



MEXICO

Impact Hub CDMX — Fostering equality through inclusive youth entrepreneurship



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Puebla, Mexico, features a world-class industrial centre, but has widespread poverty in surrounding communities. Training young entrepreneurs could help to address this economic gap.

With support from the Julius Baer Foundation, Impact Hub Ciudad de México (CDMX) aims to train a new generation of entrepreneurs in the state of Puebla. By providing marginalised young people with courses, mentoring and connections to Mexico's broader entrepreneur-

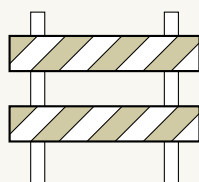
ship ecosystem, Impact Hub strives to better distribute the benefits of economic growth. Its intervention targets the municipalities of Zacatlán and Atlixco, where inequality is high and discrimination often occurs based on factors like ethnicity and gender. This particularly harms young people, leading them to migrate in search of prospects elsewhere. Impact Hub's approach empowers youths to create their own opportunities right at home, with the backing of a support network, business professionals and seed capital. Ultimately, the initiative should serve as a 'social elevator' enabling young people to earn an income that supports true well-being.

Quick facts

- Municipalities of Atlixco and Zacatlán, State of Puebla, Mexico
- Project support: 2024–2026
- Grant amount: CHF 110,000 per year
- Linking start-up founders and advisors together with underserved young people
- Goal: Enabling vulnerable youth to adopt an entrepreneurial mindset, learn the ins and outs of starting a business and turn their own ideas into successful, income-generating ventures

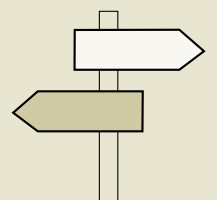
From exclusion and lack of prospects ...

In the municipalities of Atlixco and Zacatlán, motivated young people from communities with limited resources who have few or no chances to learn how to start a business.



... to structured support and an entrepreneurial path forward.

The Impact Hub's Empeñe Juventud Poblana programme provides youths with mentoring, a support network, seed capital and links to experts. Participants are accompanied from project incubation to formalisation.





“The programme **Emprende Juventud Poblana** is designed to help the youth of Zacatlán and Atlixco identify entrepreneurship opportunities that align with their life vision. They have access to highly trained mentors and a chance to incubate and launch their ventures. So, I would say to the young people of Puebla: **Take a leap of faith! Trust yourselves and build a tomorrow that brings you great joy!**”

Alejandro Souza, 37, Founder of Pixza and mentor

OUTPUT



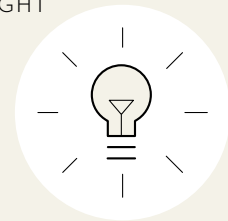
Each year, the Impact Hub CDMX aims to engage **350 young people in its inspiration events** and **100 young people in its incubation programme**, resulting in the **formalisation of at least 50 ventures**.

OUTCOME



At the end of three years, **first-year projects** should be **operating and generating income** for their young founders and communities.

HIGHLIGHT



Participation in the first round of ‘inspiration talks’ with young people in Atlixco and Zacatlán exceeded all expectations. Many participants wrote letters to thank the organisers for the rare opportunity.

Using entrepreneurship to inspire change

- Puebla is the fourth poorest state in Mexico, yet it ranked 22nd in the 2023 State Competitiveness Index – three places higher than in 2022 – and boasts highly successful automobile factories in its capital city, for example.
- These characteristics attest to the region’s significant inequality, but also indicate the potential for better integrating marginalised youth into Puebla’s strong and growing business sector.
- The Impact Hub’s approach focusses on youth, inclusion and entrepreneurship as tools for social mobility. It strives to open up social and economic capital to historically excluded populations.
- Its comprehensive annual programme consists of three phases.
- In the ‘inspiration’ phase, youths participate in workshops that help them develop an entrepreneurial mindset. Success stories and motivational talks help to encourage and inspire them.
- In the ‘incubation’ phase, they take part in a tailored course for early-stage start-ups, obtain access to social and economic capital and initiate their own project.
- In the ‘specialised programme phase’, expert consultants help participants transform their projects into formalised ventures.

About Impact Hub CDMX

Impact Hub Ciudad de México has been developing and implementing entrepreneurship programmes for ten years, with a special emphasis on inclusivity. To date, it has supported over 1,500 innovated ventures and linked them to USD 1 million in funding. Its locally rooted, globally connected network now spans over 25,000 impact makers driving societal change in 110 settings across 66 countries.



More information about Impact Hub CDMX and its work in Mexico

Do you feel inspired by the Impact Hub CDMX project and would like to support it?
Please do not hesitate to get in touch with us!
foundation@juliusbaer.com



Learn more about our mission and our projects on the Wealth Inequality Initiative platform.

Julius Baer Foundation

Established in 1965 by Walter J. Bär (1895–1970), the Julius Baer Foundation has a long history of supporting diverse philanthropic initiatives. Today, our focus is on reducing wealth inequality by convening leading thinkers and actors on the topic and supporting projects worldwide that foster collaboration between individuals, groups and organisations across the wealth spectrum to create a world of equal opportunities.

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