



Emprendimientos Innovadores Latinoamericanos (Spanish Edition)

Jorge Hernán Mesa Cano

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El final del año 2000 significó un período de cambio, de grandes transformaciones, de generación de nuevos retos y, algo muy importante, fue el punto de partida de un programa de emprendimiento para la Universidad EAFIT, una de las universidades más prestigiosas del contexto colombiano en los campos administrativo y empresarial. En ella, un grupo de egresados, quienes se autodenominaban "Los 12", a través del tiempo de permanencia en la Universidad lograron, por medio de ahorros y del aprovechamiento de oportunidades, crear alrededor de cinco empresas. Infortunadamente, con rapidez vieron cómo sus sueños se derrumbaban; emprendimientos como Pisa Papel (empresas del mundo de la red o del tipo ".com"), Cremosil (compañía de productos químicos), Greentech (empresa de biotecnología), entre otras, fueron muriendo poco a poco. Esto era algo difícil de asimilar, pues los jóvenes que lograron materializar sus ideas en empresas sobresalían por su alto nivel académico; varios de ellos fueron ganadores de condecoraciones y reconocimientos durante sus estudios y, además, su liderazgo los condujo al mundo de la política, llegando incluso a desempeñar altos cargos en gobernaciones y alcaldías.

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