

## COURSE SYLLABUS

# GLOBAL NEW VENTURE BOOTCAMP 2026

 On-campus



### Cristiam Oliveira

Professor at SENAI

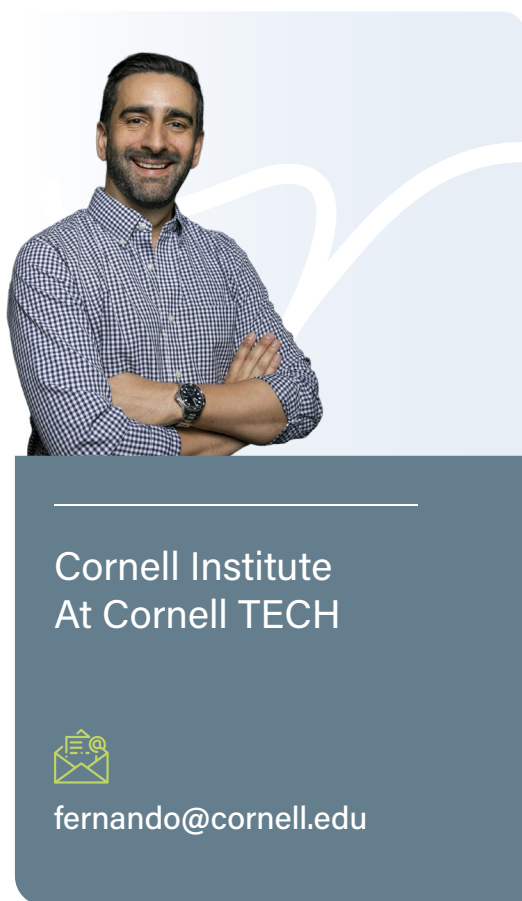
#### Short Biography

Is a Business Design and Strategic Planning Consultant with extensive experience in innovative and sustainable business models. He holds a Master's in Philosophy and a Bachelor's in Business Administration from Universidade de Caxias do Sul, Brazil. As Director at CR8 Consulting, he helps organizations develop growth strategies and impactful innovations. He teaches Strategy, Innovation, and Project Management at the postgraduate level at SENAI. With over 20 years of experience, he specializes in Business Design, combining design thinking with strategic planning. He has consulted for SEBRAE, supporting entrepreneurs in organizational planning and HR development. A passionate educator and speaker, he creates immersive learning experiences that simplify complex concepts. He is fluent in Portuguese, English, Spanish, and Italian.

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## Fernando Gómez

Director of Runway and Spinouts

### Short Biography

Is Director of the Runway Startup Postdoc and Spinout Programs, nationally recognized academic commercialization initiatives managing startups backed by Cornell Tech and the Jacobs Technion Cornell Institute. He holds a Ph.D. in Nanoscale Science and Engineering (SUNY Albany), master's degrees in Nanoscale Engineering and Economics, and a bachelor's in Operations Research Industrial Engineering. With over 20 years of experience, he has researched nanomaterials for semiconductors, energy storage, and technology entrepreneurship. A leader in nanoengineered lithium-ion battery electrodes, he has served as Board Director of NY-BEST and mentors hyper-technical founders nationwide through NSF's i-Corps program.

### Introduction/Course Description

The **Global New Venture Bootcamp** is a fully intensive, English-taught experience designed to prepare high-potential entrepreneurs to build ventures with international projection.

Over five highly immersive days, participants will work alongside faculty and ecosystem leaders from the United States and Brazil, gaining cross-border perspectives on opportunity discovery, venture design, validation, and investor readiness.

This bootcamp simulates the speed, pressure, and collaborative dynamics of real-world startup environments. Through evidence-based methodologies such as Effectuation and Disciplined Entrepreneurship, teams will rapidly transform ideas into scalable venture concepts.

The experience culminates in a high-stakes Demo Day where teams will pitch before investors and ecosystem leaders, competing for \$40,000,000 COP in non-dilutive funding and ongoing support from the Center for Entrepreneurship at Universidad de los Andes.

Designed for founders ready to think beyond borders.

