

# ABOUT US

## SANTANDER INTERNATIONAL ENTREPRENEURSHIP CENTRE

In CISE we truly believe that in order to change society, entrepreneurs with initiative, creativity, talent and enthusiasm are fundamental.

This is why we promote innovative programmes that include open methodologies and real-life experiences that stimulate our entrepreneur's creativity. Our initiatives encourage this entrepreneurial culture and seek to support innovation in existing business models and the creation of start-ups, with the sole purpose of contributing to economic and social progress.

The Centre was started in 2012 within Cantabria International Campus as a result of the agreement between the University of Cantabria, the Government of Cantabria and Santander Bank with its Santander Universities division.



*Growing from people's ideas and talent*





*Creating entrepreneurial culture*



## WHAT MOVES US

To build a better society based on innovation and creativity, entrepreneurial people with initiative, creativity, talent and enthusiasm are needed. CISE aims at supporting the development of those skills and at providing tools to facilitate idea development and growth thereby generating a positive change that adds value to our society.



# PROGRAMS

CISE manages entrepreneurial activity observatories and promotes entrepreneurship research projects on entrepreneurial culture and new methodologies. The Centre also develops and implements high quality educational programs and training activities and promotes the generation of start-ups.

Todo ello en cuatro líneas estratégicas:

- The promotion of entrepreneurial culture..
- Research in entrepreneurship.
- Education and training in entrepreneurship.
- The transfer of knowledge to support entrepreneurial and innovative initiatives.

## RESEARCH



## START-UP ACCELERATORS



## ENTREPRENEURIAL CULTURE



## EDUCATION AND TRAINING



*The world's foremost study of entrepreneurship*



## GEM SPAIN

The Global Entrepreneurship Monitor (GEM) is a worldwide entrepreneurship network that aims at producing high quality information on entrepreneurship available to a wide public.

Within the framework of this global project, CISE leads and coordinates the RED GEM Association in Spain, which is formed by 15 research teams from the academic and business world in Spain.

The NETWORK has the support of 90 institutions and businesses and has Santander Bank as its main supporter –through Santander Universities – as well as the Foundation Rafael del Pino.

[www.gem-spain.com](http://www.gem-spain.com)







*A programme to foster innovative spin-offs*

## DOCE

DOCE is a programme created by CISE that is aimed towards doctoral students, researchers and professionals to encourage the creation of businesses based on the potential of the knowledge.

The programme develops the competencies and entrepreneurial skills of its participants as a means to obtain the programme's real goal: to fuse scientific production with business expertise to encourage the creation of spin-offs and start-ups.

The DOCE programme's phases include the generation of ideas, their incubation and help during the creation of the business.





*A springboard for innovative ideas*



YUZZ

YUZZ is a national programme that councils and trains young entrepreneurs between the ages of 18 and 31 years old who want to develop a technologically based idea.

The programme provides participants with multiple infrastructure and equipment-rich work centres located throughout Spain, as well as providing them with tutoring and multidisciplinary assessment programmes and the support of a wide network of experts.

YUZZ rewards the best projects in each centre with a trip to Silicon Valley and hands out 60,000 Euros among the three best ideas. For the VII edition we have incorporated the YUZZ Women Award endowed with 20,000 Euros and the Fintech Award for the most innovative projects in the area of finance.

[www.yuzz.org](http://www.yuzz.org)

## AN ECOSYSTEM TO DEVELOP TECHNOLOGY-BASED PROJECTS



## E2

### e2: “estudiante x emprendedor”

The e2 Programme: Student x Entrepreneur is one of our most exciting CISE projects that was started in the University of Cantabria and was replicated in vocational training centres and other Autonomous Communities.

Through the “cascade” learning methodology, in the e2 program we create multidisciplinary groups formed by a lead student who tutors four other fellow students supported by a business mentor who is trained along with the lead students and advises them in developing their business ideas.

