

# THE SEEDS OF ENTREPRENEURSHIP

**AN ADVENTURE TO LEARN VALUES**

Suzel Gómez Jiménez  
Patricia Arieta Melgarejo  
Luz Yazmin Villagrán Villegas  
Paola Delfina Chew Pego





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HECHO EN MÉXICO | MADE IN MEXICO

# DEDICATION

This book was born from a very special inspiration: my daughter, Suzel Adriana, and my nephews, especially the youngest ones, Lupita, Keith, Jesús, and José, who were part of this process. In them, I discovered the strength of small ideas and the importance of planting, from an early age, values that can blossom into an entrepreneurial attitude toward life. Thank you for reminding me, with your smiles and curiosity, that there is always a new seed to plant. I thank my family with all my heart for their unconditional support, for being my driving force in life and the deep meaning behind every step I take. Every word written here carries a little piece of you.

I extend a special thank you to my colleagues and friends Patricia, Luz Yazmin, Jesús Eduardo Palomino and Miguel Ángel, for believing in this project, for accompanying me with kindness, and for the opportunity to come together in what we passionately share: teaching, the dissemination of science, and the promotion of culture. Their support made it possible for this dream to take shape. My infinite gratitude goes to Elías, whose creativity gave life and color to this story, and to my reviewers, who generously devoted their time and careful attention to strengthen every page and make this book possible.

Finally, I thank God, because just as He plants a purpose in every person, He allowed this book to be born with love, faith, and the intention of leaving a small mark on those who are beginning their own adventure today.



