



Seminarios virtuales Miércoles del exportador

# Innovación distribuida e implementación de nuevos hábitos en empresas exportadoras

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PUCP

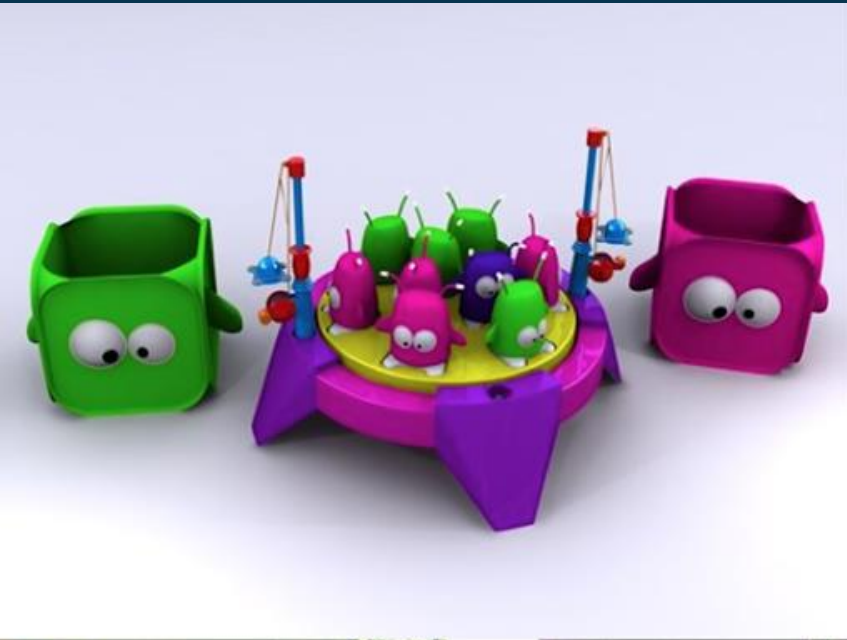
¿Quién soy?



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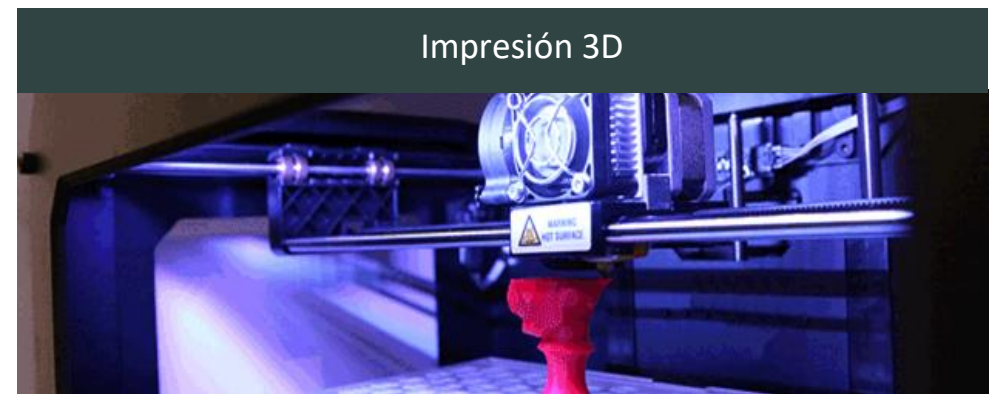
# ¿Quién soy?



# ¿Innovación distribuida?



Corte láser



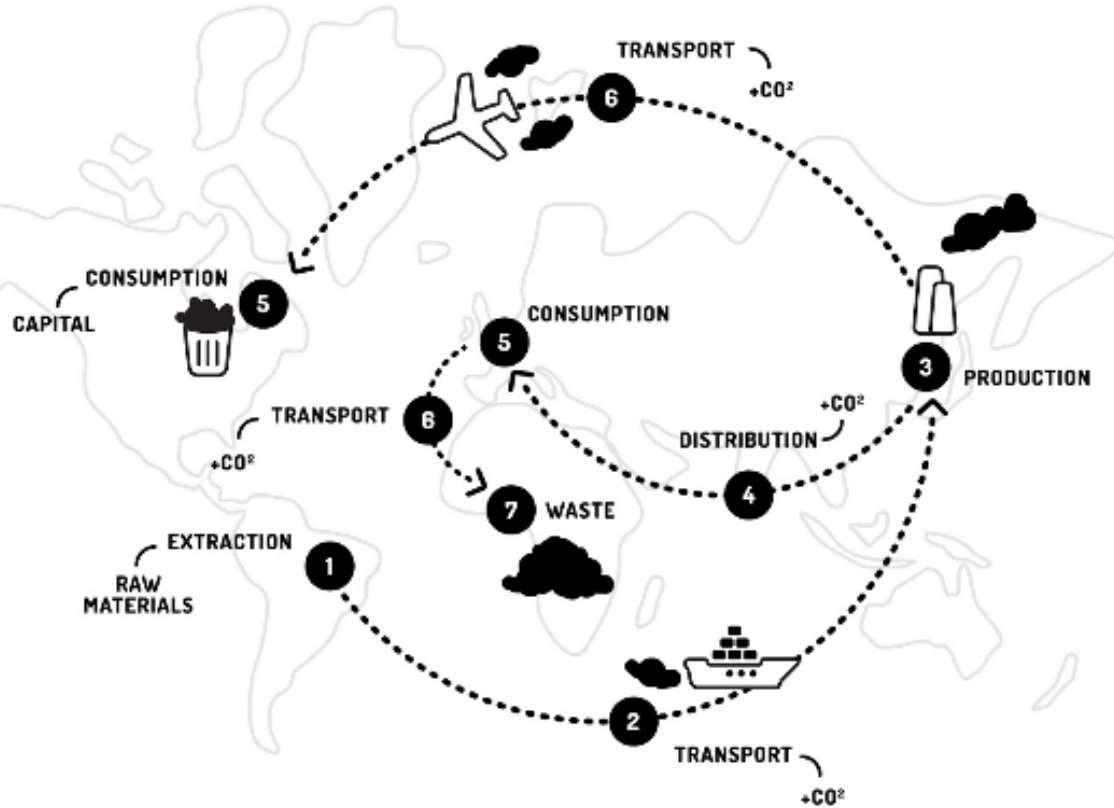
Impresión 3D



CNC

# ¿Innovación distribuida?

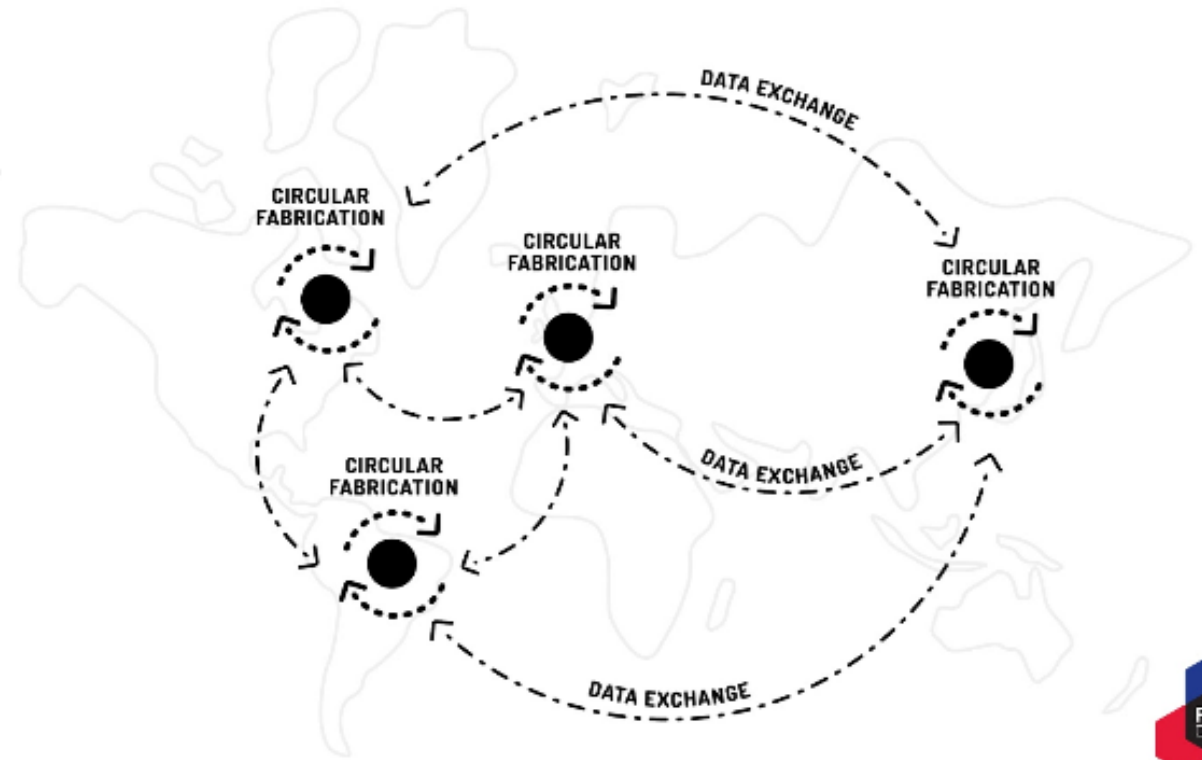
## Industrial revolution after 200 years:



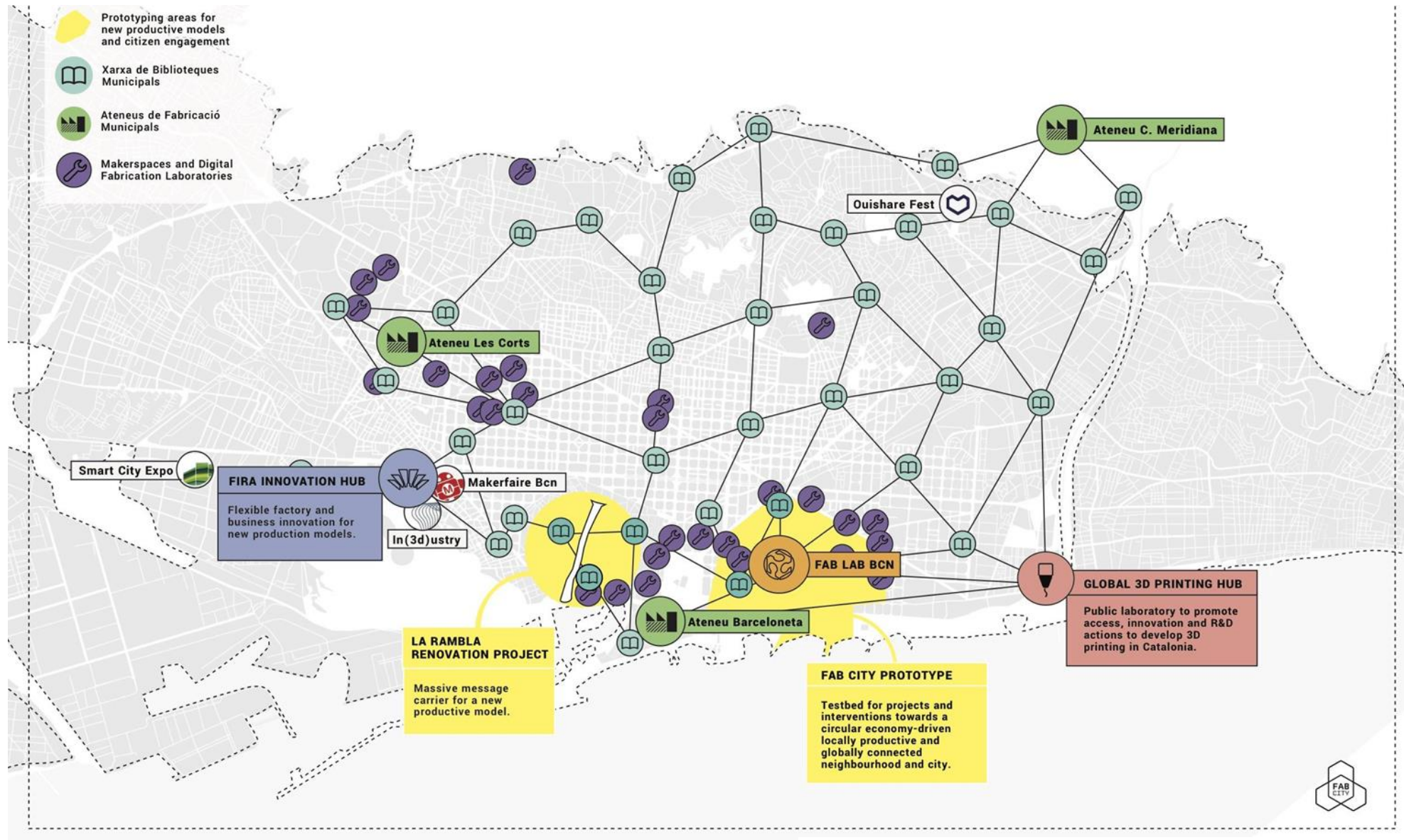
↳ PITO - Product in / Trash out

## From linear to spiral production ecosystems:

↳ **DIDO - Data in / Data out**



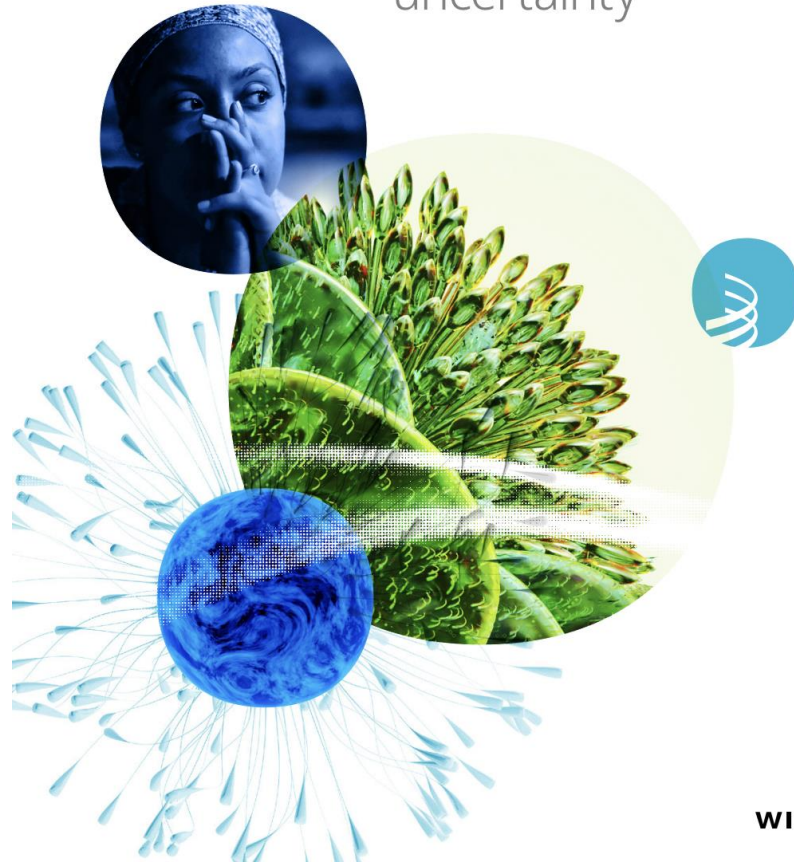
# ¿Innovación distribuida?



# Innovación en Perú

## Global Innovation Index 2023

### Innovation in the face of uncertainty



WIPO

174

## Peru

GII 2023 rank

76

Output rank	Input rank	Income	Region	Population (mn)	GDP, PPP\$ (bn)	GDP per capita, PPP\$		
84	60	Upper middle	LCN	34.0	521.8	15,273		
Institutions		Score/Value	Rank	Business sophistication			Score/Value	Rank
<b>1.1 Institutional environment</b>		<b>34.9</b>	<b>93</b>	<b>5.1 Knowledge workers</b>		<b>48.4</b>	<b>[33]</b>	
1.1.1	Operational stability for businesses*	40.3	94	5.1.1	Knowledge-intensive employment, %	14.9	89 ◯	
1.1.2	Government effectiveness*	29.5	88	5.1.2	Firms offering formal training, %	65.9	5 ●●	
<b>1.2 Regulatory environment</b>		<b>63.8</b>	<b>64</b>	5.1.3	GERD performed by business, % GDP	n/a	n/a	
1.2.1	Regulatory quality*	44.2	68	5.1.4	GERD financed by business, %	n/a	n/a	
1.2.2	Rule of law*	24.6	94	5.1.5	Females employed w/advanced degrees, %	11.5	67	
1.2.3	Cost of redundancy dismissal	11.4	37 ●	<b>5.2 Innovation linkages</b>		<b>11.6</b>	<b>110</b> ◯	
<b>1.3 Business environment</b>		<b>38.9</b>	<b>91</b>	5.2.1	University-industry R&D collaboration <sup>1</sup>	19.8	119 ◯	
1.3.1	Policies for doing business <sup>1</sup>	32.4	101	5.2.2	State of cluster development <sup>1</sup>	25.4	106	
1.3.2	Entrepreneurship policies and culture <sup>1</sup>	45.3	41	5.2.3	GERD financed by abroad, % GDP	n/a	n/a	
<b>Human capital and research</b>		<b>34.7</b>	<b>50</b>	5.2.4	Joint venture/strategic alliance deals/bn PPP\$ GDP	0.0	125 ◯	
5.2.5	Patent families/bn PPP\$ GDP	0.0	79	<b>5.3 Knowledge absorption</b>		<b>32.9</b>	<b>69</b>	
<b>2.1 Education</b>		<b>43.5</b>	<b>85</b>	5.3.1	Intellectual property payments, % total trade	0.7	53	
2.1.1	Expenditure on education, % GDP	4.0	72	5.3.2	High-tech imports, % total trade	9.2	46	
2.1.2	Government funding/pupil, secondary, % GDP/cap	15.5	73	5.3.3	ICT services imports, % total trade	1.2	71	
2.1.3	School life expectancy, years	15.0	53	5.3.4	FDI net inflows, % GDP	1.9	75	
2.1.4	PISA scales in reading, maths and science	401.5	66	5.3.5	Research talent, % in businesses	n/a	n/a	
2.1.5	Pupil-teacher ratio, secondary	13.9	69	<b>Knowledge and technology outputs</b>		<b>13.6</b>	<b>101</b>	
<b>2.2 Tertiary education</b>		<b>52.6</b>	<b>7</b> ●●	<b>6.1 Knowledge creation</b>		<b>8.1</b>	<b>93</b>	
2.2.1	Tertiary enrolment, % gross	70.7	34 ●	6.1.1	Patents by origin/bn PPP\$ GDP	0.2	102	
2.2.2	Graduates in science and engineering, %	29.6	21 ●●	6.1.2	PCT patents by origin/bn PPP\$ GDP	0.1	70	
2.2.3	Tertiary inbound mobility, %	n/a	n/a	6.1.3	Utility models by origin/bn PPP\$ GDP	0.4	35	
<b>2.3 Research and development (R&amp;D)</b>		<b>8.0</b>	<b>67</b>	6.1.4	Scientific and technical articles/bn PPP\$ GDP	4.8	106	
2.3.1	Researchers, FTE/mn pop.	n/a	n/a	6.1.5	Citable documents H-index	15.0	56	
2.3.2	Gross expenditure on R&D, % GDP	0.2	92	<b>6.2 Knowledge impact</b>		<b>21.6</b>	<b>94</b>	
2.3.3	Global corporate R&D investors, top 3, mn USD	0.0	40 ◯	6.2.1	Labor productivity growth, %	0.6	75	
2.3.4	QS university ranking, top 3*	21.1	50	6.2.2	Unicorn valuation, % GDP	0.0	48 ◯	
<b>Infrastructure</b>		<b>41.4</b>	<b>63</b>	6.2.3	Software spending, % GDP	0.2	63	
<b>3.1 Information and communication technologies (ICTs)</b>		<b>69.9</b>	<b>66</b>	6.2.4	High-tech manufacturing, %	12.4	84	
3.1.1	ICT access*	64.4	94 ◯	<b>6.3 Knowledge diffusion</b>		<b>11.1</b>	<b>101</b> ◯	
3.1.2	ICT use*	60.7	92	6.3.1	Intellectual property receipts, % total trade	0.1	68	
3.1.3	Government's online service*	79.0	37 ●	6.3.2	Production and export complexity	35.1	102 ◯	
3.1.4	E-participation*	75.6	22 ●	6.3.3	High-tech exports, % total trade	0.4	95	
<b>3.2 General infrastructure</b>		<b>23.8</b>	<b>78</b>	6.3.4	ICT services exports, % total trade	0.2	120 ◯	
3.2.1	Electricity output, GWh/mn pop.	1,742.6	88	6.3.5	ISO 9001 quality/bn PPP\$ GDP	3.8	66	
3.2.2	Logistics performance*	40.9	60	<b>Creative outputs</b>		<b>20.9</b>	<b>74</b>	
3.2.3	Gross capital formation, % GDP	25.2	52	<b>7.1 Intangible assets</b>		<b>31.3</b>	<b>67</b>	
<b>3.3 Ecological sustainability</b>		<b>30.5</b>	<b>51</b>	7.1.1	Intangible asset intensity, top 15, %	44.9	58	
3.3.1	GDP/unit of energy use	16.3	19 ●●	7.1.2	Trademarks by origin/bn PPP\$ GDP	62.3	35 ●	
3.3.2	Environmental performance*	35.4	74	7.1.3	Global brand value, top 5,000, % GDP	0.7	58	
3.3.3	ISO 14001 environment/bn PPP\$ GDP	1.9	49	7.1.4	Industrial designs by origin/bn PPP\$ GDP	0.2	106 ◯	
<b>Market sophistication</b>		<b>37.9</b>	<b>52</b>	<b>7.2 Creative goods and services</b>		<b>3.1</b>	<b>95</b>	
<b>4.1 Credit</b>		<b>44.8</b>	<b>36</b> ●●	7.2.1	Cultural and creative services exports, % total trade	n/a	n/a	
4.1.1	Finance for startups and scaleups <sup>1</sup>	44.3	54	7.2.2	National feature films/mn pop. 15-69	0.1	80 ◯	
4.1.2	Domestic credit to private sector, % GDP	55.2	66	7.2.3	Entertainment and media market/th pop. 15-69	6.2	39	
4.1.3	Loans from microfinance institutions, % GDP	6.0	5 ●●	7.2.4	Creative goods exports, % total trade	0.2	73	
<b>4.2 Investment</b>		<b>4.9</b>	<b>78</b>	<b>7.3 Online creativity</b>		<b>17.8</b>	<b>78</b>	
4.2.1	Market capitalization, % GDP	42.8	39	7.3.1	Generic top-level domains (TLDs)/th pop. 15-69	5.7	54	
4.2.2	Venture capital (VC) investors, deals/bn PPP\$ GDP	0.0	88 ◯	7.3.2	Country-code TLDs/th pop. 15-69	1.8	74	
4.2.3	VC recipients, deals/bn PPP\$ GDP	0.0	93 ◯	7.3.3	GitHub commits/mn pop. 15-69	4.7	72	
4.2.4	VC received, value, % GDP	0.0	77	7.3.4	Mobile app creation/bn PPP\$ GDP	59.0	85	
<b>4.3 Trade, diversification and market scale</b>		<b>64.0</b>	<b>34</b> ●	<b>7.4 Creative goods and services</b>		<b>3.1</b>	<b>95</b>	
4.3.1	Applied tariff rate, weighted avg., %	0.7	6 ●●	7.4.1	Cultural and creative services exports, % total trade	n/a	n/a	
4.3.2	Domestic industry diversification	85.1	64	7.4.2	National feature films/mn pop. 15-69	0.1	80 ◯	
4.3.3	Domestic market scale, bn PPP\$	521.8	45	7.4.3	Entertainment and media market/th pop. 15-69	6.2	39	

The Global Innovation Index 2023

NOTES: ● indicates a strength; ◯ a weakness; ●● an income group strength; ◯ an income group weakness; \* an index; <sup>1</sup> a survey question. ◯ is used when the available economy data are older than the base year; see appendices for details, including the year of the data, at [wipo.int/gii-ranking](http://wipo.int/gii-ranking). Square brackets [ ] indicate that the data minimum coverage (DMC) requirements were not met at the sub-pillar or pillar level.

