

**Presenter's name:** Carlos Ganzabal Cueno

**Degree, affiliation:** MSc Equine Assisted Learning

**Curriculum vitae:**

Carlos Ganzabal Cuena

CEO iPoney Outdoors Spaces since 2010

mSC Equine Assisted Therapies & Learning

Accompanying human development in natural environments

Physical education teacher

As an entrepreneur in the equine industry, I have cultivated and embraced my authentic self while developing and learning to construct my own path. Following a seminar tailored for a University Master's course in Equine-Assisted Learning (EAL) focusing on entrepreneurship and Equine-Assisted Services (EAS), I've established a unique way of life in building equine businesses. I am eager to share these insights with colleagues worldwide at the HETI conference in Budapest 2024.

**Category:** Poster

**Topic:** Business: Ideas related to practise management, marketing, start up

**Author:**

Carlos Ganzabal Cueno

**Title:** HOPE IN ENTEPRENEURSHIP: A JOURNEY THROUGH EQUINE-ASSISTED SERVICES

**Keyword 1:** Equine Assisted Learning

**Keyword 2:** Entrepreneurship

**Keyword 3:** Business

**Abstract:**

This abstract provides an overview of a seminar presentation centered on entrepreneurship, specifically highlighting the distinctive challenges and opportunities inherent in the field of equine-assisted services (EAS). The presentation begins with an introduction to the concept of HOPE (Honesty, Opportunities, Purpose, Enjoyment), framing the discussion around these principles. Emphasizing the importance of honesty in providing clear and just services, seizing opportunities in the equestrian world, defining one's purpose as an entrepreneur, and finding enjoyment in the process. Sharing his personal story, detailing his late entry into the equestrian world and his evolution from a traditional riding spectator to an active participant in show jumping, shifting into an equestrian professional in EAS. The author reflects on the challenges of entrepreneurship in the horse industry, emphasizing the need for constant self-reflection, emotional awareness, and seizing opportunities for growth. The presenter delves into the competencies required for entrepreneurship, focusing on resilience, humility, and authenticity. Drawing parallels between the resilience needed in facing adversity and the continuous learning process. The abstract further explores the process of change, presenting a model called "Dragon Empredan" to illustrate how entrepreneurs must navigate various phases, from shock to integration. Carlos highlights the importance of embracing change with curiosity, joy, and a sense of security to foster personal and professional growth. In conclusion, Carlos encourages aspiring entrepreneurs to embrace change, be conscious of differences, and prioritize

hospitality in service development. The author emphasizes the trainable nature of these skills, assuring that the journey into entrepreneurship is transformative, leading individuals to higher levels of success and fulfilment.