

# **ENTREPRENEURSHIP: a parallel between the accelerated and exotic west and the ancient tradition calling from the southeast and central Asia**

By

**Julián Gutiérrez and Fernando Alonso Ojeda<sup>1</sup>**

## **INTRODUCTION**

In the First Part, Professor Julian Gutierrez, proposes to look back over the prior art that the West has developed against the theme, Entrepreneurship, making conceptual and timely clarity regarding issues, studies and authors who made their contribution and are based query against any issue of this nature to work in the world. Then, make a description of how this concept has been working under the cultural perspective of Latin America, interesting understanding that in this capital, is much of the business dynamics and therefore the use of resources in this part of the world, including the Human Resource. In the Second Part, of Professor Fernando Alonso Ojeda, seeks to recount the ancient vocation that have had historical from Southeast Central Asia: India and China. Interestingly, seen in a short analysis, these contributions and travel, which has made this Entrepreneurship, sui generis, effective and unimaginable dimensions, level of coverage and mobility of entrepreneurs and consumers, the result of collecting experience for more than two thousand years. From India, a review of some periods of turning that reaches the world today *Tata* and continues in the second decade of the millennium, with phenomena of entrepreneurship in effectiveness as efficiency, such as *Instamojo* and *CultureAlley* done. Ends, touching particular cases such as *Alibaba* in the PRC, global coverage has revolutionized CtoC, global BtoB, and a world wonder of its kind on, *Hsinchu Science Park*, which rises and holds unique projects worldwide enterprise level.

Some cases are to observe, both personally and in terms of country, is to understand your state, facing the enterprise or simply know what their strengths or weaknesses.

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<sup>1</sup> Professor Julian Gutierrez is a researcher and professor at the Pilot University of Colombia, School Business administration. He is currently a researcher in competitiveness, entrepreneurship, society, and education. On issues associated to entrepreneurship has written different papers. Your email: Julian.jegr@gmail.com For his part, Professor Fernando Alonso Ojeda, is a researcher and professor at the Pilot University of Colombia, School of Business Administration. He is currently a researcher at the Research Center Taiwan Economic Development, National Central University (NCU- Republic China- Taiwan). On issues associated company from Southeast Asia, has written the book collection: ASIAN FIRMS. Your email: fojedac2004@yahoo.fr

## FIRST PART

### ENTREPRENEURSHIP IN LATIN AMERICA

Fortunately or unfortunately the development center on issues of entrepreneurship, science and technology in the Americas is located, for historical and cultural reasons, in north - american countries, the United States of America (USA) and Canada, albeit much more marked in the USA. This influence has brought many consequences, some methodological and other procedural order, which have qualified in entrepreneurship projects that have emerged on this side of the world as well as the theoretical framework that supports it. It is undeniable American influence within the Latin American reality, both models of public and private funding, as in the theoretical developments carried out by universities as Harvard, Princeton, Stanford, Berkeley or the Massachusetts Institute of Technology (MIT) which have varied from the business plan to the lean startup or the minimum viable product (MVP).

Placing a milestone around the origin of entrepreneurship should mention Joseph Schumpeter (1883 - 1950), a prominent North American and Austrian economist, who was noted for his research on the economic cycle and for his theories on the vital importance of the entrepreneur, emphasizing its role in innovation and how this determines the rise and fall of prosperity, (revised YOGUEL et. al. 2013, 35-59). For Schumpeter there is what is called the "entrepreneurial spirit", which is the catalyst have certain human beings to develop certain actions in order to achieve exceptionally big profits. The definition of Schumpeter entrepreneur is that is neither manager or administrator, nor technical, but are people acting intuitively develop new economic opportunities. From his position at Harvard University developed a theoretical body Schumpeter focused on enterprise, entrepreneurship and innovation, latent today yet. One element that must be mentioned within the logic of the enterprise is the "business plan" and how this juice and today plays an important role in this context of business. The business plan, came from the hand of business schools and on par with synchronization between academia and the business world, became an absolutely necessary tool when speaking of entrepreneurs who wanted to develop their companies. For Tim Berry business plan is a tool that was developed according to their own measurements, since the early twentieth century, and had an exponential increase in use to concepts such as entrepreneurship and venture capital funds appear. For this author the business plan became the tool that all investors need to guard against possible risks. The business plan became a tool to access funding and adjust academic logical step to business. From another approach related to entrepreneurship must mention Steve Blank (b. 1953) who from his experience as an academic and entrepreneurial development methodologies such as client discovery (Customer Development) where the movement single company emerged (lean startup) which it has served as the basis for multiple companies building efforts in Latin America, (SANCHEZ et. al. 2016, 37-47).