## **Índice Global de Innovación 2023 (Organización Mundial de Propiedad Intelectual / SNI)**

Actualmente Perú se encuentra en el puesto 76 de 132 economías a nivel global.

Las oportunidades de mejora son: Colaboración para Investigación y Desarrollo entre la Academia y la Industria (119), Desarrollo de Artículos Científicos y Técnicos (106), Difusión del Conocimiento (101), Exportación de servicios TIC (120), Diseños industriales por origen (106).

## **Reporte de Competitividad Global 2019 (Foro Económico Mundial / SNI)**

Según el reporte pre-pandemia, Perú se encontraba en el puesto 65 de 141 economías.

Las debilidades y oportunidades de mejora fueron: Capacidad en el Gobierno de una Respuesta al Cambio (119), Visión del Gobierno a largo plazo (118), Competencias Digitales de la Población Activa (123), Crecimiento de Empresas Innovadoras (102), Empresas que Adoptan Ideas Disruptivas (107), Colaboración de Múltiples Partes Interesadas (118), Inversión en Investigación y Desarrollo (106)

# Habilidades del S.XXI



## New Vision for Education Unlocking the Potential of Technology

Exhibit 2: Students require 16 skills for the 21st century

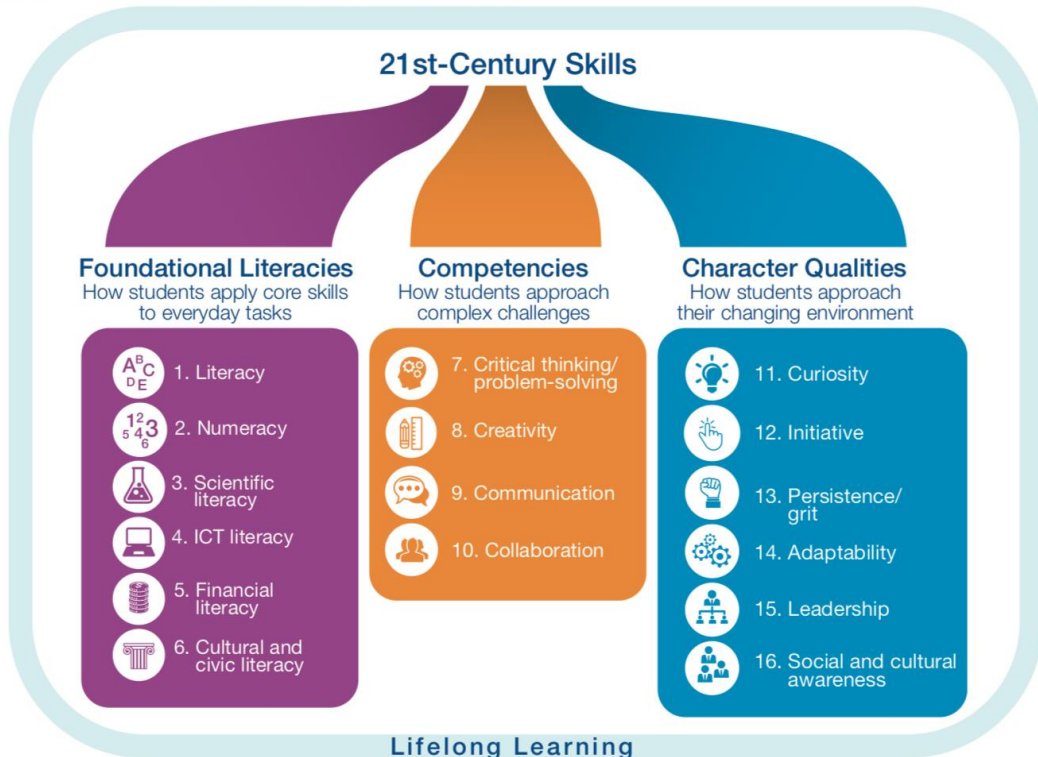


Exhibit 7: Most educational technologies are focused on developing foundational literacies

	Personalized and adaptive content and curricula	Open educational resources	Communication and collaboration tools	Interactive simulations and games
Character Qualities				<ul style="list-style-type: none"> <li>Games for Change</li> </ul>
Competencies	<p><i>Additional tools are strongly needed to develop competencies and character qualities</i></p>			<ul style="list-style-type: none"> <li>Google Apps for Education</li> <li>OneNote</li> <li>Facebook</li> <li>Ponder</li> </ul>
Foundational Literacies	<ul style="list-style-type: none"> <li>Knewton</li> <li>Dreambox</li> <li>Read180</li> <li>Khan Academy</li> <li>Smart Sparrow</li> </ul>	<ul style="list-style-type: none"> <li>BetterLesson</li> <li>LearnZillion</li> <li>Curriki Geometry</li> <li>netTrekker</li> <li>Fishtree</li> <li>Pearson</li> <li>McGraw-Hill</li> <li>Houghton Mifflin</li> </ul>		<ul style="list-style-type: none"> <li>Glass Lab</li> <li>Games for Change</li> <li>Molecular Workbench</li> <li>Explore Learning</li> <li>Tynker</li> </ul>

# Habilidades del S.XXII

## espacial

comprensión e interés sobre los planetas y el universo

## sensorial

trabajo que implique vista, oído, olfato, gusto y tacto

## conectado

## empáticamente

sentir sin estar presente en el lugar



## global

empatía cultural con cualquier país

## expresivo

nuevas formas de comunicar un mensaje

## ecológico

protección por el cuidado de la salud y el medio ambiente

## imaginativo

no tiene límites para ideas nuevos conceptos

# Las Transformaciones

## Herramientas

Metodologías,  
materiales y  
actividades



## Espacios

El laboratorio como  
espacio de trabajo  
colaborativo

## Generaciones

Aprendamos de los  
conocimientos de  
todos

## Origen

colaboración  
desde dentro y fuera  
del país

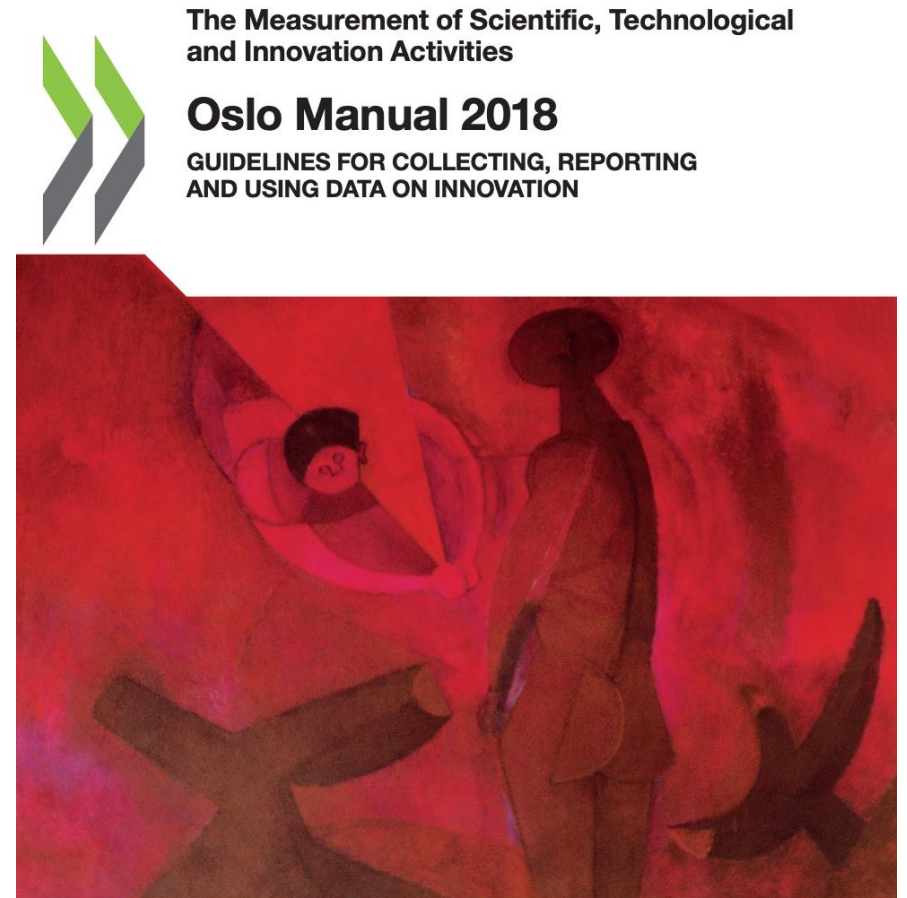
## Intersectorial

Aprendemos y  
conectamos  
con los demás

# ¿Qué es Innovación?

El Manual de Oslo edición 2018 define innovación como “un producto o proceso **nuevo o mejorado** (o una combinación de los mismos) que **difiere significativamente de los productos o procesos anteriores** de la unidad y que ha sido **puesto a disposición** de los usuarios potenciales (producto) o puesto en uso por la unidad (proceso)”.

Fuente: <https://www.oecd-ilibrary.org/docserver/9789264304604-en.pdf?expires=1684927637&id=id&accname=guest&checksum=E75F208A3B19833766661D4904CA8AE0>



4<sup>th</sup> Edition

# ¿Qué es Innovación Pública?

**“Proceso inclusivo e iterativo para definir problemas públicos, co crear, prototipar e implementar soluciones viables, que modernicen al Estado y agreguen valor a las personas”**

Secretaría de Gestión Pública (2021)  
*Lineamientos N°001-2021-SGP Orientaciones para una Gestión Pública Innovadora.* Lima:  
Presidencia del Consejo de Ministros



# ¿Qué características debería tener una cultura de Innovación?

Coloca a las personas al centro de nuestra intervención.

Conecta la visión de largo plazo con las tareas a corto plazo.

Aprende de las nuevas tecnologías y su potencial.

Promueve un enfoque preventivo y prospectivo.

Sustenta el valor de las nuevas soluciones.

Promueve espacios y recursos para innovar.

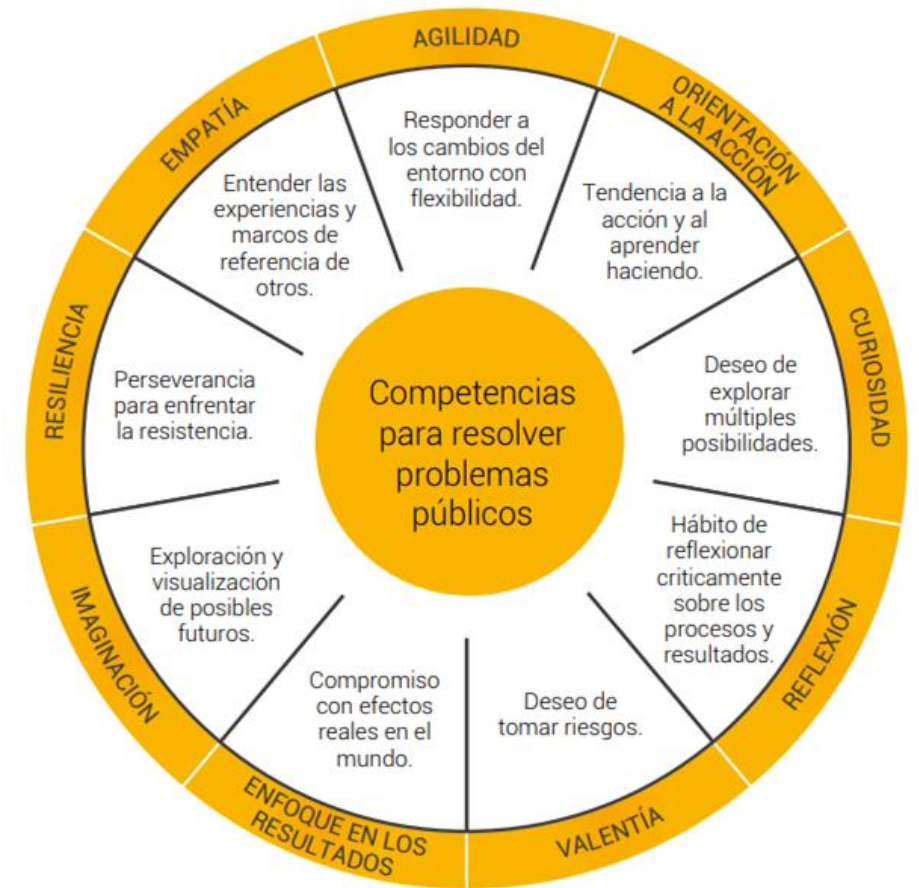
Desaprende la idea que dentro del Estado no se puede innovar.

Comunica los avances de manera atractiva.

Superpone el pensamiento crítico sobre las reglas desfasadas.

Promueve una estructura y organización que fomenta la colaboración.

Reconoce las ventajas del trabajo multidisciplinario.



# ¿De cuántas formas puedes innovar?

## Profit Model

### Premium

Price at a higher margin than competitors, usually for a superior product, offering, experience, service or brand.

### Cost Leadership

Keep variable costs low and sell high volumes at low prices.

### Scaled Transactions

Maximize margins by pursuing high volume, large scale transactions when unit costs are relatively fixed.

### Microtransactions

Sell many items for as little as a dollar—or even only one cent—to drive impulse purchases at volume.

### Forced Scarcity

Limit the supply of offerings available, by quantity, time frame or access, to drive up demand and/or prices.

### Subscription

Create predictable cash flows by charging customers up front (a one time or recurring fee) to have access to the product/ service over time.

### Membership

Charge a time-based payment to permit access to locations, offerings, or services that non-members don't have.

### Installed Base

Offer a "core" product for slim margins (or even a loss) to drive demand and loyalty; then realize profit on additional products and services.

### Switchboard

Connect multiple sellers with multiple buyers; the more buyers and sellers who join, the more valuable the switchboard.

### Auction

Allow a market—and its users—to set the price for goods and services.

### User-Defined

Invite customers to set a price they wish to pay.

### Freemium

Offer basic services for free, while charging a premium for advanced or special features.

### Flexible Pricing

Vary prices for an offering based on demand.

### Float

Receive payment prior to building the offering—and use the cash to earn interest prior to making margins.

### Financing

Capture revenue not directly from the sale of a product, but from structured payment plans and after-sale interest.

### Ad-Supported

Provide content/services for free to one party while selling listeners, viewers or "eyeballs" to another party.

### Licensing

Grant permission to some other group or individual to use your offering in a defined way for a specified payment.

### Metered Use

Allow customers to pay for only what they use.

### Bundled Pricing

Sell in a single transaction two or more items that could be sold as standalone offerings.

### Disaggregate Pricing

Allow customers to buy exactly—and only—what they want.

### Risk Sharing

Waive standard fees/costs if certain metrics aren't achieved, but receive outside gains when they are.

## Network

### Merger/Acquisition

Combine two or more entities to gain access to capabilities and assets.

### Consolidation

Acquire multiple companies in the same market or complementary markets.

### Open Innovation

Obtain access to processes or patents from other companies to leverage, extend, and build on expertise and/or do the same with internal IP and processes.

### Secondary Markets

Connect waste streams, by-products, or other alternative offerings to those who want them.

### Supply Chain Integration

Coordinate and integrate information and/or processes across a company or functions of the supply chain.

### Complementary Partnering

Leverage assets by sharing them with companies that serve similar markets but offer different products and services.

### Alliances

Share risks and revenues to jointly improve individual competitive advantage.

### Franchising

License business principles, processes, and brand to paying partners.

### Cooperation

Join forces with someone who would normally be your competitor to achieve a common goal.

### Collaboration

Partner with others for mutual benefit.

## Structure

### Organizational Design

Make form follow function and align infrastructure with core qualities and business processes.

### Incentive Systems

Offer rewards (financial or non-financial) to provide motivation for a particular course of action.

### IT Integration

Integrate technology resources and applications.

### Competency Center

Cluster resources, practices and expertise into support centers that increase efficiency and effectiveness across the broader organization.

### Outsourcing

Assign responsibility for developing or maintaining a system to a vendor.

### Corporate University

Provide job-specific or company-specific training for managers.

### Decentralized Management

Distribute decision-making governance closer to the customer or other key business interfaces.

### Knowledge Management

Share relevant information internally to reduce redundancy and improve job performance.

### Asset Standardization

Reduce operating costs and increase connectivity and modularity by standardizing your assets.

## Process

### Process Standardization

Use common products, processes, procedures, and policies to reduce complexity, costs, and errors.

### Localization

Adapt an offering, process, or experience to target a culture or region.

### Process Efficiency

Create or produce more while using fewer resources—measured in materials, energy consumption or time.

### Flexible Manufacturing

Use a production system that can rapidly react to changes and still operate efficiently.

### Process Automation

Apply tools and infrastructure to manage routine activities in order to free up employees.

### Crowdsourcing

Outsource repetitive or challenging work to a large group of semi-organized individuals.

### On-Demand Production

Produce items after an order has been received to avoid carrying costs of inventory.

### Lean Production

Reduce waste and cost in your manufacturing process and other operations.

### Logistics Systems

Manage the flow of goods, information and other resources between the point of origin and the point of use.

### Strategic Design

Use a purposeful approach that manifests itself consistently across offerings, brands, and experiences.

### Intellectual Property

Protect an idea that has commercial value—such as a recipe or industrial process—with legal tools like patents.

### User Generated

Put your users to work in creating and curating content that powers your offerings.

### Predictive Analytics

Model past performance data and predict future outcomes to design and price offerings accordingly.

## Product Performance

### Superior Product

Develop an offering of exceptional design, quality, and/or experience.

### Ease of Use

Make your product simple, intuitive and comfortable to use.

### Engaging Functionality

Provide an unexpected or newsworthy experiential component that elevates the customer interaction.

### Safety

Increase the customer's level of confidence and security.

### Feature Aggregation

Combine existing features found across offerings into a single offering.

### Added Functionality

Add new functionality to an existing offering.

### Performance Simplification

Omit superfluous details, features, and interactions to reduce complexity.

### Environmental Sensitivity

Provide offerings that do no harm—or relatively less harm—to the environment.

### Conservation

Design your product so that customers can reduce their use of energy or materials.

### Customization

Enable altering of the product or service to suit individual requirements or specifications.

### Focus

Design an offering specifically for a particular audience at the expense of others.

### Styling

Impart a style, fashion or image.

## Product System

### Complements

Sell additional related or ancillary products or services to a customer.

### Extensions/Plug-ins

Allow first- or third-party additions that add functionality.

### Product Bundling

Offer several products for sale as one combined product.

### Modular Systems

Provide a set of individual components that can be used independently, but gain utility when combined.

### Product/Service Platforms

Develop systems that connect with other, partner products and services to create a holistic offering.

### Integrated Offering

Combine otherwise discrete components into a complete experience.

## Service

### Try Before You Buy

Let customers test and experience an offering before investing in it.

### Guarantee

Reduce customer risk of lost money or time stemming from product failure or purchase error.

### Loyalty Programs

Provide benefits and/or discounts to frequent and high-value customers.

### Added Value

Include an additional service/function as part of the base price.

### Concierge

Provide premium service by taking on tasks for which customers don't have time.

### Total Experience Management

Provide thoughtful, holistic management of the consumer experience across an offering's lifecycle.

### Supplementary Service

Offer ancillary services that fit with your offering.

### Superior Service

Provide service(s) of higher quality, efficacy, or with a better experience than any competitor.

### Personalized Service

Use the customer's own information to provide perfectly calibrated service.

### User Communities/Support Systems

Provide a communal resource for product/service support, use and extension.

### Lease or Loan

Let customers pay over time to lower upfront costs.

### Self-Service

Provide users with control over activities that would otherwise require an intermediary to complete.

## Channel

### Diversification

Add and expand into new or different channels.

### Flagship Store

Create a store to showcase quintessential brand and product attributes.

### Go Direct

Skip traditional retail channels and connect directly with customers.

### Non-Traditional Channels

Employ novel and relevant avenues to reach customers.

### Pop-up Presence

Create a noteworthy but temporary environment to showcase and/or sell offerings.

