

noga Innpresa

noga Innpresa is a program that follows the model of technological innovation and adaptation developed in Israel, adapted to the Latin American reality

One hundred hours of consultation, advice and mentoring per company

100 hours of consultation, advice and mentoring are offered to participating companies by the nogapplus team; by professional Israeli and Mexican advisors and consultants.

Local innovation team

A local innovation team has been formed for this program to support the selection process of the participating companies, the coordination of the program and the

Participating companies

Companies that can participate in this innovation program should have the following characteristics:

- Small and Medium Businesses from the traditional sector (with at least 25 employees).
- Operational for at least 5 years.
- Organizationally and financially stable.
- Interest in internal development of innovation.
- With economic capacity to invest in supplementary studies along this process.
- Whose management show willingness and dedication to the program; and who dedicate someone full-time to the program (who is fluent in English).

Duration

Six months: four months of work with the companies, and two more at the start and end of the process.

Contact with Israel

The program also offers alternative networking opportunities with Israeli companies relating to innovation.

Participating companies also have the possibility to travel to Israel to familiarize themselves with the ecosystem and search for solutions.

noga Innpresa offers participating companies:

- The implementation of the Israeli methodology, adapted to the Latin American reality.
- Sesiones de inducción al Mindset emprendedor e innovador israelí.
- Work sessions with Israeli and Mexican consultants throughout the program.
- 100 hours of mentoring, advice and consultancy with Israeli and Mexican consultants, experts in the area of innovation in companies, to develop a proof of concept.
- Networking alternatives in Mexico and with Israeli companies relating to innovation.

Objectives of nogapplus Innpresa

- Incorporate innovation into traditional companies, starting by identifying opportunities for innovation and the development of proofs of concept for technological products, with a clear focus on global marketing.
- Develop skills within the company to continue to take advantage of the innovation tools in a structured manner.
- Enhance opportunities for innovation in international markets.
- Networking and cooperation.