HIGH SCHOOL ENTREPENEUR

BOOTCAMPS - FACULTY LEDS IN BUENOS AIRES

ARGENTINA FOR ALL

Argentina for ALL is a company that organizes customized academic missions in Buenos Aires, within a coworking space called Huerta CoWorking. During their stay, students will be able to meet entrepreneurs and professionals and develop a triple-impact business, a consulting plan, or a research project.

HIGH SCHOOL ENTREPENEUR GOALS

- Present the coworking ecosystem
- Connect with entrepreneurs and network
- Develop a business plan or personal project
- Deliver high-quality training proposals
- Promote interest in sports and culture
- Generate audiovisual content for personal branding

01. WHERE DO THE FACULTY LEDS TAKE PLACE?

HUERTA

COWORKING

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KREATIVE
INDIVIDUALS
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02. FORMATION - OPTION A

PROGRAMS

- Leadership & Negotiation
- Emotional Intelligence
- Marketing
- Law
- Artificial Intelligence

PROFESSORS

- From the university or provided by Argentina for ALL
- Professors from the university can participate remotely through online sessions.

A

LEADERSHIP AND NEGOTIATION PROGRAM

- Introduction to Effective Leadership in the Latin American Context
- Leadership Styles and Their Application in Different Organizational Cultures
- Developing a Personal Vision and Mission as a Leader
- Assertive Communication and Active Listening
- Conflict Resolution and Decision-Making

EMOTIONAL INTELLIGENCE PROGRAM

- Fundamental concepts of emotional intelligence
- Self-awareness and emotional self-regulation
- Empathy and its importance in leadership
- Stress management and resilience in high-pressure environments

ARTIFICIAL INTELLIGENCE FOR ENTREPENEURS

- AI Opportunity Map for Your Business
- 5 Processes Every SME Can Automate Today
- Professional Prompting: The Most Valuable Skill of 2026
- How to Double Your Lead Response Capacity Without Adding Staff
- Content Generation and Complete Campaigns in Minutes
- AI for Qualifying and Automating Lead Follow-Up
- 30-60-90 Day Adoption Plan for Your Team
- How to Measure the Real Impact of AI with Concrete KPIs
- Customized Roadmap Based on Your Company's Area and Size
- How to Determine if Your Company Needs Prompts, Automations, or Agents

CREATIVITY - PART 1

- What makes up my entrepreneurial DNA: What are my key elements? The unique value of one's personal story. Self-awareness as the foundation and intuition as a GPS.
- Identifying a unique differentiator and transforming it into a value proposition. What makes a value proposition powerful?
- Who and what influences me constructively? How do I influence others?
- Practical exercises and group sharing.
- A tailored elevator pitch: how to present myself strategically for the specific situation. Personal branding and managing oneself.

CREATIVITY - PART 2

- Study and analysis of success stories (and failures) across various creative businesses.
- Concrete examples and group analysis.
- Business model structure: its fundamental components, what each entails, and different approaches to building the model. MVP.
- Key relationships, strategic activities, and potential channels.
- How to design an authentic and strategic business model.

CREATIVITY - PART 3

- Internalizing concepts of productivity and planning. Action planning tools: setting ambitious future goals and working backward from them. How to measure the results of your actions.
- The 80/20 principle: where to focus without losing sight of the big picture.
- Your own operating system: processes, support mechanisms, and work habits.

MERGERS AND ACQUISITIONS (M&A)

- Introduction to M&A: Types of transactions (asset deals vs. share deals) and the underlying economic rationale.
- Legal due diligence: What is reviewed, why it matters, and how it impacts the price.
- Transaction structure: Price, adjustments, earn-outs, and protective mechanisms.
- Key contracts: SPAs, NDAs, LOIs, and critical clauses (representations and warranties, indemnities).
- M&A negotiation: Real-world dynamics between buyer and seller. Closing and post-closing: Common risks, integrations, and contingencies.

INTELLECTUAL PROPERTY IN BUSINESS AND STARTUPS

- What can be protected: trademarks, software, designs, content, know-how.
- Trademark registration: registrability criteria, Nice classes, and protection strategy.
- Common mistakes when choosing and using a trademark (and how to avoid them).
- Protection of know-how and trade secrets: confidentiality agreements and key clauses.
- Intellectual property in dealings with third parties: employees, freelancers, agencies, and influencers.
- Trademark disputes and defense of rights: oppositions, INPI hearings, and strategies.

INTRODUCTION TO THE JUDICIAL PROCESS AND CONFLICT RESOLUTION

- Stages of the judicial process in Argentina: complaint, service of process, evidence, and judgment.
- Differences between civil/commercial, labor, and arbitration proceedings.
- Actual costs and timelines of litigation: impact on businesses.
- Evidence in court: the value of contracts, emails, and documentation.
- Precautionary measures: risks and effects (seizures, injunctions, etc.).
- Resolution strategies: negotiation, mediation, arbitration, and litigation.
- How to prevent conflicts from a legal standpoint to avoid going to court.