Blank is a professor at universities such as Stanford, UC Berkeley and Caltech (California Institute of Technology). It is necessary to clarify that the "customer discovery" is an approach that is told the entrepreneur is necessary to find a way to validate the market before investing in a value proposition, as opposed to the business plan where the full potential new business focusing on the robustness of the document. In short we are faced with the dilemma: push or pull where two possibilities when thinking about a new business idea, or the market is pushed by there that the idea enters force within this segment, either through marketing strategies or new distribution routes or some organizational arrangement similar or pull customers to acquire a new product - service, which are identified a particular need and from there built the product or service to be offered by the business model that

supports the idea. Another methodological is Eric Rise (b. 1978) who continuing the line of Blank, he grounded and developed the lean startup for companies created within the information technology industry, (NICULESCU et. al. 2014, 21-27). He is a graduate engineer systems Yale University and his strength has settled in generating business models associated with software development and business models, business to business (B2C). The logic of lean startup is that when developing new businesses a tool such as the business plan becomes useless (KERR et. al. 2014, 25-48), still a valid analogy, the telescope as a tool to look at the functioning of the cell is not useful, therefore this approach "simple enterprise" arises, which by tools like early validation and structuring of the value proposition and the minimum viable product (MPV) ensures that there is a link between customer needs and the proposed solution. Another reference that must be taken into account is Alexander Osterwalder (b 1974.), Swiss who developed the canvas model, from which can be realized and articulate the different stages of a business model: proposal value, customer segment, channels, customer relationships, key activities, key resources, key partners, cost structure and sources of income. And finally it mentioned Ash Maurya (b. 1976), who in 2009 launched the public his book "simple Running" (Running Lean) in which compiles experiences and lessons obtained by Blank from its development model client, Rise and lean startup model, and Osterwalder and canvas model, creating a lean canvas which becomes a tool that also reflected the links of a business model differently. Lean canvas boxes are: problem, customer segment, unique value proposition, solution, unique advantage, revenue structure, cost structure, key metrics and channels.

In addition to all this theoretical body as mentioned FUNK (2007, 14-30) should take into account the emergence of two technologies that has dramatically enhanced the creation of businesses around the world: Internet and Mobil telephony. These have generated throughout the American continent several movements focused on the creation of companies such startup companies, which are characterized by being linked to many economic sectors, CHOHAN (2002) argues always selling products or technological services and with very few employees given the logic of BPO & O, where sub contracts all that is not necessary within the business model. The question is whether the same way we saw burst the dotcom bubble a few years ago, now we are facing a new bubble called startup, (HENDERSON L. 2015, 459-479). All this conceptual information has undeniably marked the development of entrepreneurship and innovation processes in Latin America, therefore our cultural complexes, such as the need for alternative sources of funding to maintain "develop" their own communities in this region.

Landing in LatinAmerica it can be seen as creating structure type startup companies, accompanied by all the above models, profoundly draft within these political systems. Only review information from state programs that serve the business community in this part of the world the American influence is evident:

In Mexico: Startup Mexico, Chile: Startup - Chile, Peru: Startup - Peru, Brazil: Startup - Brazil, Ecuador: Startups and ventures Ecuador, Argentina: Startups - Argentina, Uruguay: Uruguay Startups, and so almost all Latin America, with few exceptions such as Colombia, where this model has not entered yet.

