

SOCIETY

# Support for entrepreneurship: Talentum\_

Through its 'Talentum' programme, Telefónica creates work and digital apprenticeship opportunities for thousands of young people and university graduates



'Talentum Startups' wants to become known as a driver of talent and reflect the presence of women in ICT careers

**Talentum Schools** is a Telefónica initiative with the aim of promoting the development of technology creators in children and adolescents, aged 14 to 18 years, developing their creativity and innovativeness.

The initiative, which follows the approach of "learning by doing", is carried out in open and free workshops in Movistar stores, which are complemented by a follow-up on the online platform Talentum Schools. The activities offered cover various areas such as programming, robotics, augmented reality or developing mobile apps.

The programme is currently being developed in eight Spanish cities (Madrid, Barcelona, Valencia, Seville, Bilbao, Zaragoza, Palma de Mallorca and Granada) and during 2014 we will continue the expansion of the programme to new stores and cities across the country.

With this initiative, Schools Talentum aims to generate technology creators while discovering and

promoting talent and providing participants with motivational tools to develop their creativity and innovation.

A year after the launch of Talentum Startups, it has become a programme of open innovation whose pillars are young talent, technology and entrepreneurship.

The Talentum Startups program invests in young people, enhance innovation and entrepreneurship as engines of growth. University students participating in the programme have the opportunity to develop professionally in high-technology innovation and face their professional future from a very different perspective. At the same time, the Talentum Startups programme is a major boost for the entrepreneurial ecosystem, because those start-ups are strongly reinforced in their technological part with what is currently most valued: technology resources.



Talentum Startups is a programme for the best, for university students who pass a rigorous selection process conducted by top professionals. Programme participants come from all regions, and so far have had the opportunity to participate in over 20 different locations across the country. It is an open innovation programme with the collaboration of more than 50 public and private institutions and corporations: accelerators, universities, foundations, corporations, municipalities, etc.

Talentum Startups is a Telefónica's programme for open innovation. In 2013, Ericsson was the first large corporation who joined the programme. For this year 2014, we will have new upcoming additions that will allow us to scale the programme and increase the number of young people participating.

Talentum Startups is a programme to support college careers in technology and the

entrepreneurial ecosystem. Talentum Startups targets university students of technology selected throughout Spain, who are offered a work experience in high-technology innovation. It is twofold:

→ **Talentum Startups Short Track**, designed for techies (developers, programmers, etc.) with an entrepreneurial spirit. We support the development of their own projects to develop the first prototype: mentoring, endowment, hardware, training, etc.

→ **Talentum Startups Long track**. The Talentum Startups develop technology start-ups in a technology accelerator.

