

DESIGN YOUR LIFE WITH MEANING:



**SKILLS TO BUILD YOUR PURPOSE
AND BECOME AN ENTREPRENEUR**



By: Jeronimo Lopez

ENTREPRENEURSHIP CLUB

HOGAR NUEVA GRANADA

DESIGN YOUR LIFE WITH MEANING: SKILLS TO BUILD YOUR PURPOSE AND BECOME AN ENTREPRENEUR

BY: JERONIMO LOPEZ

Training program developed and conceptualized by Jeronimo Lopez as part of the training materials for the Hogar Nueva Granada Entrepreneurship Club

The content is based on interviews conducted with various actors from the entrepreneurship and innovation ecosystem by Jerónimo López and Pablo Castaño as part of their SparkLab project (www.sparklab.co) and uses as its academic guide the book *Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation* by Patrick Van Der Pijl, Justin Lokitz, and Lisa Kay Solomon.

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Learn about SparkLab here.



Video link: <https://youtu.be/d2zKPGk7VDc>

DESIGN YOUR LIFE WITH MEANING:

Skills to build your purpose and to become an entrepreneur

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Skills to build your purpose and to become an entrepreneur

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1.

sparklab

ACTIVATE YOUR SPARK

AS A CREATOR AND DESIGNER



ACTIVATE YOUR SPARK AS A CREATOR AND DESIGNER



Designing isn't just about creating products — **it's about learning to create possibilities.** Every idea, every decision, and every step we take in life can be designed with intention.

That's why at **SparkLab**, we embrace the **Designer mindset**: observing, asking, experimenting, and continuously improving.

Design Thinking isn't a theory — it's a way of seeing life. On this journey, the challenge isn't only to build projects... **it's to learn how to design your life** with purpose, curiosity, and action.

Because whoever learns to think like a designer learns to **build their own path.**

INTRODUCTION TO DESIGN THINKING

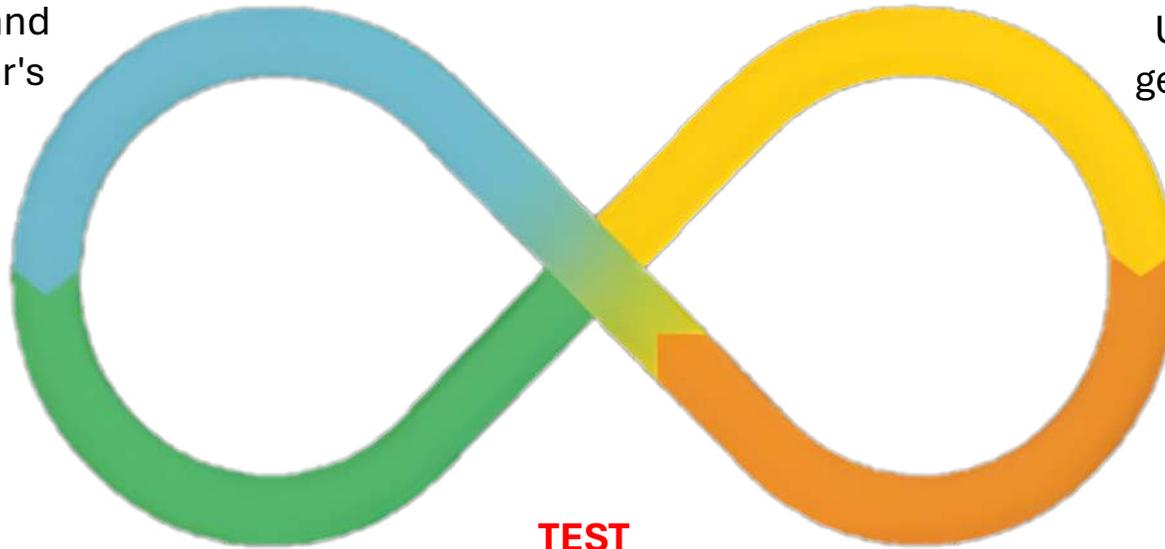


EMPATHIZE

What is the problem?
Define the problem and understand your user's needs.

DEFINE

Why is it important?
Synthesize your findings and create a point of view.



TEST

Does it work?
Validate, receive feedback, and start refining the product.

IDEATE

How do we solve it?
Use brainstorming without getting stuck on the obvious.

PROTOTYPE

How do we create it?
Create and experiment with your ideas through quick and low-cost prototypes.





WORKSHOP

**Designing the Ideal Session
of the Entrepreneurship Club**

THE IDEAL SESSION OF THE ENTREPRENEURSHIP CLUB



WORKSHOP OBJECTIVE

Using the Design Thinking methodology, we will design what the ideal weekly session of our Entrepreneurship Club should look like.



METHODOLOGY

We will divide into teams and apply the 5 steps of Design Thinking:

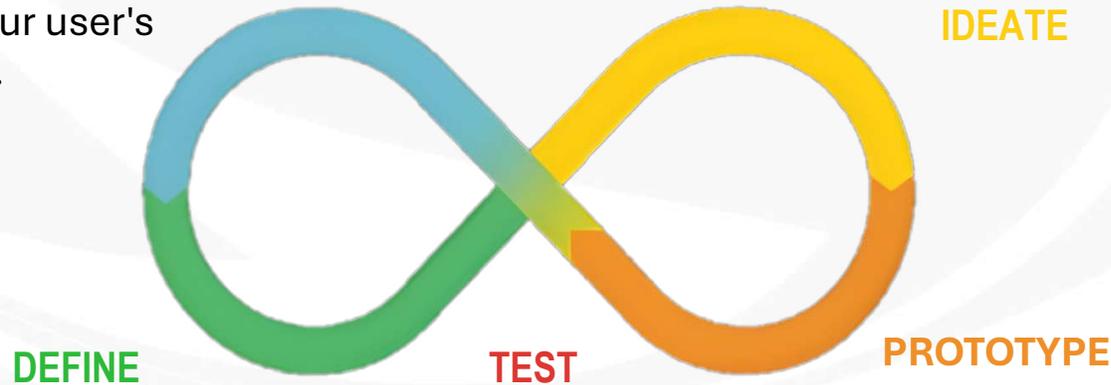
Empathize | Define | Ideate | Prototype | Test

THE IDEAL SESSION OF THE ENTREPRENEURSHIP CLUB – EMPATHIZE



EMPATHIZE

What is the problem?
Understand your user's needs.



IDEATE

👉 Objective:
Connect with real experiences.

📌 Activity: In 5 minutes, each group responds and shares quickly.

Trigger questions:

- 🤔 What are the most boring classes like?
- 😊 What are the most fun or inspiring ones like?
- ✨ What experiences would make the club unique?

THE IDEAL SESSION OF THE ENTREPRENEURSHIP CLUB – DEFINE

👉 **Objective:** ground the challenge.

📌 **Activity:** each group has 5 minutes to summarize the challenge in one clear sentence:

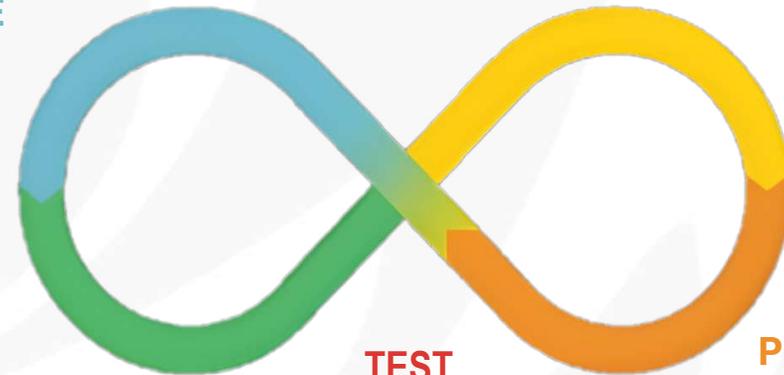
EMPATHIZE

IDEATE

DEFINE

TEST

PROTOTYPE



Why is it important?

Synthesize your findings and create a point of view.

Use the structure:

🔑 “We need a session that... because...”

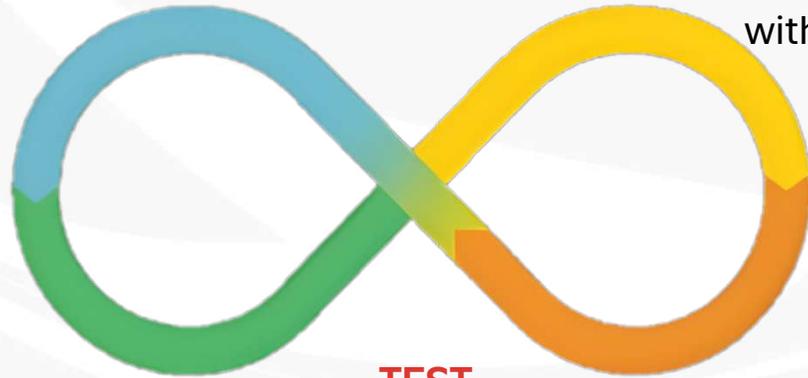
Example: “The ideal session should be dynamic, with practical challenges and a relaxed environment

THE IDEAL SESSION OF THE ENTREPRENEURSHIP CLUB – IDEATE



EMPATHIZE

DEFINE



TEST

PROTOTIPAR

IDEATE

How do we solve it?
Use brainstorming without getting stuck on the obvious

👉 **Objective:**
Generate ideas without limits.

- ⚡ **10-minute brainstorming:**
- Each student proposes 3 ideas.
 - The group selects the 2 best ones.

Trigger questions:

- 🎲 What dynamic would get everyone to participate?
- 😂 What activity would bring a smile?
- 🚀 What would make students want to come back to the club every week?

THE IDEAL SESSION OF THE ENTREPRENEURSHIP CLUB – PROTOTYPE



👉 **Objective:** Quickly shape the idea (10 min)

EMPATHIZE

IDEATE

DEFINE

TEST

PROTOTYPE

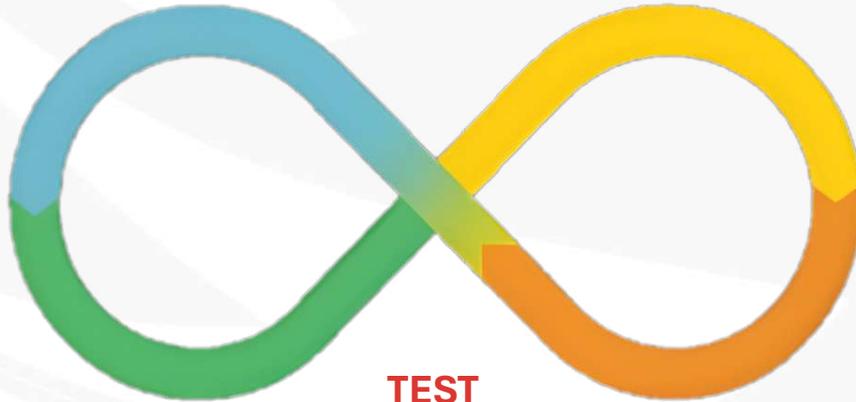
How do we create it?
Create and experiment with your ideas through quick and low-cost prototypes.