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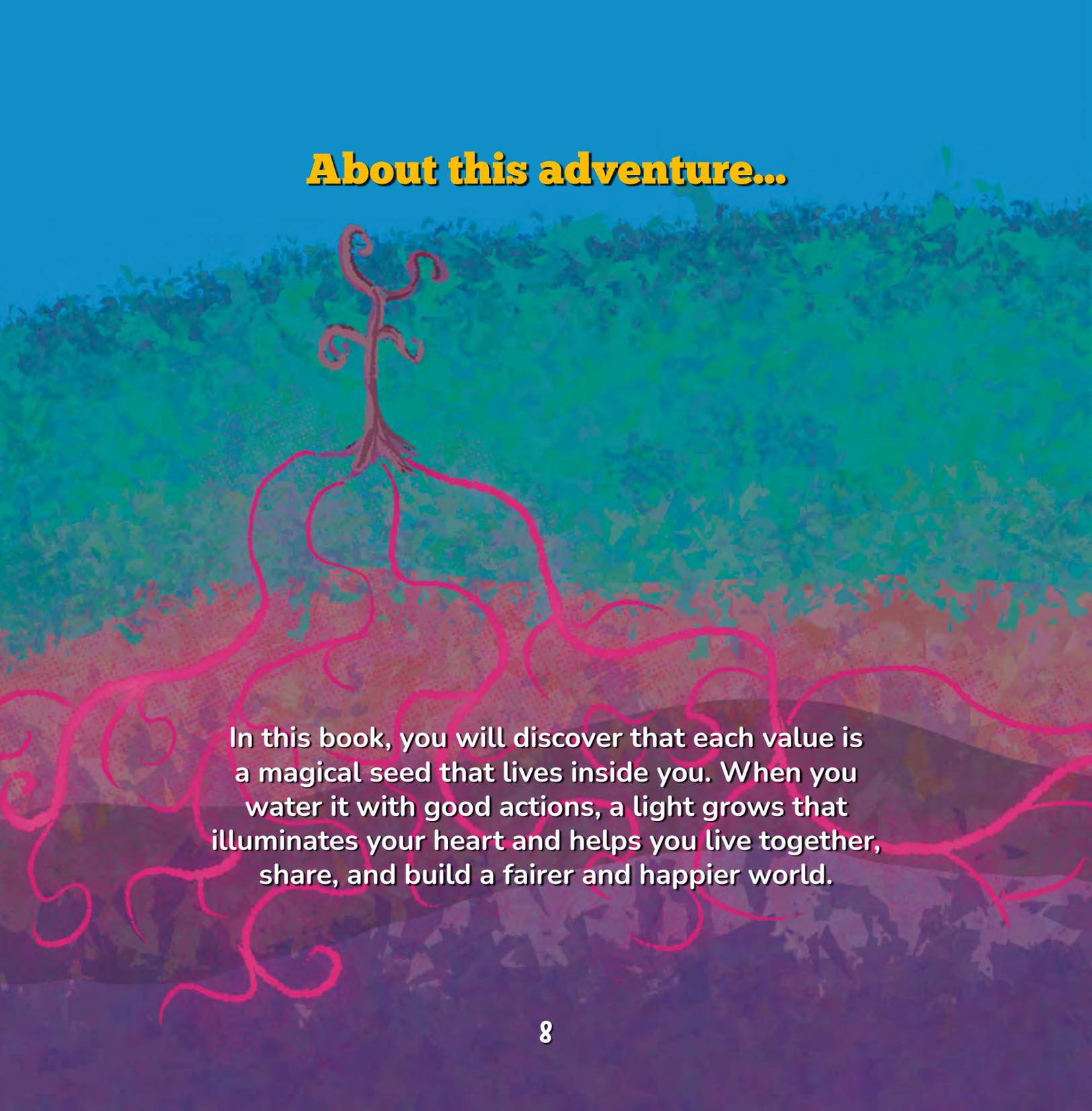
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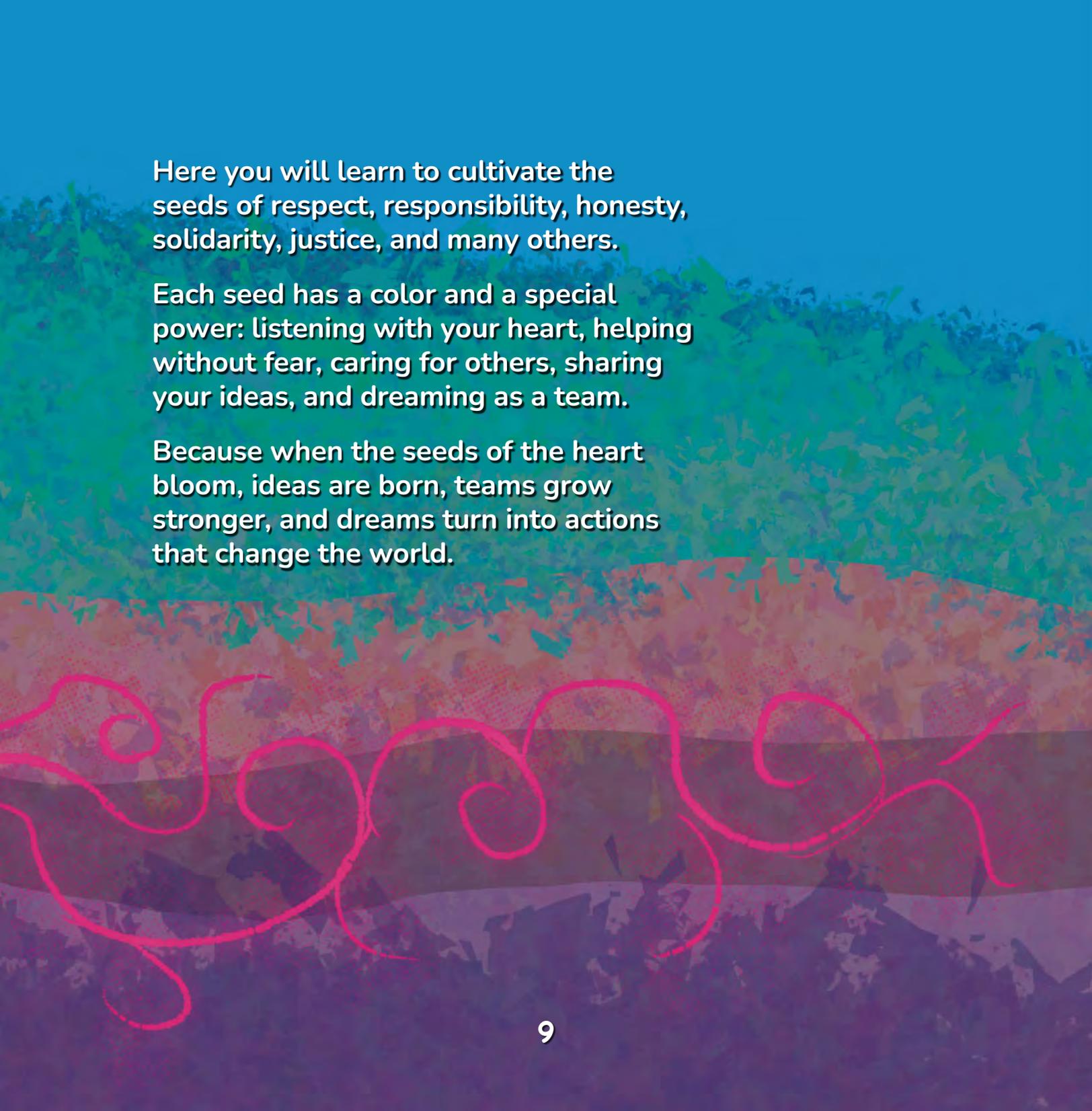
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As active members of the *Red Internacional de Investigadores en Innovación y Desarrollo Sostenible (RIIDS)*, the authors reaffirm their commitment to interdisciplinary collaboration, innovation, and sustainable scientific education with national and international reach.