Needless to say, although there is an environment "munificent" about Latin American venture (GARCÍA G. 2014, 110-118) no successful enterprise has emerged from this copy of the American model, in fact successful cases of Latin American enterprises usually end up moving to the United States, Europe and Southeast Asia in order to take off with greater guarantees. Today the Latin American startup tissue works to build capacity in entrepreneurs but not to retain these entrepreneurs in their country of origin. That is,

although it is usually part of these existing methodologies, this is done only in educational terms because the Latin American reality is another, especially in cultural, educational, religious and political terms what makes us face another reality totally different. And this all says is that the venture while it may set some paths not have a default recipe for success, so it is important to know what guidelines exist to then find alternative ways, being very entrepreneurial in order to get out of the mold.

In addition we must emphasize that the bad copy that has become the North American model of entrepreneurship has passed and is taking its toll on Latin American entrepreneurs. The reason is that a 5-step process TE VELDE was conceived. Et. al. (2006, 725-741) through which the person who wants to undertake can follow the route without getting lost: 1. Information, is the first time when someone tells you that you can be an entrepreneur, 2. Formulation is the stage at which the business model, with the product or service that will be offered to a specific niche, 3. Pre incubation, at this stage the potential company to generate its first sales in order to validate that the business model is profitable, 4. Incubation, this time features offer the company a physical space in which it can feed and grow, in order to consolidate, can last between 6 and 12 months depending on the business model, and 5. Acceleration, at this stage company seeks to break the mold and achieve scale. This process also depends on an institution that accompanies the acceleration process. This general route has proved empty giant in each of the phases, although the most important occurs between phase 2 and phase 4, since the entrepreneur usually does not have the resources to launch him - her business venture and here is where the seed capital funds that governments provide for these entrepreneurs manage to start their business appear: Fondo Emprender- Colombia, Fondo Emprender - Uruguay, Startup Peru - Peru, Capital Semilla Corfo - Chile, Programa Semilla - Bolivia, Startup Brazil - Brazil, which are completely disjointed supply in many cases nonexistent, angel investors who manage to connect investment in phase 2 which should be done in phase 4. So most entrepreneurs to see this empty Latin America, they decide to leave and go to other less aggressive contexts where safely obtain the necessary support to advance.

Following this review it is clear that a bad copy of the American model was made in the countries of Latin America, both by ignorance of their culture as by ignorance of their social reality, and while it has sought to consolidate a Latin American "Silicon Valley" especially in Chile and Brazil, it is fair to reflect on the impossibility clearly to achieve this goal, both for cultural reasons but mostly educational, so it might be time to warn if Latin America if in the route should be.

Finally, it is fair to mention those entrepreneurs that despite the system have managed to excel with their companies:

**1. Restorando** ([www.restorando.com](http://www.restorando.com)). Founded by Argentine Franco Silveti and Frank Martin, is a platform that concentrates of restaurants in 8 countries and 18 cities in Latin America, allowing the customer to know a large number of restaurants by six categories clearly defined: outdoor, romantic outings, cocktails, brunch, and gourmet outlets closed doors. Today has 200,000 customers who make reservations online so weekly.

**2. Faznova** ([www.faznova.com.br/](http://www.faznova.com.br/)). Founded by Brazilian Bel Pesce, it is a virtual school that allows people to access courses, most times for free on professional development and entrepreneurship. It was founded in 2013 and since its inception has so far benefited about 250,000 students of which only about 5% have paid for more than 6 months duration courses. Today this school is developing new strategies associated with crowdfunding (crowdfunding) and crowdsourcing (collective work).

**3. Gurucargo** ([gurucargo.com/GuruCargo/Home/Index](http://gurucargo.com/GuruCargo/Home/Index)). Founded by the Uruguayan Alejandro Esperanza and Andrés Israel in 2013, it is an online platform that centralizes data from customers and suppliers of air and sea cargo, generating transparency and efficiency in the logistics sector in Latin America. Today it is present in 5 countries and connects more than 200 companies with potential clients through its platform.

**4. Tappsi** ([tappsi.co](http://tappsi.co)). Founded by Andrés Gutiérrez and Juan Salcedo, this application was created in 2012 allows, through the use of technologies such as GPS, locate the person who requires a taxi with a taxi available, who the phone number is known, plates, name and place of travel generating greater confidence between them. Today it is in 3 countries, in more than 25 cities and has about 1,000,000 downloads 2015.