### Indirect Distribution

Use others as resellers who take ownership over delivering the offering to the final user.

### Multi-Level Marketing

Sell bulk or packaged goods to an affiliated but independent sales force that turns around and sells it for you.

### Cross-selling

Place products, services, or information that will enhance an experience in situations where customers are likely to want to access them.

### On-Demand

Deliver goods in real-time whenever or wherever they are desired.

### Context Specific

Offer timely access to goods that are appropriate for a specific location, occasion, or situation.

### Experience Center

Create a space that encourages your customers to interact with your offerings—but purchase them through a different (and often lower-cost) channel.

## Brand

### Co-Branding

Combine brands to mutually reinforce key attributes or enhance the credibility of an offering.

### Brand Leverage

"Lend" your credibility and allow others to use your name—thus extending your brand's reach.

### Private Label

Provide goods made by others under your company's brand.

### Brand Extension

Offer a new product or service under the umbrella of an existing brand.

### Component Branding

Brand an integral component to make a final offering appear more valuable.

### Transparency

Let customers see into your operations and participate with your brand and offerings.

### Values Alignment

Make your brand stand for a big idea or a set of values and express them consistently in all aspects of your company.

### Certification

Develop a brand or mark that signifies and ensures certain characteristics in third-party offerings.

## Customer Engagement

### Process Automation

Remove the burden of repetitive tasks from the user to simplify life and make new experiences seem magical.

### Experience Simplification

Reduce complexity and focus on delivering specific experiences exceptionally well.

### Curation

Use a distinct point of view to separate the proverbial wheat from the chaff—and in the process create a strong identity for yourself and your followers.

### Experience Enabling

Extend the realm of what's possible to offer a previously improbable experience.

### Mastery

Help customers to obtain great skill or deep knowledge of some activity or subject.

### Autonomy and Authority

Grant users the power to use your offerings to shape their own experience.

### Community and Belonging

Facilitate visceral connections to make people feel they are part of a group or movement.

### Personalization

Alter a standard offering to allow the projection of the customer's identity.

### Whimsy and Personality

Humanize your offering with small flourishes of on-brand, on-message ways of seeming alive.

### Status and Recognition

Offer cues that infer meaning, allowing users—and those who interact with them—to develop and nurture aspects of their identity.

CONFIGURATION

OFFERING

EXPERIENCE

# ¿De cuántas formas puedes innovar?

Profit Model	Network	Structure	Process	Product Performance	Product System	Service	Channel	Brand	Customer Engagement	
<p><b>Premium</b> Price at a higher margin than competitors, usually for a superior product, offering, experience, service or brand.</p> <p><b>Cost Leadership</b> Keep variable costs low and sell high volumes at low prices.</p> <p><b>Scaled Transactions</b> Maximize margins by pursuing high volume, large scale transactions when unit costs are relatively fixed.</p> <p><b>Microtransactions</b> Sell many items for as little as a dollar—or even only one cent—to drive impulse purchases at volume.</p> <p><b>Forced Scarcity</b> Limit the supply of offerings available, by quantity, time frame or access, to drive up demand and/or prices.</p> <p><b>Subscription</b> Create predictable cash flows by charging customers up front (a one time or recurring fee) to have access to the product/ service over time.</p> <p><b>Membership</b> Charge a time-based payment to permit access to locations, offerings, or services that non-members don't have.</p> <p><b>Installed Base</b> Offer a "core" product for slim margins (or even a loss) to drive demand and loyalty; then realize profit on additional products and services.</p> <p><b>Switchboard</b> Connect multiple sellers with multiple buyers; the more buyers and sellers who join, the more valuable the switchboard.</p> <p><b>Auction</b> Allow a market—and its users—to set the price for goods and services.</p>	<p><b>User-Defined</b> Invite customers to set a price they wish to pay.</p> <p><b>Freemium</b> Offer basic services for free, while charging a premium for advanced or special features.</p> <p><b>Flexible Pricing</b> Vary prices for an offering based on demand.</p> <p><b>Float</b> Receive payment prior to building the offering—and use the cash to earn interest prior to making margins.</p> <p><b>Financing</b> Capture revenue not directly from the sale of a product, but from structured payment plans and after-sale interest.</p> <p><b>Ad-Supported</b> Provide content/services for free to one party while selling listeners, viewers or "eyeballs" to another party.</p> <p><b>Licensing</b> Grant permission to some other group or individual to use your offering in a defined way for a specified payment.</p> <p><b>Metered Use</b> Allow customers to pay for only what they use.</p> <p><b>Bundled Pricing</b> Sell in a single transaction two or more items that could be sold as standalone offerings.</p> <p><b>Disaggregate Pricing</b> Allow customers to buy exactly—and only—what they want.</p> <p><b>Risk Sharing</b> Waive standard fees/costs if certain metrics aren't achieved, but receive outside gains when they are.</p>	<p><b>Merger/Acquisition</b> Combine two or more entities to gain access to capabilities and assets.</p> <p><b>Consolidation</b> Acquire multiple companies in the same market or complementary markets.</p> <p><b>Open Innovation</b> Obtain access to processes or patents from other companies to leverage, extend, and build on expertise and/or do the same with internal IP and processes.</p> <p><b>Secondary Markets</b> Connect waste streams, by-products, or other alternative offerings to those who want them.</p> <p><b>Supply Chain Integration</b> Coordinate and integrate information and/or processes across a company or functions of the supply chain.</p> <p><b>Complementary Partnering</b> Leverage assets by sharing them with companies that serve similar markets but offer different products and services.</p> <p><b>Alliances</b> Share risks and revenues to jointly improve individual competitive advantage.</p> <p><b>Franchising</b> License business principles, processes, and brand to paying partners.</p> <p><b>Cooperation</b> Join forces with someone who would normally be your competitor to achieve a common goal.</p> <p><b>Collaboration</b> Partner with others for mutual benefit.</p>	<p><b>Organizational Design</b> Make form follow function and align infrastructure with core qualities and business processes.</p> <p><b>Incentive Systems</b> Offer rewards (financial or non-financial) to provide motivation for a particular course of action.</p> <p><b>IT Integration</b> Integrate technology resources and applications.</p> <p><b>Competence Center</b> Cluster resources, practices and expertise into support centers that increase efficiency and effectiveness across the broader organization.</p> <p><b>Outsourcing</b> Assist in developing a system.</p> <p><b>Core</b> Provide core competencies for market.</p> <p><b>Decentralization</b> Distribute governance and business decisions.</p> <p><b>Knowledge Management</b> Share information and improve job performance.</p> <p><b>Asset Standardization</b> Reduce operating costs and increase connectivity and modularity by standardizing your assets.</p> <p><b>Strategic Design</b> Employ a purposeful approach that manifests itself consistently across offerings, brands, and experiences.</p> <p><b>Intellectual Property</b> Protect an idea that has commercial value—such as a recipe or industrial process—with legal tools like patents.</p> <p><b>User Generated</b> Put your users to work in creating and curating content that powers your offerings.</p> <p><b>Predictive Analytics</b> Model past performance data and predict future outcomes to design and price offerings accordingly.</p>	<p><b>Process Standardization</b> Use common products, processes, procedures, and policies to reduce complexity, costs, and errors.</p> <p><b>Localization</b> Adapt an offering, process, or experience to target a culture or region.</p> <p><b>Process Efficiency</b> Create or produce more while using fewer resources—measured in materials, energy consumption or time.</p> <p><b>Flexible Manufacturing</b> Use a production system that can rapidly react to changes and still operate efficiently.</p> <p><b>Process Automation</b> Apply tools and infrastructure to manage routine activities in information and other resources between the point of origin and the point of use.</p> <p><b>Strategic Design</b> Employ a purposeful approach that manifests itself consistently across offerings, brands, and experiences.</p> <p><b>Intellectual Property</b> Protect an idea that has commercial value—such as a recipe or industrial process—with legal tools like patents.</p> <p><b>User Generated</b> Put your users to work in creating and curating content that powers your offerings.</p> <p><b>Predictive Analytics</b> Model past performance data and predict future outcomes to design and price offerings accordingly.</p>	<p><b>Superior Product</b> Develop an offering of exceptional design, quality, and/or experience.</p> <p><b>Ease of Use</b> Make your product simple, intuitive and comfortable to use.</p> <p><b>Engaging Functionality</b> Provide an unexpected or newsworthy experiential component that elevates the customer interaction.</p> <p><b>Safety</b> Increase the customer's level of confidence and security.</p> <p><b>Feature Aggregation</b> Combine existing features found across offerings into a single offering.</p> <p><b>Customization</b> Enable altering of the product or service to suit individual requirements or specifications.</p> <p><b>Focus</b> Design an offering specifically for a particular audience at the expense of others.</p> <p><b>Styling</b> Impart a style, fashion or image.</p>	<p><b>Complements</b> Sell additional related or ancillary products or services to a customer.</p> <p><b>Extensions/Plug-ins</b> Allow first- or third-party additions that add functionality.</p> <p><b>Product Bundling</b> Offer several products for sale as one combined product.</p> <p><b>Modular Systems</b> Provide a set of individual components that can be used independently, but gain utility when combined.</p> <p><b>Product/Service Platforms</b> Develop systems that connect with other, partner</p>	<p><b>Try Before You Buy</b> Let customers test and experience an offering before investing in it.</p> <p><b>Guarantee</b> Remove customer risk of lost money or time stemming from product failure or purchase error.</p> <p><b>Loyalty Programs</b> Provide benefits and/or discounts to frequent and high-value customers.</p> <p><b>Added Value</b> Include an additional service/function as part of the base price.</p> <p><b>Concierge</b> Provide premium service by taking on tasks for which customers don't have time.</p> <p><b>Personalized Service</b> Use others as resellers who take ownership over delivering the offering to the final user.</p> <p><b>Multi-Level Marketing</b> Sell bulk or packaged goods to an affiliated but independent sales force that turns around and sells it for you.</p> <p><b>Cross-selling</b> Place products, services, or information that will enhance an experience in situations where customers are likely to want to access them.</p> <p><b>On-Demand</b> Deliver goods in real-time whenever or wherever they are desired.</p> <p><b>Context Specific</b> Offer timely access to goods that are appropriate for a specific location, occasion, or situation.</p> <p><b>Experience Center</b> Create a space that encourages your customers to interact with your offerings—but purchase them through a different (and often lower-cost) channel.</p>	<p><b>Diversification</b> Add and expand into new or different channels.</p> <p><b>Flagship Store</b> Create a store to showcase quintessential brand and product attributes.</p> <p><b>Go Direct</b> Skip traditional retail channels and connect directly with customers.</p> <p><b>Non-Traditional Channels</b> Employ novel and relevant avenues to reach customers.</p> <p><b>Pop-up Presence</b> Create a noteworthy but temporary environment to showcase and/or sell offerings.</p> <p><b>Indirect Distribution</b> Use others as resellers who take ownership over delivering the offering to the final user.</p> <p><b>Multi-Level Marketing</b> Sell bulk or packaged goods to an affiliated but independent sales force that turns around and sells it for you.</p> <p><b>Cross-selling</b> Place products, services, or information that will enhance an experience in situations where customers are 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customers see into your operations and participate with your brand and offerings.</p> <p><b>Values Alignment</b> Make your brand stand for a big idea or a set of values and express them consistently in all aspects of your company.</p> <p><b>Certification</b> Develop a brand or mark that signifies and ensures certain characteristics in third-party offerings.</p>	<p><b>Process Automation</b> Remove the burden of repetitive tasks from the user to simplify life and make new experiences seem magical.</p> <p><b>Experience Simplification</b> Reduce complexity and focus on delivering specific experiences exceptionally well.</p> <p><b>Curation</b> Use a distinct point of view to separate the proverbial wheat from the chaff—and in the process create a strong identity for yourself and your followers.</p> <p><b>Experience Enabling</b> Extend the realm of what's possible to offer a previously improbable experience.</p> <p><b>Mastery</b> Help customers to obtain great skill or deep knowledge of some activity or subject.</p> <p><b>Autonomy and Authority</b> Grant users the power to use your offerings to shape their own experience.</p> <p><b>Community and Belonging</b> Facilitate visceral connections to make people feel they are part of a group or movement.</p> <p><b>Personalization</b> Alter a standard offering to allow the projection of the customer's identity.</p> <p><b>Whimsy and Personality</b> Humanize your offering with small flourishes of on-brand, on-message ways of seeming alive.</p> <p><b>Status and Recognition</b> Offer cues that infer meaning, allowing users—and those who interact with them—to develop and nurture aspects of their identity.</p>

**IT Integration**  
Integrate technology resources and applications.

**Encuesta de Innovación en la Organización:** Definir un concepto interno sobre la innovación en la gestión pública, privada o académica.

# SURVEY

How was your experience with us?

Select one

Fantastic

Good

Average

Fair

Poor!!

Are you going to recommend us?

Yes

No

What can we do to improve service?

Write a comment...

Finish

# Encuesta de Innovación Organizacional

ENCUESTA  
DE INNOVACIÓN  
ORGANIZACIONAL

# INNOVEMOS JUNTOS

25-29  
NOVIEMBRE



Queremos descubrir tus talentos, arriesgar en campos inexplorados, fortalecer el vínculo entre áreas y diseñar nuevas estrategias para mejorar nuestros resultados. Ayúdanos a identificar oportunidades de mejora para transformarnos en un nuevo VMT. **¡Prepárate!**

Questions Responses

Company party Choose a question type

Where? When?

Choice Text Rating Date Ranking

Recommended from Microsoft Forms templates

Your name

Number of guests attending including yourself

Do you or your guests have any food allergies?

Likert

File upload

Net Promoter Score®

Section

Google Form  
Microsoft Forms Office 365



**Eventos remotos:** Fortalecer la conexión de la entidad con el ecosistema nacional e internacional de innovación.

# Caso: MINCEMeet: Charlas Virtuales



**Rubén Sánchez**  
Gerente General  
Pastelería San Antonio.

**TIEMPOS DE CAMBIOS,  
UN NUEVO MODO DE  
SEGUIR ADELANTE.**



TEMA:  
**TODOS PODEMOS  
SER HÉROES**

**Dr. Ricardo Pun Chong**  
Ganador CNN Héroes 2018  
Albergue Inspira.

**Junio  
2020**



TEMA:  
**HOMBRO A HOMBRO  
CONTRA EL COVID-19**  
LA LABOR DEL SECTOR PRIVADO  
EN APOYO A LOS MÁS VULNERABLES

**Juan Manuel Arribas**  
Director Ejecutivo  
Hombro a Hombro.

**Junio  
2020**



TEMA:  
**LA FELICIDAD  
POST CUARENTENA**

**Jorge Yamamoto**  
Autor de "La gran estafa  
de la felicidad"

**Julio  
2020**

**MINCEMEET**  #PrimerMiSalud

CHARLAS VIRTUALES

Mincetur pensando en ti, te invita a compartir con nosotros una nueva manera de continuar unidos como una gran familia a través de la **quinta charla virtual**, donde contaremos con la participación de un invitado especial.

**ALINTI** / INNOVACIÓN PERUANA PARA  
CONSEGUIR EL BIENESTAR DE  
LOS CIUDADANOS

**viernes 21 de agosto  
4:00PM  
Plataforma Zoom**



**Hernán Asto**  
Fundador  
Alinti  
*Macetero que genera  
energía en base a  
microorganismos*

 **ODS 11** Diseñemos ciudades y comunidades más sostenibles.  
MINCETUR apuesta por los Objetivos de Desarrollo Sostenible.

**¡TE ESPERAMOS!**


Oficina de Personal

# Caso: MINCEMeet: Charlas Virtuales

#PrimeroSALud

## MINCEMEET

CHARLAS VIRTUALES



Mincetur pensando en ti, te invita a disfrutar nuevamente de nuestra cuarta charla virtual.


**TEMA:**  
**LA FELICIDAD POST CUARENTENA**

**Jorge Yamamoto**  
Autor de "La gran estafa de la felicidad"

Oficina de Personal

### LECCIONES APRENDIDAS de la familia MINCETUR

- + "La felicidad es algo que se debe trabajar día a día, con las pequeñas acciones que hacemos".
- + "Para alcanzar la felicidad hay que adaptarse y aceptar la realidad que nos tocó vivir".
- + "Los valores y la educación sientan bases para la felicidad de una sociedad".
- + "Aprender a reinventarse buscando un mejor sentido de comunidad y trabajo en equipo".
- + "La felicidad es una actitud, y está ligada a la capacidad para adaptarse a situaciones nuevas".

Revive el momento. Dale PLAY 

## MINCEMEET

CHARLAS VIRTUALES



### MINCETUR 18º aniversario

**TEMA:**  
**LA FELICIDAD POST CUARENTENA**

**Jorge Yamamoto**  
Autor de "La gran estafa de la felicidad"

Día: Viernes 10 de julio  
Hora: 3:50 P. M.  
Plataforma Zoom

Inscripciones:  
Hasta el viernes 10 de julio, 1:00 P.M.  
Contacto:  
jguerreror@mincetur.gob.pe

Oficina de Personal



EL PERÚ PRIMERO

## CONSTANCIA DE INSPIRACIÓN +

# Jorge Yamamoto

Fundador  
B y P Bienestar y Productividad

Gracias por compartir tus experiencias y ser un modelo a seguir.

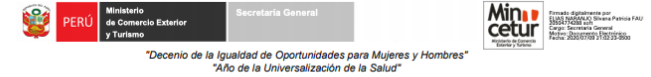
10 de julio de 2020  
Fecha

Silvana Elías  
Secretaría General

ODS 13 Evitemos Impulsar. Cuidemos el medioambiente. MINCETUR apuesta por los Objetivos de Desarrollo Sostenible.



EL PERÚ PRIMERO



San Isidro, 9 de julio de 2020

**OFICIO N° 423 - 2020 - MINCETUR/SG**

Señor(a)  
**JORGE MARTIN YAMAMOTO SUDA**  
Departamento de Psicología  
PONTIFICIA UNIVERSIDAD CATOLICA DEL PERU  
Av. Universitaria 1801 Urb. Pando  
Lima/Lima/San Miguel

Asunto : Invitación para exponer en "MinceMeet: Charlas Virtuales"

Me dirijo a usted para saludarlo y a la vez invitarlo a participar como expositor en el "MinceMeet: Charlas Virtuales", que se llevará a cabo el día viernes 10 de julio del presente año a las 04:00 pm, a través de la plataforma virtual Zoom.

Es de señalar, que "MinceMeet: Charlas Virtuales" tiene como objetivo invitar a distintos representantes del sector público, privado y académico, y promover internamente las experiencias y lecciones aprendidas sobre la colaboración, el trabajo remoto y los distintos retos frente a esta etapa del COVID-19.

La participación es gratuita y el formato de exposición es libre, a modo de presentación o mediante una entrevista virtual. Por lo antes expuesto, mucho agradeceré confirmar su participación con el Sr. Víctor Freund Meléndez al correo electrónico [vfreund@mincetur.gob.pe](mailto:vfreund@mincetur.gob.pe).

Agradeciéndole la atención, que le brinde al presente, quedo de usted,

Atentamente,

Firmado digitalmente  
**SILVANA PATRICIA ELIAS NARANJO**  
Secretaría General  
Ministerio de Comercio Exterior y Turismo - MINCETUR

C.c. OP  
Expediente N° 1342445  
mcc

Esta es una copia auténtica imprimible de un documento electrónico archivado en el Ministerio de Comercio Exterior y Turismo, aplicando lo dispuesto por el Art. 25 de D.S. 070-2013-PCM y la Tercera Disposición Complementaria Final de D.S. 026-2016-PCM. Su autenticidad e integridad pueden ser contrastadas a través de la siguiente dirección web: <https://consultasenlinea.mincetur.gob.pe/verifica> e ingresando la siguiente clave: HKE05JWF

Ca. Uno Oeste 050, Urb. Corpac - San Isidro, Lima 27, Perú



EL PERÚ PRIMERO

EL PERÚ PRIMERO

# Caso: Festival INSPIRA (2021)



**inspira**

Festival para la internacionalización  
de la creatividad e innovación peruana

*24 al 28 de mayo*

# Caso: Festival INSPIRA (2021)



Mauro Porcini



Anouk Wipprecht



Pedro Moneo

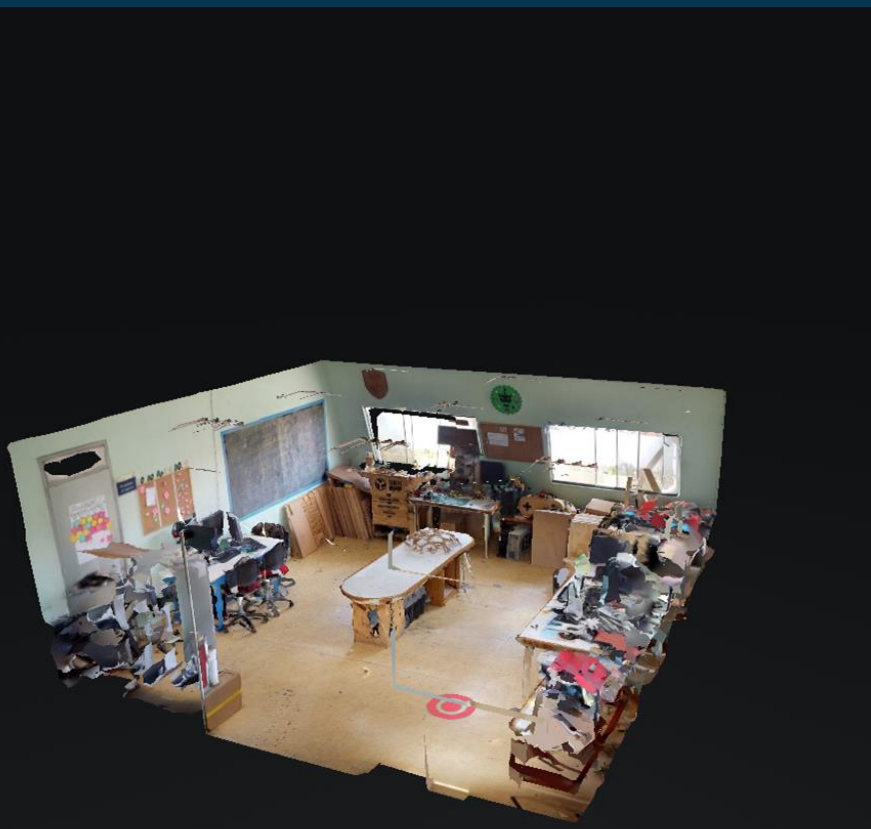
# Caso: Festival INSPIRA (2021)



Diseñador peruano,  
creador de autos  
Lamborghini 😱



JorGeek



FabLab USMP



Mateo Alayza

A hand is using a stylus to draw a red sketch of a face on a tablet. The tablet screen shows a digital art application with a menu bar at the top (File, Edit, View, Image, Layer, Select, Filter, Tools, Settings, Window, Help) and a toolbar on the left. The drawing is a red line drawing of a face, possibly a portrait, with some shading. The application interface includes a color wheel, a layer panel on the right, and a status bar at the bottom. The text is overlaid on a red rectangular background.