## About this adventure...



In this book, you will discover that each value is a magical seed that lives inside you. When you water it with good actions, a light grows that illuminates your heart and helps you live together, share, and build a fairer and happier world.



Here you will learn to cultivate the seeds of respect, responsibility, honesty, solidarity, justice, and many others.

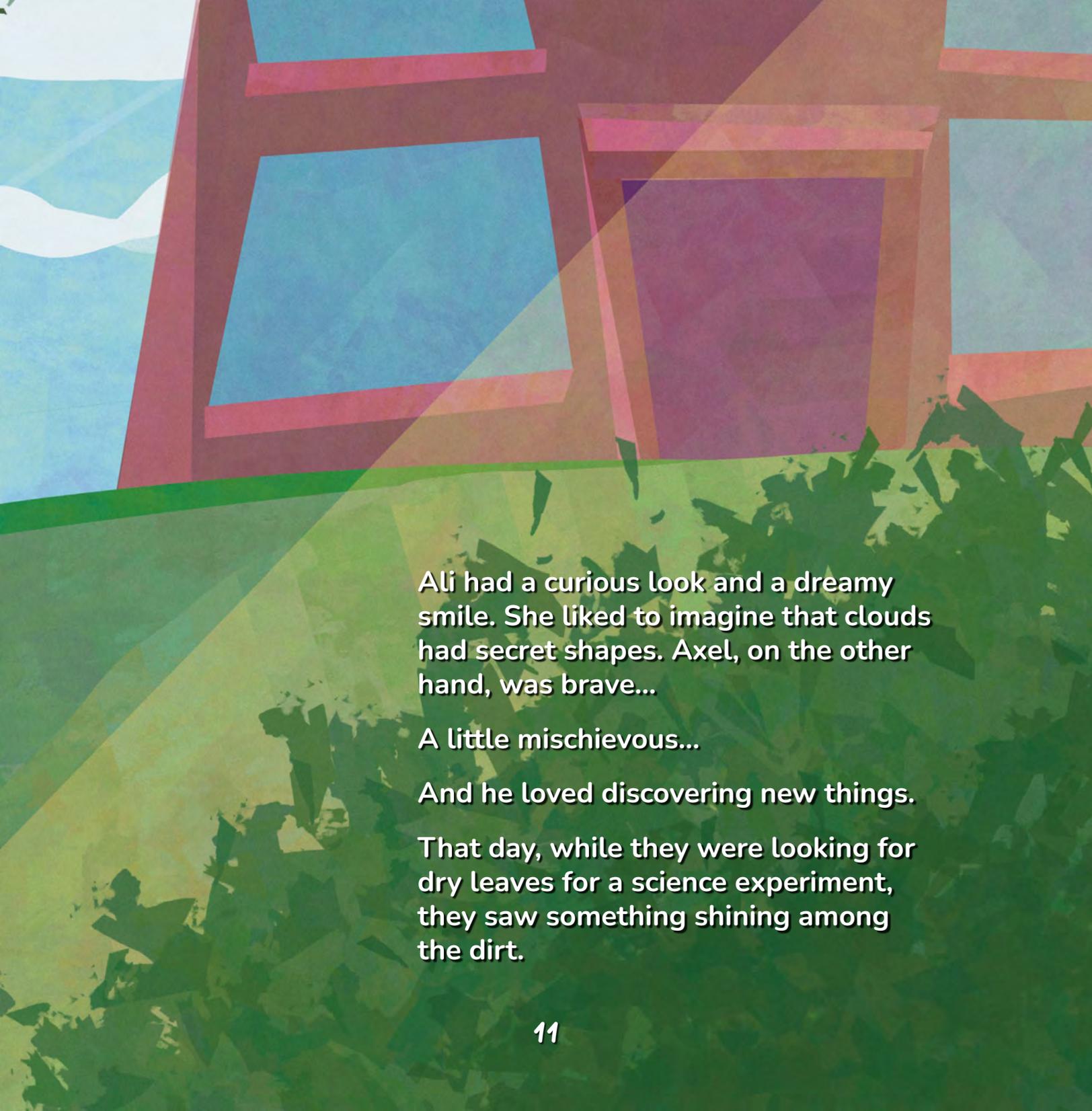
Each seed has a color and a special power: listening with your heart, helping without fear, caring for others, sharing your ideas, and dreaming as a team.

Because when the seeds of the heart bloom, ideas are born, teams grow stronger, and dreams turn into actions that change the world.

It was a sunny morning at the “Roots of Light” school. In the playground, children of different ages were playing—some wearing glasses, others using wheelchairs—all of them having fun under the sun.

At that moment, some very special and joyful laughter could be heard: Ali’s and Axel’s.





