

AMAZON EXPERIENCE

Cesupa Virtual Challenge



PROF. CAIO FANHA



PICK UP YOUR PHONE AND START YOUR
AMAZON EXPERIENCE...

OR GO TO:

[HTTPS://YOUTU.BE/GC6EJXKWBFW](https://youtu.be/GC6EJXKWBFW)

Graduation in Business and Administration at Cesupa;
Post-graduation in Marketing Management at ESPM-SP;
Master's degree with double diploma in Management
Science and International Management at the Catholic
University of Louvain, Belgium and University of Sydney,
Australia

(Top 3 / Ranking Financial Times);

Worked as Project Coordinator in the Department of
Corporate Social Responsibility of the multinational
ENGIE in Brussels, Belgium;

Professor and International Office Coordinator at Cesupa.

Owner of CCR Consult, a Consulting, Business Training
and Business Games company and also a Sport Gym.





<https://www.youtube.com/watch?v=TbrOez-mCPg>





The World
Changed
and it was right
on our turn





This two-week challenge focuses on developing a great virtual immersion **experience for those students who want to discover the Amazon Region**. In the first week, students attend workshops to learn about the Business Context of the **Amazon and its Opportunities**, and in the second week, they will have mentoring sessions with local entrepreneurs.



The Amazon Experience CESUPA Challenge applies the **Game Based Learning Methodology**. The objective is to expose the participants to a real living environment, which encourages the **student to develop 21st Century Skills**, such as Critical Thinking, Creativity, Collaborative Teamwork, Leadership, Communication, among others.



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The main objective of our game is to help develop a **new preservation mentality linked to the social and economic development of the Amazon Region.**

Each group must develop a business model that **uses inputs from the Amazon forest,** focusing on exports, but without commercializing the inputs as raw materials.





Number of participants:
Max. 60 Students From All Over the World

Team Division:
4 to 6 members per team

Challenge Goal:
Teams must develop a
social-environment Business Model to
export
products from the Amazon Region

Wins the challenge the one presenting the
most eco-efficient & profitable business
model

Registration Fee:
\$ 50 (US Dollars)





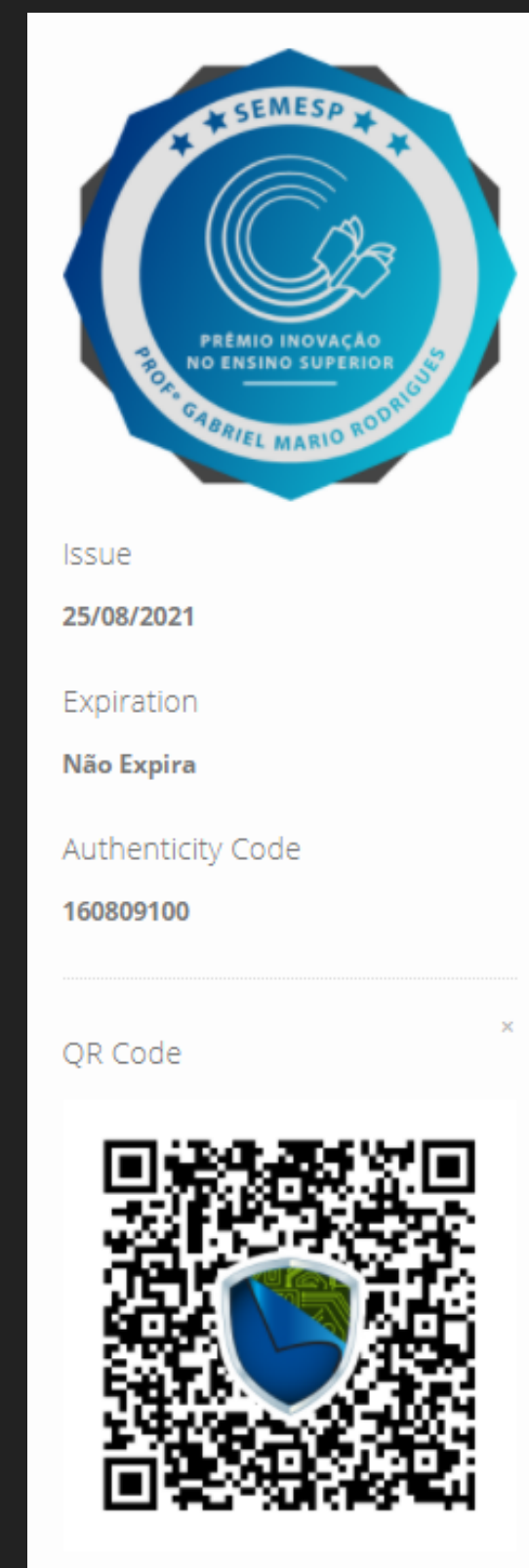
<https://www.youtube.com/watch?v=LgZGoBp7uGM&t=1s>



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INNOVATION AWARD FROM SEMESP

"INNOVATION IN LEARNING CATEGORY"



...

MELHORES RESULTADOS



2 1 3

GROUP 5 (PLA - ACID POLILACTIC)
GROUP 1 (ANDIROBA PET OIL)

GROUP 7 (EKOFURT)

You are viewing Paulo Monteiro Dos Reis' screen

Caio Fanha - CE... Jane Chen Diana Maxim

Paulo Monteiro ... Vitor Gabriel ... Raluca Bumb...

The Amazon forest holds 10 years of the world's CO2 emissions

Start Video Security Participants 41 Chat Share Screen Pause/Stop Recording Breakout Rooms Reactions



Lorena Pérez
Coordinator of UNi Career Development Unit at Finis Terrae University

Leandro Costa
Director of Woodwork, Entrepreneur Latin America

Thales Patello
Consultant at Ponto Digital Consultant

Florin Nechita
Associate Professor at Faculty of Sociology and Communication, Transilvania University of Brasov

Felipe Flausino
Chief Operating Officer at Unis Group

Sanjeet Singh
Head of Technology Business, Incubator at Chandigarh University

Salo Coslovsky
Associate Professor of Urban Planning and Public Service at New York University

Nick Oakes
Investment Director Brazil at Mirva Investment Fund

Roberto Smeraldi
Vice President of Instituto ATA



Participate with us in the Final Pitch through Youtube
<https://youtu.be/gBIHa3h4rms>

JOSEP MARVIN ... Caio Fanha - CESUPA Rafaela Ana Flávia ...

Guilherme Teodo... Tammy Stan Andreea Igo Marcos ...

Henrique Jonathan Martins... Vitor Gabriel 167... LILIAN MARQUE... Vicky liu

Tina Yang Larysa Tauany S... Yuri Yang Mia yuxiang

Dafina-Anastasi...

Sustainable Business Models and Lean Canvas
Amazon Experience

Victoria Mutran

...

AMAZON EXPERIENCE

Cesupa Virtual Challenge

THIRD EDITION ALREADY
OPEN FOR PARTNERSHIPS!

OCTOBER 15TH TO 29TH, 2021
8 TO 11 P.M. BRAZILIAN TIME

...

INTERNATIONAL PARTNERS ALREADY
CONFIRMED



**Ural Federal
University**

named after the first President
of Russia B.N.Yeltsin



UAI

Universidad Abierta Interamericana



**Universidad Tecnológica
del Centro de México**



**Universidade Politécnica
A POLITÉCNICA**



澳門城市大學
Universidade da Cidade de Macau
City University of Macau



**Transilvania
University
of Braşov**



**MONASH
University**





Contact

Caio Fanha

caio.fanha@cesupa.br

+ 55 (91) 99388-0008



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