**Inclusión de perfiles:** Generar espacios y momentos para el trabajo multidisciplinario considerando perfiles de carreras ligadas a las industrias creativas.

# Inclusión de perfiles de diseño

## ANTES



¡¡¡Ven a recibir con nosotros La Navidad !!!

No dejes que tu pequeño se pierda la oportunidad de pasar un momento inolvidable.

Habrán juegos, concursos, una sorprendente sección de animales exóticos, tarjetas pintadas, estimulación temprana y mucho más.

Fecha: **Sábado 12 de Diciembre**  
Lugar: **CENESPAR (Av. Primavera 103 - San Borja)**  
Hora: **9:00 am a 1:30 pm**

Niños hasta los 12 años.

 [www.promperu.gob.pe](http://www.promperu.gob.pe)



**Canasta Navideña 2016**

Se les informa que el día **Viernes 16 de diciembre** se hará entrega de las **Canastas Navideñas**:

Hora: **01:00 pm - 05:00 pm**

Lugar de entrega: **Edificio Quattro - Piso 2 Calle Uno - Piso 14**  
*Oficina de Recursos Humanos*

 [www.promperu.gob.pe](http://www.promperu.gob.pe)

## DESPUÉS



SECRETARÍA GENERAL 

**JUEVES DE INNOVACIÓN**

LA ZONA DE APRENDIZAJE Y COLABORACIÓN CREADA POR Y PARA LOS PROMPERUANOS



GERENCIA GENERAL 

**BIENVENIDOS AL CLUB DE BENEFICIOS PROMPERÚ**

Porque nos encanta verte feliz, hemos creado especialmente para ti el Club de Beneficios PROMPERÚ. Sonde descuentos, ofertas y otras especiales. ¡Aprovechalos!

¡CONOCE TUS BENEFICIOS INGRESANDO A NUESTRA INTRANET!





GERENCIA GENERAL 

**¡ASISTE A NUESTRO TALLER!**

Taller de Instagram: Sesión 2  
Jueves 5 de Julio 1-3 p.m  
Edificio Quattro: Piso 4 - Directorio

**JUEVES DE INNOVACIÓN**

PARA MÁS INFORMACIÓN E INSCRIPCIONES **HAZ CLICK AQUI**

# Inclusión de perfiles de diseño



**tuit.** (Del ingl. *tweet*). m. Mensaje digital en la red social Twitter® y que no puede ser mayor de 140 caracteres.

### **Glosario de Nuevos Conceptos:**

Promover el intercambio de conceptos sobre innovación entre el sector público, privado y académico.

L. Comunicarse por medio de un tuit.

**tuiteo.** m. Acción y efecto de tuitear.

**tuitero, ra.** adj. 1. Perteneciente o relativo a un tuit.

**SABER ALFA:**  
**GLOSARIO DE**  
**INNOVACIÓN**

-PROMPERÚ LAB

## CO-CREACIÓN

 Metodología Creativa

Se refiere al conjunto de prácticas utilizadas para desarrollar productos, sistemas o servicios en estrecha colaboración con clientes, administradores, empleados y otros grupos de interés

Términos relacionados: **COWORKING**



## C

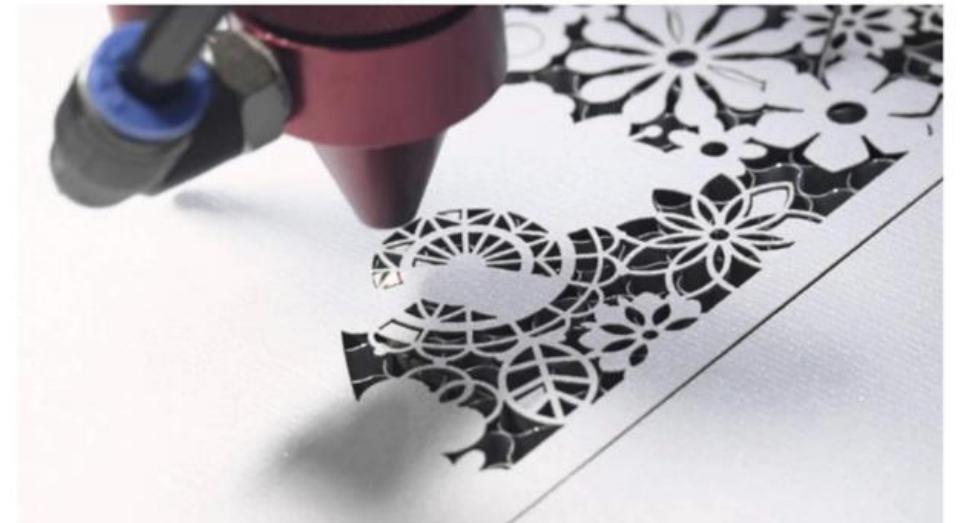
## CORTE LÁSER

 Herramienta Constructiva

Es una herramienta de fabricación que utiliza un rayo laser para generar cortes o grabar materiales como plástico, madera, tela o metal. se caracteriza por su alta precisión, dependiendo de la velocidad y potencia con la que se trabaje.

Demostración de corte láser 

Términos relacionados: **FABRICACIÓN DIGITAL FRESADO CNC IMPRESIÓN 3D ESCÁNER 3D**



# Caso: Saber Alfa: Glosario de Innovación

GERENCIA GENERAL



## SABER ALFA: GLOSARIO DE INNOVACIÓN

Te presentamos la  
definición de la semana:

### STORYTELLING

Es el arte de contar una historia. La creación y aprovechamiento de una atmósfera mágica a través del relato. Consiste en conectar con tus usuarios, apelando a lo racional y lo instintivo.



DESCARGA SABER ALFA EN NUESTRA INTRANET  
Y DESCUBRE EL MUNDO DE LA INNOVACIÓN



Síguenos en



## SABER ALFA GLOSARIO DE INNOVACIÓN

### AGILE

Es un conjunto de metodologías para el desarrollo de proyectos que precisan de rapidez y flexibilidad para adaptarse a condiciones cambiantes del mercado.

Descarga [aquí](#) SABER ALFA y descubre el mundo de la innovación.

Gerencia General



CO  
LABORA

## Tour (virtual) de Innovación:

Identificar las lecciones aprendidas de creatividad e innovación en entidades públicas, privadas y académicas.

# Tour Maker



## Hackatón

de Periodismo y Divulgación  
de la Innovación

Lima 2017

15-16 Diciembre

Ciencia • Tecnología • Innovación • Emprendimiento



Innóvate Perú



swisscontact



# Tour Maker



# Tour Maker

Inversionistas y emprendedores participarán en proceso creativo de objetivos innovadores digitales

Publicado el Jueves, 11 Julio 2019

 [Tuittear](#)

 [Me gusta](#)

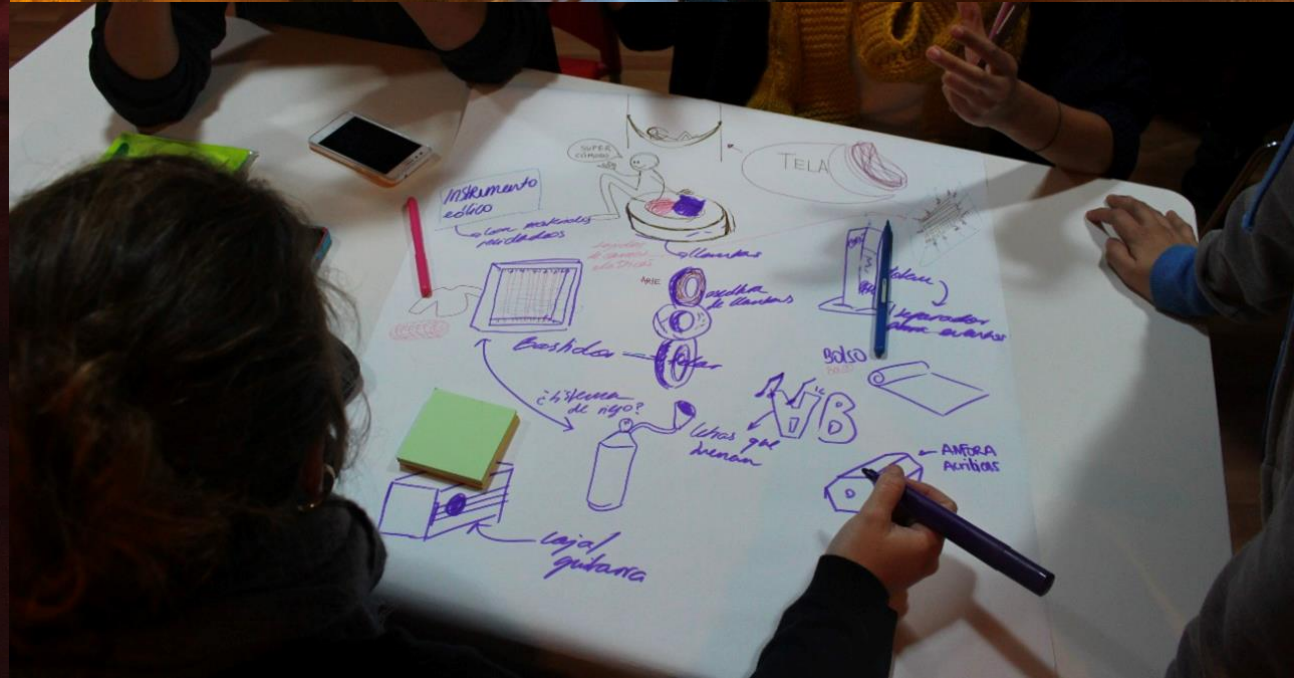


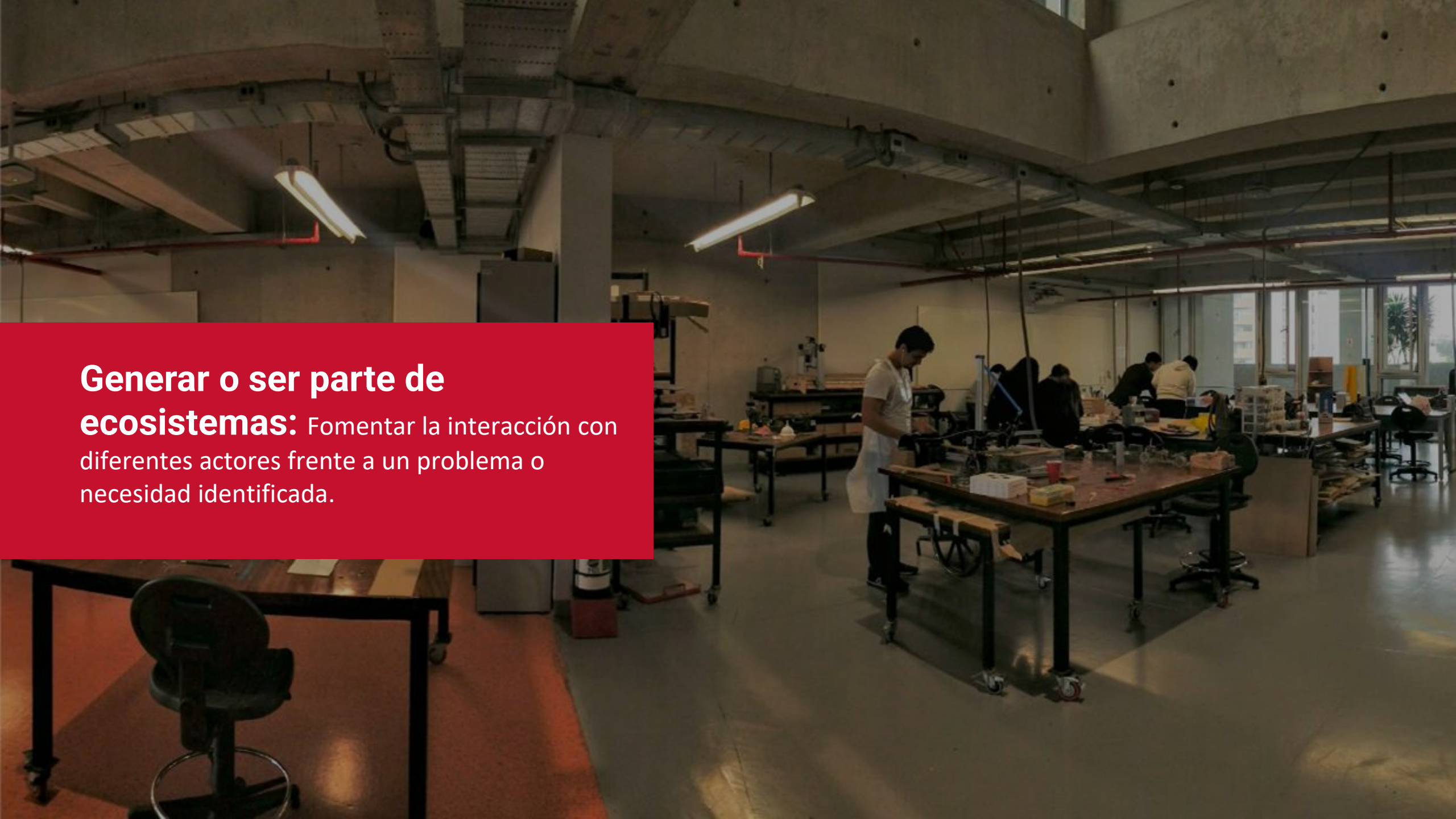
An illustration of a woman with dark curly hair reading a pink book. She is wearing a dark green patterned top. The background is a teal color with white speckles, suggesting a night sky. Various school supplies are scattered around her: pencils, notebooks, and papers. The overall style is flat and modern.

## Guía Metodológica para la

**Innovación:** Brindar información clara sobre las etapas del proceso de diseño centrado en el planeta aplicado a las actividades de la empresa

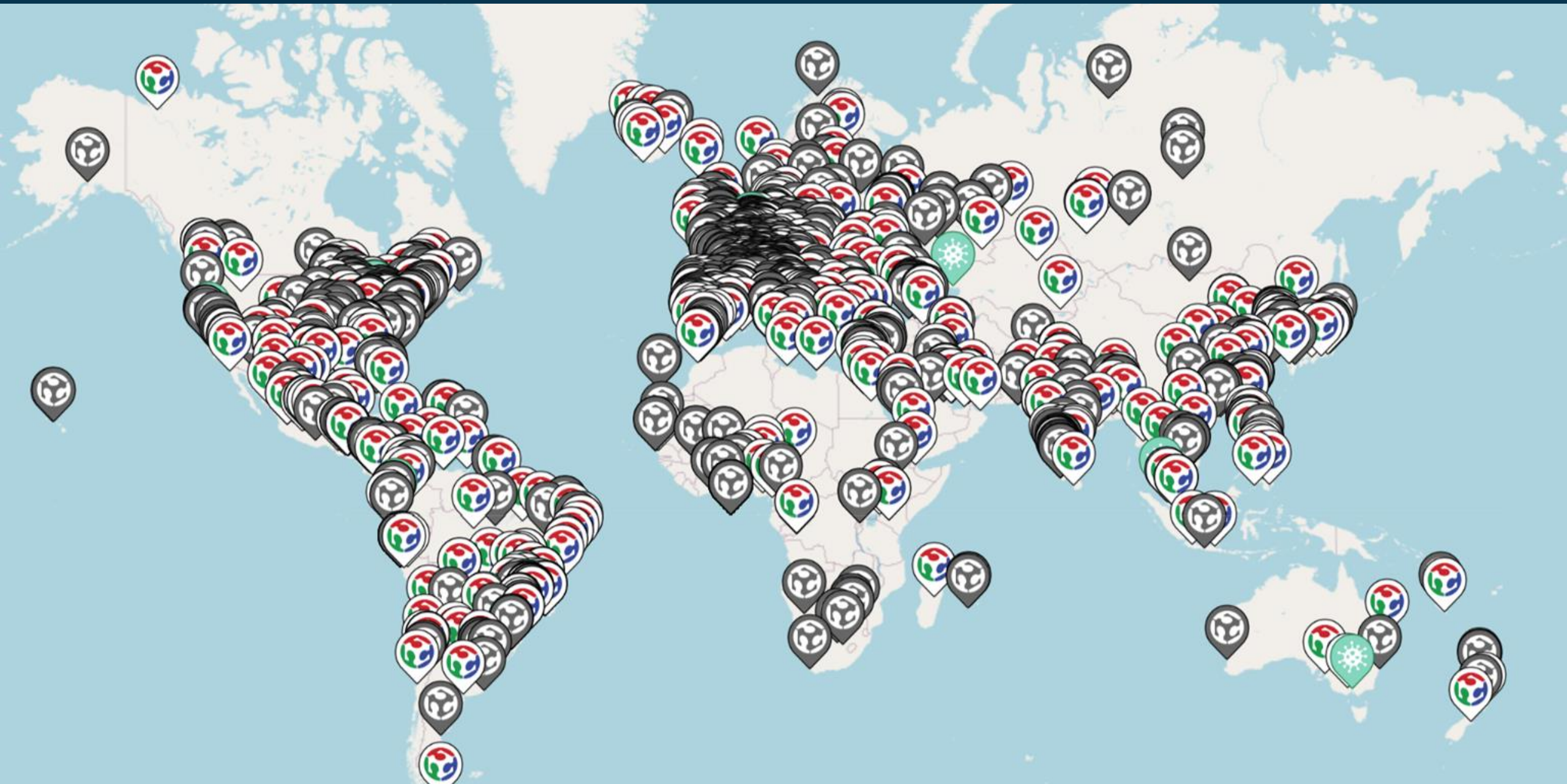
# Caso: Taller OVNI: Objeto Verde No Identificado





**Generar o ser parte de ecosistemas:** Fomentar la interacción con diferentes actores frente a un problema o necesidad identificada.

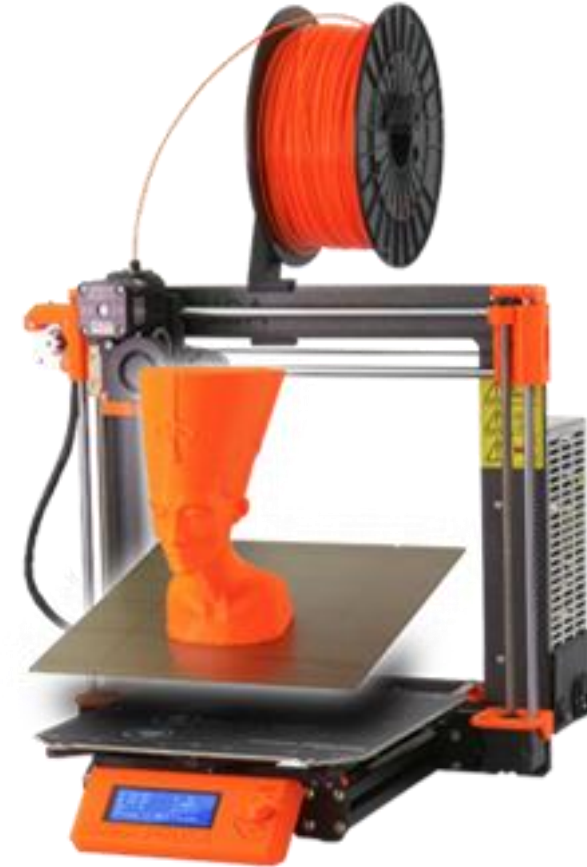
# Caso: Red Global de Fab Labs



# Caso: Red Global de Fab Labs

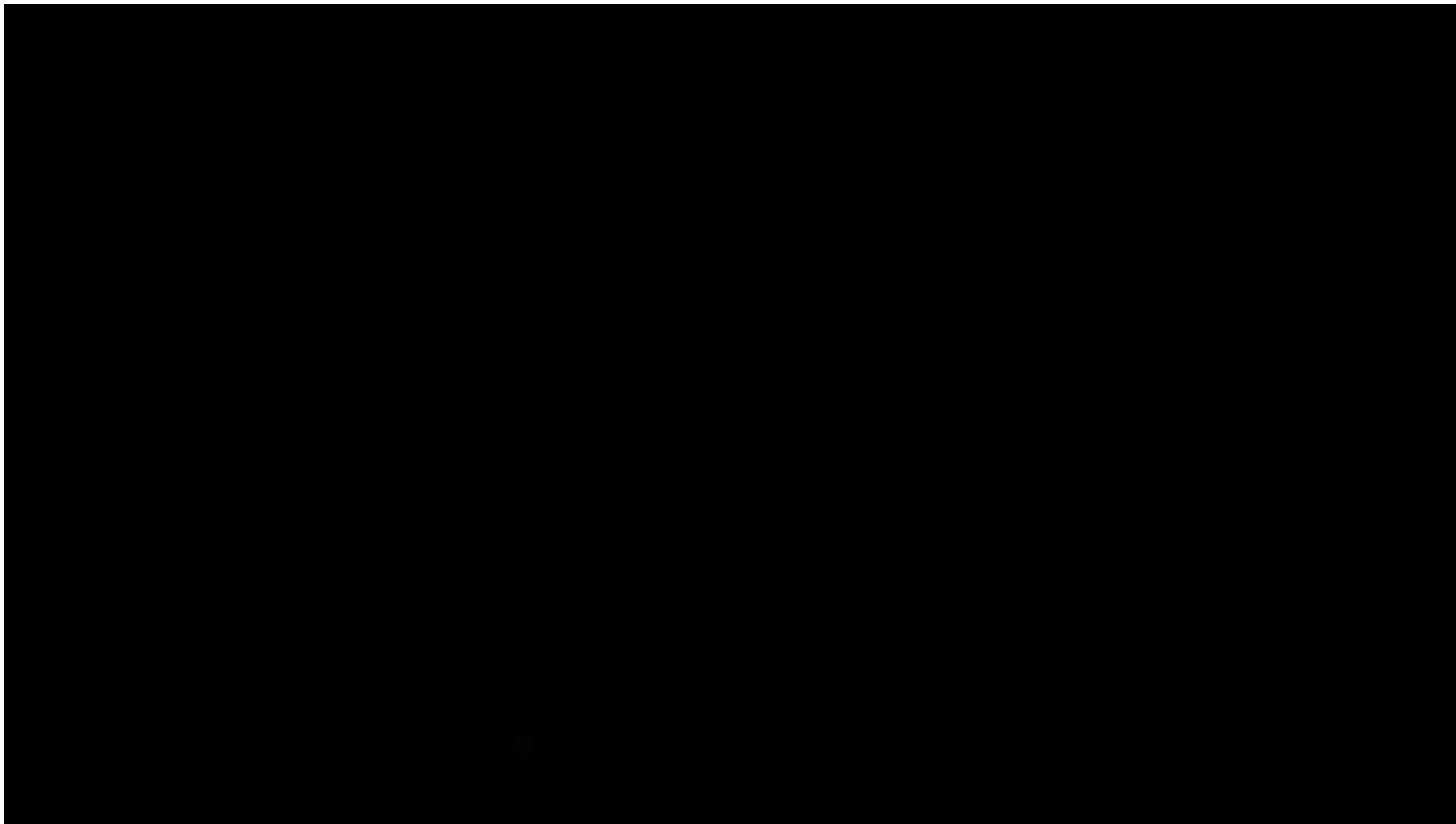


Neil Gershenfeld, CBA-MIT



¿Solamente impresión 3D?