Ali had a curious look and a dreamy smile. She liked to imagine that clouds had secret shapes. Axel, on the other hand, was brave...

A little mischievous...

And he loved discovering new things.

That day, while they were looking for dry leaves for a science experiment, they saw something shining among the dirt.

“Look, Axel, there is something buried here!”

Ali said excitedly.

They carefully dug and pulled out a glass jar covered in dust.

“It looks empty...”

Ali murmured, wiping it with her hands.



Suddenly, the jar blinked, revealing  
two bright eyes.

“Hello, my brave explorers! I am  
Lumi, your magic guide. At last,  
someone has found me!”

Axel opened his eyes wide in  
surprise because the jar was talking.

“The jar talked!”

Lumi let out a little giggle that made his lid shine like a flashlight.

“Yes, I talk... and I shine! But my light is very weak. To turn it on, I need magical seeds.”

Ali came closer, curious.

“Seeds? What kind of seeds?”

Lumi answered, “They are very special seeds, and they will appear inside me when you learn something good with your heart.”



Axel raised an eyebrow. "And where do we get them?"

"Each seed has a guardian, a wise friend who will teach you its value"

Lumi explained.

"When you discover it, the seed will appear inside me and my light will shine more brightly."

Axel smiled with excitement

"Then we have a mission!"

"That's right. Let the adventure begin!"

Lumi exclaimed.

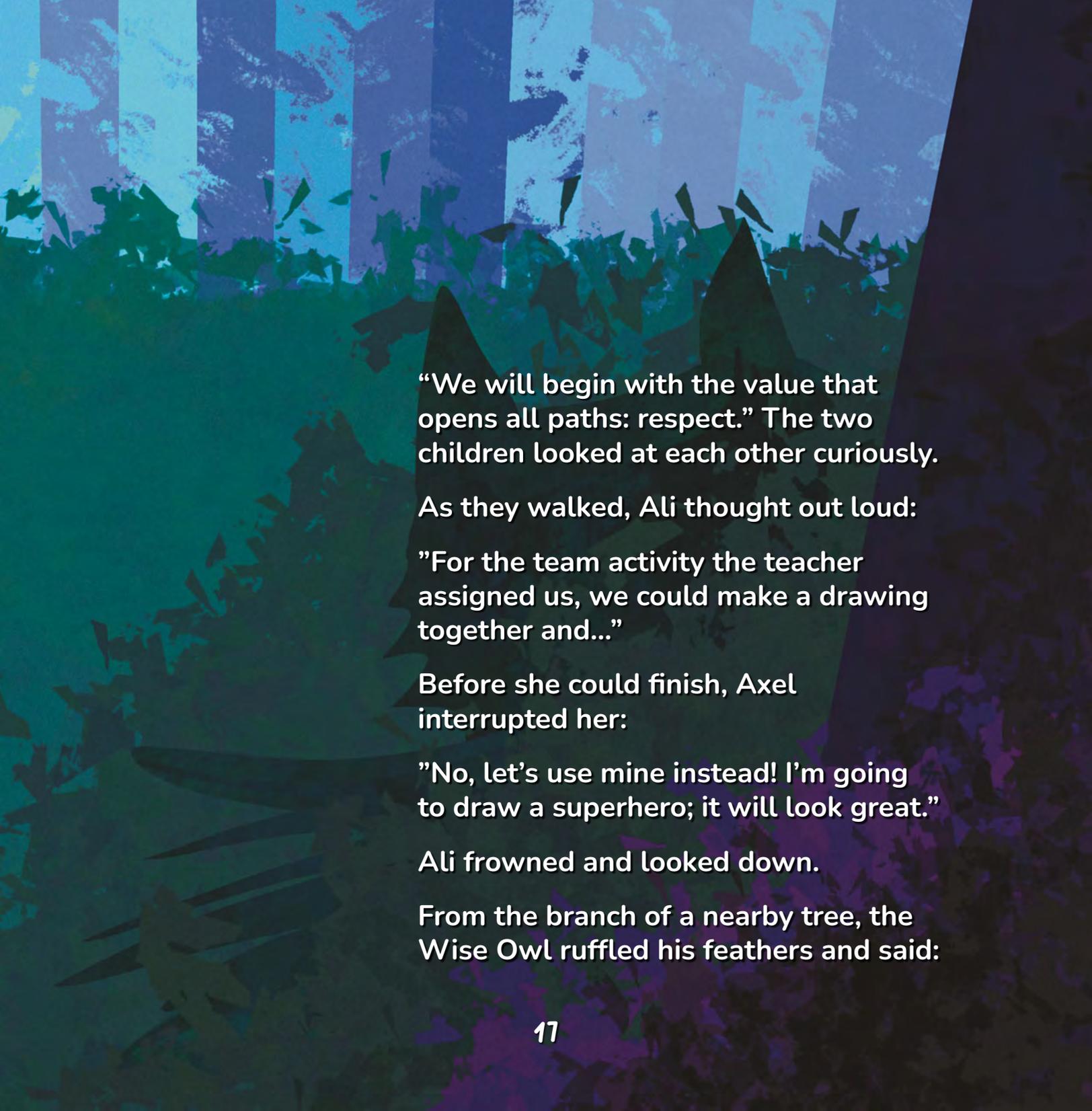


## 1. Respect: “Listening with your Heart”



Lumi floated in front of Ali and Axel, shining like a firefly. “Are you ready to find the first seed?”

