

## PRESS RELEASE



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### Kickoff of Project 2

It takes forever to become profitable. But it will be worthwhile. That was the advice Gino Jacobs, CEO of Skempi, told the Business Administration (graduating class of 2017) at last Friday's Kickoff of Project 2. This project is an integrative course which is taught every semester in the Business Administration program of the Faculty of Social Sciences and Economics of the University of Curaçao Dr. Moises da Costa Gomez

The faculty aims at preparing students for the organizational life cycle that are better equipped to deal with realities of our island. Last Friday was the start of their first experience project where they will compete by creating innovative business models in Curaçao. The project is not just a course, it prepares students for real life challenges and is supported by many key stakeholders like the Ministry of Economic Development, Maduro and Curiel's Bank, Stimul-IT and Junior Achievement Curaçao. Artist and entrepreneur Levi Silvanie was also present and shared his experience with the students. A packed aula with modern light ambience created a very fruitful atmosphere for churning new ideas.

The course is led by Richard Martina, lecturer of innovation and is supported by fellow faculty Tracy Winters Evans, Edirel Susanna, Liza Chong and Guido Rojer, Jr. This project forms part of the faculty's efforts to familiarize students with entrepreneurship as career path and stimulate innovation. The final presentation will be in June where students will give a demonstration of their business model to the public. The kick off was followed by a hip and modern social happy hour on the patio of the University