



AndesBeat and Yale University's The Globalist help internationalize Latin America emerging startups

A rapidly growing independent media publication, focused on Latin American startups, hosted a journalism delegation in their inaugural event, in an effort to showcase new world change-makers under the radar of old world knowledge.

June 4, 2012 - [PRLog](#) -- Santiago, Chile – AndesBeat, Latin America’s first English language media publication dedicated to ‘covering the uncovered’ stories in Latin America’s emerging startup scene, recently hosted a group of journalism students from *the Globalist* (the quarterly international global affairs publication of Yale University), in their inaugural event.

As a huge supporter and promoter of Latin America's startups, many local organizations were surprised to learn that AndesBeat inaugural event was not a ‘startup themed’ event. However, directly in line with their cultural game-changing mission, the event served as a critical foundation in terms of integrating Latin America’s media ecosystem into trends in the international media.

The event leveraged the rising media talent from a prestigious 300+ year institution of higher learning along with the timely theme of stimulating and promoting a culture of entrepreneurship within a sub-developed country.

AndesBeat is working hard at a grassroots level to increase the amount of coverage Latin American startups receives from both local and international media. By making these stories more ‘accessible and approachable’ to the media, they also seek to educate the everyday citizen in Latin America about the entrepreneurship and startup world.

The group of approximately 17 students from Yale University’s the Globalist recently completed their travels to Chile on their annual trip abroad to cover stories about a variety of topics including stories about Chile’s emerging startup scene and active promotion of a culture of entrepreneurship.

The event which was moderated by the Globalist team in Santiago, Chile was entitled:

Game Storming: How to play in the ‘emerging world’ of entrepreneurship

Game Storming (a play off the words Brain Storming) featured new world change-makers under the radar of old world knowledge. The presentation focused on trends in working with startups and entrepreneurship in sub developed countries and was delivered in the form of a dynamic and social ‘real time experience’, intended to build impact with urgency.

The event aimed to simulate a micro entrepreneurship ecosystem and simultaneously showcase the creativity, talent and spirit of entrepreneurship unique to Chile, so that the visiting journalists could build their stories in real-time, sourcing stories from the experts in attendance. Guests included Chile’s top thought leaders in various entrepreneurship and innovation sectors, national media and representation from the U.S. Embassy in Chile.

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