# Caso: Red Global de Fab Labs



# Caso: Red Global de Fab Labs

En febrero de 2022



## 15 laboratorios de fabricación digital

PMESUT



Relación de institutos tecnológicos beneficiarios

1. Perú Japón - Amazonas
2. Carlos Salazar Romero - Ancash
3. Manuel Antonio Hierro Pozo - Ayacucho
4. Simón Bolívar - Callao
5. Túpac Amaru - Cusco
6. Huancavelica - Huancavelica
7. Nueva Esperanza - La Libertad
8. República Federal De Alemania - Lambayeque
9. Huando - Lima
10. Pedro A. Del Águila Hidalgo - Loreto
11. Jorge Basadre Grohman - Madre de Dios
12. Pasco - Pasco - Yanacancha
13. Nor Oriental De La Selva - San Martín
14. Francisco De Paula Gonzales Vigil - Tacna
15. Suiza - Ucayali



PERÚ Ministerio de Educación

PMESUT

Siempre con el pueblo



BICENTENARIO PERÚ 2021

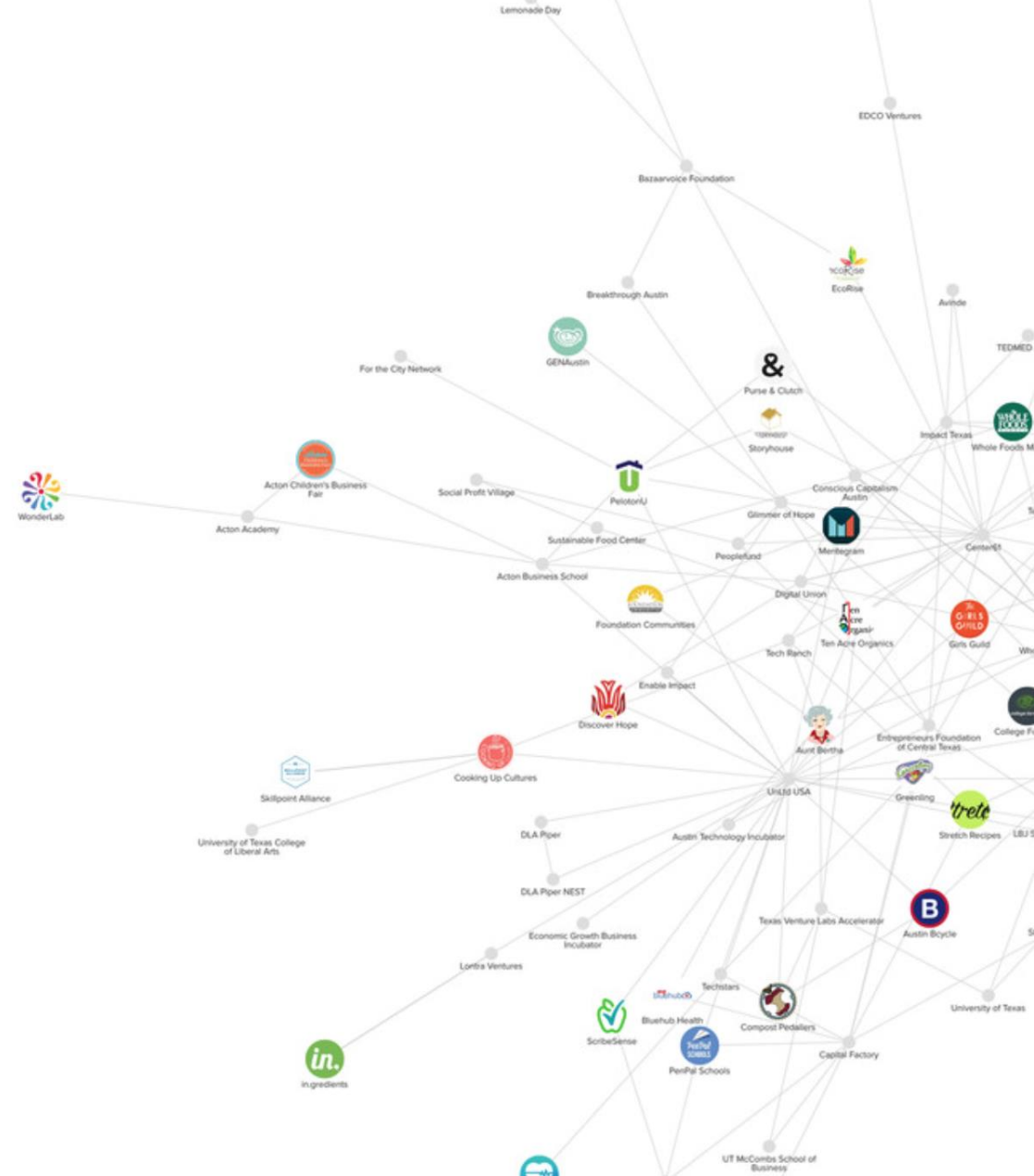
# Ecosistemas



## Make sense of your messy world.

Kumu makes it easy to organize complex data into relationship maps that are beautiful to look at and a pleasure to use.

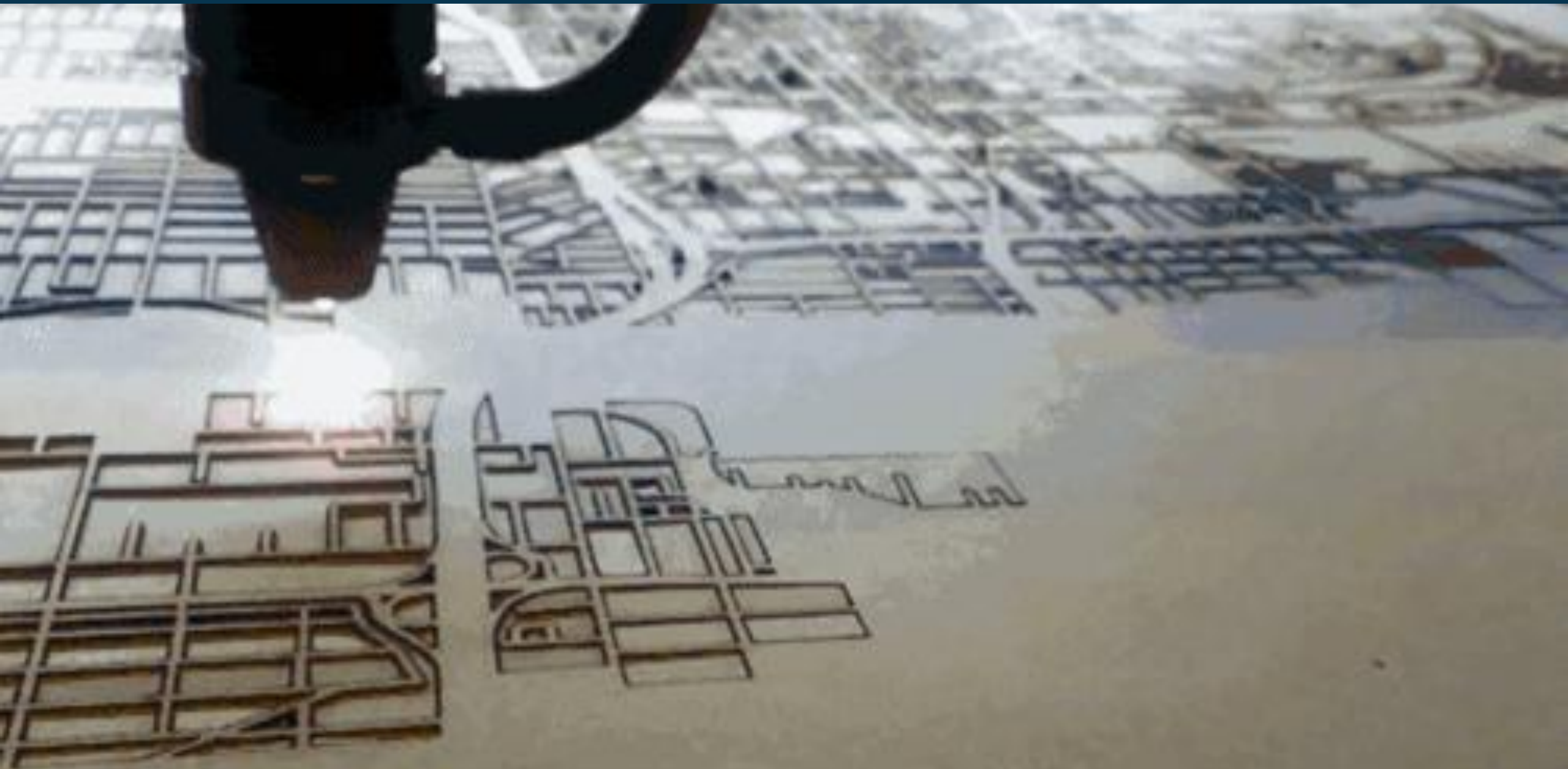
<https://kumu.io/>





**Fabricación distribuida:** Productos que puedan ser fabricados en cualquier lugar del mundo aplicando los recursos locales

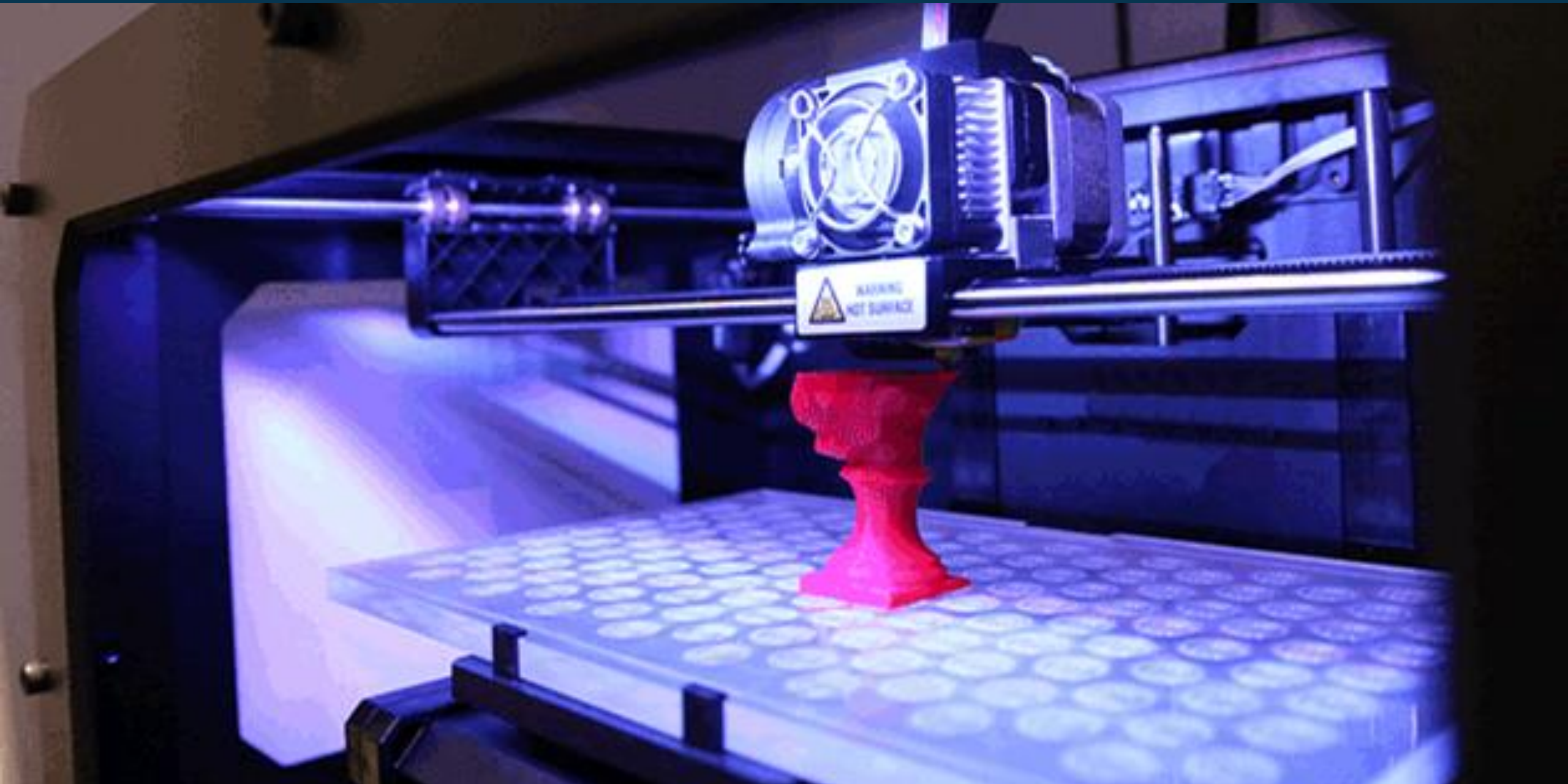
# laser



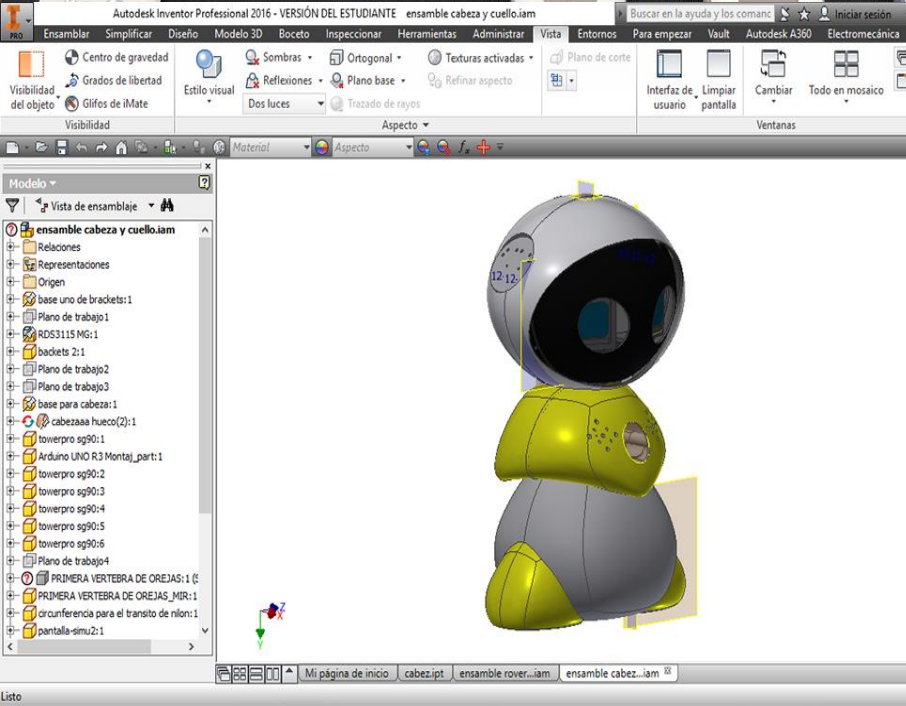
# fresadora CNC



# impresión 3D



# fabricación digital



# fabricación digital

## The Colorado Top Bar



Colorado Top Bar Source File Pack

## The Barcelona Warre



Barcelona Warre Source File Pack



# fabricación digital



Arduino at Heart



User Customizable



Temperature



Humidity



Micro SD card storage



RTC Data Time tracking



Carbon Monoxide



Nitrogen Dioxide



Internet Connectivity



Mobile Phone Interactivity



Light



Sound



Mini Usb Connector



Battery Solar/ Panel Charger

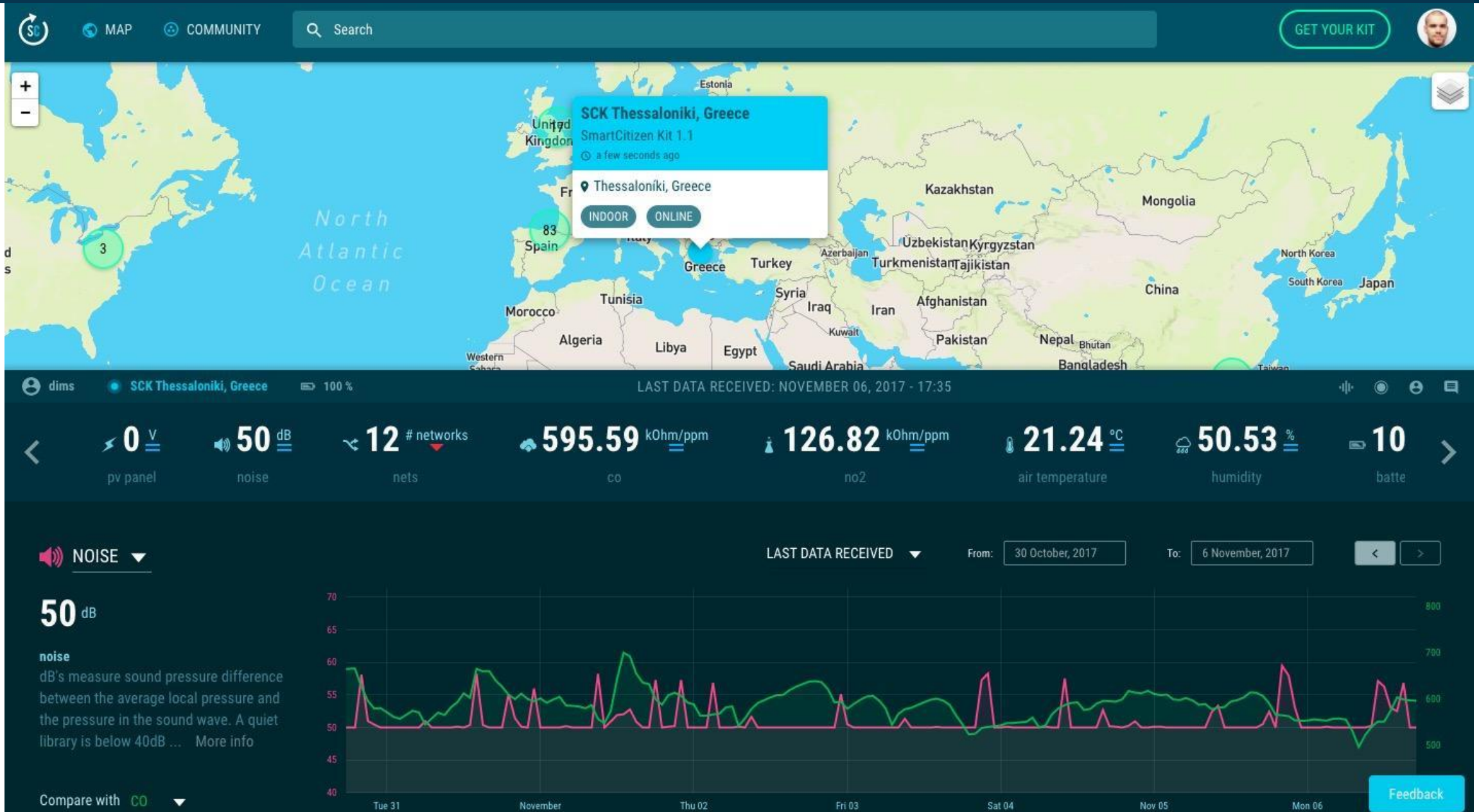


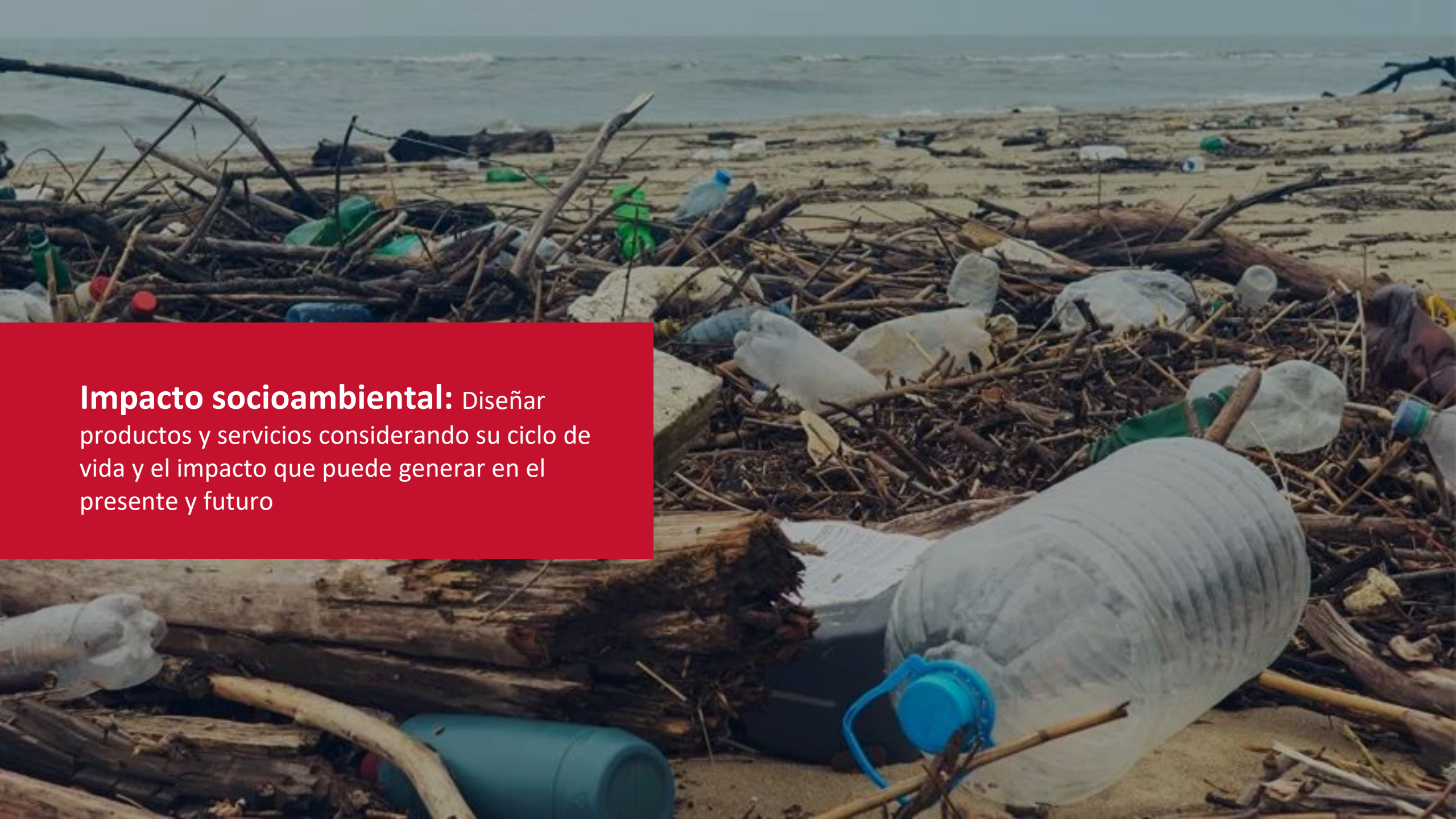
Nets



Solar Panel

# fabricación digital





**Impacto socioambiental:** Diseñar productos y servicios considerando su ciclo de vida y el impacto que puede generar en el presente y futuro

