



**MBARCH  
ENTREPRENEURSHIP  
CHALLENGE**

**2021**

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## I. INTRODUCTION

IE School of Architecture and Design announces its second edition of the “MBArch Entrepreneurship Challenge” for young architects and designers. We are seeking to attract top talent from around the world to take part in our Master for Business in Architecture and Design for the upcoming academic year.

All those who hold a Bachelor or a Master Degree in Architecture, Design or related fields, who have between 2 and 10 years of work experience, and who have a passion for both entrepreneurship and the built environment are eligible to compete for the IE MBArch Entrepreneurship Challenge.

The winning entries will be awarded a scholarship toward tuition for the IE Master in Business for Architecture and Design (commencing in April 2022).



## II. BRIEF

In a rapidly changing world, we need entrepreneurs who are capable of questioning everything around them and changing it for the better. They challenge the status quo—whether that’s in business, industry or society—and are able to orchestrate people, resources and processes around problem-solving visions. On their journeys, they innovate, seek a positive impact and build valuable businesses.

Spatial design activities and the vast global construction industry are also in the midst of a deep transformation—motivated, among other factors, by a shifting business culture, new technology, and urgent environmental and social pressures. However, for intrepid and creative minds—and designers are among the most gifted in this respect—changes ALWAYS imply OPPORTUNITY.

If you work in architecture, landscape, construction, urban design and planning, interior design, civil engineering or other related fields, this challenge is for you. We are seeking optimistic and young entrepreneurial professionals with less than 10 years of experience, who have identified a relevant problem in their industry and would like the chance to solve it.

Before inventing or designing solutions, the first two steps of any entrepreneurial journey are:

1. **communicating the problem you discovered to the world with eloquence;**
2. **explaining why there is an opportunity to create value and build a business around it.**

Being a successful entrepreneur in this field requires applying spatial design creativity and skills that go well beyond spatial production itself. This entrepreneurial approach contributes to making our industry more impactful, diverse and rewarding for all.

## III. HOW DOES IT WORK?

We have identified **five key areas of improvement related to spatial design and construction**, plus a series of simple questions to guide you through these first steps of the entrepreneurial journey. **All you need to do is: select your interest area below, read the form questions, put your brilliant mind to work, and fill in the answers!**

## IV. IMPROVEMENT AREAS: CHOOSE YOUR ONE

1. **IMPROVEMENT AREA 1 > DESIGN & MANAGEMENT (DM)**  
Managing and motivating creative teams, optimizing operations to efficiently and profitably deliver good design, and dealing with complex projects with multiple stakeholders all imply numerous challenges.
2. **IMPROVEMENT AREA 2 > SUSTAINABILITY (S)**  
This is one of the most urgent challenges of our time, and demands that humanity transforms all industries, regions and mindsets. Our realm produces nearly 40% of global CO2. We are still largely inefficient at reducing waste, soil and water pollution or energy investment in construction, and also make environmentally-poor design decisions.
3. **IMPROVEMENT AREA 3 > URBAN LIFE AND URBAN SPACE (ULUS)**  
Cities are arguably the greatest and most complex human invention. Good cities contribute to thriving lives and communities while they foster efficient human activity. On the other hand, dysfunctional cities generate inequality, insecurity, unhealthy lifestyles and environments, wasted time and greater energy consumption, to name just a few problems.
4. **IMPROVEMENT AREA 4 > CONSTRUCTION MATERIALS AND INNOVATION (CMI)**  
Brick and mortar construction needs to evolve according to different contexts and regions, becoming more efficient and locally grounded. In some regions, we need technology, prefabrication or new materials and systems, while in others, a more thoughtful approach to on-site methods and materials is needed.
5. **IMPROVEMENT AREA 5 > MARKETING & BUSINESS DEVELOPMENT IN DESIGN (MBD)**  
Spatial design companies (including architecture firms) often use poor strategies and tools, and dedicate little time to communicating the value of design to society, attracting new clients and differentiating themselves in the market. In this highly competitive environment—in which boutique design offices should be able to compete against and partner with bigger practices—getting this element right is fundamental for both.

