

## 20 Entrepreneurs in Quarantine in a Mediterranean Island

- Menorca Millennials Club is an exclusive group of 20 entrepreneurs from around the world who will live for 40 days at an international center of excellence in Menorca with only each other, top tier advisors and mentors and the most important ingredient in a successful start-up: Focus.
- The project will take place in June 2015 and builds towards a European Roadshow where the 10 finalists will have the chance to present their start-ups to European and Silicon Valley investors.
- Menorca Millennials Club, founded by two Spanish entrepreneurs with international experience, aims to generate disruptive and successful start-ups with the help of 15 senior partners with ties to Menorca and international mentors who will advise participants. Senior partner will be announced at a later date but include founding members of some of the largest technology start-ups and \$b+ exits.

**Menorca, August 5th, 2014** - Entrepreneurs have become the new national heroes, bringing new opportunities and a new type of economy. Technology-focused organizations are desperately seeking ways to create the best environment that will attract top talent. Thus Menorca Millennials was born, an international club that focuses on disruptive technology-based ideas with the goal of building a global network of successful entrepreneurs. We will provide them the context for focus for execution; the most critical success factor in start-ups.

Menorca Millennials will be structured as follows: 20 entrepreneurs will be chosen to be part of the project taking place June 2015 on the island of Menorca. After making it through a rigorous international selection process, that kicks off early next year, 100 semi-finalists will be chosen, 20 of which will be invited to the island where they will be immersed in the Menorca Millennials ecosystem. The remaining 80 will have access to all content and program sessions via streaming.

### **The best context and ecosystem to scale your start-up**

The entrepreneurs that participate in the Menorca Millennials Club will be immersed in an ideal environment for developing their creativity, reducing "mental noise" and connecting with potential investors. Over the 40-day program they will have direct access to the founding partners, as well as high-profile international advisors and mentors who will assist the entrepreneurs in developing their ideas and creating successful projects.

"Menorca Millennials will focus on creating start-ups with high growth potential, in an environment without mental noise, where a personalized training will be offered from the best experts and entrepreneurs worldwide, who have already achieved success in the entrepreneurial ecosystem" says Marcos Martin, entrepreneur of renewable energy sector and co-founder of Menorca Millennials. "*Mentoring in flip flops* is an essential part of *the baking process*, where entrepreneur and mentor connect in a relaxed environment. It's like Socrates school but in a modern way," Martin added.

The Top 10 Menorca Millennials projects will participate in a Roadshow through Europe, where entrepreneurs will present their start-ups to international investors.

### **Sharing best practices between Europe and the U.S.**

The project, designed by two Spanish entrepreneurs with international experience Marcos Martín, vice president of renewable energy association in Brussels and Ricard Garriga, director of strategy for a Silicon Valley start-up, has 15 founding partner related to the island mainly from Europe and the United States and 20 global high-level mentors.

"The founding partners of Menorca Millennials come for a diverse background of experiences. We have partners in a company that Google bought last year for more than 800 million euros, alongside a director of one of the top 10 banks in Europe, and a partner in a European investment fund managing over \$10 billion" Garriga said.

The proposal, based on the millennial generation concept, celebrates its first meeting on Friday July 25, with a private dinner between the founding partners in Menorca, with the aim of drawing the lines of action for the coming months.

### **About the founders of Menorca Millennials**

Ricard Garriga, Director of Strategy at YouNoodle, a start-up based in Silicon Valley, board member of the SFO-BCN Sister City Initiative, and Global Entrepreneurship Week in Spain of GEWSpain, Kauffman's Foundation. Garriga is a Telecommunication Engineer, MBA by La Salle and Executive Education at the School of Business at UC Berkeley.

Marcos Martín, is considered a biomass 'jedi' determined to create a greener world. RES Energy Entrepreneur, Board member of the International Bioenergy Spain and Latin America and vice president of AEBIOM. He is also the architect of the standard ENplus Pellets, AVEBIOM advisor and investor in projects that he's passionate about at Jetson. He is co-founder of B-strategies, and has been a business developer on clean energy since 2007. Martín has a Masters in Forest Management from the University of Valladolid, Spain and MBA from INDAE (National Institute of Administration and Management).

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**Menorca Millennials**

*The Millennial Island. A quarantine experiment for start-up heroes only... Coming May 2015*

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