## SECOND PART

### FROM THE SOUTHEAST AND CENTER TO: a paradigm of Entrepreneurship to know, of ancient tradition and global coverage, in today

**INDIA.** Many studies show that the caste system, typical of the ancient Indian culture is a limit to the allocation of resources for entrepreneurs, even more so, when many of these, take this option as different from working in a company established alternative. Part of this situation especially since the traditional India, it can affect that part of the business plan, which means looking for resources, business, be part of a value chain and discover this cultural frontier (LAMB 1955, 101-116). On the other hand, who once started as entrepreneurs, even in periods of English Empire are today who oxygenate and nourish all business, no matter how small this interacts directly or indirectly with these groups, ie being an entrepreneur in India, you need links with these groups. It has been argued, in several cases, making clear that many of them, from their philanthropic management (Schools and Hospitals) have been instrumental in the intellectual and health development across the country over many times this barrier, castes.

At the head of these conglomerates and is the led and founded by, *Ghanshyam Das Birla* (1894- 1983), leader of the *Birla* family: today as a holding company with operations in more than 40 countries, covering operations in sub-sectors such as cement, coal, telecommunications operator, cellular services, etc., has its financial arm, head, *Aditya Birla* financial services Group (ABFSG); this family group, with its own resources established a group of hospitals and schools, excel, *Birla Engineering College*, his, *Birla Institute of Technology and Science* (1964), key in engineering India center (Oxford Dictionary of National Biography 2004).

Followed, the *Tata Group*, takes off operations in 1868, under British rule, being "the Indian continent", considered at that time colony. Its founder *Jamsetji Tata* (1839-1904), thanks to this takeoff and continuous search business, is called the "Father of Indian industry." Its very structure of a Global company (operates on all continents) works seven key sectors: Energy, Engineering, ICT, materials, chemicals, services and consumer goods (TATA Group).

Also under British rule in 1854, comes the first spinster called "The Bombay Spinning Mill". An entrepreneur then, *Cowasji Nanabhai Davar*, an emigrant family of Persian origin, the

*Parsi* caste, with strong influence in the city of Bombay, today base from food, to their own research centers for new products day.

Is curious about this first model of entrepreneurship, leads us to these roots, where there is a root, the concept was developed as a hybrid between English entrepreneur then and the immigrant emprededor- Indian who fought Goliath, which then this commercial Empresarial incarnated powerful class and international such as Lancashire, which also led the first industrial revolution in the eighteenth century industries.

Entrepreneurship Indian today with comparative advantages as handle the English language as a native language, have the largest projection of engineers in the world by 2015, according to *Queen Elizabeth Prize for Engineering*, 80% of teens who have 16 -17 years want to study engineering, have a human capital with a potential global magnitude software, the software industry in this country, captures about 300,000 people a year (Sinha 2015) and a member of the Commonwealth since 1947. this venture , it is understood that breaking these cultural barriers involves working from the formation of a "start up" under a concept of the second decade of the millennium: the "bold" innovation, globally competitive prices, with "brands" which They provide coverage, from local to global, creating chains between independent services by way of "FreeLancer" "Infopreneurs" and microentrepreneurs. Another detail, this type of signatures, are now seeking capital angels, from centers specializing in the placement of these resources, mainly located in the United States and usually connect these entrepreneurs, parallel projects from the Silicon valley Americans, allowing them belong to chains specializing in value-art products with global technology brands.

## Cases

- **Instamoji.** Born in 2012, is located in the *Silicon Valley Indian*: Bangalore (Instamojo). It is located in the subsector of services, creating a platform that seeks to cover online, all payments of any company mainly in the niche of micro-entrepreneurs, independent workers. Its technology is connected via lines own communication e-business, immediate connectivity: Social Channels, SMS, corporate Website or even blogs, whose owners, by purchasing the service, manage to adapt this platform, monitored 24 hours. Its aim, provide customer support, technology, which also makes you effective monitoring of each transaction at a low cost and an application available from the Youtube platform. Initially it captured its first resources through fund "Blume Ventures" and is part since its foundation, the "500 Start-UPS to Silicon Valley accelerator program".

