

# 10 key moments from incMTY 2023, the Tec's entrepreneurship festival



Keys to innovation in entrepreneurship, adapting artificial intelligence to business, and advice from world-class experts were some of the lessons learned at **incMTY 2023**, the [Tec's](#) entrepreneurship festival.

The eleventh edition of this festival also featured workshops, business pitch competitions, keynote speeches, and networking spaces.

**CONECTA** shares highlights from **incMTY 2023** with you:

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## 1. Artificial Intelligence in business

At this year's edition of incMty, **there were more than 10 talks** focusing on the **use of Artificial Intelligence in business**.

Speakers included **MJ Petroni, CEO** of innovation driver **Causeit** and **Angélica Gómez, CEO** of **SAP Mexico**,

Also participating were **Reid Hoffman**, co-founder of LinkedIn and leader at Blitzscaling Academy, and **Gregor Jeffrey, CEO** of the **Interpersonal Intelligence Institute**.

Other speakers included **Adrián Villaseñor, co-CEO** of **Auronix**; **Eduardo Vázquez, CEO** of **Aspe AI**, and **Aldo Castorena, CEO** of **MXD consulting**.

These speakers shared **practical tips for the use of AI in large, small, and medium-sized companies**.



**2. incMTY-Blitzscaling alliance: high-speed boosting of startups**

**An alliance was signed with Blitzscaling Academy**, an institution that educates entrepreneurs to scale startups at high speed.

**Rogelio de los Santos**, president of incMTY, said that connections will be created between entrepreneurial ecosystem stakeholders and **Blitzscaling methodology** specialists such as **Reid Hoffman**, co-founder of **LinkedIn** and **Open AI**.

*“The idea is to **bring this to more people** and provide them with **coaching on how to implement strategies** so they can launch their businesses on the market with **Blitzscaling** principles in their plan,”* said De los Santos.

**Chris Yeh** and **Jeffrey D. Abbott**, co-founders of Blitzscaling Academy, **Ulrick Noel**, executive director of IEEGL, and **Josué Delgado**, director of incMTY, signed the agreement at a festival gala in which Hoffman also participated.

*“The goal is to **impact the lives of Mexican entrepreneurs and innovators**, generating more scalable startups and greater social impact,”* Hoffman said.



### 3. Entrepreneurial proposals with impact

This year, the incMTY 2023 festival hosted **entrepreneurship competitions** that provide **solutions to problems in industry and communities**.

Entrepreneurs presented their ideas to the public and jurors at incMTY forums such as the **AirTech Challenge**, the **HEINEKEN Green Challenge**, and the **incMTY Accelerator**.

Arturo Martínez’s Cuby Smart venture won the **AirTech Challenge**, promoted by incMTY and Daikin.

The sixth edition of the [HEINEKEN Green Challenge](#) included the Care, Preservation, and Access to Water in Rural Communities challenge.



It was won by Aqua et Terra, a company that increases water productivity by using field hydrants and high-precision irrigation strategies.

<https://conecta.tec.mx/sites/default/files/inline-images/ganadores-green-challenge-2023.jpg>

The winners of the 2023 edition of the incMTY Accelerator were four ventures that won their pass to an international bootcamp for the Entrepreneurship World Cup, to be held in Saudi Arabia in 2024.

[Forma Foods](#), [Beeok](#), [Yumari](#), and [Grow Farms](#) will compete with more than 230 countries to win one million dollars in cash and 100 million in-kind for the Global Top 100.

Also announced was a new challenge, Unlock Her Future Prize, an entrepreneurship competition for women, to be held in the next edition of incMTY.

#### 4. How to continue the legacy of a family business

The Family Forum was held at incMTY to help guide **family businesses** on trends they can explore.

**César Castorena**, Executive Director of Estate Planning LATAM for Julius Baer, recommended creating work teams to establish the parameters for the use of technologies, including artificial intelligence.

On the subject of succession, **Iván Lansberg** -founding partner of Lansberg Gersick Advisors- suggested establishing tests, such as how to handle unexpected situations and other aspects, for those who wish to take over the leadership of the company.

[https://www.facebook.com/escnegociostec/posts/806468534822782?ref=embed\\_post](https://www.facebook.com/escnegociostec/posts/806468534822782?ref=embed_post) 5.  
**Entrepreneurship tips from “shark” Brian Requarth**

The **founder of the real estate company** Viva Real and **co-founder of the current business accelerator** Latitud advised entrepreneurs on attitudes that will allow them to confront the challenges they face.

**Pursuing a passion**, regardless of its nature or size, is the **first step in fulfilling the purpose** you are seeking to achieve, he said.

*“The great thing is that **your purpose can be something big and lasting**, like transforming the world and improving society, but it can **also be something small and temporary**, like building something that people or you yourself want,”* he said.

#### 6. Setting sights on the future

Cities with physical spaces in the air, autonomous aerial cabs, and service robots such as cleaning and home delivery robots are what's on the horizon in the next 30 years, said futurist **Nikki Greenberg**.

*"These **visions of the future** that I'm sure are seen as a little crazy are closer than they seem, and there are some that are already being adapted today,"* said the real estate specialist.

Greenberg said that predicting the future is difficult, and there are countless mistakes in predicting what you think will happen, but you can't help but make them.

