## ES Brains International School La Moraleja (Madrid)

# Theme: Entrepreneurship as a life mindset + strategic thinking + student voice on technology

- **School / organization:** Brains International School La Moraleja (Madrid, Spain) part of the Brains International Schools group, a private K-12 network in Spain offering bilingual and international education with a strong emphasis on global citizenship and personal development.
- Segment host on your side: Gabriel Rshaid.
- School leadership present in the segment: Baky Morín, head of school.

# 🚀 A. Entrepreneurship as an Ecosystem, Not a Subject

- **Speaker:** Carlos, teacher of Economics, Business & Management, and Entrepreneurship.
- Entrepreneurship at Brains is framed not as "creating companies" but as a way of facing life:
  - o "I am not a spectator, I can be a creator."
  - Students learn to imagine boldly, experiment, fail with intention, reflect, and restart.
- The school has built an "entrepreneurship ecosystem" rather than a standalone class.

## **Core Competencies Developed:**

- Creativity and opportunity-seeking
- Critical thinking and questioning the status quo
- Communication with purpose
- Teamwork and collaboration
- Leadership and the ability to inspire
- Resilience & adaptability to uncertainty
- Problem-solving and strategic decision-making

#### **Experiential Structures:**

- Pitch days and "entrepreneurship leagues"
- School fairs and innovation challenges
- Mentoring by real entrepreneurs and professionals
- Investor rounds where students defend ideas to potential backers
- Carlos stresses that the goal isn't to imitate entrepreneurs but to experience an
  entrepreneurial mindset, so that in real life students are better prepared for
  ambiguity, transitions, rejections and "moments where no one tells them what to
  do."

# 😂 B. "The Way of Makers" / To Global Makers – Strategic Thinking Lab

- They present an extracurricular entrepreneurial lab.
- Name in the segment: The Way of Makers (TWM) and To Global Makers (used somewhat interchangeably).
- Purpose: a serious after-school program for students who want "more challenge, more depth, more creation."

#### Format:

- Students (14–18) work **individually or in teams** of 3–5.
- They develop a real product or service plus a full go-to-market strategy.
- The program is online and project-based, using a professional SaaS strategy platform.
- The platform guides students through ~15 strategy tools, e.g.:
  - Problem / solution definition
  - o Market segments & size, insights and environment
  - Competitors & positioning, ecosystem
  - Value proposition and portfolio
  - Buyers and business model
  - Distribution channels

SWOT / STEEPLE style analysis, strategic vision, action plan and KPIs

## **Culmination:**

- International pitch competition with jury and prizes.
- Students gain networking opportunities and exposure to "real world" standards.
- The founder & CEO frames a "maker" as:
  - A creator of value for society, an innovator, a job creator and a wealth generator.
  - Someone who "moves the world forward".
- The message to students: "Here we don't memorize, we build."

# C. Student Success Story – NBA Kids Entrepreneurship Competition

- Students Nuria and Carlota share their journey in the NBA Kids Entrepreneurship Competition:
  - o They formed a team that: Won the Madrid phase.
  - Advanced to the Spanish national finals with teams from all autonomous communities.
- Personal impacts they highlight:
  - Gaining confidence in public speaking from debating club → invitation to join the team.
  - Learning to: Create and pivot a business plan when the first idea was discarded.
  - Work under time pressure (deadlines plus academic work).
  - Present to large audiences outside school.
  - Discovering that they can: Handle uncertainty.
  - Collaborate across merged teams.
  - o Interact with **real business professionals and investors**.
- For them, the key isn't just the prize, but the realization: "We did something real. We are capable."

## D. Student-Built Cafeteria Pre-Order Platform

- Another student team presents a web/app to reserve cafeteria sandwiches.
- **Problem they identified:** Long queues, wasted time, over-production and food waste (unused sandwiches).

#### Solution:

 A website where students log in with their school Google account, preorder their sandwich for the next day within a set time window.