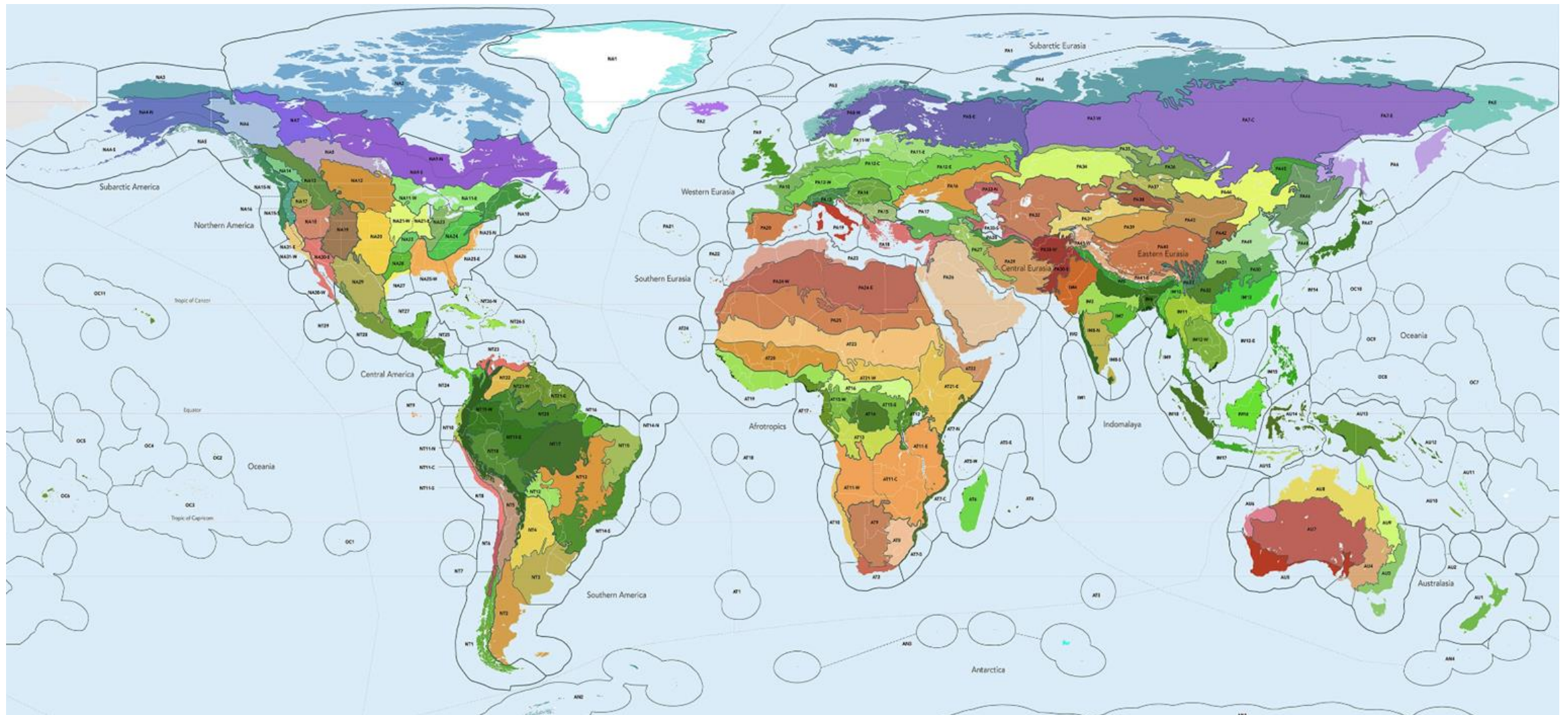
# Impacto socioambiental



## OBJETIVOS DE DESARROLLO SOSTENIBLE



# Impacto socioambiental



Existen 14 tipos de biomas (ecosistemas que comparten características como el clima, la vegetación y la fauna) mapeados en 185 bioregiones

# Impacto socioambiental



Search for a city



## Bioregions 2020

If nature were to draw a map of the world, what would it look like? We've grown accustomed to seeing the world divided into countries but there is another way to see, and better understand, the planet we call home. One Earth presents a novel biogeographical framework defined by 185 unique bioregions, which helps reveal the underlying ecological fabric of life that surrounds us. [Learn more.](#)

[Project Index](#) | [Bioregion Index](#)

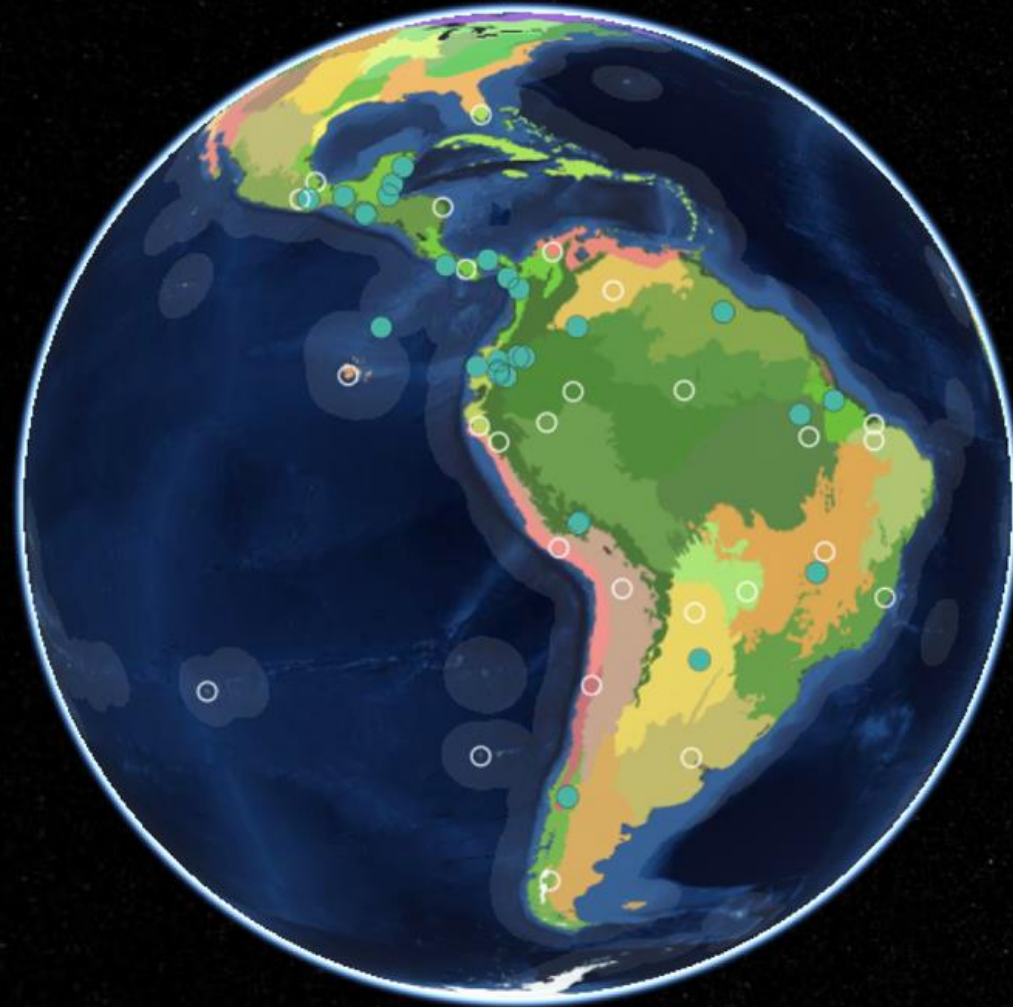
### Subarctic America

Alaska 3 bioregions +

Canadian Tundra 1 bioregions +

Canadian Boreal Forests 4 bioregions +

Greenland 1 bioregions +



<https://www.oneearth.org/navigator/?view=bioregions>



# Impacto socioambiental



[Materials Library](#)

[Data](#)

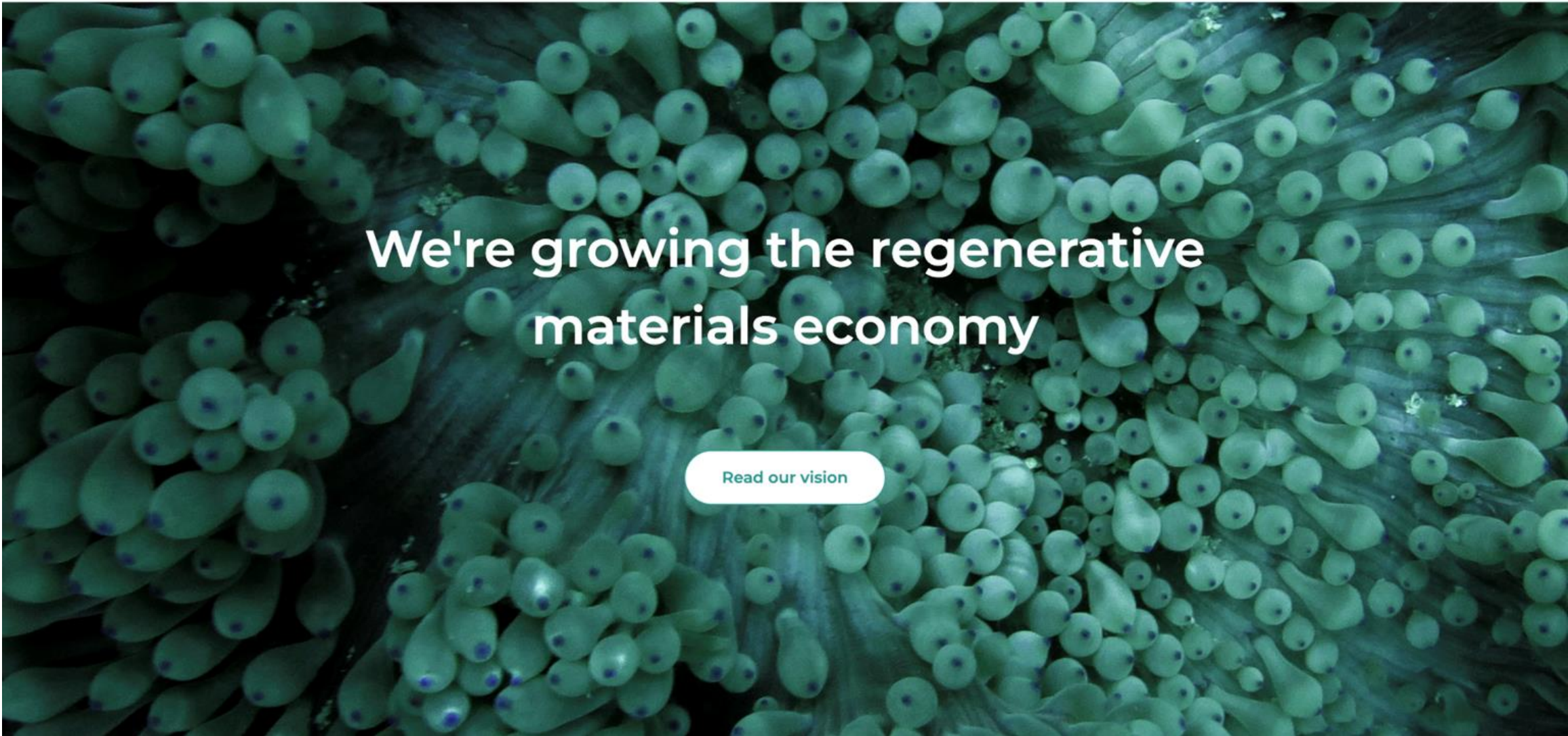
[About](#)

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A large, detailed microscopic image of green biological cells, possibly algae or yeast, with many small, dark blue or purple spots on their surfaces. The cells are densely packed and have a textured, almost crystalline appearance.

**We're growing the regenerative  
materials economy**

[Read our vision](#)

# Impacto socioambiental

## MANGO BIOLEATHER & TAPIOCA

2 un      overripe mangoes (about 300-400 g)  
25 g      tapioca / manioc / cassava starch  
20 g      vinegar  
5 g        salt

### **optional**

pinches of cinnamon or curry to avoid molding  
10-20g    beeswax

Link: [https://class.textile-academy.org/tutorials/Tapioca %26 FruitLeather\\_recipes\\_2022-23.pdf](https://class.textile-academy.org/tutorials/Tapioca%20FruitLeather_recipes_2022-23.pdf)



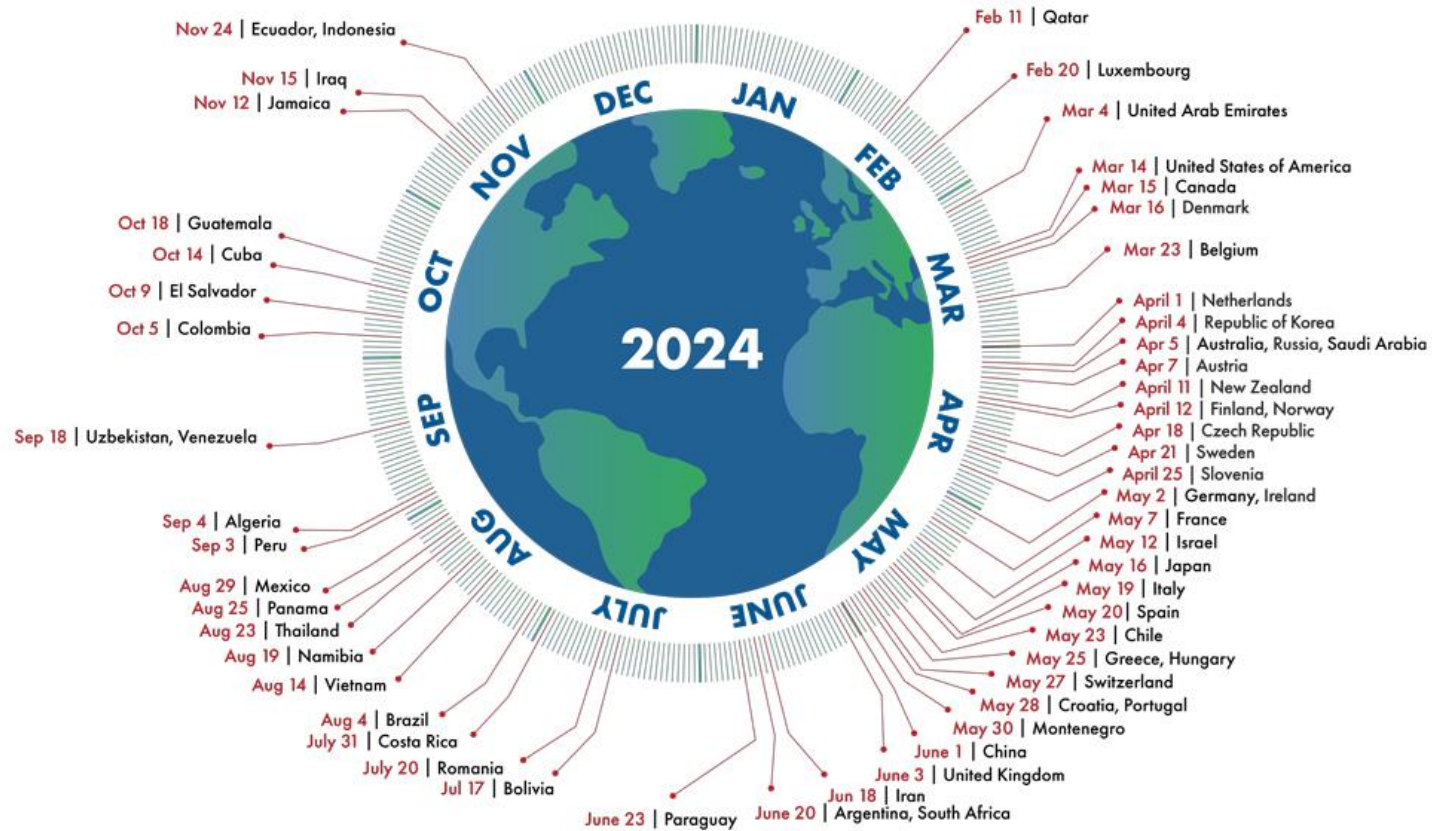
# Impacto socioambiental



# Impacto socioambiental

## Country Overshoot Days 2024

When would Earth Overshoot Day land if the world's population lived like...



For a full list of countries, visit [overshootday.org/country-overshoot-days](https://overshootday.org/country-overshoot-days).



**EARTH  
OVERSHOOT  
DAY**

Source: National Footprint and Biocapacity Accounts, 2023 Edition  
[data.footprintnetwork.org](https://data.footprintnetwork.org)



**Global Footprint Network**  
Advancing the Science of Sustainability

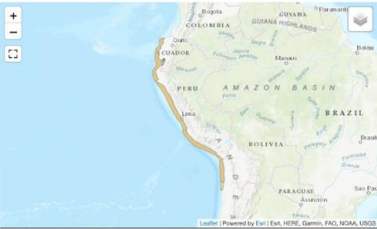
# Impacto socioambiental



# Impacto socioambiental



Sternula lorata, Peruvian Tern  
Endangered



residential and commercial development  
energy production and mining  
human intrusion and disturbance  
agriculture and aquaculture  
biological resource use  
natural system modifications  
climate change and severe weather



Arlequín Camuflado Peruano  
endangered



agriculture and aquaculture  
biological resource use  
pollution  
climate change and severe weather  
pet/display animal: international



Peruvian Pigeon  
near threatened



agriculture and aquaculture  
biological resource use  
energy production and mining  
natural system modifications  
food human: local, national  
pet/display animal: national, international



Peru Water Frog  
vulnerable



agriculture, and aquaculture  
biological resource  
energy production and mining  
natural system modifications  
invasive and other problematic species  
pollution  
food-human: local  
medicine- human and veterinary: local



Peru Coast Toad  
least concern



residential and commercial development  
biological resource  
research: national



Peru Desert Tegú  
least concern



agriculture and aquaculture  
biological resource  
food-human: local



Peruvian Tyrannulet  
least concern



residential and commercial development  
energy production and mining  
transportation and service corridors  
biological resource



Peruvian Recurvebill  
near threatened



biological resource use  
pollution  
pet/display animal: international



Peru Stubfoot Toad  
critically endangered



agriculture and aquaculture  
energy production and mining  
biological resource



Peruvian Antpitta  
near threatened



Peruvian Wren  
least concern



**Explorar las nuevas herramientas digitales:** Probar y explorar las aplicaciones de la inteligencia artificial en la empresa



# Herramientas digitales



♥ Help us make Inkscape awesome! ♥

español

Iniciar sesión

Register

Search website



ACERCA DE

DESCARGA

NOTICIAS

COMUNIDAD

APRENDE

CONTRIBUYE

DESARROLLA

AYÚDANOS



## El programa



¿Qué es y cómo lo puedo conseguir?

## Características



Conoce de lo que es capaz Inkscape.