After this experience, CISE provides the knowledge and the talent of e2 university students to the Vocento Group’s STARTInnova programme. Thanks to the tools they acquired, these students become tutors for secondary school student projects that participate in El Diario Montañes programme.

[www.e2.cise.es](http://www.e2.cise.es)



*The best “gymnasium” to build up your skills and competencies*







*A different education that fosters great projects*

## MASTER'S PROGRAMME IN ENTREPRENEURSHIP

The Master's programme in Entrepreneurship focuses on the student's learning from their own experiences and uses hands-on practice as training to enhance their entrepreneurial competencies.

The training programme combines workshops, real-life simulation sessions and classes based on the methodology Learning by Doing, which fosters the development of skills like creativity, negotiation and networking.

The Master's programme is unique and stands out because of the highly valued opportunity for students to achieve a double degree.

[www.masterenemprendimiento.cise.es](http://www.masterenemprendimiento.cise.es)

# SANTANDER ADVANCE

The course Advance in Business Management, along with the seminars and sector specific courses for SMEs provided by CISE, consist of training programmes with the goal of developing and bringing SME managers from all of Spain up to speed in topics of maximum strategic interest for their businesses.

These activities are part of the Santander Advance Programme that Santander Bank has launched to foster the development of SMEs and accompany them in their development. The courses combine lectures given by experts, debates on real-life experiences and networking spaces, with the objective to give executives ground-breaking tools to make them more capable of developing and leading successful positioning and expansion strategies in their businesses.



*Advance fosters the development of SMEs and accompanies them in their growth.*





# CISE-BABSON

## Symposium for Entrepreneurship Educators

BABSON Symposium is a programme orientated towards providing hands-on training and innovative tools that allow participants to become expert trainers in entrepreneurial initiatives.

This initiative, sponsored by Santander Bank through Santander Universities, is a personalized version of the programme Symposium for Entrepreneurship Educators in Babson College –considered the most prestigious academic institutions in the world in terms of entrepreneurship– and seeks to create an international group of educators in entrepreneurship linked to CISE projects.



*The best training for entrepreneurship trainers*



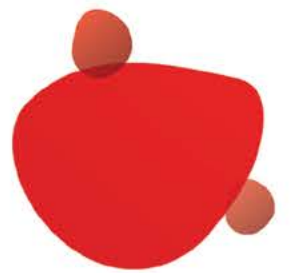


# INSTALLATIONS

CISE provides an environment in line with its objective of promoting peoples entrepreneurial culture. It has unique, dynamic spaces that inspire innovation and allow entrepreneurs to carry out their projects in a work environment that strengthen their collective creativity.

The Centre's philosophy becomes a reality in the co-working areas. These include an open set of tiers inspired by an amphitheatre, a central square with a meeting and debate area and a flexible space dedicated to training.

*Ideas, colectivo, alma*





## PARTNERS

CISE bases its programmes on national and international best practices and works together with leaders such as the entrepreneurial university Babson College (USA) - considered the most prestigious academic institution in the world in entrepreneurship -, university networks such as the Campus of International Excellence Habitat 5U and the rest of Spanish universities through the CRUE network as well as business schools such as the Industrial Organisation Business School (EOI).

The Centre has access to a wide network of more than 1,100 universities in 17 countries including Brazil, USA, Germany, UK, China, Russia and Mexico, among others, through the Santander Universities Division of Santander Bank as well as Universia and RedEmprendia.



## ACKNOWLEDGEMENTS

CISE is an institution certified by the Government of Spain through the Ministry of Employment and Social Security. This label recognizes CISEs contribution to the creation of youth employment and endorses its action plan dedicated to the promotion of an entrepreneurial culture.

The “e2: Student x Entrepreneur” program has been honoured by the UNESCO Chair of University Policy and Management of UPM through its program “Promoting Active Education”, and the Spanish Confederation of Junior Companies (CEJE) for its innovative approach towards entrepreneurial education and support.





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