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CAMP

Entrepreneurship and Innovation Bootcamp Summer 2025

The *EPIC Entrepreneurship & Innovation Bootcamp* is an intensive **two week** program, executed every summer by the EPIC Lab at ITAM and based on the **24 step methodology** developed by Bill Aulet, Director of the *Martin Trust Center for MIT Entrepreneurship*. Each edition counts with the participation of an *Entrepreneur in Residence* from the Martin Trust Center, who is tasked with teaching the methodology.

About:

1. Our bootcamp's **objective** is to provide entrepreneurs with a solid base of **tools, knowledge and abilities** that permit them to identify and evaluate **business opportunities** derived from the identification of problems.
2. Participants work in teams of **4 to 5 students**. Each team must be made up of at least 2 different universities and/or 3 different fields of study.
3. Each team is assigned up to **two mentors** who they meet with throughout the program.
4. The teams pitch their business ideas during our Demo Day, in front of a panel consisting of **investors, entrepreneurs and experts** from the entrepreneurship ecosystem in Mexico.
5. The winning team on Demo Day will spend three days on **MIT's campus** and will have the opportunity to attend **delta v Demo Day**.

Who?

Students still enrolled in an undergraduate program interested in exploring and developing their abilities and knowledge on entrepreneurship and innovation through applied learning of the 24 steps to a successful startup methodology.

When?

Monday the 9th to Saturday the 21st of June

Demo Day: June 21st | 10 a.m.

Where?

EPIC Lab, ITAM Campus Río Hondo + 2 days in the BBVA Open Innovation Space + 1 day in the Chemistry Engineering School at UNAM. Mexico City

Why?

- Learn to launch a startup in 24 steps, a methodology developed at MIT.
- Get to know the entrepreneurship ecosystem.
- Create a community with other student entrepreneurs.

Investment: \$ 600 USD

Join us!

Contact us: epiclab@itam.mx

Relive the experience of Bootcamp here (videos):

[2019 Edition](#) | [2022 Edition](#) | [2023 Edition](#) | [2024 Edition](#)