## Galería



Una muestra de creaciones de nuestra comunidad.

## Recursos para aprender



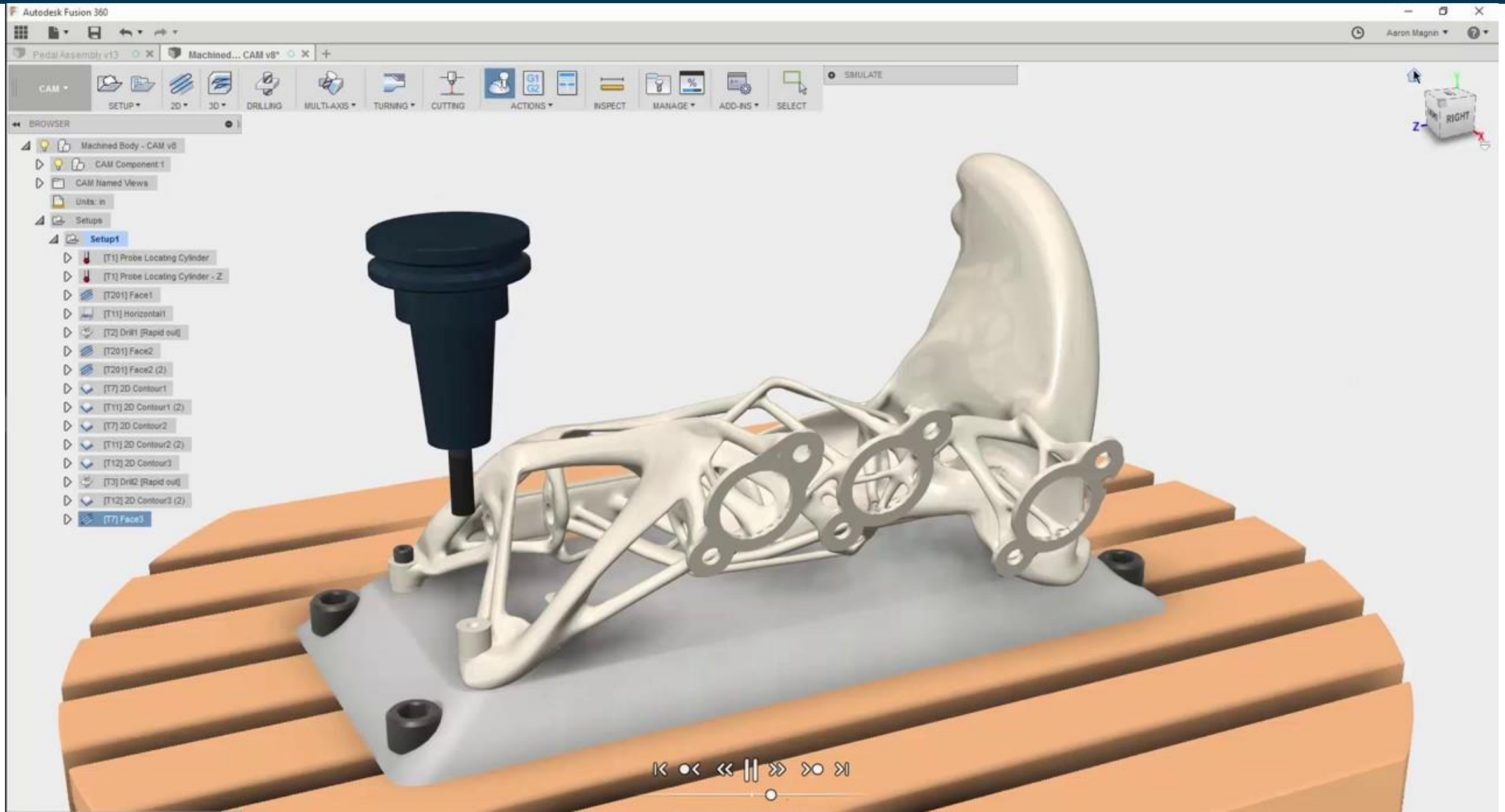
Recursos para ayudarte a conseguir lo mejor de Inkscape.

## Usuarios

**Una potente herramienta libre de diseño**

Seas ilustrador, diseñador, maquetador web o simplemente alguien que necesita crear trabajos vectoriales, ¡Inkscape es para ti!

# Herramientas digitales



# Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

[Try ChatGPT ↗](#)[Read about ChatGPT Plus](#)

# Herramientas digitales

## Making your dreams come true

Create Stable Diffusion images from text.

### Easy to use

stablediffusionweb.com is an easy-to-use interface for creating images using the recently released Stable Diffusion image generation model.



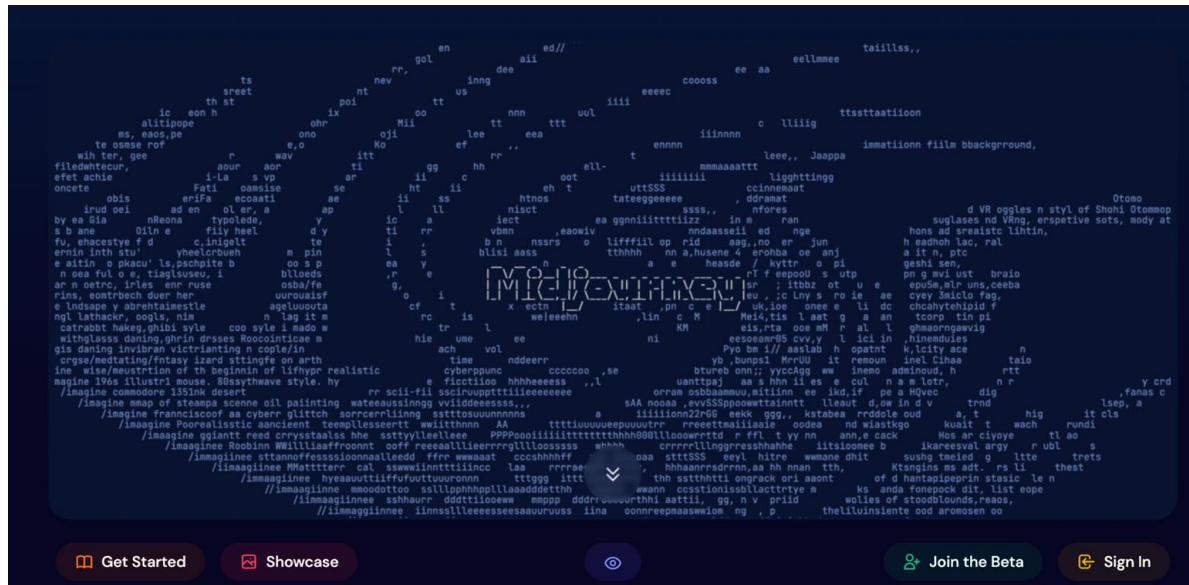
#### High quality images

It can create high quality images of anything you can imagine in seconds—just type in a text prompt and hit Generate.



#### GPU enabled and fast generation

Perfect for running a quick sentence through the model and get results back rapidly.



D-ID

# Herramientas digitales

2028



2033



2038



# Herramientas digitales

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EL MAYOR DIRECTORIO DE HERRAMIENTAS DE  
**INTELIGENCIA ARTIFICIAL**

[WWW.AIFINDY.COM](http://WWW.AIFINDY.COM)



**AIFINDY**

**La Mayor Base de Datos Gratis de Herramientas de Inteligencia Artificial**

*Actualizada a diario*

# Herramientas digitales

## Discover what AI can do for you

We've helped **5M+** professionals learn to leverage AI by helping them find the best AI tools.

Enter a tool name or use case... [Search AI Tools](#)

- Marketing
- Productivity
- Design
- Video
- Research
- All Categories

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[Filters](#)

[Verified](#)

[View](#)



**Metaforms**  
★★★★★ (0)

Freemium 40

AI Forms for Feedback, Surveys and User Research

[#research](#) [#sales](#) [#ai chatbots](#)



**Marketing Strategy Generator**  
★★★★★ (0)

Paid 50

Unleash tailored marketing strategies in minutes with AI-driven...

[#marketing](#) [#ai agents](#)



**B12**  
★★★★★ (1)

Active deal 290

Generate a personalized AI website in 60 seconds

[#website builders](#)  
[#low-code/no-code](#)

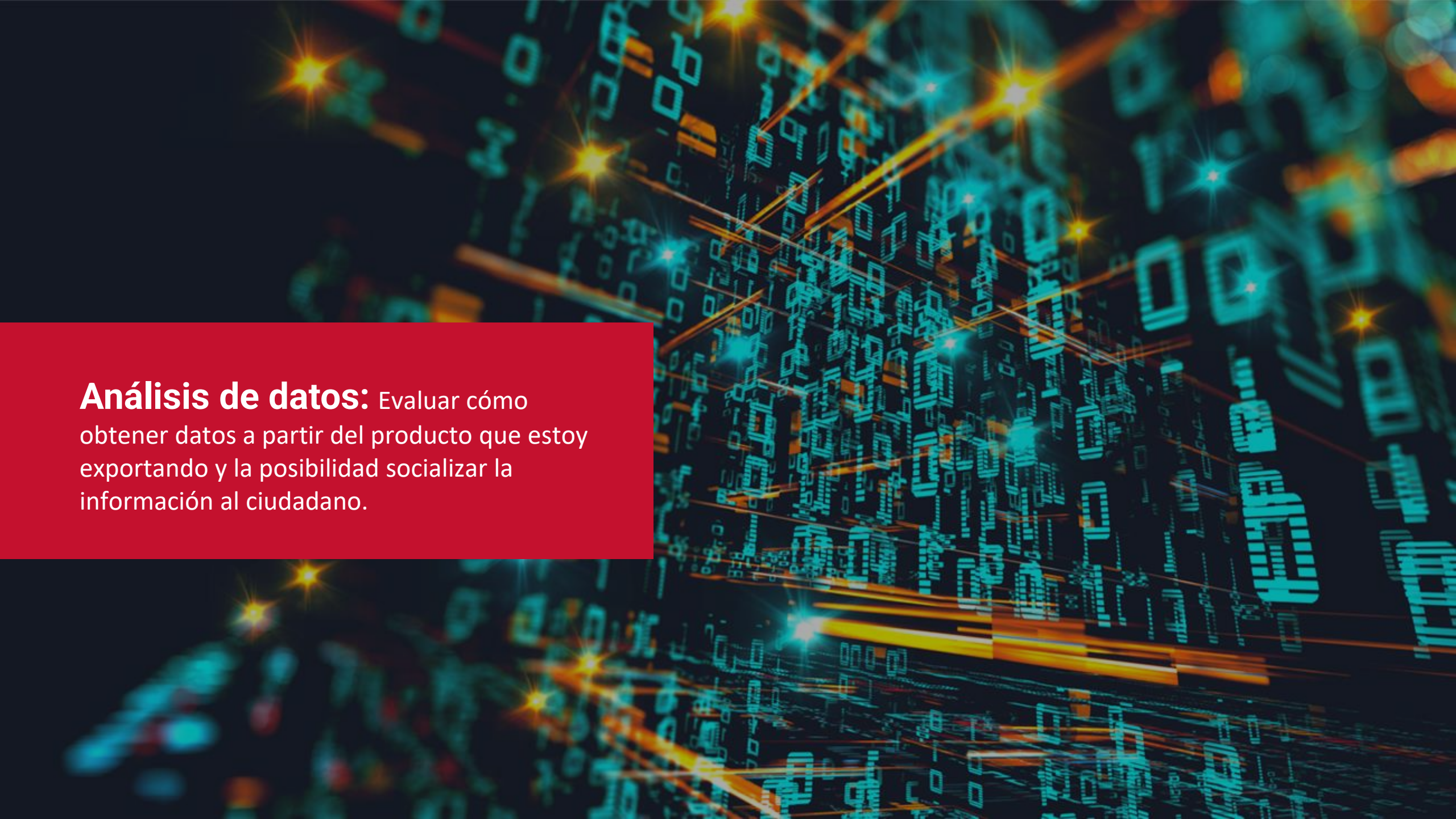


**Supermoon**  
★★★★★ (6)

Free Trial 22

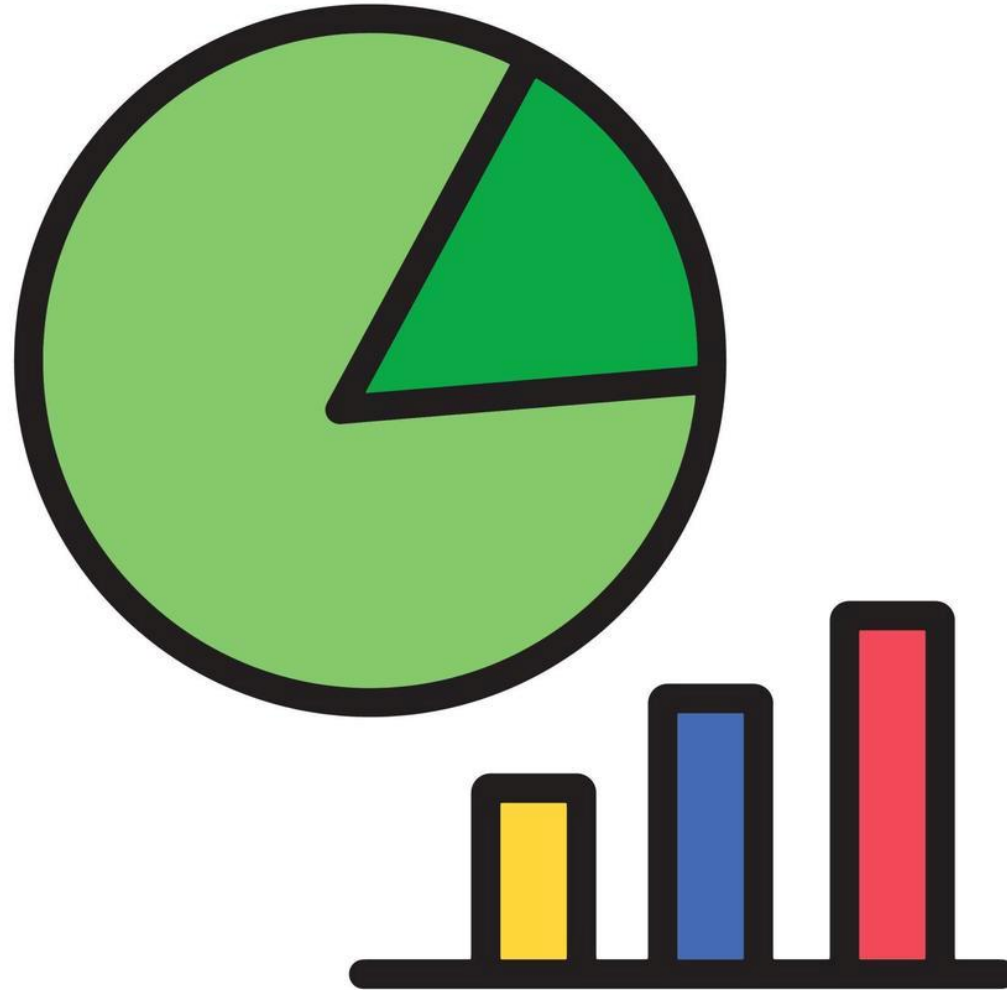
Streamline your team's communication and customer...

[#e-commerce](#) [#customer support](#)  
[#ai chatbots](#)



**Análisis de datos:** Evaluar cómo obtener datos a partir del producto que estoy exportando y la posibilidad socializar la información al ciudadano.

# Análisis de datos



# Análisis de datos



gob.pe

Plataforma Nacional de Datos Abiertos

## Datos Abiertos

Marco de Gobernanza de Datos del Estado Peruano está constituido por instrumentos técnicos y normativos que establecen los requisitos mínimos que las entidades de la Administración Pública deben implementar conforme a su contexto legal, tecnológico y estratégico para asegurar un nivel básico y aceptable para la recopilación, procesamiento, publicación, almacenamiento y apertura de los datos que administre.

COVID-19

### Tipos de contenido

Recurso (6992)

Dataset (2919)

Entidades (156)

Harvest Source  
(27)

Página (3)

Data Dashboard (1)

Data Story (1)

### Categorías

## 10099 Distribución de Datos

Search

Ordenar por

Fecha cambiada

Pedido

Descendente

Consultar

Reiniciar



### Órdenes de compra de la Biblioteca Nacional del Perú

Biblioteca Nacional del Perú

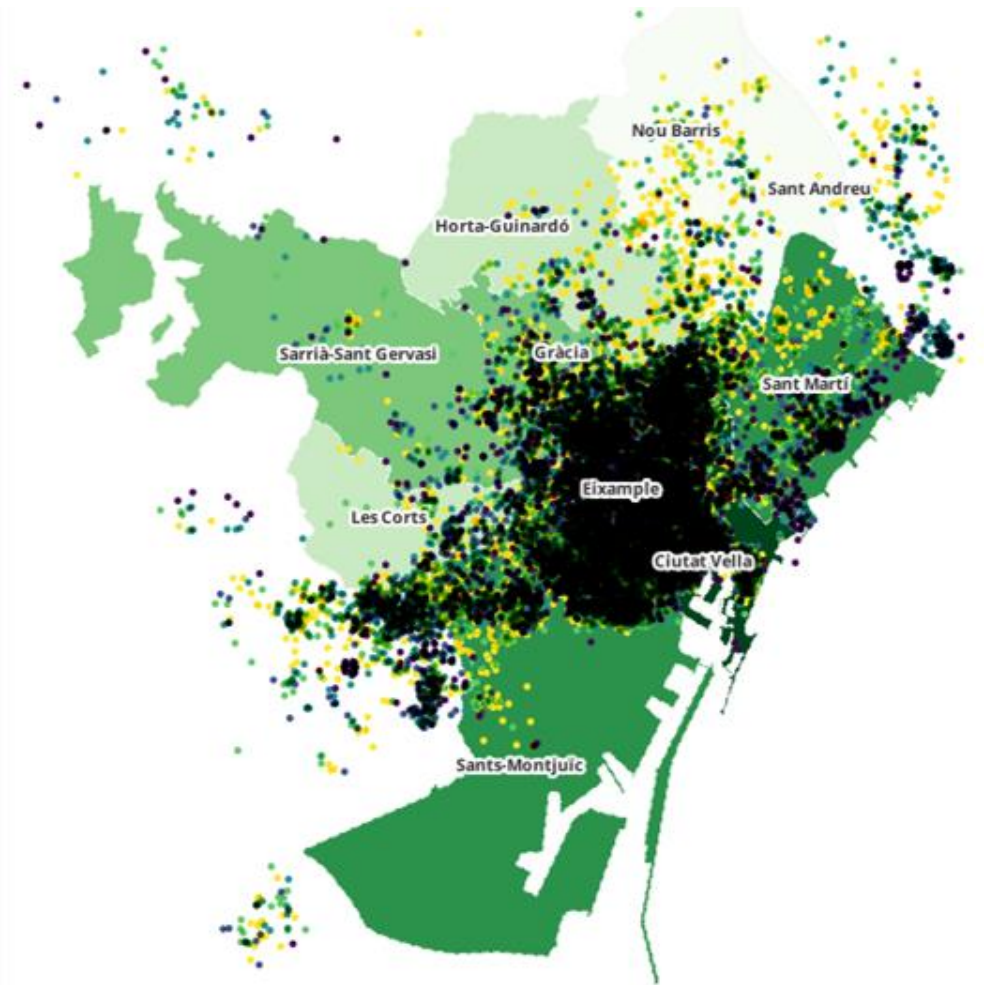
Órdenes de compra de la Biblioteca Nacional del Perú - [BNP]

Años 2020, 2021 y 2022

# Análisis de datos

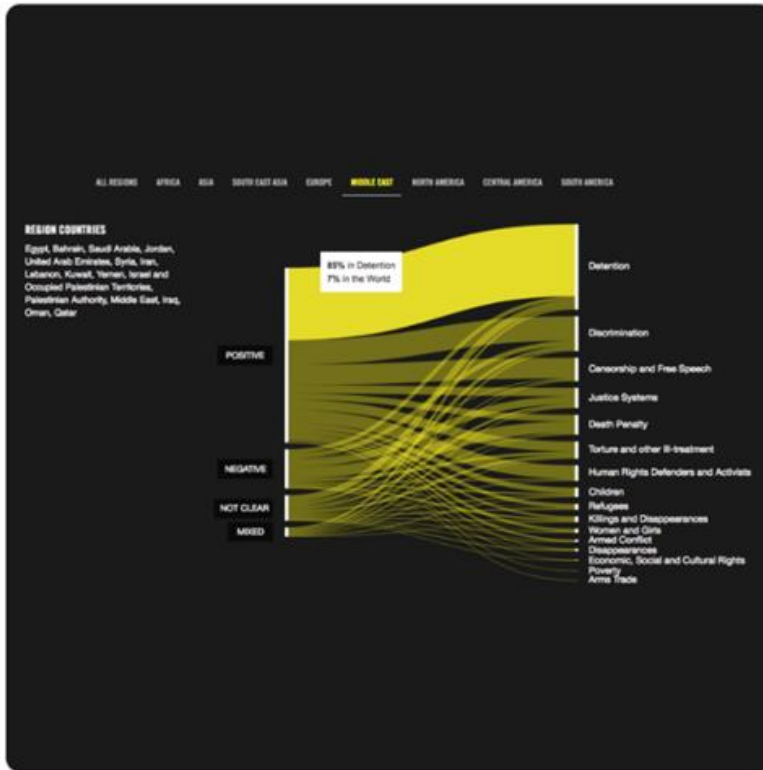


<https://www.rawgraphs.io/>



<https://qgis.org/es/site/forusers/download.html>

# Análisis de datos



The background is a dynamic digital scene. It features a dark blue to black gradient. Overlaid on this are numerous glowing lines in shades of cyan and orange, creating a sense of depth and movement. Scattered throughout are various digital symbols, including binary code (0s and 1s), brackets, and other abstract characters, some of which are blurred to suggest motion or a vast data space. The overall effect is that of a high-tech, data-driven environment.

