

StartupLab MX

We are an organization dedicated to inspiring, connecting, and empowering individuals with innovative ideas, entrepreneurs, and startups.



We help **entrepreneurs** create innovative companies, assist business owners in developing **incredible products**, and support institutions in strengthening **communities**.

Mission

To create the right conditions and environment for Mexican entrepreneurs to turn their innovative ideas into high-impact businesses, generating value for their investors, partners, and the community in general. This is achieved through incubation programs, entrepreneurial education workshops, and publications focused on the development of the entrepreneurial ecosystem.

Vision

To be the leading organization in the development of entrepreneurs in Mexico, contributing to the economic and social growth of the region.



History

StartupLab was founded in 2012 as a meeting place for entrepreneurs and software developers, with the aim of providing a space for technology entrepreneurs in San Luis Potosí to start their businesses.

StartupLab is a specialized organization in entrepreneurial education and corporate innovation. We offer startup incubation programs, business acceleration, and digitalization workshops.

+17,500
Entrepreneurs

+140
Startups

+14,000
Jobs

16
Programs

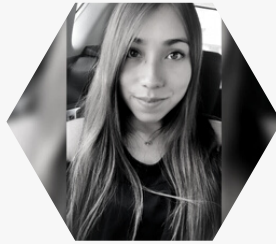
8
Publications

Team



Ana Greta Ibañez

General
direction



Jessica Reymundo

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Andrea Peña

Marketing &
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Training and
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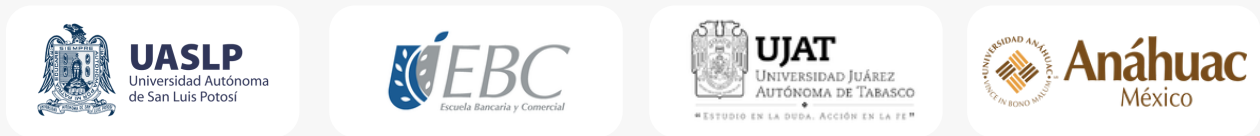


Darien Mendoza

Development &
Platform

Business Partners

Universities



Government



Private initiative



01 Publications and Methodologies.

We invite you to discover and use our tools for your entrepreneurship, class, or program.

Featured Publications

2017

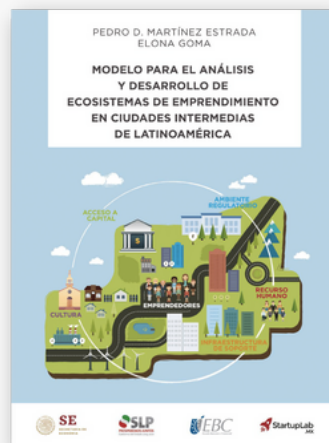
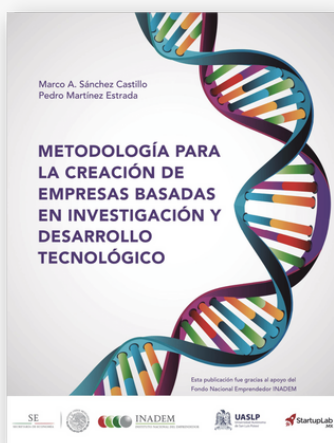
Creation of Companies based on Research and Technological Development.

2018

Analysis and development of entrepreneurship ecosystems in intermediate cities in Latin America.

2021

Energy for Entrepreneurship: A guide for women entrepreneurs with business ideas.



Know more: www.startuplab.mx/publicaciones

02 Capacity Development.

Discover our different programs aimed at entrepreneurs, SMEs, and Mentors.

Entrepreneurs

Pre-incubation:

The capacity building program helps generate and validate new ideas. It is designed to be the first contact with potential entrepreneurs with the aim of developing their skills in ideation, innovation, creativity, and business execution.

D0a1 Incubation:

StartupLab MX's incubation program provides a support structure where startups can find:

- Specialized mentoring.
- Workshops.
- Consulting services, and business support designed to help the team consolidate their project.



Digital Transformation:

This program aims to digitize the sales and customer service processes of traditional SMEs.

Accompaniment:

For startups and SMEs interested in improving specific aspects of their business model to accelerate growth or increase sales.

