

These are the speakers at INCmty 2021, the Tec's entrepreneur fair



Maye Musk, model, writer, and mother of businessman Elon Musk; environmentalist **Darin Olien**; and entrepreneur **Brad Feld** head the list of *speakers* at **INCmty 2021**, [Tec de Monterrey's](#) entrepreneur fair.

Additionally, for the **first time** the event will have **an invited country: Canada**, with the aim of creating partnerships with the participants.

"Many people gather here looking to create, change, and transform things," said **Josué Delgado**, director of **INCmty**.

This event will take place **virtually** between **November 8 and 10**.

Speakers INCmty 2021 width="900" loading="lazy">

Meet the INCmty 2021 keynote speakers

- **Maye Musk**

She is a model with more than 50 years of experience and a nutritionist.

*“She’s a trendsetter and disruptor with the **fascinating family she has,**”* said Josué Delgado.

Maye is also an ambassador for nonprofit organizations and author of the bestseller [**A Woman Makes a Plan: Advice for a Lifetime of Adventure, Beauty, and Success**](#).

- **Darin Olien**

He’s an American businessman and *co-hosts* the **Netflix** series *Down to Earth with Zac Efron*.

He has founded companies with **sustainable** practices, is the ambassador for value monetization through **cryptocurrencies**, and is passionate about **plant-based food**.

- **Brad Feld**

Co-founder and partner of [**Techstars**](#) and Foundry Group. He has been an investor and entrepreneur since 1987 and has created investment funds to launch and operate innovative software companies.

Participantes INCmty width="900" loading="lazy">

Canada and Mexico will create entrepreneurial partnerships

*“For the first time, we will have an invited country —Canada— to promote opportunities in our **entrepreneurial** ecosystem. Canada brings us its entire strategy for business development and vice versa,”* explains Josué.

This new partnership will be formed at the fair’s **Virtual Expo**, where it will be possible to foster business and **entrepreneurial synergies between both countries**.

*“It’s a must-see opportunity for entrepreneurs, who will have everything in the **Virtual Expo pavilions,**”* he says.

The entrepreneurial partnership was created thanks to the [**Canadian Consulate-General in Monterrey**](#), the Monterrey Chapter of the Canadian Chamber of Commerce in Mexico, and INCmty.

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More information about INCmty 2021

INCmty, the most important platform in Mexico and Latin America's entrepreneurial ecosystem, has **three main objectives**:

- *Inspire the participation of renowned Mexican entrepreneurs.*
- *Provide tools that can be implemented immediately.*
- *Networking with the right people.*

*"It's no longer just a fair. Now it's an **entrepreneurship platform** promoted by **Tec de Monterrey**. It will provide challenges for entrepreneurs, who will have to help solve the problems of real companies with new ventures and a large online community,"* explains the initiative's director.

This year, there will be more than 200 activities inspiring entrepreneurs to take their projects to the next level.

"We have a specific objective every year. This year, we would like to highlight: Creating change and building opportunities," adds Delgado.

Four entrepreneurial competitions

Additionally, INCmty launched four competitions, inviting all **entrepreneurs** to participate in the challenge:

- **INC B-Challenge**: *Develop an innovative business idea.*
- **INC Prototype**: *Validate a prototype.*
- **INC Accelerator**: *Build your startups.*
- **HEINEKEN Green Challenge**: *Present innovative, sustainable, agriculture solutions.*

The winners of these **competitions** will receive prizes ranging from 80,000 to 500,000 pesos in accumulated benefits.

*"INCmty provides all entrepreneurs the opportunity to be inspired by great examples. They'll meet people like them and will be able to **network** with the right people. It's a time for them to find capital, potential **investors**, and clients,"* said Josué Delgado.

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