**Documentación de procesos y lecciones aprendidas:** Compartir información para llegar más lejos.

# Caso: wikifactory



Search Community...

Platform ▾

Marketplace ▾

Comunidad ▾

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## Featured Projects



### UNWIND

We combined the fields of technology, scie...

Created by: [@selineke](#)

👁 37

👤 5

📈 5



### About Bees and For Bees

This project aims to bring humans and bee...

Created by: [@nadezhdachervenova](#)

👁 44

👤 8

📈 4



### Found Objects

Found Objects uses software to dynamicall...

Created by: [Fiction Factory](#)

👁 11

👤 7

📈 6



# Caso: instructables



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Instructables

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Sign Up

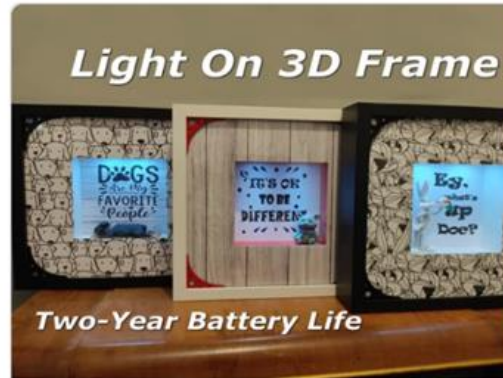


**How to Use Landscape Timbers to Make an Outdoor Table**

by DIY for Homeowners in Backyard



0 46



**Light On 3D Frame**

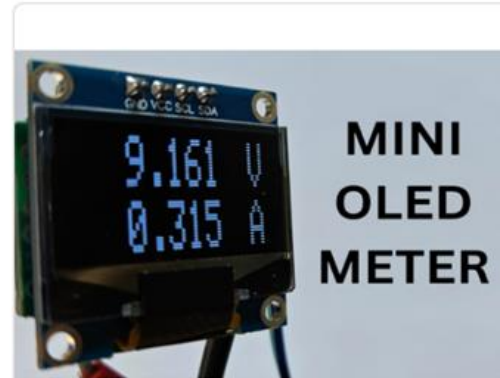
Two-Year Battery Life

**Light on 3D Frame**

by AlainsProjects in LEDs



1 135



**MINI  
OLED  
METER**

**Mini OLED Panel Meter**

by TecKnacks in Arduino



4 251

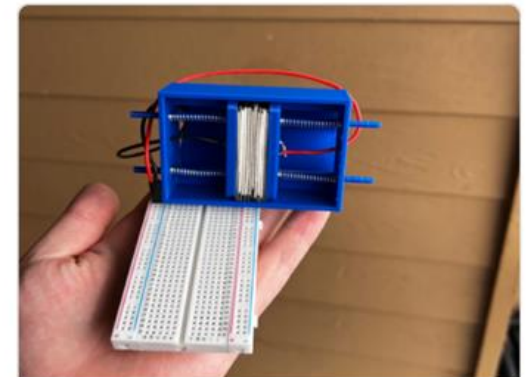


**Free Pen Plotter From Inkjet Printers**

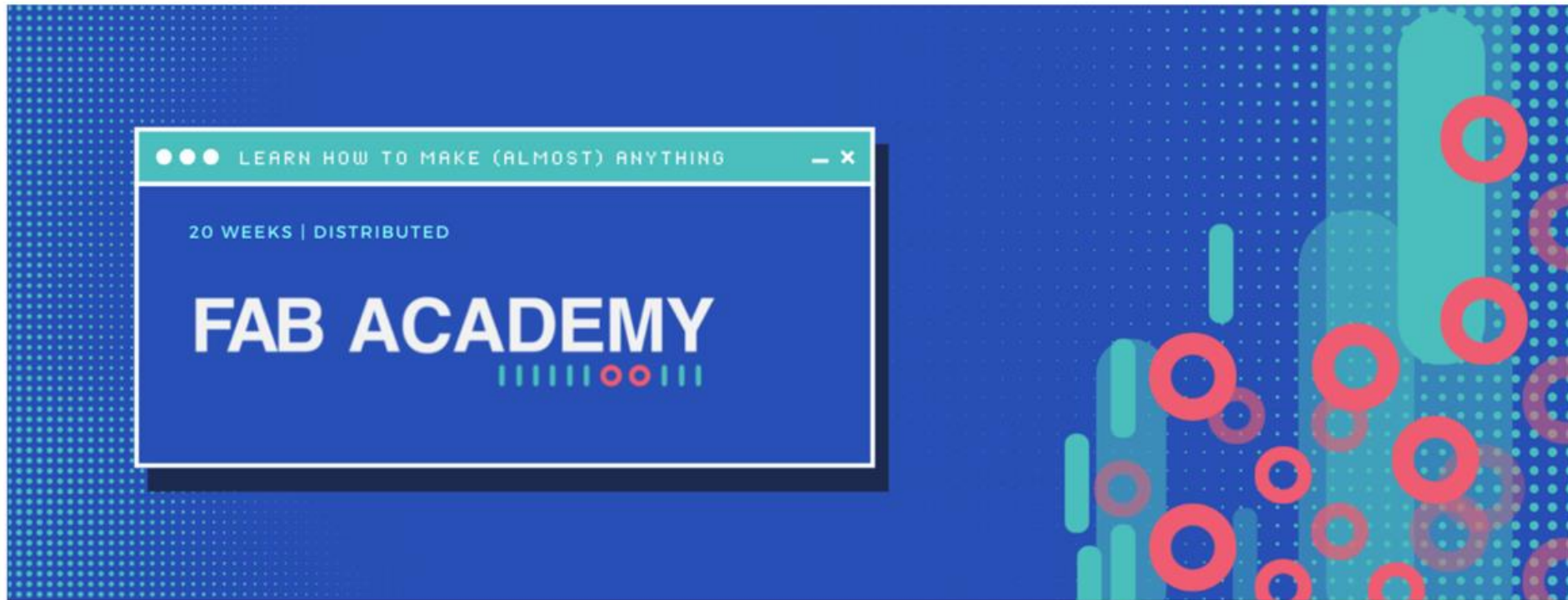
by jasonwinfilednz in Reuse



3 310



# Caso: Fab Academy

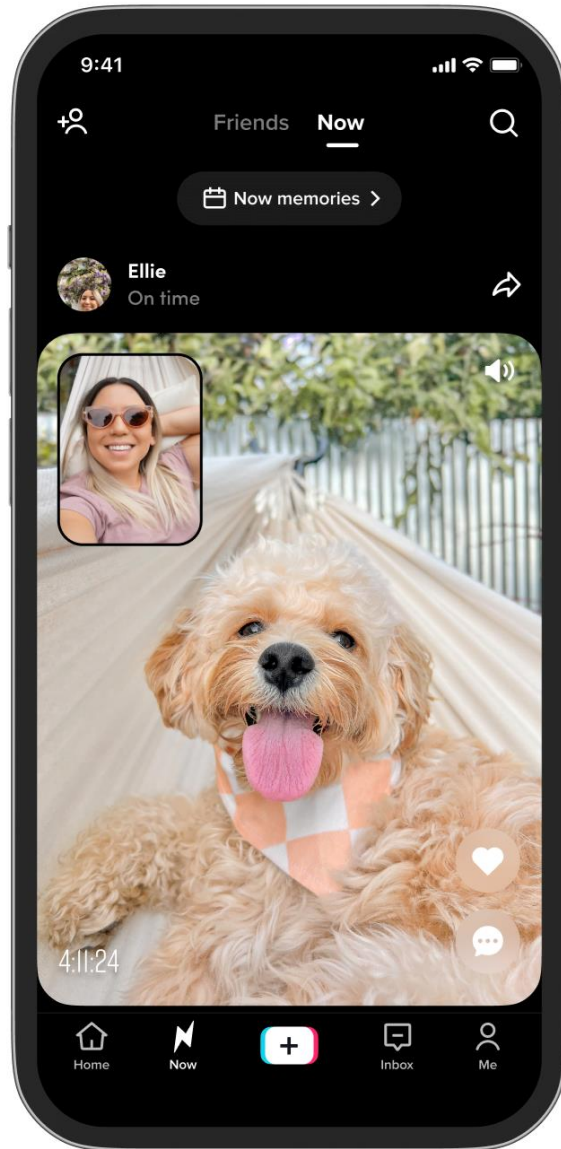
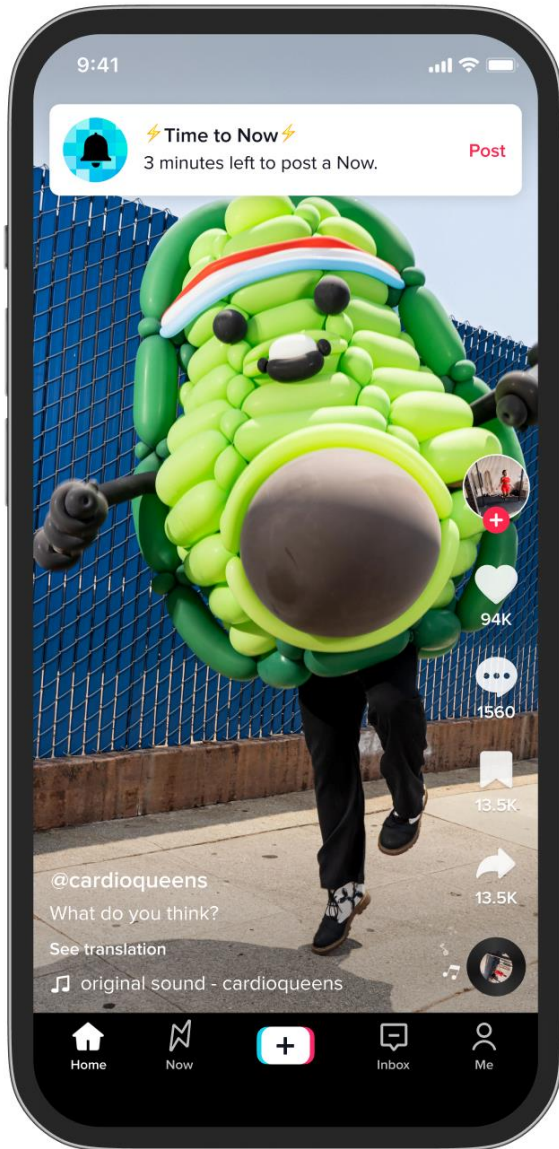


What is the Fab Academy Program?

Fab Academy Distributed Educational Model

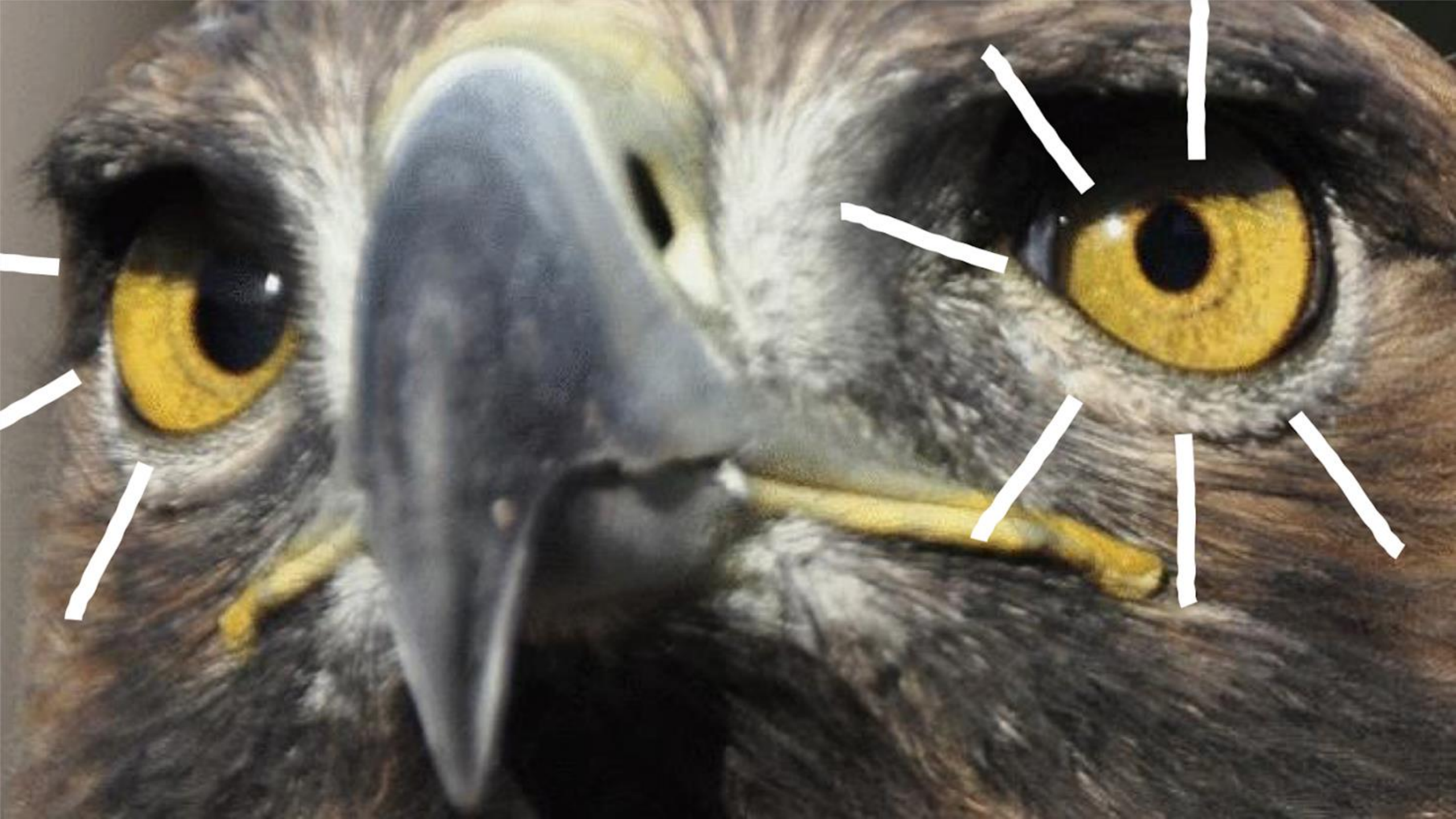
Join the Fab Academy Network

# Caso: Tiktok



**Algunas actitudes necesarias  
para lograr la  
innovación distribuida...**

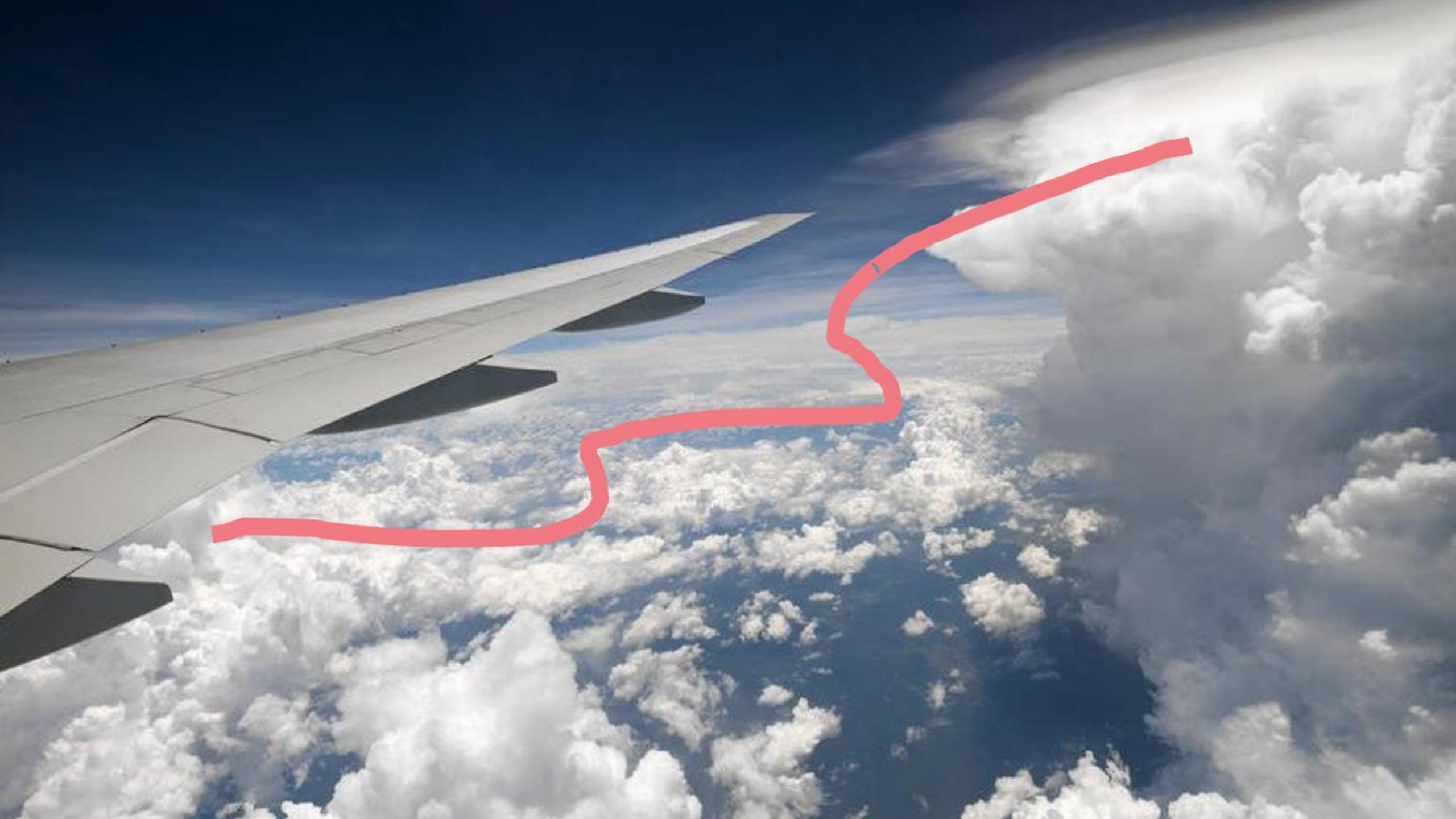






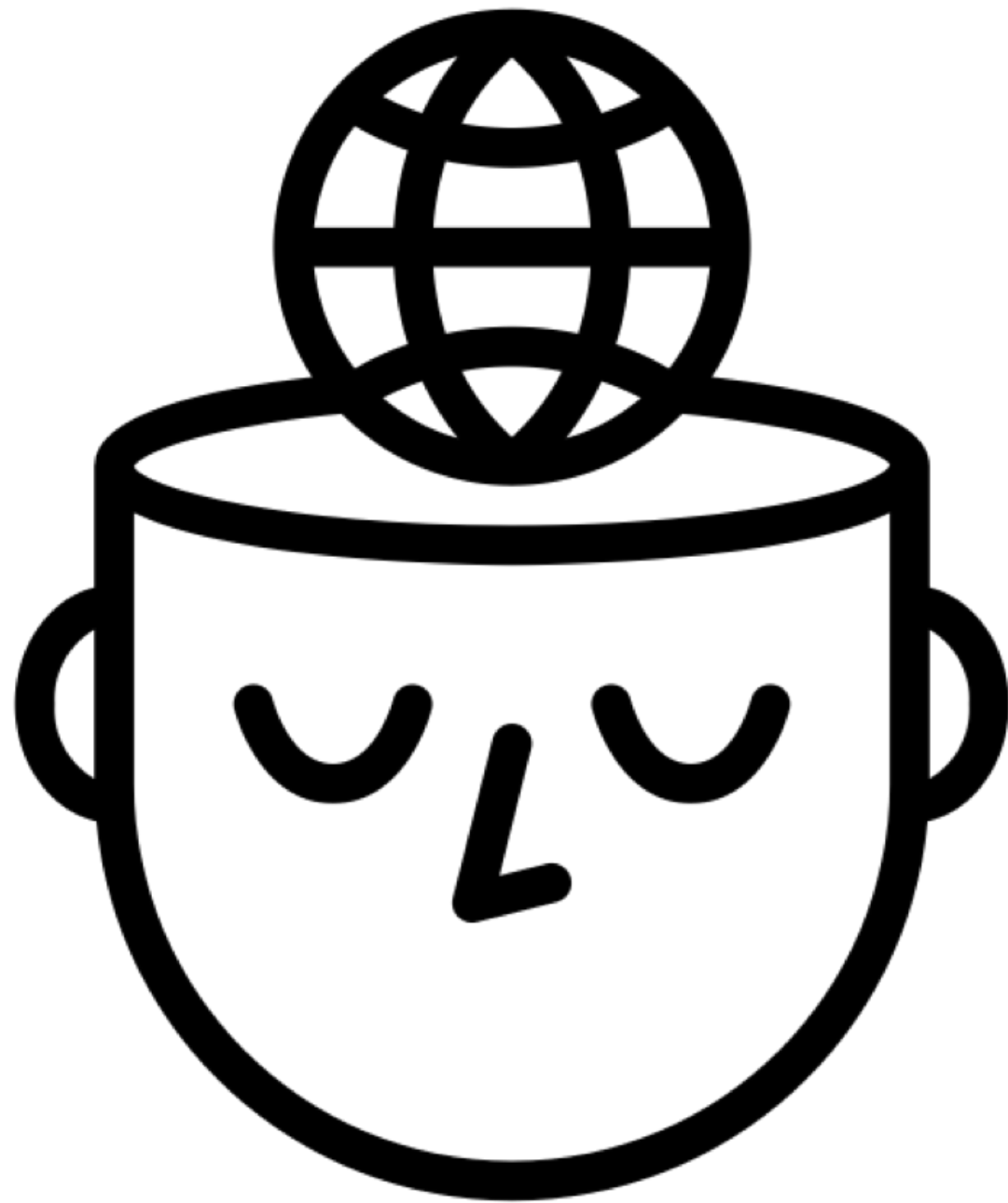




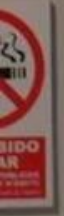


wo













Seminarios virtuales Miércoles del exportador

# Preguntas y respuestas

**Víctor Freundt**

[vfreundt@pucp.edu.pe](mailto:vfreundt@pucp.edu.pe)

PUCP