“Yes!” they shouted so loudly that they almost knocked him over in surprise.



“We will begin with the value that opens all paths: respect.” The two children looked at each other curiously.

As they walked, Ali thought out loud:

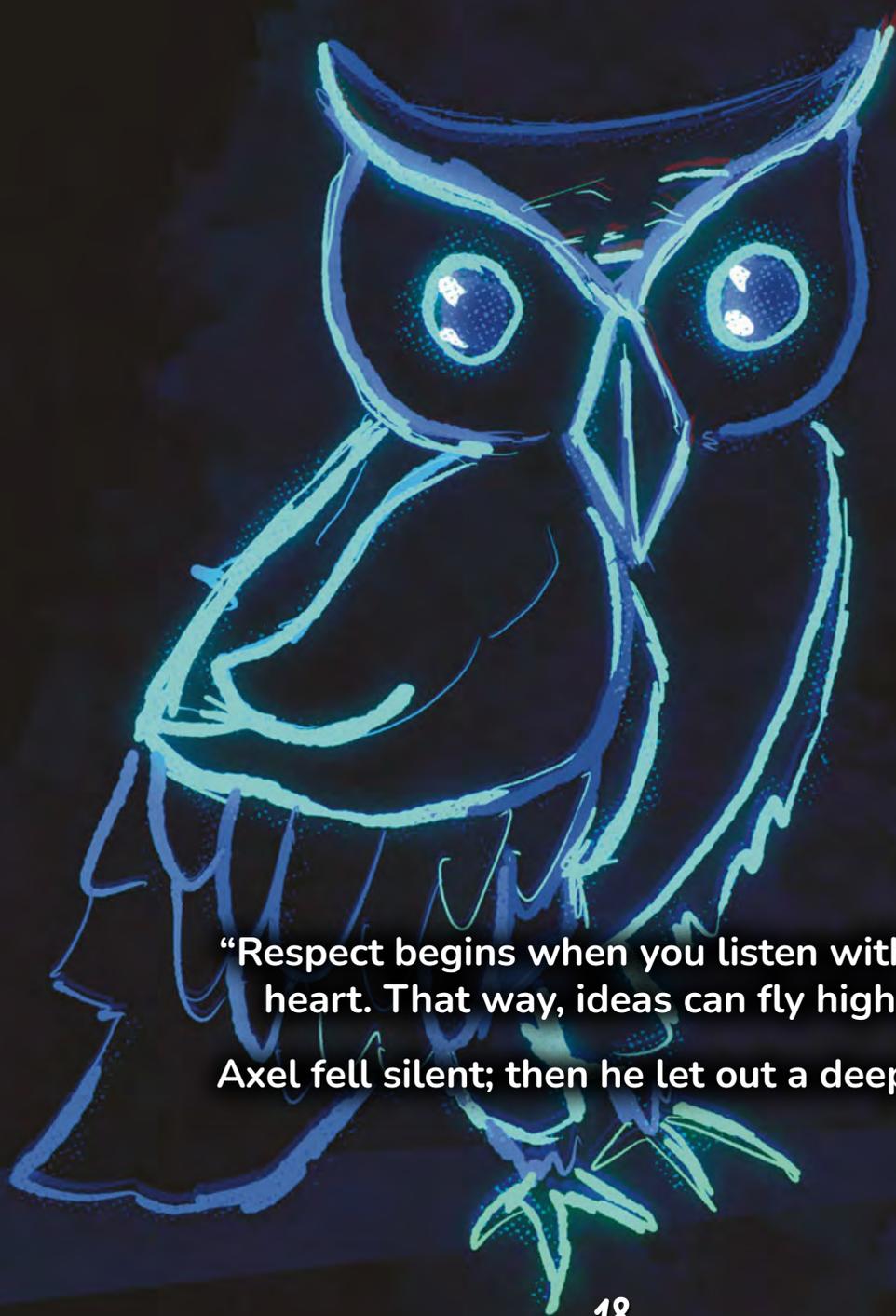
”For the team activity the teacher assigned us, we could make a drawing together and...”

Before she could finish, Axel interrupted her:

”No, let’s use mine instead! I’m going to draw a superhero; it will look great.”