Each group draws on a sheet the “agenda of the ideal session.”

Example:

🎥 5 min SparkLab video → 💡 20 min entrepreneurship challenge
→ 👥 10 min sharing ideas → 🎲 5 min fun closing.

THE IDEAL SESSION OF THE ENTREPRENEURSHIP CLUB – TEST



TEST

Does it work?

Test, get feedback, and
Start refining the product.

👉 **Objective:**
Validate and learn

🎤 Each group presents their creative agenda in 1 minute.

👏 The others react with applause to show what they liked the most.

Club de Emprendimiento

Cada **Semana** Mejorar

SEGUROS

de nosotros mismos

PENSARLO IMPENSABLE



proyecto

SOY MEJOR QUE AYER



Triunfo

PODER Y SEGURIDAD



No

¿Misión imposible?



OBSERVAR



Aprender

Divertirnos



NUESTRA CLASE IDEAL

La ganamos TODO

Liderar

educar en grande

NINGUNA sociedad progresa sin empresas

dinámica

Se hacen positivas

PODER

PROGRESO

facilidades

sostenibilidad

Futuro

proyecto

FERIA

AMORRO E INVERSIÓN QUE TRANSFORMAN

"El nuevo viajero busca autenticidad"

economía

MENTES BRILLANTES

Tu futuro está cerca tu afectivo, también

Todos ganamos

Más que una feria somos el motor de la reindustrialización.

Experiencias memorables

Inicio

Concepto

Ejemplo



DESARROLLO



Actividad

Retroalimentación

Fin

2.

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**YOUR
PURPOSE
IS YOUR
STARTING POINT**



YOUR PURPOSE IS YOUR STARTING POINT



Your life can also be designed.
Designing your **LIFE PROJECT** means taking responsibility that the future isn't something you wait for — it's something you build.
It's about planning it with intention, deciding which steps to take, and which **SKILLS** you will develop to make it happen.



A life project can be left to chance... or it can be designed.

“How do you imagine your life in 10 years?”

👉 Write/draw 3 quick dreams or goals.

DESIGNING YOUR LIFE IS THE MOST IMPORTANT VENTURE.

IKIGAI

THE JAPANESE ART OF GIVING PURPOSE TO YOUR LIFE



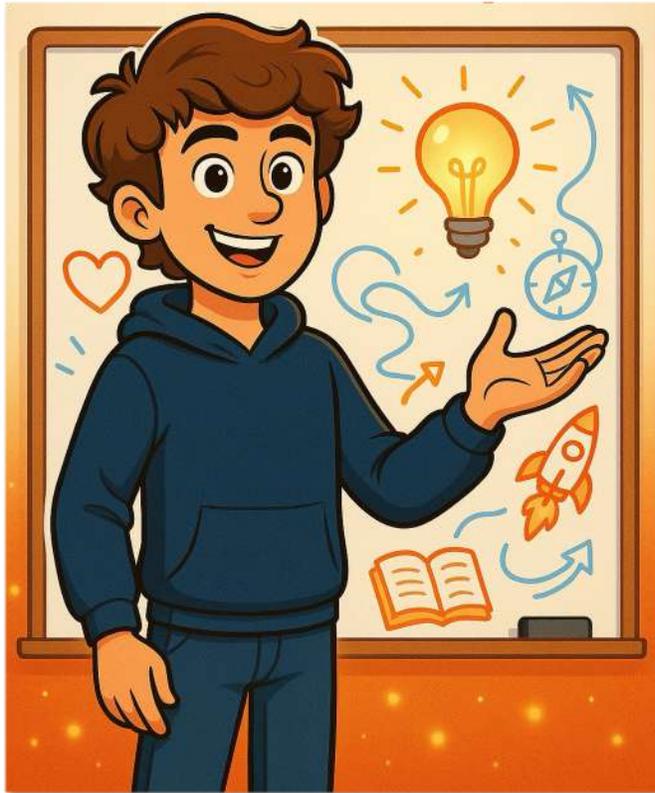


ACTIVITY

The pitch of my personal
life project



THE PITCH OF MY PERSONAL LIFE PROJECT



COMPLETE YOUR IKIGAI

- ♥ What you love
- ★ What you are good at
- 🌍 What the world needs
- 💰 What you can be paid for



PERSONAL LIFE PROJECT

Using your answers from the 4 circles and reviewing your 10-year goals, formulate a first draft of your personal life project.



MAKE YOUR PITCH

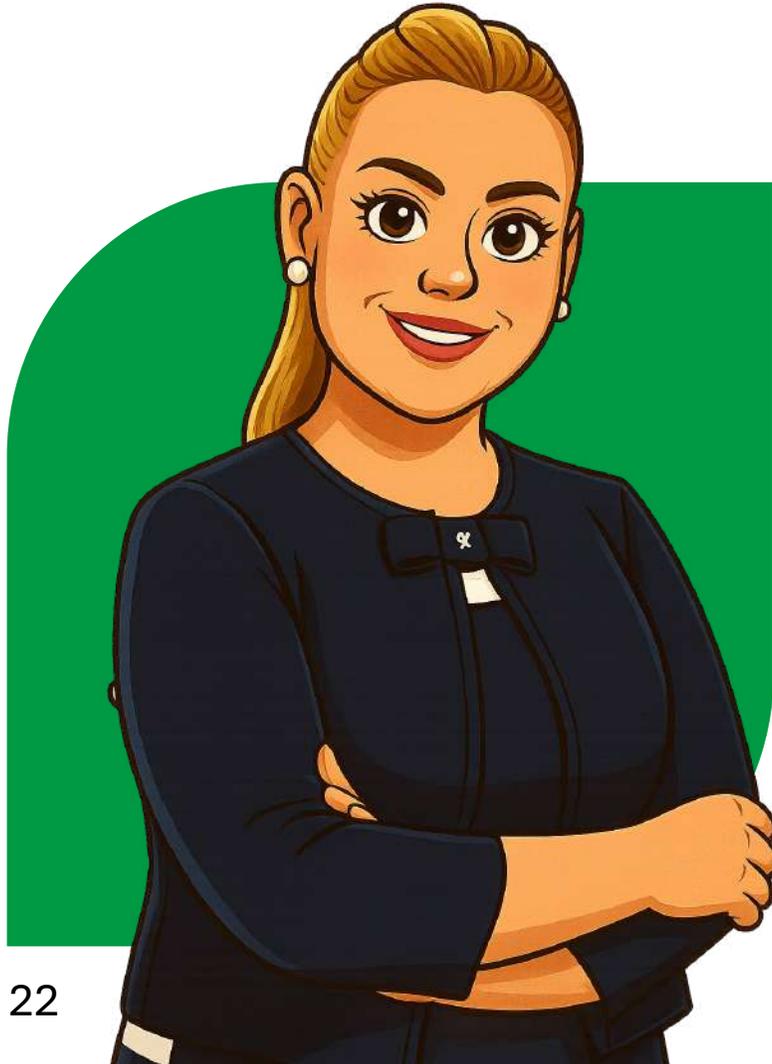
REFLECTION: PERSONAL PURPOSE AND ENTREPRENEURSHIP

As many entrepreneurs show, true success lies in achieving alignment between your personal purpose and your venture. It's a continuous journey and evolution, lived through the ongoing cycle of empathizing, defining, ideating, testing, adjusting, and starting again.

Life purpose and entrepreneurship aren't straight lines; they are paths built with:

- 🔍 Self-knowledge
- ⚡ Letting motivation grow with you
- 👁️ Keeping curiosity alive
- 🌍 Creating impact in others
- 💪 Persevering even in the face of rejection

✨ TRUE SUCCESS IS ALIGNING WHO WE ARE WITH WHAT WE DO ✨



LUZ MARY GUERRERO

Recognizing oneself — virtuous spiral

Watch the video here



 It all starts with knowing yourself

As **Luz Mary Guerrero** says, “**recognizing yourself is the first step to transcend.**”

If you don’t know who you are, what you want, and where you want to go, it’s difficult to build a meaningful life project or venture.

Video link: <https://youtu.be/dC9LL3P6LtU>

BODYTECH® Gigliola Aycardi

Motivation that evolves



Watch the video here



⚡ But purpose isn't static — it evolves with you.

Gigliola Aycardi shows this: she started wanting freedom and ended up working to transform lives. Her story reminds us that it's okay for our motivation to change, as long as it grows with us.

Video link: <https://youtu.be/lSy8HoGipxc>



FREDDY VEGA

Never lose your curiosity.

Watch the video



👁️ In this evolution, there is one thing we must never lose: curiosity.

Freddy Vega He calls it a rare superpower, because few people keep it alive after the age of 30. Without curiosity there is no learning, and without learning there is no evolution.

Video link: <https://youtu.be/R0g3wxxpuqg>

Jonathan Greechan

Catalysts for change

Watch the video

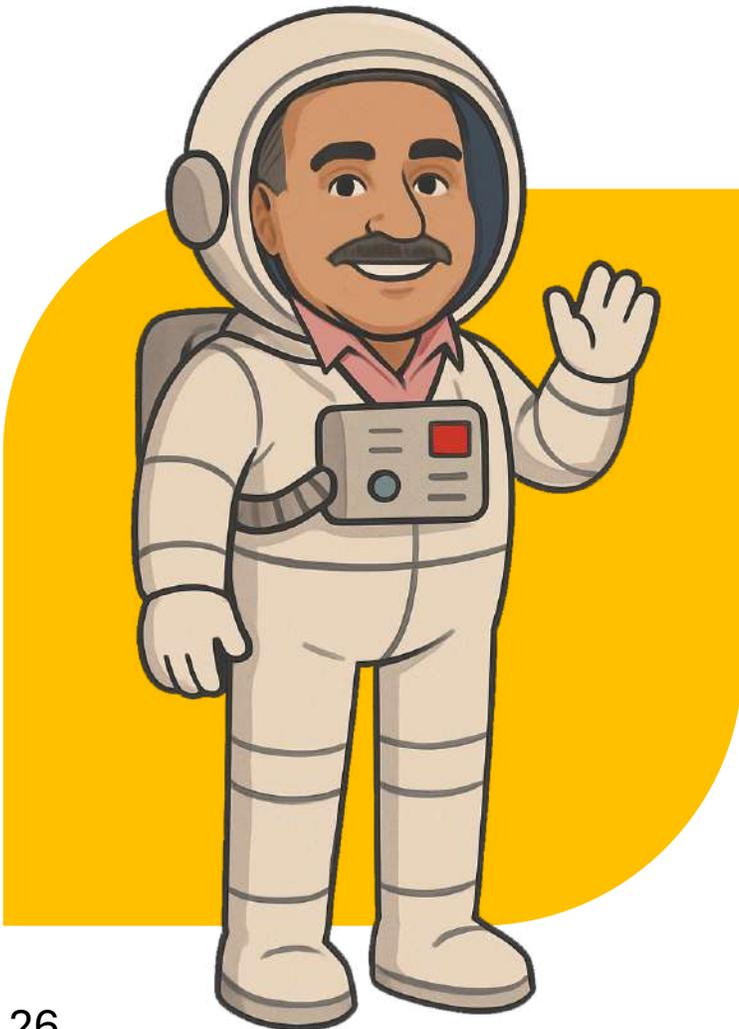


Video link: <https://youtu.be/Ur-c7KGr2B4>

 When we align personal purpose with entrepreneurship, the impact transcends the individual.

