



Young Innovators in Hospitality

— Case Study

Heineken Spain wanted to spur employment and instill an entrepreneurial spirit in young people from Andalusia in order to encourage innovation in the hospitality sector and economic development in the region. They chose to use Bridge for Billions' online platform to create “*Emprendebares*”, their incubation program for young people ages 18-29, in order to have a lasting impact.

 Travel, Food, & Entertainment

 Spain

 2018

 Type: Impact

Young Innovators in Hospitality

Challenge

Finding an accessible, flexible, and engaging incubation platform for young people

Finding an accessible and fun solution to ground, motivate and Heineken set out to find the best curriculum and methodologies to support young entrepreneurs in Andalusia with projects in the hospitality sector, but was also looking for a way to give the entrepreneurs a comprehensive yet easy to follow platform. Supporting smaller-scale projects with the potential to have a big impact was one of their core objectives, but they didn't have the time, resources, or expertise needed to develop an incubation curriculum. Most importantly, Heineken needed a platform that could unify the entrepreneurs' work, streamline logistics and help to manage 43 teams at once, and complement what the entrepreneurs were learning in their in-person sessions to provide a more dynamic and engaging experience to keep these young entrepreneurs motivated.

Solution

Using a dynamic and comprehensive online incubation platform to propel businesses in the hospitality sector

At Bridge for Billions we believe strongly in "learning by doing" and our platform - a practical solution that helps entrepreneurs to go beyond theory - was built on this philosophy. Our online incubation program, centered on 8 Business Tools, offers comprehensive training that is both accessible and supportive, which were key needs for Heineken in keeping their target population of underemployed youth engaged and motivated. In building their program, Heineken needed an intuitive platform that could be used by young people with no university or professional development training. Our step-by-step process was just what they needed presents concepts in a digestible format so students of all backgrounds are able to successfully develop their business ideas. Heineken chose Bridge for Billions because it makes complex work like a market study or a business growth plan understandable and tangible for young entrepreneurs setting out to found SMEs.



Aitor Sabatié, Kiriom

Emprendebares Program Collaborator

"Bridge for Billions has helped keep the entrepreneurs engaged and supports them so that they don't feel alone, and helps them understand that this is a logical process that has stages."



Susana López Reichwehr

Head of Studies, Escuela de Hostelería
Fundación Cruzcampo

"Bridge for Billions offers a product that adapts perfectly to our needs, it really has no alternative at this level. It is a very nice addition to our program."

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Result

Through Cruzcampo's "Hospitality School", Heineken built 'Emprendebares', a free incubation program for young people from Andalusia aged 18-29. Bridge for Billions provided the full digital platform with key curriculum and learnings, while Cruzcampo's Hospitality School provided full-time mentors for the program and in person sessions that helped to deepen concepts and validate work. Our platform helped young entrepreneurs to bring their ideas down to earth, engage them in their work, and to thoroughly think through their ideas and structure their business plans. **Participants in the program say that Bridge for Billions has helped them to visualize their ideas and develop a tangible plan that they can execute with confidence.** Our platform ensures that no entrepreneur feels like they have to go through the process alone, and values the support of mentorship and collaboration as essential.



43
Projects



10
Full time dedicated mentors



100%
of the mentors said they would recommend the program to entrepreneurs



100%
of the entrepreneurs said they were more confident in their businesses



86%
average satisfaction score



About the Client

Heineken is one of the largest breweries in the world, with production offices in 70 countries and over 76,000 employees; their beer is a mainstay in hotels, restaurants, and bars around the globe, which makes them a significant player in the hospitality industry.

When Heineken decided that they wanted to have a lasting impact as leaders within the Spanish hospitality industry, they leveraged the image of their Cruzcampo brand beer (created in Sevilla) to connect with young entrepreneurs from Andalusia, and launched a program that would help those youth secure a career in hospitality.



Do you want to build a bridge with us?

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