

# Using design and entrepreneurship for inequality reduction in Colombia

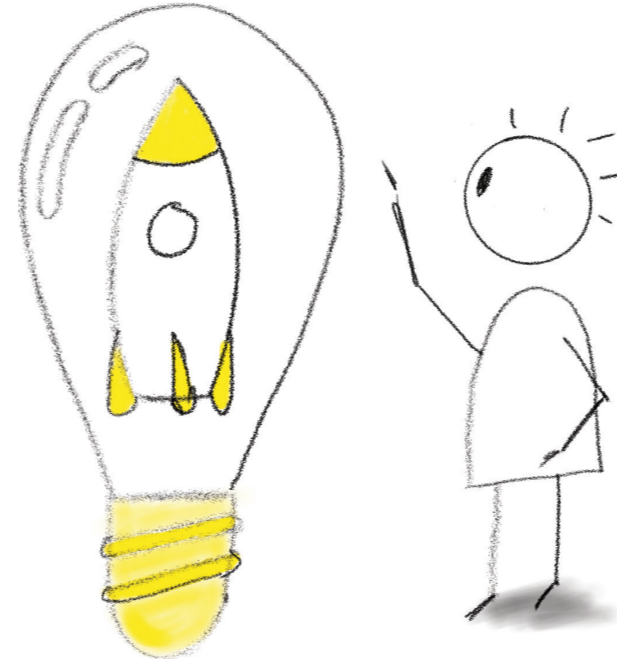
In collaboration with:



This project addresses the inequality gap that exists between the city and the countryside in Colombia in terms of education, access to opportunities, and technology literacy. By using design and entrepreneurship together with the "Más Por TIC" foundation, we developed the program "1,2,3 x TIC", an entrepreneurship program for rural adolescents for providing them with an entrepreneurial mindset whilst they learn about updated digital tools. Being a program that aims to be the entry point of rural youths to the "Más Por TIC" network, to ensure the sustainability of the NGO, and ensures the possibility of providing its services to the countryside in the future, creating knowledge from the communities for the communities.

## Approach to the challenge

Colombia is a highly unequal country, especially when comparing the countryside and the city. It however has a lot of potential thanks to its people, and resources. Design and entrepreneurship emerge as potential approaches to help reduce inequality and provide communities with the capability of developing their own ecosystem where innovation and entrepreneurship can emerge. For applying this combined approach, the method for the strategy development, which works as the foundation, is presented in this chapter.



The initial approach that this program had in its version 2021 was design thinking and entrepreneurship. From literature, it was found that the best age to start learning about entrepreneurship is childhood and adolescence (Heilbrunn, S. et al, 2014, Brüne, N., & Lutz, E., 2020) since it is when people are more strongly impacted by this. The entrepreneurial mindset is also one of the most effective ways of achieving a growth mindset, whilst providing different options for the future career of a person.

## Prototyping and testing process



Every good idea is only an assumption of possible success. And to reduce uncertainty, it needs to be prototyped and tested. A field experiment in two possible contexts was planned and executed based on an initial iteration of the strategic foundation, the tools, the structure, and the contents. Using them within the context of an entrepreneurship program for rural youth to provide them with an entrepreneurship mindset and technology literacy.



The orphan dreamer



The smart seeker



The questioner



The cared player



The chick hacker



The applied genius



The immigrant worker



The unmotivated worker

2024

### Seed

"1,2,3 x TIC" starts educating adolescents in entrepreneurial mindset and digital skills with a regional approach, involving teaching environments, family, and territory centered challenges.



The participants develop curiosity for new digital tools whilst developing entrepreneurial soft skills and a growth mindset

2026

### Grow

Educating educators with an entrepreneurial mindset starts, expanding the program to multiple regions in the country, involving real selling scenarios.



Entrepreneurship becomes a common topic in the classrooms, encouraging innovation and creativity

2028

### Flourish

The boot camp takes of bringing the most promising students from the initial phase together in a one week camp, connecting them to other adolescents and possible future career prospects



Participants use the camp as a take off platform for developing their professional career

### Future vision Harvest



In 2028, Más Por TIC becomes in a rural community knowledge hub. "1,2,3 x TIC" will be a space for educating adolescents in rural areas, so they develop an entrepreneurial mindset focusing on generating soft skills, whilst they are provided with access and knowledge to updated digital tools. The future of the participants will be boosted by the connection to academic and professional opportunities, integrating them as actors from the countryside and the city. This effort will contribute to reduce the inequity in Colombia

Camilo Andrés Carvajal Ortega  
Using design and entrepreneurship  
for inequality reduction in Colombia  
14/07/2022  
Strategic Product Design

**Committee** Dr. Ir. Jan-Carel Diehl  
Dr. Fátima Delgado  
Ma. Eliana Camargo  
**Company** Más Por TIC foundation