Jonathan Greechan He makes it clear: entrepreneurs are the real catalysts for change. Through their projects, they promote jobs, equality, and social mobility.





José Hernández

Spatial perseverance

Watch the video



Video link: https://youtu.be/vYyZHw9t_hU

💪 And basically, all this requires perseverance and self-confidence.

José Hernández, rejected eleven times by NASA, he inspires us to believe that when the purpose is clear, no obstacle is definitive.

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**SUPERPOWERS
THAT IGNITE
YOUR PURPOSE**



SKILLS REQUIRED FOR DESIGN THINKING

EMPATHIZE



Curiosity



Emotional intelligence

DEFINE



Analytical thinking



Critical thinking

IDEATE



Creativity



Boldness and Challenger mindset

PROTOTYPE



Problem-Solving mindset



Tech-forward mindset

TEST



Continuous learning



Flexibility





🔍 **Curiosity**

The desire to learn is the spark of innovation. A permanent CHILD-like attitude.

❤️ **Emotional Intelligence**

Understand and manage emotions to observe and understand problems deeply. Feel what OTHERS feel.

✨ **“Know yourself and understand others.
It begins with observation, feeling, and questioning.”** ✨



Creativity

Generate innovative and disruptive ideas. Dare to DREAM.



Boldness and Challenger mindset

Bravery to take risks. Not afraid to LOSE. Challenge the status quo and seek new ways to solve problems.

✨ **“Dare to imagine the impossible. The best ideas come from Boldness and challenging the obvious.”** ✨



Analytical thinking

Break down a complex problem into manageable parts. Transform the complicated into SIMPLE.



Critical thinking

Identify opportunities within complexity. Look beyond the obvious.



✦ “Not all problems are alike. The power lies in defining what really matters.” ✦



Problem-solving mindset

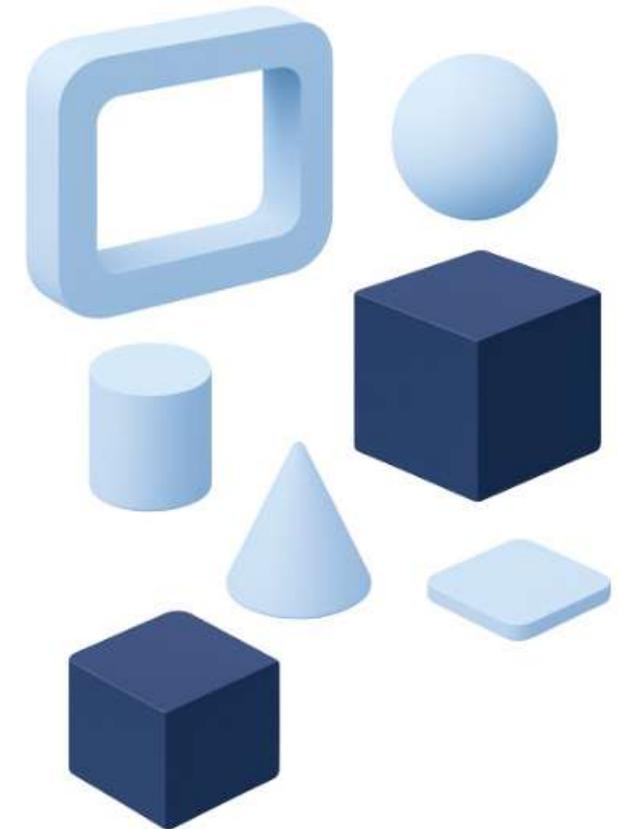
Making things happen, validating and adjusting with action.



Tech-forward mindset

Explore and use new technologies without fear.

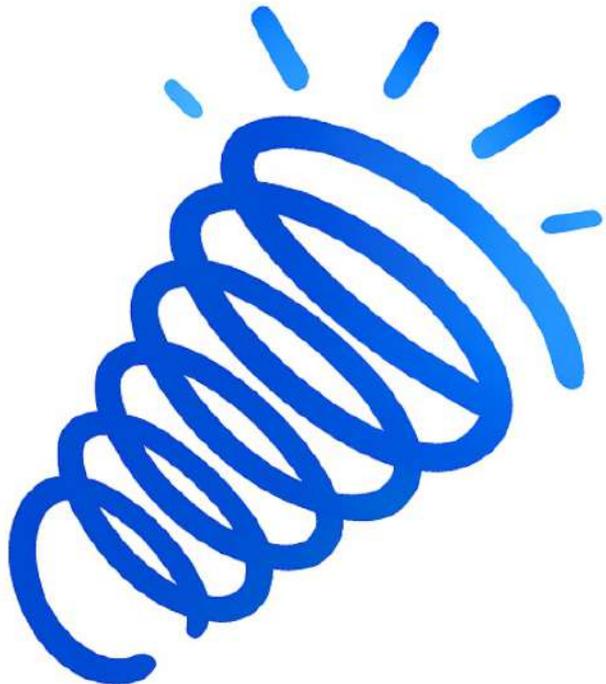
✨ **“Test, experiment, create quick versions. It's not theory, it's action.”** ✨





Continuous learning

Evaluate to improve. When faced with the same issue, we make a mistake once, NOT TWICE.

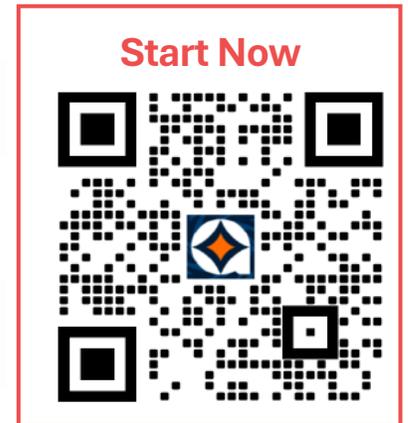
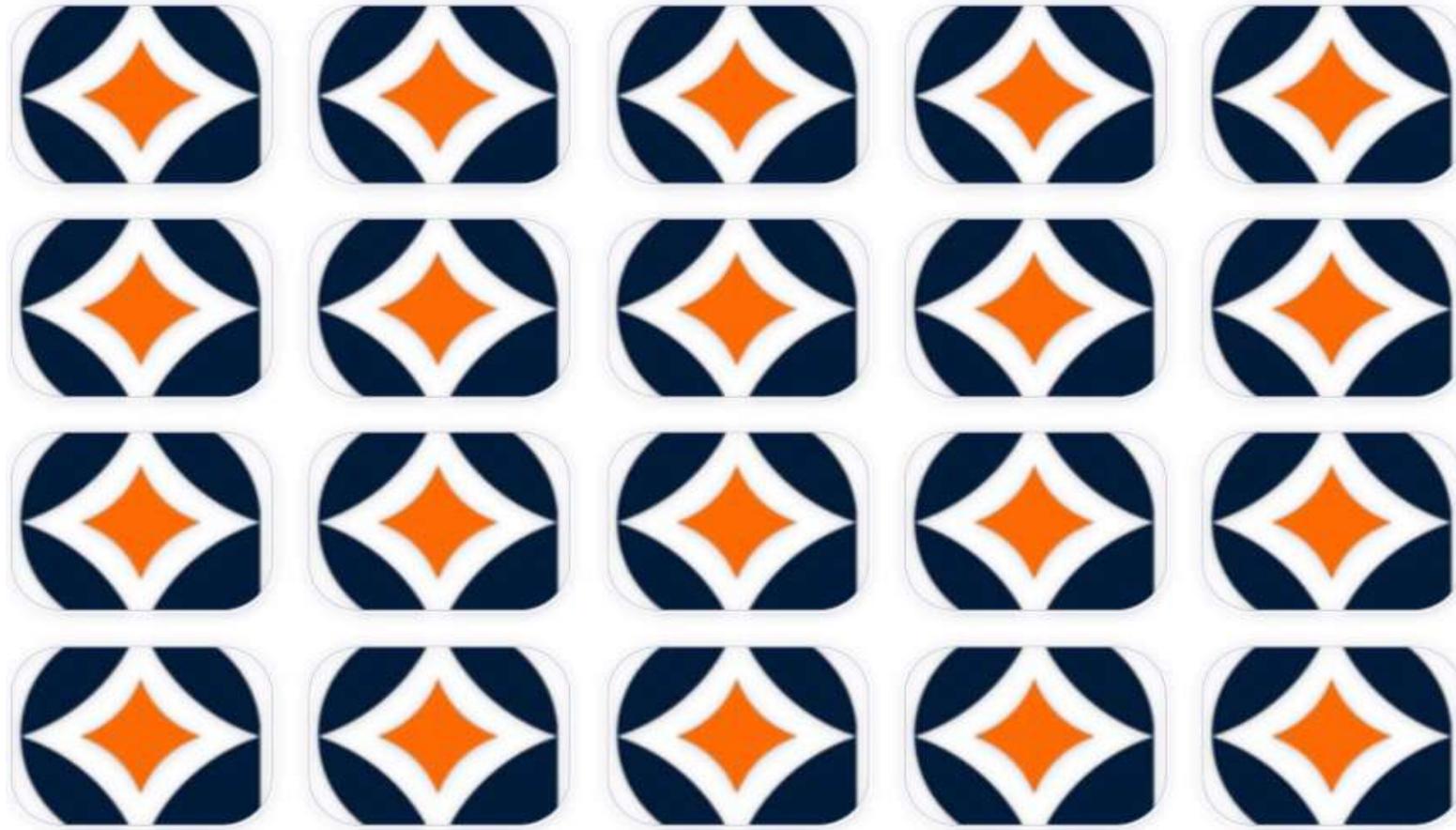


Flexibility

Capacity to respond to changes and feedback. I don't SETTLE for the solution..

✨ **“Mistakes don't define you; they teach you. The key is to learn and adjust without fear of change.”** ✨

MEMORY GAME ACTIVITY



Link : <https://view.genially.com/68d2bd02e48dd6ba9765575f/interactive-content-spaklab>

Determination to IMPLEMENT + COMMUNICATE = Spark that drives the model



Self-confidence

I believe in my purpose, I believe in my dream.