SOME OF OUR PROFESSORS

Power Skills Specialist

DIEGO DALMAN

+ 100.000 followers on Linkedin

AI Specialist

JULIAN MEDINA

CEO at SourcingUp

Creativity Specialist

JOSEFINA RODRIGUEZ

Yuki Culture Founder

Legal Specialist

GONZALO EIRAS

Founder of Marei

02. FORMATION - OPTION B

SPANISH CLASSES

- There will be one professor for beginners and another for intermediate–advanced students.
- Credits may be granted if necessary.
- Location: Huerta CoWorking Dorrego 2133, Palermo
- The concepts outlined on the next two pages serve as guidance for both students and professors; however, they will be adapted to the group's needs throughout the course.

BEGINNER LEVEL

A1 – Beginner: At this level, students are starting their journey in the Spanish language. They can understand and use familiar and everyday expressions, introduce themselves and others, answer simple questions, and interact at a basic level as long as the other person speaks slowly and clearly.

A2 – Elementary: Students at this level can communicate in simple and everyday situations that require direct exchanges of information related to common topics and basic needs such as shopping or going to the doctor. People at this level can talk about themselves and their environment in the past tense.

INTERMEDIATE - ADVANCED LEVEL

B1 – Intermediate: Here, students are capable of understanding and producing simple texts in familiar situations. They can participate in conversations on familiar topics, express personal opinions, deal with problems that may arise when traveling in Spain or another Spanish-speaking country, describe experiences, dreams, and ambitions, as well as opinions and plans.

B2 – Upper Intermediate: At this level, students have a good command of Spanish and can understand complex texts, participate in more advanced discussions on a variety of both concrete and abstract topics, express themselves fluently and spontaneously in social interactions with native speakers, and produce clear and detailed texts on various topics, expressing advantages, disadvantages, and their personal opinion. Level B2 is required in many universities to study in Spain.

C1 – Advanced: Students at this level have a high degree of fluency and accuracy in the language. They can understand extensive and complex texts, as well as express themselves fluently and structurally in formal and informal situations, demonstrating fluency and spontaneity.

03. EVENTS INCLUDED

04. TIME TO CHOOSE A PROJECT

- **Consultancy**: Local entrepreneurs will present their businesses directly to the students, offering an inside look into real-world challenges and operations.

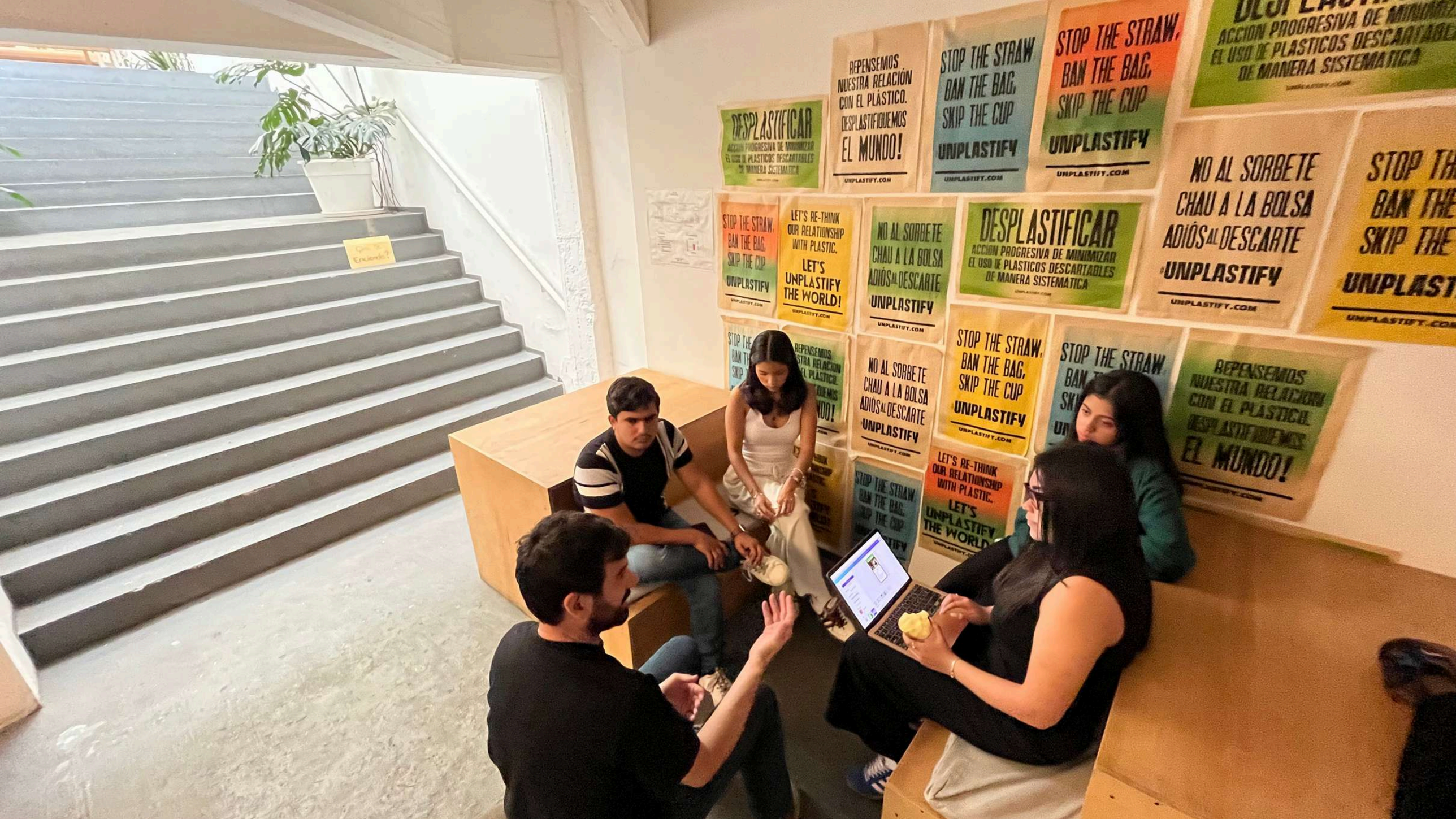
- **Entrepeneur:** Students will have the opportunity to develop their own startup or business idea as part of the program