## V. DOCUMENTS TO BE SUBMITTED

- Each candidate must deliver:
- a .pdf format (maximum size 1 MB), vertical layout, maximum 5 pages long, to be uploaded on the personal login area;
  - in a maximum of 5 slides, using a landscape format 16:9 or 3:4, summarize your submission including one potential path for exploration—whether technological or another type of solution—that could help address this problem. Mixing graphics and text, tell us why this path could lead to more interesting solutions than others.
  - *all texts must be in English;*
  - *font, sizing and layout must be kept consistent with the given template, which can be downloaded on the competition website;*
  - *the files must be named as follows: surname\_name\_improvementarealetter.pdf (eg. in the case of candidate John Smith, candidate for “Sustainability”, the file will be named: Smith\_John\_S.pdf).*

- Each document must contain:
- the title showing the area for which the document is applying: (DESIGN & MANAGEMENT (DM); SUSTAINABILITY (S); URBAN LIFE AND URBAN SPACE (ULUS); CONSTRUCTION MATERIALS AND INNOVATION (CMI); MARKETING & BUSINESS DEVELOPMENT IN DESIGN (MBD));
  - Answer to the given question (Q1-Q8).

**The selected finalists will present these slides on our “Online Pitch Event” on the 16th December.**

## VI. REGISTRATION

1. Access to the website: [iearchdesign-challenges.com](http://iearchdesign-challenges.com);
2. register by filling in the required fields;
3. check your email to access the account activation and password registration area;
4. choose the password for your account;
5. download the documentation template for participation in the competition;

6. fill in the template consistently with the requirements of chapter V;
7. log in to your account;
8. choose the IE competition you want to participate in;
9. upload the required documents consistently with what is described in chapter V.

## VII. WHY IS THIS COMPETITION RELEVANT FOR ME AND FOR DESIGN AND CONSTRUCTION PROFESSIONALS?

At IE School of Architecture and Design, we are strong advocates of expanding the presence and impact of spatial design professionals beyond their traditional roles. Being surrounded by and closely collaborating with many of the most brilliant design professionals and companies, we know that this is possible.

Possessing an entrepreneurial mindset is fundamental to our industry, as it helps our talented colleagues around the world put their varied and unique skills to work for the benefit of themselves and the industry at large. At IE University, we believe that business and design not only need each other, but are stronger together. We see business as a vast symphony of management, leadership, communication and entrepreneurship at the service of design.

Designers not only think creatively, but also have exceptional, systemic, synthetic, and strategic minds. They’re used to working experimentally, and so thrive at the center of business innovation. Let’s apply this huge potential to our own realm, together, once and for all.

**Join us and become part of this exciting transformation!**

## VIII. IE MASTER IN BUSINESS FOR ARCHITECTURE AND DESIGN

The Master in Business for Architecture and Design (MBArch) is a cutting-edge program centered on business, innovation, and entrepreneurship, to train the future leaders in all aspects of the built environment. Participants

will explore the relationship between architecture and management, and the most advanced approaches to the world of design with top business professors and leading global professionals and companies.

- **Duration:** 15 months
- **Format:** Part-Time (Face-to-Face periods in Madrid and Amsterdam – Interactive online classes)
- **Language:** English
- **Location:** Madrid + Amsterdam + Online
- **Tuition:** € 28.200

## IX. PRIZES

The IE MBArch Entrepreneurship Challenge will award the following prizes to the winners:

1<sup>ST</sup>

Five (5) **1ST PLACE PRIZE** will be awarded consisting of: Admission to IE Master in Business for Architecture and Design program for the 2022-2023 academic year. Scholarship worth € 10,000 towards the program tuition fees.

2<sup>ND</sup>

Three (3) **2ND PLACE PRIZES** will be awarded consisting of: Admission to IE Master in Business for Architecture and Design program for the 2022-2023 academic year. Scholarship worth € 5,000 towards the program

tuition fees.

*The finalists will have an interview with the IE Admissions Department. All prizes are subject to rejection from the Admissions Department if candidate does not fit requirements of the program. If any winner participant rejects his/her prize, it will be passed to the author of the next best project best designated by the jury.*

## X. CALENDAR

11<sup>th</sup> October – Challenge launch  
3<sup>rd</sup> December – Material submission  
13<sup>th</sup> December – Jury deliberations  
16<sup>th</sup> December – Finalists Pitch event  
17<sup>th</sup> December – Winners announced

## XI. REGISTRATION FEE

There are no registration fees for the IE MBArch Entrepreneurship Challenge. Registration and submittal must be completed through the competition page [iearchdesign-challenges.com](http://iearchdesign-challenges.com)



## XII. JURY

The documentation will be studied by the Jury members maintaining the anonymity of participants. The winners of the IE MBarCh Entrepreneurship Challenge will be selected by the following Jury members:



### JERÓNIMO VAN SCHENDEL

*Director of the Master in Business for Architecture and Design*



Jerónimo has worked with some of the most renowned architects in Spain such as Cruz y Ortiz, Rafael Moneo, and AS+, and is an IDEO SF CoLab Fellow 2016 (IoT & Blockchain Innovation Lab). After serving as Office Manager at Ábalos + Sentkiewicz AS+, with several projects in Spain, China and Latin América, he started a new professional endeavor in 2020, founding and leading [www.Bildia.com](http://www.Bildia.com) a platform for integrated procurement in construction. His teaching and independent work is focused on identifying scalable entrepreneurship opportunities in the intersection of design, AEC, and technology, mainly through platform business models.