#### Benefits:

- The cafeteria can: Prepare exactly the right quantity.
- o Reduce **food waste** and better manage ingredients.
- Features: Product catalogue (sandwiches, pizza, snacks, etc.)
  - Multilingual interface (Spanish, English, Chinese) to reflect Brains' international profile.

#### Tech stack:

- Initial prototype in App Inventor.
- Later version coded in JavaScript with some Python, developed in VS Code.
- They also note that the same logic could be scaled to other businesses (takeaway, cafeterias, etc.).

# E. Student Manifesto on Responsible Technology & AI

- A student group presents a "Manifesto for the Responsible Use of Technology" that they want to apply in their school and share more widely.
- **Context:** They reference policies in the **Community of Madrid** that have moved towards banning mobile phones and personal devices in public schools, a trend seen in Spain's national debate on phones and screens in schools.
- Their position: They disagree with blanket bans and argue that:
  - Digital competence is now essential for life and work.

- The same system that demands digital competence cannot simultaneously block meaningful use of technology in learning.
- The manifesto is structured around three pillars:
  - What we want from families, schools and authorities (balanced, pedagogical use of tech; not prohibition).
  - What we commit to student commitments for responsible, ethical and creative use of technology and AI.
  - Our responsibilities using tech to augment learning, not replace thinking or creativity.
- Working process: They used hexagonal thinking to map pros and cons of technology.
- They emphasize:
  - o Avoiding loss of creativity through over-reliance on Al.
  - Building a healthy digital culture between students, school, families and society.
  - Reducing the digital divide: differences between young people who know how to use technology and those who do not.
- The core message: Students want to be protagonists in decisions about technology in education, not just passive recipients of adult-made rules.

# Why This Segment Matters for "24h for Change in Education"

- Shows a concrete, systemic model of entrepreneurship education that:
  - Starts early,
  - Extends beyond curriculum into ecosystems and labs,
  - Connects directly with markets, investors, real problems and tools.
- Demonstrates how **student agency + professional-grade tools** can turn schools into **launchpads** rather than just classrooms.

 Adds an important voice on Al and digital policy: banning devices vs. building critical, ethical, creative digital competence, led in part by students themselves.

## **Entities Mentioned**

## **Schools & Organizations**

- Brains International School La Moraleja (Brains International Schools, Madrid, Spain)
- To Global Makers / The Way of Makers (TWM) entrepreneurial after-school program and SaaS platform.

# **People**

- Baky Morín Head of Brains International School La Moraleja.
- Carlos Economics, Business, Management & Entrepreneurship teacher.
- Nuria student, NBA Kids competition.
- Carlota student, NBA Kids competition.
- Aras student mentioned as part of the NBA Kids team.
- Raman student, cafeteria website programmer.
- Ricardo student, cafeteria project.
- Ruvener Bas founder & CEO presenting To Global Makers / TWM.

## **Programs / Competitions / Tools**

- Entrepreneurship ecosystem at Brains (subject + ecosystem).
- The Way of Makers / To Global Makers strategic thinking & entrepreneurship lab.
- NBA Kids Entrepreneurship Competition (Spain).
- Cafeteria sandwich pre-order platform (student project).
- Manifesto for the Responsible Use of Technology (student-led).
- Tools/frameworks referenced: SWOT, STEEPLE, business model canvas-type structures, KPIs, strategic vision, etc.

# **⊘** Key URLs

- 24h for Change in Education Spain segment (Brains International School, Madrid): <a href="https://www.youtube.com/watch?v="kK-x0FYZfc">https:
- Brains International School La Moraleja official campus page: https://www.colegiobrains.com/brains-international-school-la-moraleja/
- Brains International Schools general info (LinkedIn):
   <a href="https://www.linkedin.com/school/brains-international-schools/">https://www.linkedin.com/school/brains-international-schools/</a>
- Forbes article on Colegio Brains (context on the group):
   <a href="https://forbes.es/lideres/87962/the-school-of-life-colegio-brains/">https://forbes.es/lideres/87962/the-school-of-life-colegio-brains/</a>
- Brains International Schools (network) Main site: <a href="https://www.colegiobrains.com">https://www.colegiobrains.com</a>