

IAF BUSINESS INNOVATION SYMPOSIUM (E6)
Entrepreneurship Around the World (5-GTS.1)

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EDUTAINMENT THROUGH SPACE SCIENCES

Abstract

EUREEK'A is an educational entertainment venture whose objective is to introduce girls and boys to science and technology through courses, workshops, coexistence, camps and online and face-to-face conferences with space themes that we offer to parents, schools, companies and government institutions.

We offer a shopping experience and a comprehensive service, in which we ensure quality activities that really contribute to the scientific education of children while having fun in an enriching environment for them. Another differentiator is that we have the participation of distinguished figures of science and technology in the provision of services, thus achieving the industrialization of scientific dissemination.

Although the pandemic forced us to adapt our activities to an online model, which has been very beneficial since we were able to consolidate our business model and reach more market within the Mexican Republic. To get ahead we are constantly applying adaptation and innovation strategies. This has led us to position ourselves in the market and above all to be a flexible company in the face of changes in the environment.