Mentors**Workshop:**

This event aims to create a space for information and discussion among government, universities, business organizations, and research centers, where they can share best practices in promoting the entrepreneurial spirit as the main driver of economic and social development in the region.

Train the Trainers:

The objective is to create a network of trainers with the necessary skills to teach and promote an entrepreneurial culture for educational institutions and the general public.

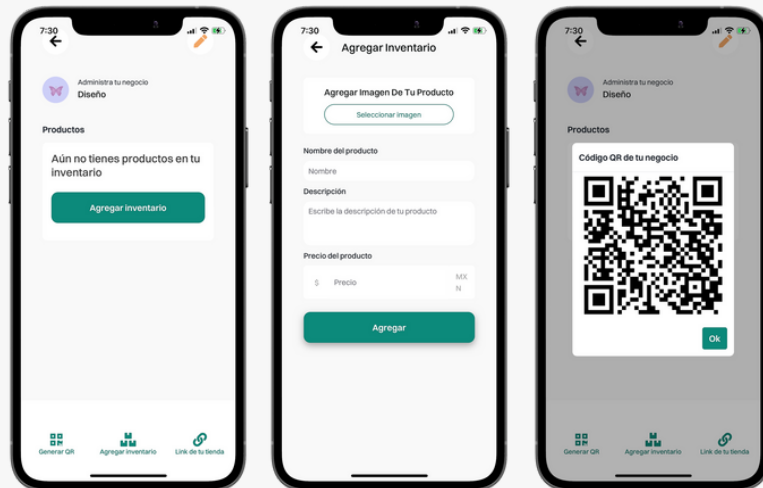


Workshop**Business Model
Innovation****Business Idea
Validation****Funding for
Startups****Startup Valuation****Innovation and
Creativity Lab****Project
Presentation****Learn to Use Canva****Creating Reels****Facebook Ads
Campaigns****Photography with
Your Phone for
Your Business****Basic Accounting
with a Fiscal Focus****Google Ads
Campaigns****Create Your Social
Media Profile****Put Your Business
on Google****Streamline Your
Processes with
Trello/Asana****How to Use
WhatsApp Business****E-commerce and
Platforms with Marketing
Channels**

03 Solutions for Entrepreneurs and SMEs

Vende Fácil

It is an application for SMEs led by women, aimed at simplifying and streamlining sales on digital channels. This app will allow you to have your product catalog displayed and linked to your business's WhatsApp Chat, where you will receive customer orders in an organized and practical manner.



With the app, you can:

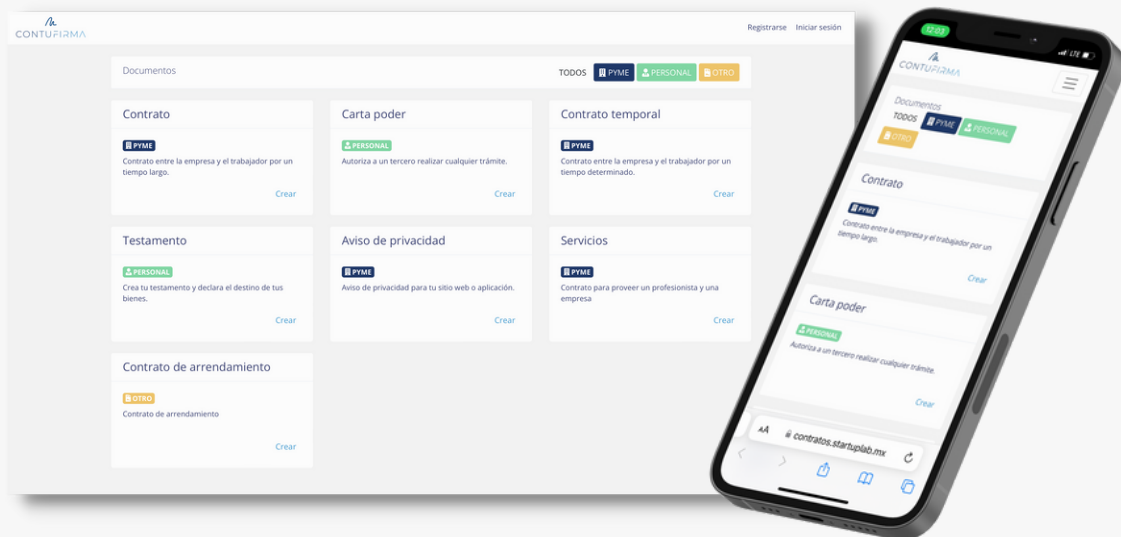
- Have your digital product catalog
- Receive orders through WhatsApp
- Easily manage and configure your catalog
- Stay in touch with your customers
- Manage your deliveries

ContuFirma is a platform for signing documents using electronic signatures (FIEL) quickly, securely, and from anywhere.