### MAURICIO TESSI WEISS

*Investment Manager at CEMEX Ventures*  
**(Master Juror)**



Mauricio is an Investment Manager at CEMEX Ventures, the CVC arm of CEMEX, investing in early stage ConTech startups, globally. He's also a board member and angel investor with more than 10 years experience in the construction industry.



### CRISTINA MATEO

*Associate Dean IE School of Architecture and Design*  
**(Master Juror)**



Cristina is Associate Dean at IE School of Architecture and Design. She is a specialist in urban ethnography, branding, communication, and E-Transformation & New Business Models. Cristina Mateo trained as a journalist and holds a Ph.D. in Sociology, from Goldsmiths College, University of London and an Executive MBA specialised in E-business, from IE Business School.



### MAXIMILIANO ARROCHET

*Director at AL\_A*  
**(Master Juror)**



Maximiliano Arrochet is director at award-winning architecture studio AL\_A. He led the design for the Museum of Art, Architecture and Technology in Lisbon and the recently completed centre for the cancer care charity Maggie's in Southampton. He is currently leading the project teams for three new hospitals in Cyprus and the design of a prototype fusion demonstration plant for Canadian clean energy firm General Fusion. Studying first at the University of Bath and then Westminster University, Max joined Future Systems in 2007 and was made a director of AL\_A in 2012.

## XIII. FREQUENTLY ASKED QUESTIONS

### What do I need to deliver?

Fill in the form as requested. That's all!

What we want you to do is share with us the problem you have discovered in your industry and would like to solve one day. Our questionnaire guides you through a series of questions, and your responses are your submission—no more, no less.

We want you to focus on the most essential part of the entrepreneurial journey, which is identifying a problem and framing its opportunity. The questionnaire is accordingly designed to help you focus on this. Nevertheless, you can demonstrate your creative potential at the end of the questionnaire, where you will have the opportunity to upload some initial ideas or reference points for potential paths to solve the identified problem.

### Is this competition for me?

This competition is for young professionals who have two to 10 years of professional experience working in any field related to spatial design and/or construction. The competition is in English, since the Master in Business for Architecture and Design is taught only in English.

### Where is the MBArch taking place and can I apply from any part of the world?

The MBArch is a blended program: the program is taught online for 15 months with two weeks spent in Madrid, two weeks in Amsterdam, and one week in London. Our students follow the online parts from their home countries, and travel to each destination for gatherings and activities as and when required. All of our students work while studying. Over 30 nationalities are represented in the program, and with 138 nations represented on campus, IE University is the most diverse campus in the world!

### What documents should I deliver and where should I send them?

In order to participate, you only need to answer the questions given in the template and upload the .pdf file onto your personal page of the website.

## XIV. OTHER NOTES

IE School of Architecture and Design is the convener and organizer of the IE MBArch Entrepreneurship Challenge, undertaking the call through the competition web platform [iearchdesign-challenges.com](http://iearchdesign-challenges.com) managed by Young Architects Competition, YAC SRL, which performs the management functions of the competition and supports the participants. YAC srl is also the owner of the processing of personal data of candidates; see the [link](#) for more info on the terms and conditions of the service.

IE School of Architecture and Design as convener of the Prize and as the competition manager reserve the right to modify the competition deadlines if necessary in order to make sure that the competition is correctly run. These changes will be duly communicated via website. By registering, participants accept that they will comply with all Terms and Conditions and that they accept that Instituto de Empresa, S.L., IE Universidad and Fundación. IE may use their data (name, email, professional experience and academic background) for commercial purposes and in their databases by sending commercial information and / or information about its activities.

Participants guarantee they are the legitimate owners of the work submitted and ensure they have not violated intellectual or industrial property rights of third parties.

## XV. ACKNOWLEDGEMENTS

IE School of Architecture and Design would like to thank the members of the Jury of this Prize for their collaboration and dedication, as well as the collaborating businesses for their support, dissemination of the work of the participants.

## XVI. PARTNERS





