

## Assessment of the Master Thesis – Opponent



Study program: International Economic Relations

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

### Comments and Questions:

The Master thesis focuses on creation of new companies, or so called “Start Ups”, in Latin America - an interesting and current topic with many insights from the student. The theoretical part deals with various aspects of creating start up – analysis of the environment (social, economic, political) and also comparison of Latin American countries. The author also emphasizes the specifics of Chile, Brazil and Mexico and the trade agreements NAFTA, CAFTA, MERCOSUR and their benefits. At the end of theoretical part the author describes the idea Generation enhancement of startups.

The practical part focuses on Hugo's story - a young mobile phone application that was designed to become everyone's go-to delivery assistant, providing all sorts of services for customers.

I appreciate the author's involvement, his interest in the topic and the depth of analysis he brought. There are many author's own ideas and findings especially in the conclusion.

Q1: Which strategy would you recommend for launching similar application in Europe (differences between L.A x EU) and why?

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

**Suggested Grade:** 2

Prague, 20/8/2019

Ing. David Říha, MBA, Ph.D.

Opponent