of startups

- USD 393,000 in funds raised by Startups in the program
- PEN 2 315 721.80 in sales
- More than 15 events organized with our support
- An in progress patent

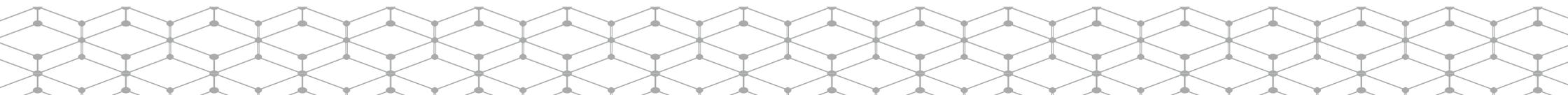


# CFA Research Challenge: Delegation from the School of Business Ranked Second in National Competition



The CFA Institute Research Challenge is an annual global competition that provides university students with the opportunity to receive intensive training in financial analysis and professional ethics in finance. It tests each student's skills in carrying out rigorous financial analysis, valuating the share price of companies listed on the Lima Stock Exchange (BVL), preparing an ad hoc written report and using of oral skills to present their recommendations to a panel of judges (all CFA Charterholders), who act as investors. The working language is English. This experience provides students with a practical guidance to become financial analysts of companies' valuation.

For the second year in a row, UPC School of Business participated in the CFA Institute Research Challenge Peru, a university competition organized by the CFA Society Peru and Lima Stock Exchange (BVL). On this occasion, the team from the School of Business, made up of three outstanding students from the Administration and Finance program, Grecia Villafana, Marcelo Benavides and Mario Mujica, ranked second among 8 participating universities and 12 enrolled teams.





# UPC Participated in IHiet 2019

Students from the UPC School of Engineering took part in the 1st. International Conference on Human Interaction and Emerging Technologies (IHiet 2019) held at the Université Côte d'Azur, France. IHiet is an organization that provides a global forum for presenting and discussing novel approaches, tools, methodologies, techniques, systems engineering solutions, sustainability, new generation of service systems, as well as safety, risk assessment, healthcare, and cybersecurity in both civilian and military contexts.



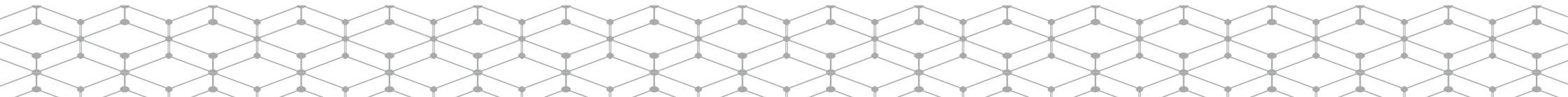


# Launching of Mentor Crew

This is the first mentoring program for owners, founders and general managers of entrepreneurships in our country. It is a groundbreaking program that provides ongoing training and additional benefits such as UPC recognition, graduate school discounts, among others. The program has twenty mentors and is divided into two categories:

**On Demand Mentors:** Focused on the professionals who will provide services according to each participant's requirements.

**Main Mentors:** Part of the regular training program.





# International Entrepreneurs Summit Powered by StartUPC



More than 700 people attended the three-day event. We worked on three lines of action: Social Innovation, Business Innovation and Digital Manufacturing. Renowned speakers in the field of entrepreneurship and innovation participated, such as Gonzalo Villarán, representative of Startup Perú; Daniel Bonifaz, CEO of Kambista; Ignacio Schwalb, co-founder of Barbarian; and Joel Adriance, Director of Training and Learning for the YouthActionNet program; among others.



# Open Innovation



Our open innovation strategy helps us to explore new ideas and co-create with companies and hundreds of people.

## **4 Innovation Challenges**

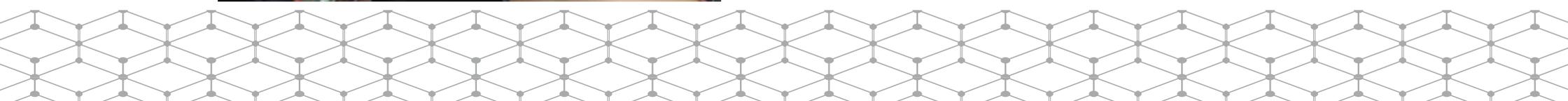
Open innovation competition, where the entire UPC community participates with ideas to build a digital future. In each Innovation Challenge, the best ideas will be chosen according to the guidelines for each challenge and these will be then prototyped in a Hackathon.

## **10 pilot projects**

of co-creation with companies and startups

## **11 partner companies**

in innovation as part of an extended innovation ecosystem



# Innovation Lab



The ILab was launched in August 2019 and the accelerated innovation program was created to develop minimal viable products in emerging technologies.

## **Co-creation of 3 squads**

Working with geolocation technologies, AI (artificial intelligence) and Blockchain together with 2 technology companies and 1 Startup to launch 3 minimal viable products in 4 months.

## **Collaboration with 6 leading global technology companies**

More than 400 people were trained in topics such as AI, Cloud, Blockchain, SCRUM, Design Thinking.

## **1st. Generation of brainhackers**

The 10 best students in innovation from all the degree programs are selected and trained to then participate in squads. At the end, in less than a month, the 10 students were hired in innovation areas of Peruvian recognized companies.