## Learning objectives

By the end of the bootcamp, participants will be able to:

- Design new venture opportunities with global scalability potential
- Collaborate in diverse, multidisciplinary teams within an international environment
- Apply evidence-based entrepreneurial frameworks to rapidly validate business ideas
- Craft and deliver investor-ready pitches
- Build strategic connections with international faculty, mentors, and ecosystem actors

## Methodology

This is a hands-on, fast-paced, and highly demanding bootcamp grounded in the Effectuation perspective and Disciplined Entrepreneurship.

Participants should expect:

- Rapid learning cycles
- Real-time feedback from international faculty
- Daily pitch iterations
- Mentor-guided new venture development
- Collaborative decision-making under pressure

The program is structured to maximize experiential learning rather than passive instruction.

These topics are addressed daily through the introduction of practical tools that support the development of a team-based venture project. From Monday to Friday, the core sessions held between 8:30 a.m. and 12:30 p.m., and from 2:00 p.m. to 4:00 p.m., are led by international professors, bringing diverse global perspectives into the learning experience. Additional activities are supported by certified mentors from the Center for Entrepreneurship.

Venture projects will be presented during a high-stakes closing session before an international jury composed of venture capital representatives, global entrepreneurship ecosystem leaders, and industry experts. The jury will select two winning teams, who will share a total award of \$40,000,000 COP in cash, and whose projects will continue to receive support from the Center for Entrepreneurship at Universidad de los Andes.

## Mandatory Readings

The following readings and materials are required:

- Read, S., Sarasvathy, S., Dew, N. & Wiltbank, R. (2017). *Effectual entrepreneurship* (hereafter, EE). Abingdon: Routledge.
- Ursache, M. (2020). *Disciplined entrepreneurship vs. lean startup vs. business model canvas*. Available at <https://www.d-eship.com/articles/disciplined-entrepreneurship-lean-startup-business-model-canvas/>
- Gompers, P. Gornall, W., Kaplan, S.N. & Strebulaev, I.A. (2021). How venture capitalists make decisions: An inside look at an opaque process. *Harvard Business Review*, 99(2), 70-78.
- Hale, K. (2019). How to pitch your startup. Available at: [https://www.youtube.com/watch?v=17XZGUX\\_9iM&t=3s](https://www.youtube.com/watch?v=17XZGUX_9iM&t=3s)

In addition, participants may also find the following readings of interest:

- Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful startup*. Hoboken: Wiley.
- Blank, S. & Dorf, B. (2020). *The startup owner's manual: The step-by-step guide for building a great company*. Hoboken: Wiley.
- Lingelbach, D. (ed.) (2022). *De Gruyter handbook of entrepreneurial finance*. Berlin: De Gruyter.
- Michalko, M. (2010). *Thinkertoys: A handbook of creative-thinking techniques*. Berkeley: Ten Speed.
- Osterwalder, A. & Pigneur, Y. (2010). *Business model generation*. Hoboken: Wiley. Sawyer, K. (2013). *Zig zag: The surprising path to greater creativity*. San Francisco: Jossey-Bass.

## Grades

Grades for each session and its activities are determined by the professor. The grade for the final presentation is determined by the jury. The individuals in the group winning the final pitch competition are not necessarily those who earn the highest grade in the course.

The grading scale ranges from 1.50 to 5.00 and is calculated to two decimal places. 5.00 is considered to be an outstanding grade. Students with a grade below 3.00 will fail the course.

Class attendance is mandatory. Should a student fail to attend 20% of the course sessions, he/she may fail the course.

The following is the grading breakdown:

Assignment	Weight
<b>Pitch day two:</b> "My problem, solution, client and team"	10%
<b>Pitch day three:</b> "Boost your pitch deck: Business model and value proposition"	10%
<b>Pitch day four:</b> Mentor advice session	10%
Challenges during the sessions	30%
<b>Final pitch</b>	30%
Class participation	10%

## Award

Venture projects will be presented during a high-stakes closing session before an international jury composed of venture capital representatives, global entrepreneurship ecosystem leaders, and industry experts. The jury will select two winning teams, who will share a total award of \$40.000.000 COP in cash, and whose projects will continue to receive support from the Center for Entrepreneurship at Universidad de los Andes.

**In order to receive this award, all members of the winning team must attend all course sessions.**