- **CultureAlley.** Born on December 2012. Own an agile, efficient company and with all of the tools of a Firm with mobile interconnectivity, key global citizen, making social networks and mobile connectivity, an indivisible alliance. His subsector, education, making English the way to bring your customers, meaning that almost 600 million people speak it, in 101 countries (NOACK 2015); is the second language of India, where more than 1,250 million. This company works with clubs study also gives the user daily and immediate interconnectivity through *Facebook news*. It has its own Apps in Hindi and English, with Android interconnectivity; 450,000 people currently use about 200 countries, virtually global coverage, with the main markets penetration, the Southeast Asia and the center, headed by India. Its mode of financing, shows how important it is today this way: since 2013, has added

strategic support from 500 Startups, investors and Kae Capital, Capital angels from Japan, India and the United States (CrunchBase).

**CHINA.** Addressing this territory, it is to understand that from their culture, from their ancient skills built as Chinese people, is to understand mysticism Entrepreneur XXI century, having its roots, has conquered the world with its brands, located in this part of the world, when only twenty years ago, they were half or totally unknown unknown. This semi-continent, was producing for about ninety centuries, the third of world output (MADDISON 1995, 19-31). The journey in the last two centuries, has left applicable learning his employer, your company, through attempts to open up world trade with the Treaty Ports or agreements extraterritoriality seeking to give concessions to European powers and the United States, in certain ports of Chinese Dynasties (21 century BC 1912) until the arrival of the twentieth century. There, with the Imperial end in 1912 and the birth of the Republic of China that year until 1931, sought, tried, an economic identity from its history and culture marked from Buddhism and Taoism, which printed discipline and mysticism.

With the invasion of the then Japanese Empire (1867-1947), the disconnected world and although as in the case of the island of Taiwan, left her business legacies (first alliances with the then Zaibatsus), high-productivity firms state as Japan Railways (JR), the bank (establishment of commercial banks and central), the know-how from some sub-sectors such as textiles, mainland china was divided between nationalists and communists, but with strengthening its associated discipline concepts, the requirement staff and always innate condition inventor of Chinese. The tradition of enterprise and entrepreneurship is ancient as the history of this territory.

From his first Dynasties, from the *Han Dynasty* (206 BC- 220) through cities such as Chang'an give one of the largest for its time, created the great exchange with Persia and central Asia, through its "silk Road". The entrepreneurial tradition of one of the oldest in the world, was evident from his officers administrators (mandarins), artisans, farmers tried to create new species and seeds, medicinal tea, fertilizers (according to their comparative advantages and distances to go ), with products made from silk, wool, and then products then high added value, such as, sugar cane, paper, enamel, instruments like the compass to navigate, printing products also sought from its earliest entrepreneurs artificial channels from the eleventh century, were built and that with the arrival of the sixteenth century, managed to communicate the east with the west, (Temple 1981). From this background, we can see two models from this evolution, the People's Republic of China and the Republic of China Taiwan, then the civil war ended in 1949, the division was given.

People's Republic of China. Undoubtedly, with a new story, thanks to the reforms of its leader *Deng Xiaoping* (1904-1997), from 1978, which seeks to regain international confidence, take steps toward private ownership, choosing business priorities towards a market at that time the largest population in the world and never had appliances, a car, tourist services, money to buy a "market socialism".

These reforms, achieve three decades after the creation of nearly one million new private equity firms and mixed, some with global participation as *Lenovo-Hardware* (1990), *Haier*-appliances, *Galanz*- Cars (1978), etc. (OJEDA 2014, 17-35). The entrepreneur from this China emerges as such from these reforms, forming a hybrid group, from families that were

located in centers of capitalism and then global example as Hong Kong, Singapore and Taiwan, which had the expertise, the management of trade to and from the West and the global vision of business, trained in US universities and the UK mainly staff.

On the other hand, is the ruling class from the Chinese Communist Party, local and regional, which has a faction that wants to be involved in this line of business, with a strong consumer who rode bicycles and totaling more than 1,100 inhabitants per sq. mile. The first projects are for support, local business alliances: *Zinc Plating Company* and *Xiamen city's Electricity Bureau*, directed supervised by Party members and senior leaders, which ended delegated to third parties to manage these projects (HUAN 1998, 139-140, 214-215), it is the kind of entrepreneurship, where for a hybrid that mixes political leadership fail of large-scale regional markets, with management of the "new Chinese class" which respects their cultural organization was chosen, but you want to participate in the Chinese style of new business ideas.