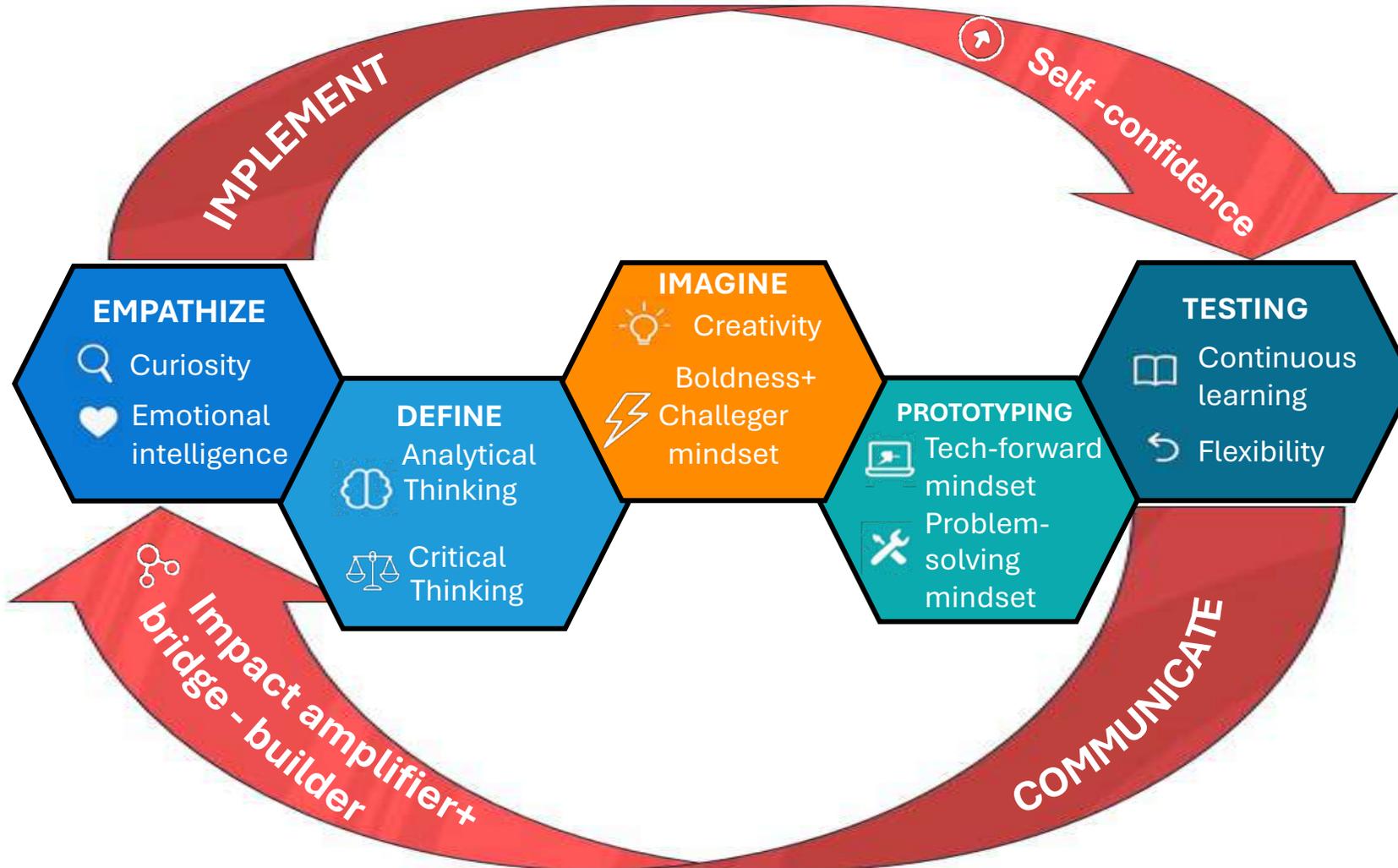


Bridge-builder and Impact amplifier

Building bridges with people and opportunities. Inspiring and mobilizing to multiply impact.



✨ **“Your idea comes to life when you share it, connect with others, and multiply its impact.”** ✨



Video Link : <https://sparklab.co/habilidades-para-emprender-tu-vida/>

4.

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**SEEING
WHAT OTHERS
DON'T SEE**
(CURIOSITY + EMOTIONAL
INTELLIGENCE)



Empathizing is igniting the spark of innovation by daring to feel what others feel, seeing through different eyes, and asking questions without fear.

Only when we step into their shoes do we discover the invisible opportunities that transform realities.

SPARKLAB SKILLS

Curiosity 🔍 – The desire to learn is the spark of innovation.

Emotional intelligence ❤️ – Understanding and managing emotions to see the world through the eyes of others.

“It all begins by observing with different eyes, knowing how to ask questions, and daring to feel directly.”



KEY CONCEPTS OF CURIOSITY AND EMOTIONAL INTELLIGENCE: SEEING THROUGH DIFFERENT EYES (I)



“Curiosity and emotional intelligence begin by seeing things differently: observing without intervening and detecting the invisible.”

Observe without interfering  : Observe what people do, not what they say, without judging.

Identify potential needs  : What people don't know they want (e.g., Spotify → access to my music, not CDs).

Customer Journey  : Identify moments of frustration, emotions, and key decisions.

KEY CONCEPTS OF CURIOSITY AND EMOTIONAL INTELLIGENCE: SEEING THROUGH DIFFERENT EYES (II)



“Curiosity and emotional intelligence begin by seeing things differently: observing without intervening and detecting the invisible.”

Customer Safari :

- In the physical world, observing people in their real environment.
- In the virtual world, explore forums, social networks, and online comments to detect problems and trends.

KEY CONCEPTS OF CURIOSITY AND EMOTIONAL INTELLIGENCE: DETECTING THE INVISIBLE (I)

“What sets an entrepreneur apart is not how much they know, but their ability to see opportunities hidden in what others consider irrelevant.”

Noise isolation 🎵 : The best ideas come from detecting hidden patterns amid the noise.

Step outside your comfort zone 🏕️ : Explore what others consider useless to discover new angles.

Notice the difference ✨ : If everyone agrees, be careful: perhaps no one is looking beyond the surface.

KEY CONCEPTS OF CURIOSITY AND EMOTIONAL INTELLIGENCE: DETECTING THE INVISIBLE (II)



“What sets an entrepreneur apart is not how much they know, but their ability to see opportunities hidden in what others consider irrelevant.”

Curious mindset  : Leave your judgments at the door and explore with an open mind.

Jobs to be Done  : Understanding what work is needed in someone's life. Drill analogy: people need a hole in the wall more than they need a drill.

Look further ahead  : Clues can appear in unexpected places—museums, hackathons, SOFA, or social media.

KEY CONCEPTS OF CURIOSITY AND EMOTIONAL INTELLIGENCE: QUESTION EXPERIENCING IT YOURSELF



Empathy also involves asking powerful questions and experiencing your customers' experiences firsthand.

Art of Questioning ? : It's NOT about knowing the perfect answer, but about asking the right question.

Master Questioning 🕶️ : Questions such as “Why?” or “What if...?” enhance your perspective and reveal what your customers truly value.

Do it yourself 🦶 : Step into their shoes: shop where they shop, wear what they wear, live what they live. That direct experience opens up perspectives that no data in an Excel spreadsheet can show.



ACTIVITY

Step into their shoes



HAND-ON WORKSHOP: STEP INTO THEIR SHOES



Dynamics:

1. Small groups.
2. Choose a role within a real-life problem (e.g., Transmilenio user, taxi driver, pedestrian, street vendor).
3. Act 3–4 min:
 - What do they feel?
 - What frustrates you?
 - What would you like to change?
4. Share learning in plenary session by acting out in a mini play the roles involved and what was discovered.

Objective: to exercise emotional intelligence, understand the perspective and emotions of others.

Jonathan Greechan

Understanding the customer

 The key is not the product but understanding the customer.

Watch the video



As Jonathan Greechan explains, “success does not depend on having the best product, but on how well you understand your customer.” Many entrepreneurs focus on perfecting their idea and forget the essentials: listening, observing, and connecting with those who will actually use their solution. Understanding the emotions, frustrations, and needs of others is the starting point for creating something that has a real impact.

Video Link: <https://youtu.be/6G6VR0TgGPU>



BODYTECH® Gigliola Aycardi

Listening to Build Better Ventures

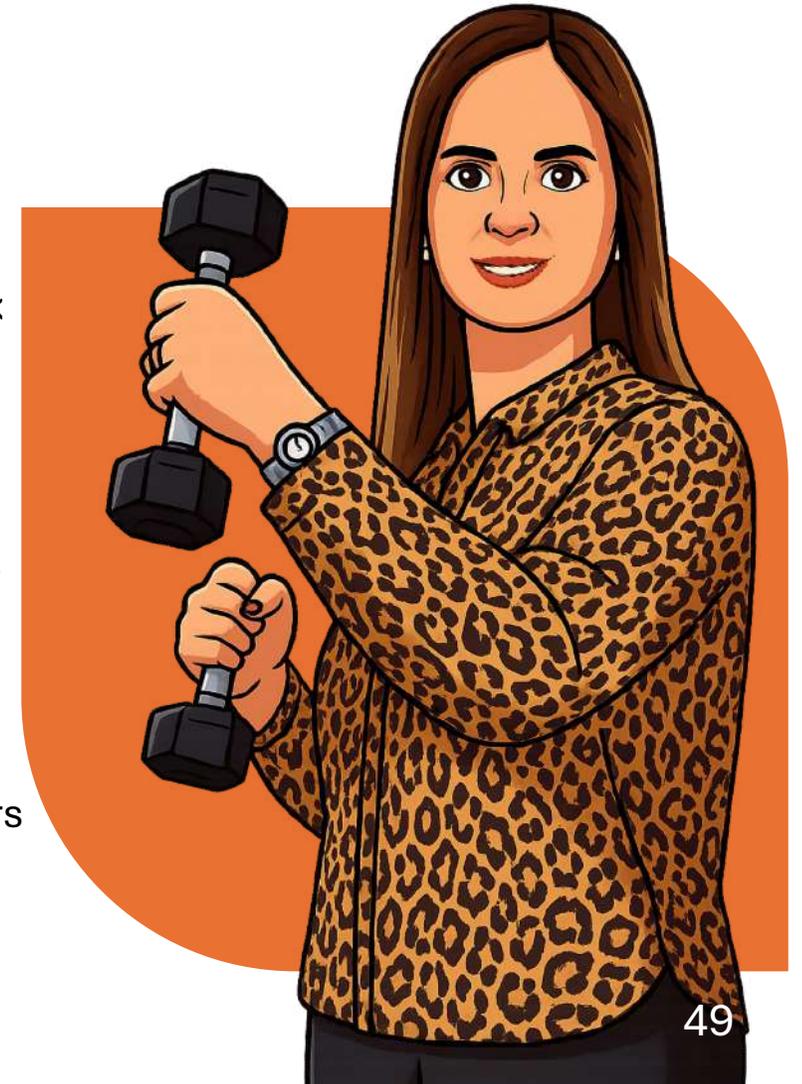
💡 The answers are out in the street, not behind a desk

As Gigliola Aycardi, co-founder of Bodytech, explains: “Don’t start a venture blindly—go out, listen, and let the market speak to you.” Before having data, she had something even more valuable: curiosity, observation, and empathy. Gigliola learned that truly listening to customers—understanding how they live, what they need, and what frustrates them—is the foundation for making sound decisions. Entrepreneurship doesn’t start with an Excel spreadsheet; it starts with open ears and open eyes. Only those who truly understand people’s reality can design solutions that actually work.