- **Research**: They will undertake fieldwork with predefined objectives, aimed at enhancing their careers. This will involve visiting peers, relevant government agencies, and the entire ecosystem surrounding their profession.

¿QUE ES LA CREATIVIDAD
PARA VOS?

05. MEETINGS WITH ENTREPENEURS

- **Flashmentoring**: Local entrepreneurs will mentor students with the projects they have created in Buenos Aires.
- **Conference:** Students can engage entrepreneurs by asking open-ended questions focused on their startup's story, challenges, and future vision.
- **Innovation Park (PI):** Buenos Aires has a hub namely "Parque de la Innovación". We will visit and discover the projects they have been working on.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06- ADAPTABILITY

This program is fully adaptable and can be tailored to meet the specific needs, academic standards, and learning objectives of a partner university. For example:

Psychology Students will benefit from a tailored experience that connects theory with real-world practice in the fields of mental health, organizational behavior, and social impact.

Architecture Students: will engage in a hands- on learning experience that connects them with the built environment, sustainability, and city development in Buenos Aires.

CONTACT US FOR ANOTHER CAREER

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PODCAST FOR ALL

🎓 For Students (Group Format)

- Work in teams to develop short video segments that reflect your personal and professional interests. Explore discussion topics such as global education, entrepreneurship, sustainability, mental health, or innovation. Create engaging content for platforms like LinkedIn, Instagram, or TikTok, guided by media professionals. Showcase your international experience, your team, and your insights gained in Argentina

👩‍🏫 For Professors (Individual Format)

Record a professional video profile, ideal for use on academic websites, conferences, or social media. Share your thoughts on education, global collaboration, and your experience in Buenos Aires. Promote your institution through content that highlights its international partnerships and academic excellence. All content can be used to: Promote the home university's global engagement and academic programs. Highlight the impact of international experiences on both students and faculty strengthen institutional branding through authentic, high-quality media

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Course Day

Huerta CoWorking

14:30 to 15:30	Welcoming Asado
16:00 to 16:40	Time to work on the project and company meetings
17:00 to 20:00	Class

Project Day

Huerta CoWorking

16:00 to 20:00

Time to work on the project and company meetings

Last Day

Huerta CoWorking

09:00 to 13:00

Time to show the project you have been working on

One week program

- Transfer in/out Airport-Housing.
- Transfer to all the events.
- 5 days at Huerta CoWorking and/or local university (4 hours each) to have
- 3 meetings with entrepreneurs (60 minutes each) at least, 3 classes and place to exhibit the project.
- Consultancy or entrepreneurship project evaluation.
- Coffee Breack at Huerta CoWorking.
- 3 walking tours with a private guide.
- 1 barbecue.
- Ticket to a tango and theater show.
- Staff 24x7.
- Pictures and Videos.
- Palermo Rosedal and Puerto Madero visit.

Two weeks program

- Transfer in/out Airport-Housing.
- Transfer to all the events.
- **10 days** at Huerta CoWorking and/or a local university (4 hours each) to have **6 meetings** with entrepreneurs (60 minutes each) at least, **6 classes** and place to exhibit the project.
- Consultancy or entrepreneurship project evaluation.
- Coffee Breack at Huerta CoWorking.
- 3 walking tours with a private guide.
- 1 barbecue.
- Ticket to a tango and theater show.
- Staff 24x7.
- Pictures and Videos. **Podcast.**
- **Buenos Aires City Legislature** and **Innovation Park** visits.
- Palermo Rosedal and Puerto Madero visits.

HOUSING

- Bulnes Eco Suites Hotel (8.7 Booking reviews)
- Apartments located in Recoleta, Palermo or Belgrano
- Private apartment for professors

ARGENTINA FOR ALL

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youtube.com/argentinaforallvideo

Dorrego 2133, Buenos Aires,
Huerta CoWorking.