**Case.** On the other hand, almost two decades of reforms begun arise "other" entrepreneurs, who from the academy pose different projects, from services or from the tangible advantage by then, the formation of clusters educativos- business (such as *Zhongguancun* or, *Zhong Guan Cun*, located in the north-west of the capital Beijing, located between Universities, *Tsinghuo*- 1911, and that of *Peking*- 1898, led by an academic member of the *Chinese Academy of Sciences*, (which begins with the *Academia Sinica* in 1928), the Mr. Chen Chunxian (1934-2004) very high production scale, full of small entrepreneurs and young students, using their ancient innate inventiveness, fill the market inventions from copies improved products and intangible, of large global firms that then according to Forbes 500, they had factories in central and southern mainland china all (OJEDA 2014, 40-41).

**For seven teachings.** On the other hand, almost two decades of reforms begun arise "other" entrepreneurs, who from the academy pose different projects, from the production of tangible services or from taking advantage by then, the formation of business clusters educativos- (as *Zhongguancun*, or, *Zhong Guan Cun*, located in the north-west of the capital Beijing, including universities, *Tsinghuo*- 1911 and that of *Peking*- 1898. There, led by an academic, Mr. Chen Chunxian (1934-2004), member of the *Chinese Academy of Sciences*, (which begins with the *Academia Sinica*, in 1928), it is achieved by creating a cluster of this kind, capable of generating high production scale, full of small entrepreneurs and fed by young students, using their ancient innate inventiveness and geographic proximity, fill the market inventions from copies improved products and intangible, of large global firms that then according to Forbes 500, they had factories in central and southern mainland China all up, enhanced by own designs products, "made in China" (OJEDA 2014, 40-41).

There is born, *Alibaba* (1999), founded by former English teacher, ex-employee of the *McDonlad's* chain, *Jack Ma* (b. 1964). He created one of the first firms on the web in 1995 in mainland China "China Yellow Pages", a Chinese version of the Yellow Pages. Travels to the United States to the city of Seattle, as translator and knows the "online market" learns that easy business platforms operate on the web are needed. First teaching, these entrepreneurs from central and Southeast Asia, always learn from the best models and find immediate ways to adapt their model structures. Four years later, he founded with the help of 17 partners more, *Alibaba*: secondary teaching, this enterprising team player, and makes his academic foundation, the foundation to build, with added value, based on the results in their own market.

2014, a record-breaking sale of shares in Financial mecca "Wall Street"; then he had positioned three sub-brands (business), positioned with about 100 million users: *eTao*, which allows you who want to buy at the time the existing prices; *Taobao*, a CtoC platform, which allows users to negotiate with other users; *Alipay*, mechanism through which you paid. *AliExpress*, with it has no place in business, small and medium enterprises, especially aimed at buyers worldwide. Third teaching, these entrepreneurs are always changing and adapting according to the need, faster than a Western competitor and yes, with proprietary technology, improved and able to act on large scales service, product, information. In the second decade of the millennium, the Firm hires international staff, its object, to see first hand the characteristics of each market where you want to go or where already is drawing features; and they have entered tackles Spain, Russia, Italy, Israel. Fourth teaching, these entrepreneurs are easily breaking one of its greatest challenges, a couple of decades earlier, multicultural business environment in market globalization.

Since 2014, has a strong network, varied and able to support any type of business: has about 10 million workers in the PRC, with a similar number of small businesses that contribute to the value chain through platforms (WANG 2014). Fifth teaching, these entrepreneurs create businesses to survive for decades in the market, supported from the small entrepreneurs, who are many, one of the highest productivity in the world: the center and Southeast Asia. Sixth teaching, often forming chains where work 24 hours a day collaborate seven days a week, with human resources, money, shared ideas. Usually set up businesses where they are chained to other families, Chinese business, if you do not work in the very short term, change it to another; similar, same or different small businesses from which the aid. Seventh teaching, have a database of more than one million small Chinese entrepreneurs who are already working with products that become white marks on all corners of the world.

