



Assessment of the Master Thesis – Supervisor

Study program: Economics and Management

Field of Study: International Business – Central European Business Realities

Academic Year: 2018/2019

Master Thesis Topic: Start-Up Culture in Latin America

Author's Name: Jose Miguel Paz Chavez

Ac. Consultant's/Supervisor's Name: doc. Ing. Mikuláš Pichanič, CSc.

Opponent's Name: Ing. David Říha, MBA, Ph.D.

	Criterion	Mark (1-4)
1	Overall objective achievement	3
2	Logical structure	2
3	Using of literature, citations	3
4	Adequacy of methods used	2
5	Depth of analysis	2
6	Self-reliance of author	1
7	Formal requirements: text, graphs, tables	2
8	Language and stylistics	1

Comments and Questions:

The thesis consists of 6 chapters and conclusions. LA countries do not represent a homogenous group and author professionally describes the differences. In this sense, the formulation of the goal of the thesis should be formulated more on one selected country. The PESTL analysis in this case can't cover individual countries differences. The core of the thesis represents the chapter 5- Hugo- App-Company operating currently in many Central American countries and concludes in providing some general recommendations for startups.

Questions for the discussion;

1. Is there any relation between the levels of Gini's coefficient of poverty and intensity and successfulness of start-ups in different LA countries?
2. Are there any data evaluating the efficiency of the initiative in Honduras that comes along with a program where everyone who owns a small or medium company is invited to join every Saturday, this so-called "Saturday Bazar"?
3. According to author's opinion concerning inflow of FDI into smaller LA countries- (based upon examples of NAFTA countries cited in the thesis), does it increase growth of innovations or rather undermines an initiative of domestic people.

Conclusion: Master Thesis **is recommended for the defense**

Suggested Grade: very good

Prague, 08/24/2019

doc. Ing. Mikuláš Pichanič, CSc,
Supervisor