Watch the video
here



Video link: <https://youtu.be/eN34FJA1xZo>



5.

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FROM CONFUSION TO FOCUS

**(ANALYTICAL THINKING +
CRITICAL THINKING)**



Dare to state **what you believe in and where you are heading.**

Now is the time to make sense of what you have observed and build a clear vision to guide your decisions.

Giving meaning to what we observe and shaping **our vision of the future** means defining the dream and the roadmap that will lead us toward the transformation we seek.

Our vision sets the direction: the place we aspire to reach and the future we want to build.

SPARKLAB SKILLS

Analytical thinking 🧠 – Turning complexity into clarity.

Critical thinking ⚖️ – Seeing beyond the obvious.

“A powerful point of view is the catalyst for change.”



KEY CONCEPTS OF CRITICAL AND ANALYTICAL THINKING



Critical and analytical thinking doesn't just help us understand — **it provides direction.**

It allows us to translate what we observe (empathy) into a clear, change-oriented vision.

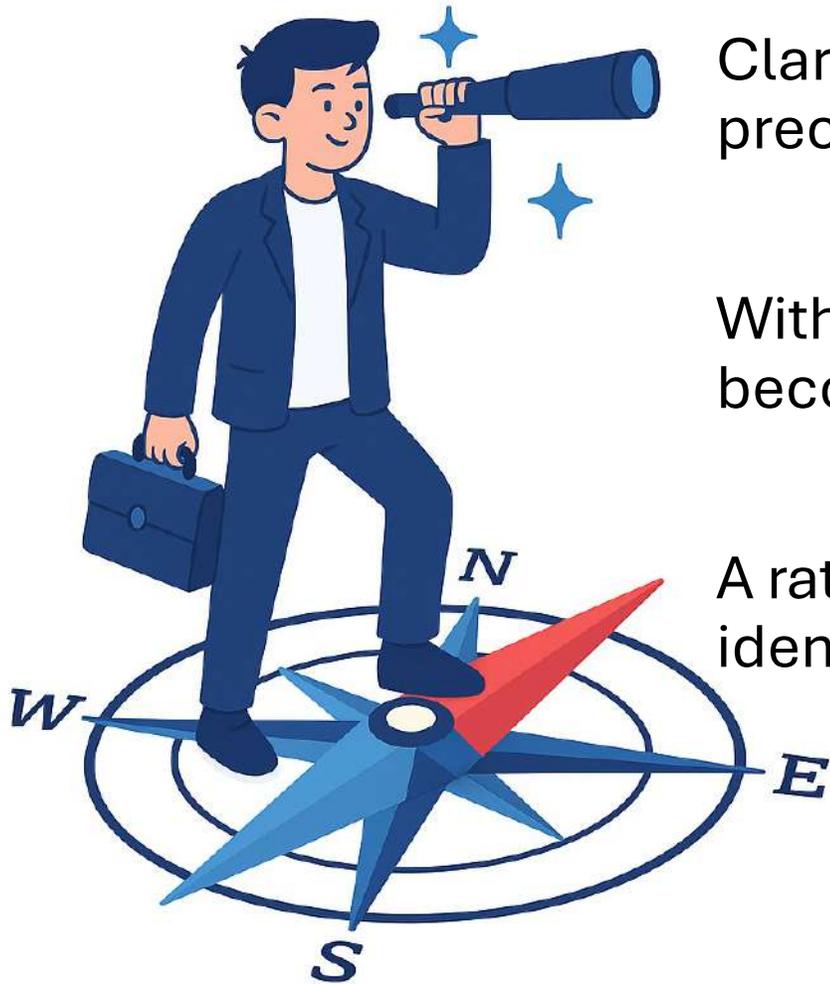
A strong point of view brings together reason, emotion, strategy, and method. It is the balance between thinking clearly, feeling with purpose, acting intelligently, and executing with rigor.

Reason → Emotion → Strategy → Method



REASON GIVES US CLARITY

Seeing where we want to go



Clarity provides direction and focus. It allows us to define a precise vision of the change we seek to create.

Without reason, there is no focus; with reason, purpose becomes achievable (analytical thinking).

A rational point of view enables us to analyze information, identify patterns, and ground decisions in critical thinking.

“Clarity turns ideas into actionable paths.”



Juan Daniel Oviedo

The Realities of Entrepreneurship

Watch the video
here



Talking about entrepreneurship, more than talking about dreams, is talking about realities.

Juan Daniel Oviedo invites us to look at context through data and facts before taking action. His message highlights the value of analytical thinking to build clarity and direction.

Video link : <https://youtu.be/rLMvcQYMTWk>

EMOTION PROVIDES INSPIRATION

Remembering why it's worth it

Emotion fuels motivation, drives action, and connects us to the human purpose behind our decisions.

It is the energy that pushes us forward when challenges arise. Emotion sparks the fire; discipline keeps the flame alive. Thinking with the heart also requires a clear mind.

Critical thinking helps us understand deeper motivations and question why something truly matters.

“Emotion turns a vision into a cause”





Karen Carvajalino

Believe, Act, and Persist

Watch the video
here



“First, believe the story. Then, make it real”

Karen Carvajalino conveys the passion and emotional energy that give rise to vision, reinforcing the connection between emotion, discipline, and purpose.

Video link: https://youtu.be/_nR0yulKTOc

STRATEGY HELPS US TAKE BOLD STEPS

Choosing how to move forward wisely



Strategy connects vision with execution. It defines the bold steps that turn inspiration into tangible results.

Think big — but dare to start small.

Analytical thinking helps you turn a bold vision into strategic steps that allow you to move forward with focus and sound judgment.

Great change begins with simple attempts that open the way. Each step validates part of your vision and teaches you how to move forward intelligently.

Analytical thinking designs the plan; critical thinking puts it to the test.



“Strategy turns passion into motion.”



Jonathan Greechan

Think Big, Start Small

Watch the video
here



“The vision can be huge... but the first step must be small”

Jonathan Greechan invites us to combine ambition with methodical action — turning strategy into motion.

Video Link: <https://youtu.be/l4-V86d31D4>

METHOD PROVIDES RIGOR

Designing with method and measuring progress while staying flexible



Method turns ideas into measurable results.

Applying critical thinking allows us to evaluate, adjust, and refine based on **S.M.A.R.T.** criteria (specific, measurable, achievable, relevant, and time-bound).

Defining is not about controlling outcomes, but about opening pathways. Designing does not seek certainty — it seeks discovery.

Defining with rigor and flexibility means accepting that the journey matters as much as the destination. Every insight, mistake, or adjustment expands our options and strengthens our direction.



“Rigor gives credibility to vision”



BODYTECH®

Gigliola Aycardi

Perfection vs. Action

Watch the video
here

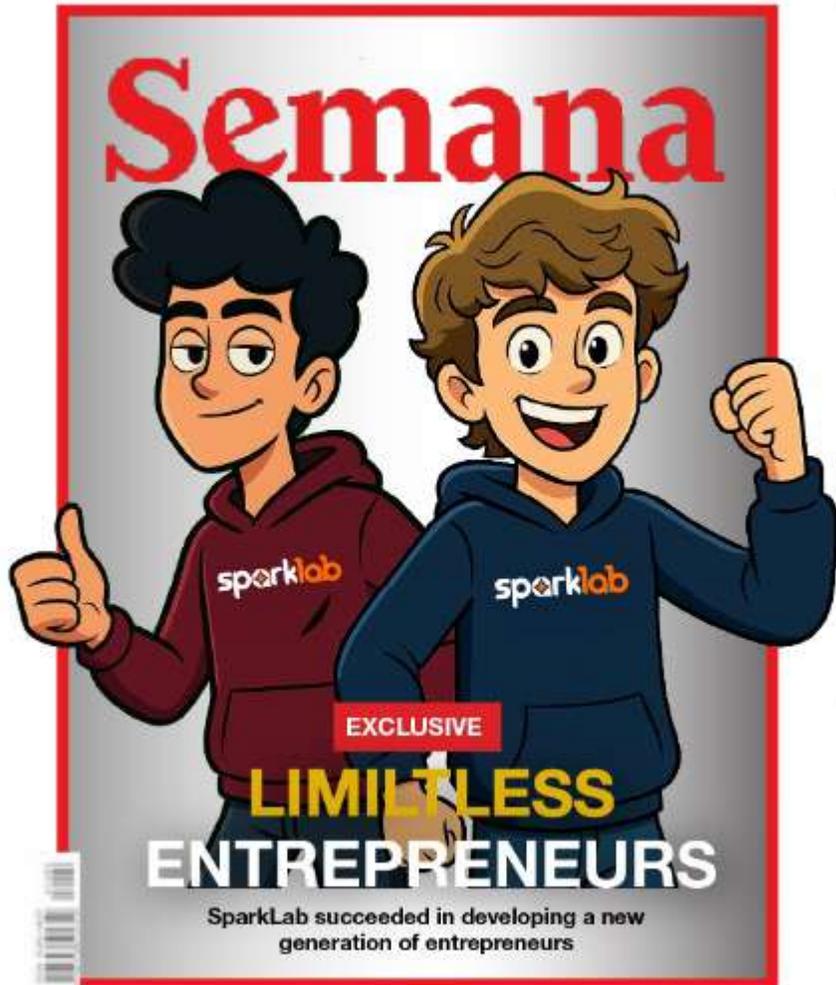


“If you wait for it to be perfect, it may never happen.”

Gigliola highlights critical thinking by prioritizing action, evaluation, and adjustment over perfectionism—balancing rigor and adaptability.

ACTIVITY

The cover story of my life



- Instruction: Imagine your venture appears on the cover of a well-known magazine.
- Respond:
 - 📰 What would the headline be?
 - 🌍 What change did you achieve?
 - 🧭 What decisions led you there?
 - ⚡ What challenges did you face?
- We will review the covers in a press-conference format, where each entrepreneur will be the protagonist of their own story and will answer critical and analytical questions from the rest of the students, who will take on the role of SparkLab journalists.

6.

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IDEAS THAT DARE

(CREATIVITY + BOLDNESS +
CHALLENGER MINDSET)



Ideating means opening your mind and letting go of the fear of looking foolish. At this stage, **there are no crazy or impossible ideas — everything is valid.**

Innovation begins when we stop judging and start playing with ideas. Because **ideas are not born perfect** — they are refined through action.

Dare to imagine. Sometimes, what seems absurd today becomes tomorrow's breakthrough.

SPARKLAB SKILLS

💡 **Creativity.** Generating innovative and disruptive ideas. Connecting invisible dots, combining the unlikely. Daring to dream without limits—because imagination can also be trained.

⚡ **Boldness & Challenger Mindset.** Taking risks and leaping forward without certainty or perfection. Breaking routines, questioning what's established, and seeking new paths. Rebellion is not disorder—it is the energy to change the rules of the game.

“Dare to imagine the impossible. The best ideas are born by challenging the obvious.”