**Republic China- Taiwan.** The period of Japanese invasion, small businesses as part of value chains, entrepreneurial families, their relationship with employers and the American state, capacity and educational mysticism, his passion for the invasion, summarizes this model. The Japanese invasion 1895-1945 period, left an associated relationship with several Japanese companies becoming a legacy in this sense that from this period focused on highlighting the comparative advantages in Taiwan, including: *Taiwan Industrial and Mining Corporation*, *Taiwan Agricultural and Foresting Corporation*, *Taiwan Fertiliser Corporation*, *Taiwan Tea Corporation*, *Taiwan Cement Corporation*, *Taiwan Pulp and Paper Corporation*. The technology developed from these subsectors, their quest for quality throughout the production process, love for productivity, logistical support and human resources of high education from the State, was an inheritance that retook the most representative families in the country during the period of Japanese permanence. Since then the clans were the basis of the holding companies and export the model to the People's Republic of China, Vietnam, Central America in the decades to follow and in the millennium, excel: the *Lin* family, city Banquiao, the *Lin* family Wufeng, the Chens and Guns, Families (BOYD 2002, 174-179).

From the United States, the legacy was in educating the employer much in Americans as teachers and American businessmen on Taiwanese land of entrepreneurs universities, marketing channels, the know-how, negotiation with American businessmen and chaining chains value with American companies, are a legacy to this day exists. Faced with this last

legacy from the United States, that is, that like many Japanese Keiretsu remains with global coverage, with suppliers until today, small entrepreneurs Taiwanese covering this market since. In this relationship, regularly, Taiwanese businessmen who are part of these value chains with global firms such as *Mitsubishi* (1870), *Toyota* (1937), etc., managerial and technological receive regular training so that they can become suppliers, which is usually way products inputs, but with latest innovation, which is usually a result of proposal-Taiwanese design, with Japan's ongoing collaboration.

**Case- Industrial space for entrepreneurs of the future.** The proposed example, comes from a Taiwanese state project, talking and instantiate this model of entrepreneurship: *Hsinchu Science Park*. It is impossible to describe the process, doing a quick retrospective. The Taiwanese government in the sixties, during the Cold War (1946-1989) in order not to remain in this process, in an area that had by then with active fronts of confrontation, head of Vietnam and conflict, states in the *National Chung Shan Institute of Science and Technology* in 1969 and, Nuclear Energy Research (INER), the research arm associated with the use of nuclear energy. Meanwhile in 1973, is born *The Industrial Research Institute* (ITRI- 1973), which is the source thereafter on support from the state, the whole process associated with high-tech industry. After entering the nuclear disarmament process having as leader of the United States in 1976, nearly two decades after the Institute goes on to develop their "civilian Taiwan's Space" program (for its acronym CSIST), entering the era of the world scientific elite as this process has since entered the country in the process of launching its own satellites. This legacy of high technology, is the first printing of this model, working only under this principle.

A mathematician, engineer, Lord, Shu Shen-hsiu (1912-2001), proposes the creation of a Silicon Valley after referenced models such South Korea, Japan, the United States and Europe; entrepreneurship processes as a legacy of the great Chinese, is led by people of high academic training; off the process in 1980 under reference of the best existing models; fourth, the park was to be the center of "venture capital", as financial oxygen, each project born, also ensure, resources to search for global distribution channels, partnerships with global companies that could bring in its chain value, fed by national microenterprise focused exclusively on production of raw materials, finished goods, associated with microelectronics, not necessarily placed in the global market with its own brands, which component is designed that all electronic devices should contain in the world, as semiconductors.

Come in the form of spin-off, from logistics, human resources with high level of training, support ITRI (Technology) and *Taiwan External Trade Development Council* (TAITRA-1970), which supports the search and support Markets global-regional firms such as *United Microelectronics Corporation* (UMC- 1980), whose center is the research and production of semiconductors; *Microtek* (1980), which focuses on electronic consumer products associated with the digital image, with its own distribution points and business in Singapore and the People's Republic of China. Currently the park has more than 400 signatures, near the national half, the Global rest, working in partnership projects in phases of research, production, marketing, under an immovable principle, Innovation by creating no products on the market.

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