

Cooperative-Lab HSG in Latin America

Fostering the entrepreneurial behaviour.

Promoting knowledge exchange and transcultural studies.



What is the Cooperative-Lab?

*The HSG Cooperative-Lab is a match-making platform between scholars' researches and practioners' projects **in the context of SMEs in Latin America** aiming at developing the **entrepreneurial behavior beyond the classroom**.*

Three main areas of action

- **Professional Traineeships:** Students apply for clearly defined projects in SMEs, which vary from one to three months and start before joining the company on site.
- **Knowledge Exchange:** Cooperation between partner schools regarding a specific subjects of interest. In this case, the final expected product is a joint publication.
- **New Projects Development:** For projects starting from scratch. Following a shared idea, a group of students and/or researchers form a consortium to write, propose and implement a project. Such projects must be conducted in partnership with SMEs, schools and associations in target countries.

What is unique about the HSG Cooperative-Lab?

- Match-making in between HSG scholars' research to **existing small/mid-sized for-profit enterprises** with high local social-economic impact in Latin America;
- Intrapreneurship projects;
- Projects are performed in a **partnership** format (both sides with a learning open-mind);
- Students real on-site experience in SMES in Latam – this will **influence the profile of future business leaders**;
- Students to attend a before-hand training about inter-cultural relations;
- Projects are performed with the support and **coaching of Alumni members (mentors)**;
- Sounding board and joint projects with **partner Universities** and the **Swiss Chambers of Commerce**



Pilot projects

• *Business Traineeship*

Company – Smart-Life (nutraceuticals)

Project objective- Support the development of a Channel Strategy Concept; Guerrilla Marketing; or Brand Image Research

Time Frame – 3 months (from 02/08 to 29/10) in São Paulo

Alumni Mentors: Lukas Fischer & Immo Paul

In-coming Student: Philip Longoni (BWL)

Deliverables: The defined project execution + a summary paper about the in-market experience and results



smartlife
l i f e s t y l e p r o d u c t s

Trainee statements / reported experiences in the follow-up meetings

Project 1 – Marketing Concept

This project was key priority during the first month

Objectives

- Segmenting actual **consumer base**;
- describing consumer purchasing **behavior**;
- creating specific **claims** and visuals for **communication**.

Approach

- Setting up **model** for measuring potential consumer demand for energy products;
- Identifying relevant **focus groups** with different lifestyles;
- performing model **sanity checks**;
- developing targeted **claims** and visualization.

Challenges

- Understanding consumer knowledge as a **foreigner**;
- lack of data **“nutraceuticals”** market;
- tight **budget** restrictions.

Delivered:

- Segmented actual **consumer base**;
- description of consumer purchasing **behavior**;
- specific **claims** and visuals for **communication**.

Outstanding:

- Include market study **results** in concept.

Project 2 – Trade Marketing

Putting into practice the results from project 1

Objectives

- Developing a **trade marketing** strategy for convenience stores;
- creating **customized** tools for centralized sell-in;
- **sell-in** into to convenience store chains.

Approach

- Analyzing available **market** data and business models;
- gathering **sell-in experience** from peers;
- identifying key **contacts** per chain;
- starting **negotiation** with customized offers;
- testing and exploiting new **communication approach**.

Challenges

- **Time-consuming** to find the right information;
- being a **new player** facing sourcing specialists;
- **resistance** to negotiation attempts via phone.

Results

Delivered:

- **Mapping** of convenience store chain business models;
- Customized **toolbox**.

Outstanding:

- Successful conclusion of a **sale**.

Personal experiences

An exciting, intensive and fun learning experience

Breathing start-up air



Integration into the
SMART team



Intercultural deep-dive



Meeting the
Swiss Government



What is expected from a HSG Alumni member?

- To act as mentors;
- Support the development of traineeship opportunities, being them in SMEs or not
- Give access to opportunities through individual networks;
- Alumni's involvement supports the professional development of future colleagues
- Alumni will support the HSG reputation and awareness in Latin America



Alumni Lukas Fischer and Immo Paul, from Smart Life, who are hosting the first Cooperative-Lab business traineeship program in their company.

Pilot projects

- ***Knowledge Exchange***

Partner schools – Health Management Institutes from the Fundação Getulio Vargas and University of St.Gallen

Project objective- Comparative case study between public-private health management systems and realities in the cities of Cotia and St.Gallen

Involved researchers: Prof. Dr. Ana Maria Malyk (FGV), masters student Mariana Carrera (FGV), Dr. Harald Tuckermann (HSG-IDT)

Time Frame – 6 months (from 01/08 to 29/12) through remote collaboration

Deliverable: A joint paper, to be submitted to a specialized publication or presented in an international congress



Pilot projects

- *New Projects' Development*

Partner schools – Institute for Business Ethics (Uni. St.Gallen) & City of Knowledge (Uni. São Paulo, Communications School)

Project objective- Research about serious games for educational purposes in Latin America.

Involved researchers: Thorsten Busch (doctoral candidate and professor assistant at HSG-IWE), Prof. Dr. Gilson Schwartz (USP-City of Knowledge)

Time Frame – to be defined in line with the EU Pro-ideal bid

Deliverable: A joint project to be submitted for the EU Pro-Ideal funding + implementation.



Incomming projects

- In Brazil:
 - Endeavor (High-Impact Entrepreneurship);
 - Axial Gestao (Agribusiness – Private equity);
 - Bunge Brasil (Agribusiness, Bioenergy)
- Argentina and Chile
 - Projects to be developed first semester 2011

Key stakeholders' statements



What else can better symbolize a school's good reputation and sense of identity between its students, than its Alumni involvement with the Alma-Mater? The Coop-Lab is a good example of a life-long care and sense of belonging which connects the Alumni among each other and to the University of St. Gallen.

Wolfgang Reichenberger, Alumni Council member and Cooperative-Lab local delegate.



By participating in such projects, students are able to have an in-site experience as consultants of small enterprises in the business context of Latin America and can bring HSG knowledge to local companies. The Coop-Lab also reinforces the already existing long-term presence of the University of St. Gallen in the region.

Yvette Sánchez, HSG, CLS Director.



The Cooperative-Lab is a learn-by-doing experience which will support the development of the next generation of people who will lead; people with not only technical knowledge but also a strong sense of corporate citizenship.

Jürgen Brücker, Associate Dean International Relations.

For more information...

For more information and projects proposals, please contact:

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