KEY CONCEPTS OF CREATIVITY, BOLDNESS AND CHALLENGER MINDSET: THINK WITHOUT JUDGING



During ideation, ideas are neither validated nor discarded — they are explored. The most common mistake is evaluating while creating. At this stage, everything goes: the absurd, the simple, the huge, or the seemingly impossible

SparkLab Tips to Unlock Ideas

- ✨ Don't look for the best idea — look for many.
- ✨ Don't overthink it. Let your mind flow without filters.
- ✨ Don't block ideas. Replace “yes, but...” with “yes, and...” to build on what others say.
- ✨ Let go of ego. Ideas can come from anyone, anywhere, at any moment.



KEY CONCEPTS OF CREATIVITY, BOLDNESS AND CHALLENGER MINDSET: EXPANDING BOUNDARIES

✨ FRESHWATCHING

- Look beyond your industry. Get inspired by other sectors, cultures, or lifestyles.
- The most disruptive ideas emerge when you connect worlds that have never crossed before.
- Sometimes, the spark you're looking for already exists — just somewhere else.

✨ THINKING OUTSIDE THE BOX

- Push yourself out of your mental comfort zone.
- Imagine observing your challenge from another planet, with no rules or limits.
- Leave your current strategy behind and dare to explore the impossible — that's where ideas that move boundaries are born.



KEY CONCEPTS OF CREATIVITY, BOLDNESS AND CHALLENGER MINDSET: COMBINE & REMIX



Great ideas are born from unexpected connections. Dare to mix what seems opposite.

Bring together ideas, objects, or concepts that have never been combined before.



Bicycle + Coffee
Maker

Shoe + Flashlight



Umbrella + Wi-Fi



Play with new associations, analogies, and unlikely combinations — that's where innovation hides.

ACTIVITY

Remix Challenge

Rappi

Andrés Bilbao

Don't reinvent the wheel

Watch the video here



Building on what Andrés Bilbao says:

“We’re all DJs — nobody invents anything from scratch, we just remix things,” choose two objects from the classroom and:

- Combine them to create a new product or service.
- Give it a name, a purpose, and a target audience.
- Share your remix with the class.

Video Link: https://youtu.be/m5wDOn_Mh2M



KEY CONCEPTS OF CREATIVITY, BOLDNESS AND CHALLENGER MINDSET: GOING TO EXTREMES (I)



Exploring extremes forces you to see what you usually ignore. And what you ignore... could be your next big idea.

🌀 Take your idea to the limit.

What would be the most exaggerated or most absurd version of your idea?

💀 Think about your worst nightmare.

- Imagine you have no history, no reputation, no loyal customers. Or that a competitor appears and completely pushes you out of the game.



KEY CONCEPTS OF CREATIVITY, BOLDNESS AND CHALLENGER MINDSET: GOING TO EXTREMES (II)



Ideation based on the Business Model Canvas.

Play with **every building block** of your model:

 Customer Segments –  Value Proposition –  Channels
 Customer Relationships –  Revenue Streams –  Key Resources
 Key Activities –  Key Partners –  Cost Structure

Identify one element you take for granted — and remove it. Imagine your business without it.

What would happen? What new ideas could emerge? If you don't break your model, someone else will.

KEY CONCEPTS OF CREATIVITY, BOLDNESS AND CHALLENGER MINDSET: GOING TO EXTREMES (III)



Customer Segments– Value Proposition sounds– Channels
 Customer Relationships– Revenue Streams– Key Resources
 Key Activities– Key Partners– Cost Structure

KEY CONCEPTS OF CREATIVITY, BOLDNESS AND REBELLION: SETTING THE BAR IMPOSSIBLY HIGH



Help your team think big. Dare to imagine ideas that seem impossible. It's not just about improving — it's about revolutionizing.

- What ideas could improve the lives of millions of people?
- How would you double profits in five years without increasing costs?

Thinking big isn't dreaming for the sake of dreaming — it's about designing models capable of transforming lives, not just generating profits.





BODYTECH® Gigliola Aycardi

Think big

Watch the video here



Video link: https://youtu.be/Y_YBMwXZd6Y

“Don’t let those who think small limit you.”

Gigliola Aycardi calls this short-sighted view “mental myopia” — a narrow way of seeing that others tried to impose on them when they dared to dream big.

Because entrepreneurship means daring to think big from the very beginning, breaking away from what’s established even when everyone recommends the safe path.

KEY CONCEPTS OF CREATIVITY, BOLDNESS AND REBELLION: THE IDEA WALL

- 1 Fill an entire wall with ideas.** Write each idea on a Post-it note and stick it on the wall.
- 2 Group your ideas (Cluster).** Organize all ideas into a maximum of five main groups. Look for patterns, connections, or recurring themes.
- 3 Classify your ideas.** Use a 2x2 matrix:

- Vertical axis: 📈 Impact (High / Low)
- Horizontal axis: 🚀 Ease of implementation (High / Low)

If all ideas feel small, use the tools we've already seen to push the group to think bigger. At the same time, use the wall to spot and implement Quick Wins (“low-hanging fruit”) — simple ideas that can generate fast impact.



AND FINALLY, KEEP THIS IN MIND: HAVING FUN IS THE BEST SPARK FOR IDEATION



Adopting a relaxed mindset helps free the mind and enter ideation mode without fear, without judgment, and with flow.

When the team has fun, ideas flow, connections emerge naturally, and innovation stops feeling like work and becomes play.





sparklab

BRING IT TO LIFE

(PROBLEM-SOLVING MINDSET +
TECH-FORWARD MINDSET)



An idea is worth very little... until you make it tangible.

Prototyping is learning by doing. It's not about validating yet, but about understanding the idea better by building it.

Every sketch, model, or simulation turns imagination into something you can see, test, and improve.

Imagination can handle anything. Reality — even in a miniature model — shows you where to start.

SPARKLAB SKILLS

💡 **Problem-solving mindset.** Turning ideas into action. Learning from mistakes, adjusting quickly, and moving forward. You don't wait to have everything clear — you make it happen.

⚙️ **Tech-forward mindset.** Use technology with curiosity and without fear. It's not about mastering everything but daring to create and improve with new tools. Technology doesn't replace your creativity — it amplifies it.



Test. Try. Create quick versions. It's not theory... it's action.

KEY CONCEPTS OF PROBLEM-SOLVING AND TECH-FORWARD MINDSET: MAKER MINDSET



Adopt the mindset of someone who makes things happen.

Don't wait to have everything: start with what you have. Every prototype — no matter how simple — is a step toward learning.

🔧 Like the Wright brothers with their kites or da Vinci with his models: they didn't seek perfection, started small, learned quickly, and adjusted.

⚡ SparkLab Tips

- Start small: a good first step is worth more than a hundred plans.
- Keep it simple: complexity comes from many simple versions.
- Learn by building: each attempt teaches you something new.





YouTube **Steve Chen**

Don't keep your idea to yourself

Watch the video here



“Don't keep your ideas in your head — make them real.”

Steve Chen, co-founder of YouTube, shares one of the strongest lessons in entrepreneurship: the worst mistake isn't failing... it's keeping your idea to yourself and never trying. In this video, he invites us to get our ideas out of our heads and into action, because the real risk isn't making mistakes — it's living with the regret of not taking the first step.

Video link: https://youtu.be/ECdy_90hvOo

KEY CONCEPTS OF PROBLEM-SOLVING AND TECH-FORWARD MINDSET: START WITH A “SKETCH” AND WORK WITH OTHERS



Before building, sketch your idea.

Start with pencil and paper, not PowerPoint. Sketching isn't about art — it's a way to think, spot flaws, and inspire improvements before investing time or resources.

A sketch communicates faster than a thousand words and helps you see what you're thinking.

If your drawing can be understood without explanations... it works.

And don't do it alone. Building together multiplies creativity.

“Sketches don't just solve problems... they also explain and sell ideas.”



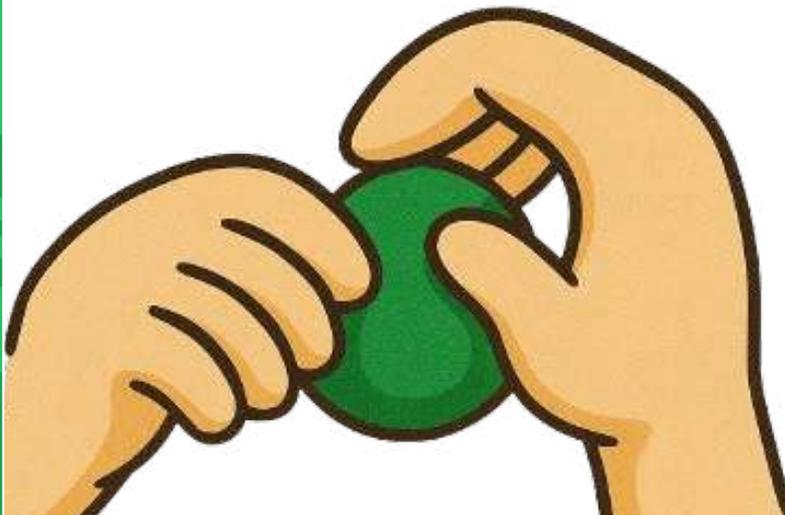
KEY CONCEPTS OF PROBLEM-SOLVING AND TECH-FORWARD MINDSET: GET DIRECTLY INVOLVED



Don't think you can design while keeping everything in your head. You need to prototype for yourself too.

Touch it, test it, and adjust it. By interacting with your own design, you'll discover flaws, improvements, and new ways to make it work.

Be your own “**guinea pig.**” What you learn by testing it yourself no manual can teach you.



Exploring with your hands trains your mind: it teaches you to solve problems, anticipate reactions, and decide your next steps.

There's no better laboratory than your own hands.

KEY CONCEPTS OF PROBLEM-SOLVING AND TECH-FORWARD MINDSET: KEEP IT SIMPLE AND MOVE FAST



A good prototype doesn't have to be pretty... it has to work.

Avoid the “**pretty prototype**” trap: it can hide the real problems.



Use whatever you have on hand.

Be a MacGyver — yes, it's already a verb in the Oxford Dictionary —: create clever solutions with whatever you have available.

Do it fast. Prototype in hours, not weeks. What matters now is testing whether the idea really solves the problem.

A blank check kills creativity. Limitations are fuel for innovation.

KEY CONCEPTS OF PROBLEM-SOLVING AND TECH-FORWARD MINDSET: THE “CRASH TEST”

Prototyping is giving your ideas a crash test. Every controlled mini-failure is a clue to adjust your next version.

The goal is to discover what truly works.

SparkLab Guiding Questions

🧩 What is the most uncertain part of my idea? Define what you want to test before building. Focus on one hypothesis at a time.

🚗 What do I want to learn with this prototype? Remember: “Not acting hurts. Not learning... is fatal.” — Drew Houston, founder of Dropbox

🧱 How can I test it without spending much? Start with the simplest, cheapest, and fastest version possible.



KEY CONCEPTS OF PROBLEM-SOLVING AND TECH-FORWARD MINDSET: TECHNOLOGY, YOUR MAIN ALLY



Use technology. Don't fear it — explore it with curiosity and purpose.