*"The more we can embrace these **emerging technologies** and understand them for organizing our cities, the closer we will be to what we want,"* said the global futurist leader in her talk, How We'll Live in the Future.

Within this **reinvention of urban spaces**, we need to think of the future generations, who will look for a greater convergence between physical and virtual space and are sympathetic to issues such as environmental care.

[https://www.instagram.com/p/CzpSI\\_hLL4E/?img\\_index=1](https://www.instagram.com/p/CzpSI_hLL4E/?img_index=1)

## 7. Chingu Amiga shares entrepreneurial tips

After leaving her native country, **Sujin Kim**, known as "**Chingu Amiga**," came to Mexico and started 3 businesses: Korean language classes, a bookstore, and skin care products.

What's the key? Start with something you know, the YouTuber recommended during her talk "No Fear of Success," held as part of the incMTY activities.

*"(I learned that) you have to do something different, that the marketing has to be different for it to go viral. Also, be realistic and **take care of your brand image**,"* Sujin shared.

In addition to giving her lecture at the festival, the YouTuber participated in activations within the **Future Now Fair**, where she socialized and took pictures with attendees.

[https://www.instagram.com/p/Czua2cVLywX/?img\\_index=1](https://www.instagram.com/p/Czua2cVLywX/?img_index=1)

## 8. **#ancla8** Technology and opportunities at the Future Now Fair

Technologies such as **artificial intelligence, virtual reality, robotics, and automation** were on display at this 9,000-square-meter fair.

**More than 30 exhibitors** and global brands presented their breakthroughs and shared their technological offerings and products to festival attendees.

In the halls of the fair, there were exhibitors from **different industries**, such as fintech, healthcare, retail and e-commerce, sustainability and environment, automation, and industry 5.0.

Visitors were also able to participate in the **Future of Work Fair**, which was held in conjunction with Nuevo León's Secretariat of Labor.



## 9. Taking environmental impact into account

Activist **Alexandra Costeau** reflected on the importance of science and technology, not only to restore the damage caused by humans to the marine ecosystem but also to prevent other problems.

*“Science and technology indicate that there is a way to **rebuild abundance in the oceans**,”* said the granddaughter of oceanographer and documentary filmmaker Jacques-Yves Costeau.

She noted that **overfishing, ocean acidification, plastic waste accumulation, and coastal zone development** have been the focus for the creation of projects, initiatives, and funds to help protect the oceans.

Costeau encouraged attendees to **raise awareness about the care and use of water** and to commit to **technologies that help rewrite the future of the planet**.

[https://www.instagram.com/p/CzrnctoPQ6g/?img\\_index=1](https://www.instagram.com/p/CzrnctoPQ6g/?img_index=1)

## 10. Agreement between the Tec and NIC Mexico to promote SMEs

During incMTY, the **Tec and NIC Mexico** announced the **Alliance for the Digitalization of SMEs**, which seeks to support the digitalization of small and medium-sized enterprises in the country.

With the participation of the **Eugenio Garza Lagüera Institute of Entrepreneurship**, they will seek to provide businesses with Internet sites with a .mx domain and an institutional e-mail address free of charge for a given period of time.

This initiative, which is part of the **Entrepreneurship for Mexico** program, offers the following support:

- **.mx domain free of charge**
- **Free website creation**
- **Digital tool guides and courses**
- **Personalized email address**

Companies interested in this support can learn more about these benefits on the IEEGL website in the [Emprendecon.mx](https://conecta.tec.mx/es/noticias/nacional/emprendedores/incmty2023-tec-impulsara-crecimiento-acelerado-de-empresas-con-alianza-estrategia-blitzscaling) section.

### **About incMTY 2023**

The [incMTY 2023](https://conecta.tec.mx/es/noticias/nacional/emprendedores/incmty2023-tec-impulsara-crecimiento-acelerado-de-empresas-con-alianza-estrategia-blitzscaling) festival, [Tec de Monterrey's entrepreneurship platform](https://conecta.tec.mx/es/noticias/nacional/emprendedores/incmty2023-tec-impulsara-crecimiento-acelerado-de-empresas-con-alianza-estrategia-blitzscaling), held its tenth edition with the slogan "**Face the Future.**"

**World-class speakers**, challenges for entrepreneurs, innovation and networking spaces, and more, were components of this festival.

*"We have evolved over the different editions (of incMTY). Today, we share this evolution within the context of **Future Now**,"* said [David Garza](https://conecta.tec.mx/es/noticias/nacional/emprendedores/incmty2023-tec-impulsara-crecimiento-acelerado-de-empresas-con-alianza-estrategia-blitzscaling), Rector and Executive President of Tec de Monterrey.

The festival was held from **November 14 to 16** at Cintermex in Monterrey.

*\*With information from Martha Mariano, Luis Mario García, Alejandro Navarrete, Nashiely Ojeda, Marlene González, and Ricardo Treviño.*

### **YOU WILL ALSO WANT TO READ:**

<https://conecta.tec.mx/es/noticias/nacional/emprendedores/incmty2023-tec-impulsara-crecimiento-acelerado-de-empresas-con-alianza-estrategia-blitzscaling>

### **Y VISITA EL ESPECIAL:**

<https://conecta.tec.mx/es/noticias/especiales/festival-emprendedor-incmty-2023>