Ali frowned and looked down.

From the branch of a nearby tree, the Wise Owl ruffled his feathers and said:



“Respect begins when you listen with your heart. That way, ideas can fly higher”.

Axel fell silent; then he let out a deep sigh.

"I'm sorry, Ali. Tell me your idea".

Ali smiled.

"Thank you, Axel. I'm sure that if we combine the drawings, they will look great together!"

Lumi jumped with joy and shone with a blue light.

"Shine, seed of respect!

You have awakened your light



### Challenge 1:

Today, practice the value of respect by listening carefully to your mom, dad, your brothers and sisters, your grandparents, or anyone you choose. This way, you will light your first magical seed! When you achieve it, look for the blue dot ● on the activity sheet and draw a line to connect number 1 with number 2.

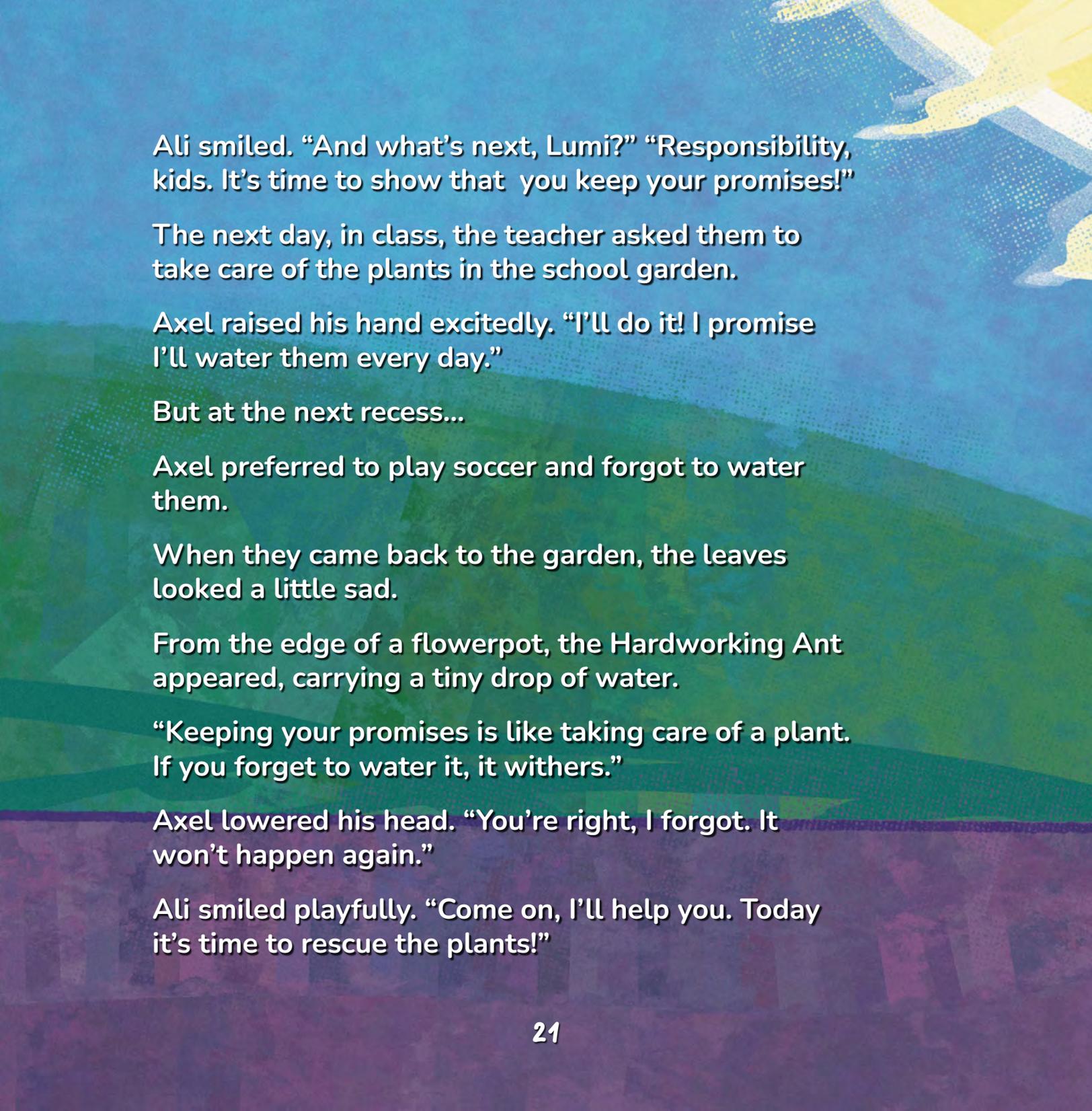
## 2. Responsibility: “Keeping your Promises”



Lumi blinked again and told them:

“Very well, adventurers! You already  
have your first seed. But remember...  
one value leads to the next!”