Try new tools every week. Refusing to learn technology today is like refusing to learn to read a century ago.

Experiment with artificial intelligence, apps, or any digital tool that helps you create, test, or improve your ideas.



Technology doesn't replace humans... it amplifies them. Think of the idea first, then the tool. Technology isn't the destination; it's the tool.

True innovators don't use it for trendiness, but with purpose, ethics, and creativity.



ACTIVITY

TECHNO-HUMAN MANIFESTO



Watch the SparkLab videos from the **“TECHNOLOGY ISN’T THE FUTURE... IT’S THE PRESENT”** block and, while watching, reflect:

💡 How could you use technology to create a new venture?

❤️ In which aspects shouldn’t it replace humans?

⚖️ How can we ensure it’s used ethically and with purpose?

Your challenge:

Record a video of up to 2 minutes with your “Techno-Human Manifesto,” expressing how technology can amplify the best of humans in the business world.



TECHNOLOGY ISN'T THE FUTURE... IT'S THE PRESENT



UNDERSTANDING THE REVOLUTION

Freddy Vega



Video link:
<https://youtu.be/HSexcJ6wFL4>

“From the microchip to AI. If the microchip changed the world... AI reinvents it.”

Raúl and Thomas Bergen



Video link:
<https://youtu.be/HKYIXhPkNNI>

“The biggest change. We are witnessing the greatest change in 10,000 years.”

TECHNOLOGY ISN'T THE FUTURE... IT'S THE PRESENT

EMBRACING CHANGE

Freddy Vega



Video link:
<https://youtu.be/Lp4oKXgiWXY>

“The biggest barrier for microbusinesses is not adopting technology. Technology isn’t optional: it’s the line between surviving and growing.”

Raúl and Thomas Bergen



Video link:
<https://youtu.be/zXZGbV6wsFU>

“Face change with an open spirit. Not with fear, but with openness: see possibilities, learn, and discuss.”

TECHNOLOGY ISN'T THE FUTURE... IT'S THE PRESENT



MINDSET AND PURPOSE

Jonathan Greechan



Video link:
<https://youtu.be/WWAYuBz6YuE>

Ana Fernanda Maiguashca



Video link:
<https://youtu.be/TRkMkTGkzvl>

“The greatest power in the AI era: the entrepreneurial mindset. What will make the difference isn’t secure jobs, but the entrepreneurial mindset.”

“Hold on to what’s human. It’s in our most human aspects that we cannot be replaced.”

8.

sparklab

FAIL FAST, NEVER STOP LEARNING

(CONTINUOUS LEARNING + FLEXIBILITY)



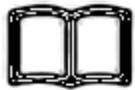
Testing is **putting your ideas to the test in the real world.**

Here we discover if what we imagined works, if it solves a real problem,
and if people actually want it.

The best ideas in the world are worth nothing... until they are tested.

**Your first idea is almost never the best... but it's the first step toward
something better.**

SPARKLAB SKILLS



Continuous learning. Test, fail, and try again. Learning faster than others is the real competitive advantage.



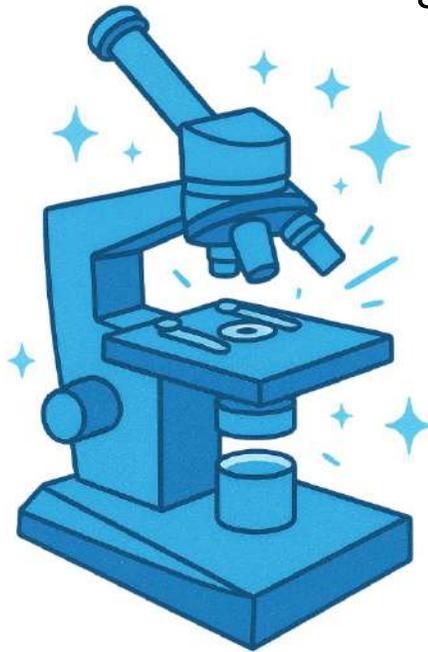
Flexibility. Adjust, change course, or even start over. Pivoting isn't giving up — it's evolving. Success comes to those who learn fastest.



KEY CONCEPTS OF CONTINUOUS LEARNING AND FLEXIBILITY: EXPERIMENT LIKE A SCIENTIST



Validating isn't guessing... it's experimenting. Think and act like a scientist. Use the Scientific Method:



- Question **?** : Define what you want to understand or verify.
- Hypothesis **☁️** : Formulate a clear and measurable assumption.
- Experiment **⚙️** : Test your hypothesis with your prototype or use similar products and observe what people say and do.
- Analyze **📊** : Review the results and what you learned.
- Conclude and improve **🧠** : Adjust your idea based on the evidence.

SparkLab Tips

The goal isn't to be right, but to discover with data what truly works. Observe what people do, not just what they say. Combine qualitative and quantitative data to learn better.

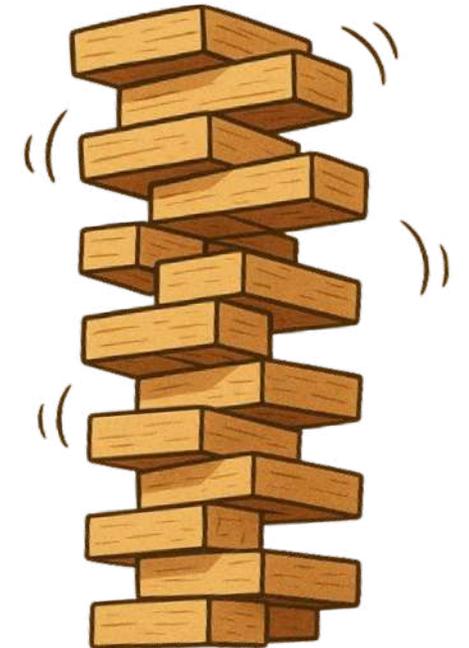
KEY CONCEPTS OF CONTINUOUS LEARNING AND FLEXIBILITY: TEST YOUR MOST CRITICAL ASSUMPTIONS (I)



Every idea is made of pieces: some strong, others fragile.

Like in Jenga, if you don't test the riskiest block... everything can fall.

The goal of testing is to discover which part of your idea truly holds up.



KEY CONCEPTS OF CONTINUOUS LEARNING AND FLEXIBILITY: TEST YOUR MOST CRITICAL ASSUMPTIONS (II)



⚡ SparkLab Tips

- Use the Business Model Canvas again: each block is an assumption to validate — customers, product, price, or channel.
- Identify your critical piece: What would need to be true for your idea to work?
- Test it first: design a mini experiment just for that assumption.
- Learn from the risk: if it wobbles, you didn't fail... you learned to build better.
- The sooner you identify the weak block, the stronger your next version will be.

KEY CONCEPTS OF CONTINUOUS LEARNING AND FLEXIBILITY: FAIL FAST, LEARN FAST



Your ideas are going to fail... and that's great news. It means you'll learn a lot before investing or risking too much.

Every mistake is an experiment with a built-in lesson: failing isn't losing, it's progressing with more information.

Like children learning to walk by falling, entrepreneurs learn by trying, adjusting, and trying again.

⚡ SparkLab Tips

The faster you invalidate a bad idea, the closer you are to a good one. Those who learn fastest, win.





Daymond John

Take action, learn quickly, and repeat



Watch the video here



Daymond teaches the mantra of validation: test with what you have, listen to the market, and improve with every attempt.

It represents the essence of the 'real test' without waiting to have perfect resources.

Link : <https://youtu.be/H0ets9cLNTE>

KEY CONCEPTS OF CONTINUOUS LEARNING AND FLEXIBILITY: PIVOTING IS NOT GIVING UP (I)



You don't start with the perfect idea—you shape it through learning.

Successful startups aren't those that nail it on the first try, but those that pivot smartly

Iterate as many times as necessary.

There isn't a single correct solution—there are many options. Use validation to find the best ones and make your idea evolve.

**Listen to the customer, not what you want to hear.
Validation means letting reality speak to you**



KEY CONCEPTS OF CONTINUOUS LEARNING AND FLEXIBILITY: PIVOTING IS NOT GIVING UP (II)



PIVOT TYPES

1 Change the solution for your customer



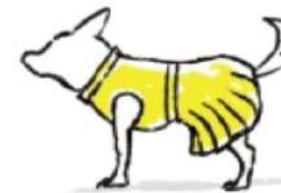
2 Change customer segment



3 Change revenue model



4 Change context or market





ACTIVITY

“MY MISTAKE, MY BEST IDEA”



STARTUPS THAT EMERGED FROM MISTAKES



Post-it (3M)

A failed attempt to create an ultra-strong glue led to a weak adhesive... but perfect for sticking and removing without damage. That's how one of the world's most iconic products was born

Wrigley

William Wrigley started selling soap and baking powder, with chewing gum as a freebie. When customers wanted the gum more than the main product, he listened, pivoted, and built a legendary brand



ACTIVITY

My Best Mistake

Think of a situation where something didn't go as expected - a concept, a project, a decision - and ask yourself:

- 💡 What did I learn from that mistake?
- 🔄 How could I turn it today into an opportunity or a new idea?
- 🚀 What would I do differently if I could "pivot" that experience?



KEY CONCEPTS OF CONTINUOUS LEARNING AND FLEXIBILITY: FALL IN LOVE WITH THE PROBLEM, NOT THE IDEA (I)



The entrepreneur's path changes all the time. Be relentless in seeking evidence and follow the data wherever it leads you.

Learn to let go of your favorite ideas (**'DARLINGS'**) when the facts say otherwise.

Signs of “I’m falling in Love with My Idea”

- It hurts to change the solution even when the data says otherwise.
- You over-explain so that it ‘makes sense.’
- You seek to validate what you already believe (and dismiss everything else).

KEY CONCEPTS OF CONTINUOUS LEARNING AND FLEXIBILITY: FALL IN LOVE WITH THE PROBLEM, NOT THE IDEA

✓ Signs of “I’m falling in Love with My Idea”

- You redefine the challenge when new evidence emerges.
- You explore multiple solutions for the same problem.
- You make decisions driven by data, not by ego





FREDDY VEGA

Entrepreneurship is heartbreaking

Watch the video here



Freddy Vega reveals the most real side of entrepreneurship: it hurts to see something you poured your soul into and fell in love with fall apart. But that pain is also the most powerful teacher.

Failure isn't defeat, it's learning who you are and what's worth continuing to build.

Link : <https://youtu.be/zCPdYA40wMU>

9.

sparklab

EXPAND YOUR PURPOSE AND IMPACT

(SELF-CONFIDENCE +
IMPACT AMPLIFIER + BRIDGE-BUILDER)



After empathizing, defining, ideating, prototyping, and validating... it's time to implement and communicate.

Design doesn't end when you finish creating. It continues and grows stronger when you dare to make it real.

Implementing and communicating are the two final sparks that ignite impact.

Now is the time to bring your design to life (Implement) and share your story to inspire others to embrace, support, and amplify it (Communicate).

From idea to action. From action to impact.

SPARKLAB SKILLS



Self-Confidence:

Believe deeply in your purpose and dare to lead.