- Reduce costs: Save up to 95% on your logistics expenses.
- Streamline procedures: Send and sign your documents in a matter of minutes.
- More Secure: Electronic signatures are not falsifiable, and the document is not modifiable.
- Validates the identity of signatories for compliance with AML/CFT regulations.
- Cloud Backup: We keep your documents archived and secure.
- Eco Friendly: A paperless solution to help the planet while doing business.



CONTUFIRMA



Digital Services:

Discover our range of digital services specially designed for entrepreneurs, startups, and SMEs. Get the necessary tools to increase your sales, reach new markets, and transform your business through the use of technology.



Custom Software Development



Social Media Master Plan



Optimized Websites



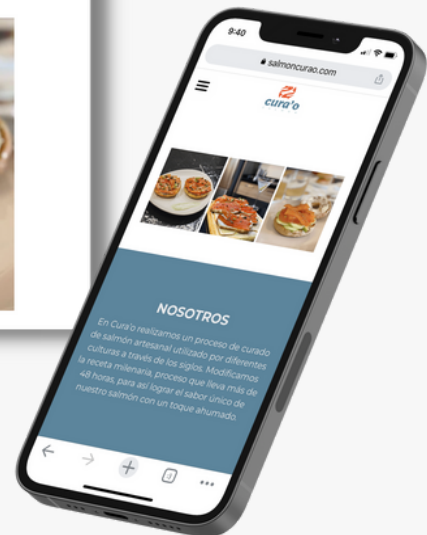
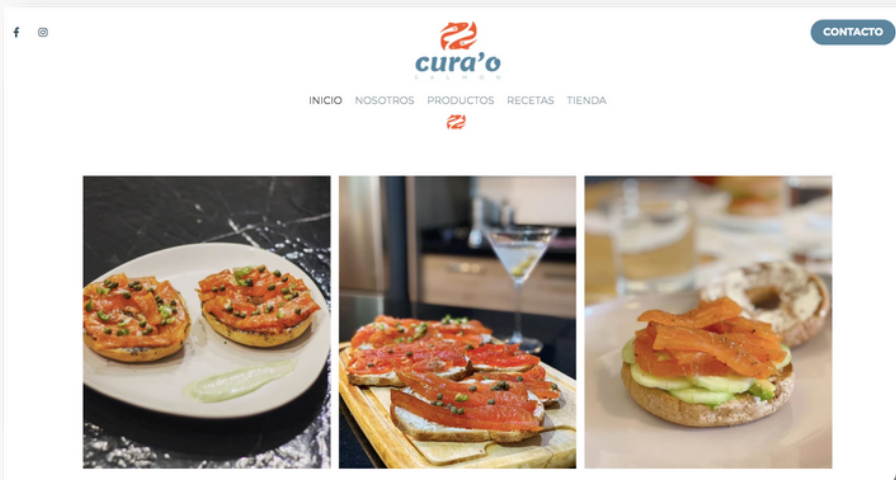
Branding and Brand Design



Mobile Applications



Marketplace Consulting.



Know more: www.startuplab.mx

04 Corporates and Institutions

Komunidad:

Komunidad is a platform designed to track entrepreneurs and startups, providing data on their needs, mentorship guidance, and gathering information from various programs in one place.

This software-as-a-service (SAAS) provides data on entrepreneurs' needs.



Know more:
www.startuplab.mx/komunidad

Programs for Organizations:

Social Impact

Accompaniment programs to promote a collaborative culture focused on entrepreneurship as a transformative means in adverse realities in rural areas. Its objective is to generate opportunities for personal development through the creation of businesses based on local issues in the communities where it is implemented.



Visit our web site:

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