Ali smiled. “And what’s next, Lumi?” “Responsibility, kids. It’s time to show that you keep your promises!”

The next day, in class, the teacher asked them to take care of the plants in the school garden.

Axel raised his hand excitedly. “I’ll do it! I promise I’ll water them every day.”

But at the next recess...

Axel preferred to play soccer and forgot to water them.

When they came back to the garden, the leaves looked a little sad.

From the edge of a flowerpot, the Hardworking Ant appeared, carrying a tiny drop of water.

“Keeping your promises is like taking care of a plant. If you forget to water it, it withers.”

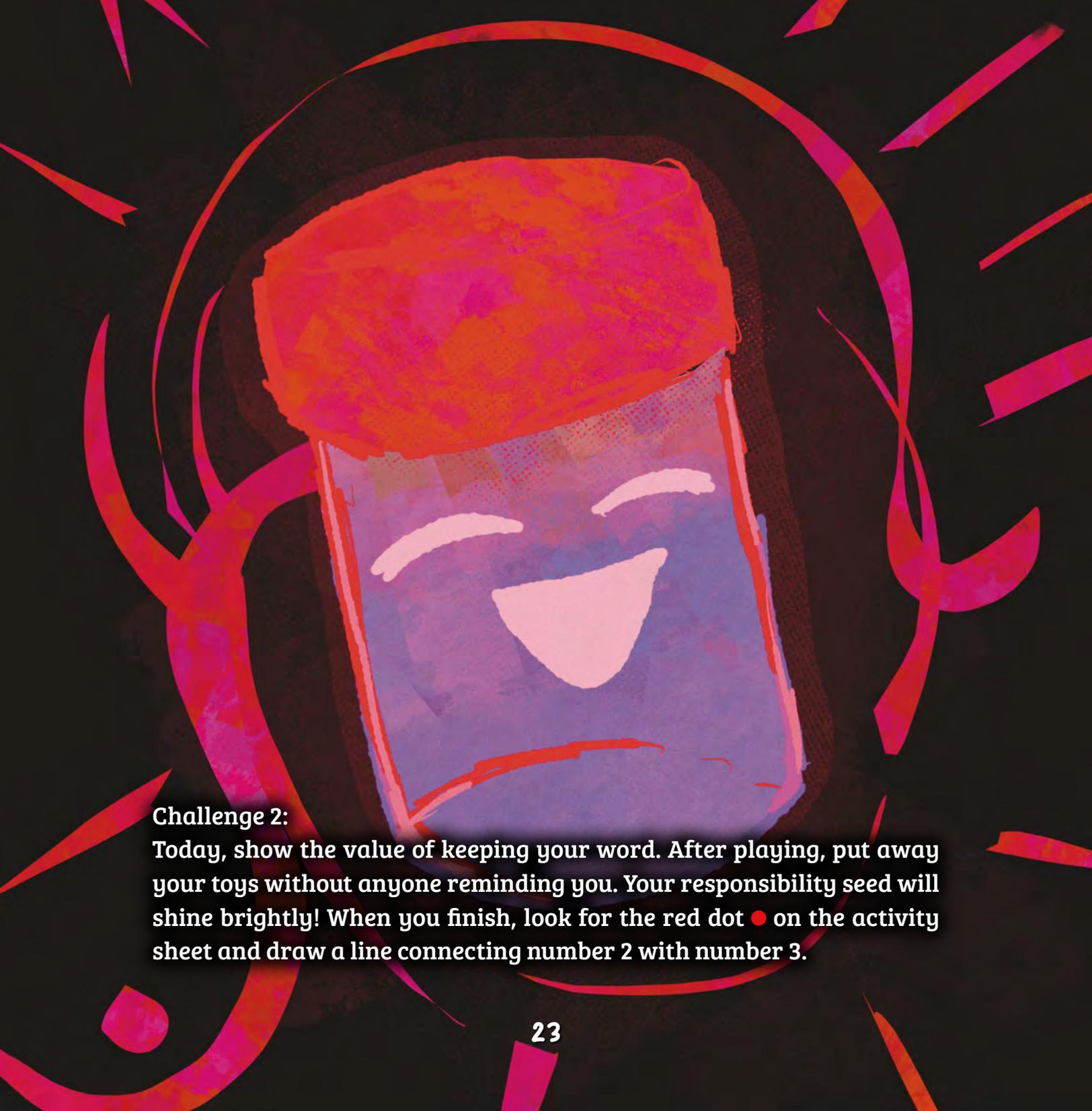
Axel lowered his head. “You’re right, I forgot. It won’t happen again.”

Ali smiled playfully. “Come on, I’ll help you. Today it’s time to rescue the plants!”