Impact amplifier and Bridge-builder:

Build relationships, add allies, and mobilize people. Inspire others to create impact

“Because ideas don’t change the world... until someone puts them into action and shares them”



IMPLEMENTING MEANS TRUSTING AND DARING



Ingredients for Implementation

- 1 Confidence in yourself, your process, and your team.
- 2 Courage to make mistakes, take risks, and fail... because every well-lived error brings you closer to success
- 3 A constant desire to learn.
- 4 A diverse team that creates with you



TO IMPLEMENT, DARE TO TAKE THE FIRST STEP FORWARD

You own your destiny. Dare to step forward.
Step out of your comfort zone. Certainty doesn't come before movement... it's built by walking.
Implementing isn't about waiting for the perfect moment: it's about daring to act, learning along the way, and adjusting with every step. Progress doesn't start with certainty, but with courageous steps.
When you dare to start, others are inspired to join, and that shared energy turns into movement.

NETFLIX



Watch the video here



Marc Randolph —co-founder of Netflix— sums it up like this: “You don’t need to have everything figured out to start. Start, even if you’re not ready.”

IMPLEMENTATION IS ITERATION

The Infinite Cycle of implementing

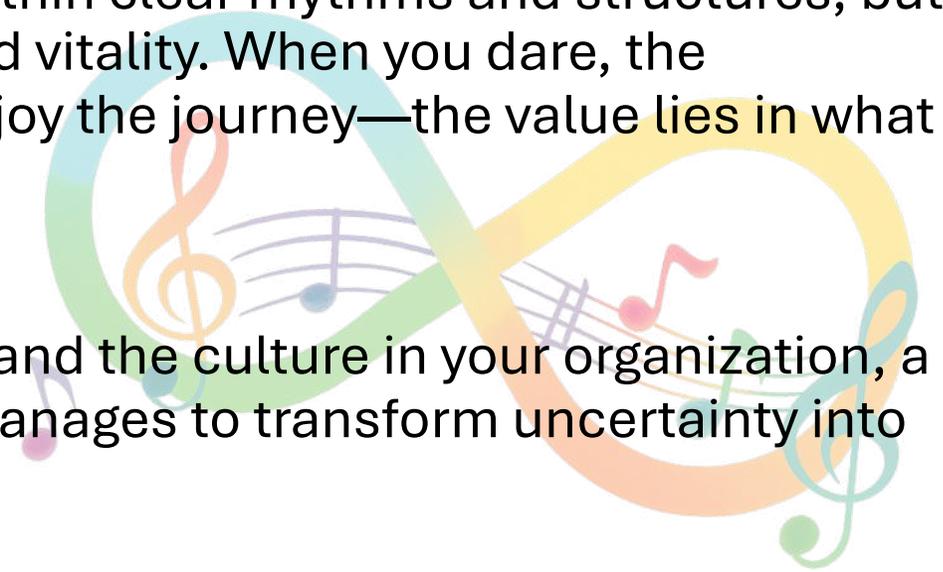
Design is not linear. It is cyclical and iterative, like a melody that reinvents itself. Each implementation generates new questions, learnings, and improvements. Implementing means learning by doing, adjusting, testing again... and moving forward. Remember that our model is built on the infinity symbol.

As in jazz, embrace uncertainty

Implementing is like playing jazz: it flows within clear rhythms and structures, but leaves room for improvisation, intuition, and vitality. When you dare, the unexpected becomes part of the music. Enjoy the journey—the value lies in what you discover and how you make it evolve.

Look at it through a design lens

When the cycle becomes part of your DNA and the culture in your organization, a true entrepreneurial mindset is born that manages to transform uncertainty into opportunity.



500
GLOBAL

Regina Zurutuza

A mistake is to think or assume that there will be no mistakes.

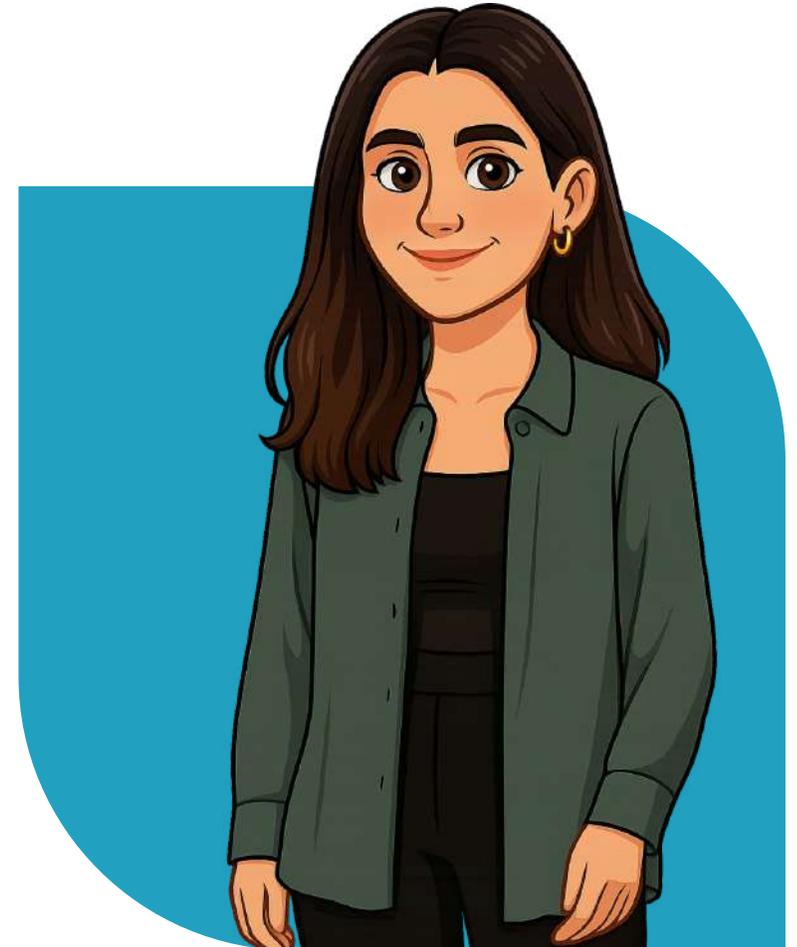
[Watch the video here](#)



Regina Zurutuza, partner at 500 Global, one of the most active venture capital funds in early stages in LatAm, reminds us that mistakes are not an obstacle, but the engine of learning.

Each failure teaches, adjusts, and strengthens the path. What matters is not avoiding them, but moving fast, learning, and evolving.

Learning from mistakes is part of the endless cycle of designing, implementing, and starting over.



COMMUNICATION IS ABOUT CONNECTION AND MULTIPLICATION



Every idea needs a story that connects. A well-told story inspires collaboration and community

Communicating is also a way of implementing: it is turning experience into inspiration.

If you don't know how to tell it, no one will know why it's worth joining you. When others catch your energy, your idea multiplies.

As humans, we tell stories every day to explain, explore, connect, and inspire.

A good story can transform how others think, feel, and act.

A powerful story is not improvised: it is also designed.

Every story must answer three key questions:

- What do I want my audience to know?
- What do I want them to feel?
- What do I want them to do next?

Remember: Communicating means daring to show yourself as human, with your strengths and weaknesses... When you share with authenticity, you truly connect.

In that process, don't be afraid to say: "I don't know." or "I need help."
Acknowledging what you don't know doesn't make you weak, it makes you wiser.

KEYS TO SPARKLAB STORYTELLING



1 Be authentic

Reflect your beliefs and values. The most powerful stories are born from the consistency between what you think, say, and do. Your authenticity builds trust and connection.

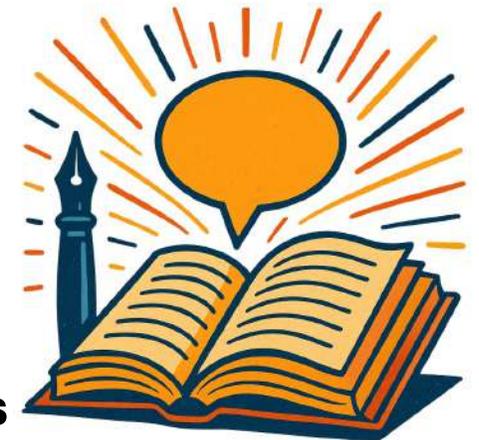
2 Be inspiring

Deliver a message that drives action. Don't just tell what you did, but why you did it. A good story aims to spark movement.

3 Stay true to your vision

A powerful vision is not a slogan; it is your perspective and your compass. It is the call that aligns efforts, drives bold decisions, and guides every step toward what truly matters.

A good story turns values into action, inspires and activates people, and gives direction to collective energy to build together.



ACTIVITY

The Emotional Roller Coaster

The Journey of a Good Story

Good stories have ups and downs, tension, and discovery (Emotional Roller Coaster).

Your challenge

Create a 1-minute mini pitch that tells a real story of yours (about the club, a challenge, or a learning experience)

Use the emotional roller coaster as a guide:

- 🎬 The Beginning – The challenge or context.
- 💔 The Fall – The mistake or the difficult emotion.
- ✨ The A-Ha Moment – What you discovered
- 🏁 The Closing – What changed or what you learned



TEAMS THAT MULTIPLY



When implementing and communicating, build teams that amplify your impact.

Your success will depend on the formation, development, and leadership of diverse teams with different talents, perspectives, and superpowers..



SparkLab Tips:

- Design your team with intention: Mix skills, experiences, and mindsets.
- Embrace diversity: Every different voice expands your options.
- The lone genius is gone: The power of change lies in teams that multiply.

SPARKLAB LEADERSHIP (I)



Design culture, develop skills, and inspire action.

To lead is to design cultures and environments where everyone can shine.

Innovation is not just about new ideas, but about people empowering themselves to create something meaningful together.

It's about creating mindsets.



SPARKLAB LEADERSHIP (II)



Throughout the journey, we activated different superpowers to lead through action...

- Curiosity and emotional intelligence to empathize.
- Analytical and critical thinking to define.
- Creativity, boldness, and challenger mindset to ideate.
- Problem-solving and tech-forward mindset to prototype.
- Continuous learning and flexibility to validate.
- Self-confidence, impact amplifier, and bridge-builder to implement and communicate

Together, these superpowers prepare us to design, lead, and transform the world with purpose.

Along the way, we discovered that entrepreneurship goes far beyond creating projects: it's about developing life skills — to lead yourself, understand others, keep learning, and act with purpose

IGNITE YOUR SPARK



The future begins with you.

Each idea, each mistake, and each conversation in this club prepared you for something greater.

Now the challenge is to take action..

It's not about having all the answers, but daring to imagine, experiment, and build something new.

Don't wait for the perfect moment. Create the moment..

It all begins with you.

✦✦ **Just Spark.**



The logo for Sparklab features the word "sparklab" in a white, lowercase, sans-serif font. The letter "a" is replaced by a white diamond-shaped icon with four points, resembling a spark or a stylized star. The background is a dark blue with a complex, swirling pattern of lighter blue and white lines that create a sense of motion and depth.

sparklab