Together, they watered all the plants in the garden, and Lumi began to shine with a bright red light.

“Seed number two! You have learned the value of responsibility.”





**Challenge 2:**

Today, show the value of keeping your word. After playing, put away your toys without anyone reminding you. Your responsibility seed will shine brightly! When you finish, look for the red dot ● on the activity sheet and draw a line connecting number 2 with number 3.

### 3. Honesty: “Telling the truth makes you shine”



After rescuing the plants in the garden, Lumi spun around happily and said:

“Very well, explorers! The responsibility seed is now safe.”

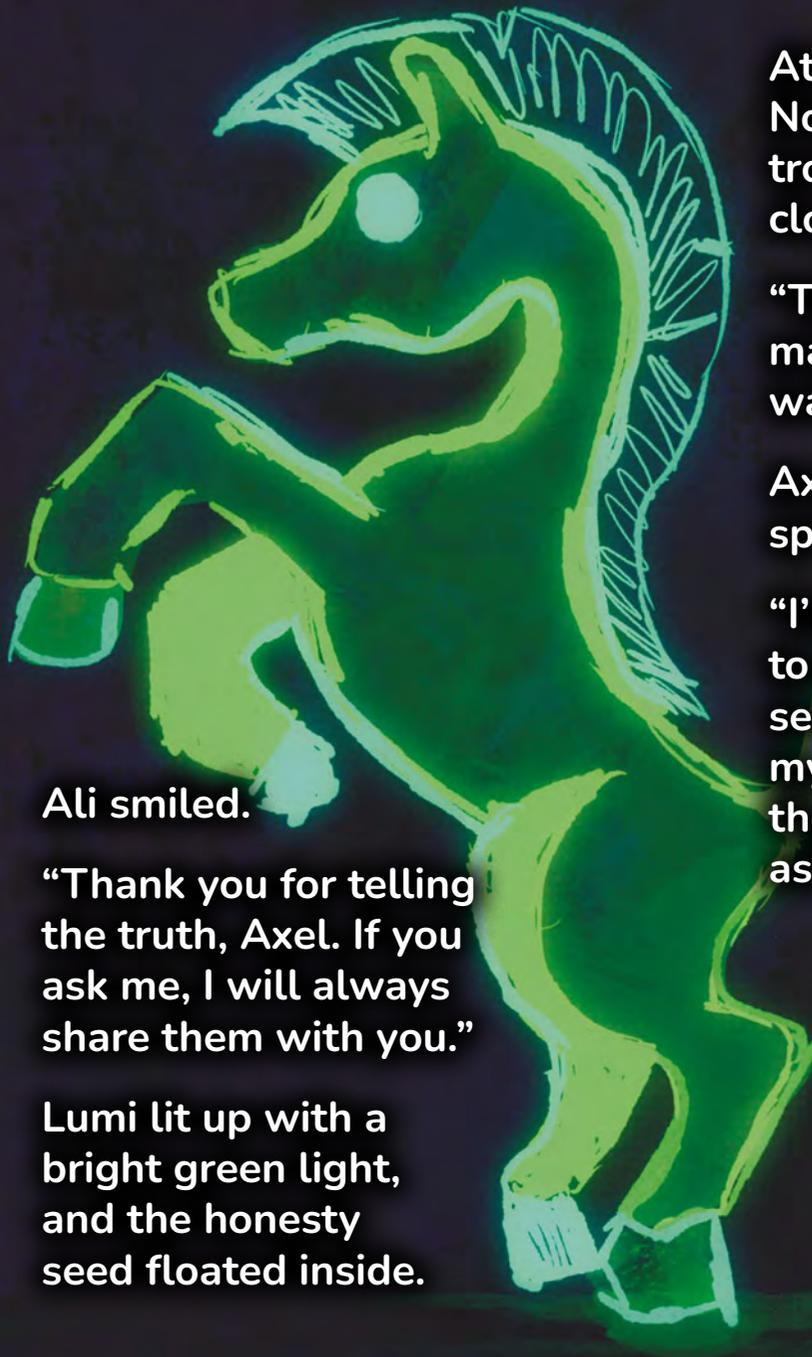
Ali clapped cheerfully.

“Two seeds found! Yay!”

“Yes,” Lumi replied with a little giggle, “but there are still many more to discover.”

The next day, during class, Ali left some new fluorescent markers on her desk. When she came back, they were gone!

Axel had taken them to draw, but when he saw Ali was upset, he hesitated to tell her...



Ali smiled.

“Thank you for telling the truth, Axel. If you ask me, I will always share them with you.”

Lumi lit up with a bright green light, and the honesty seed floated inside.

At that moment, the Noble Horse appeared, trotting firmly: clip-clop, clip-clop.

“Telling the truth will make you shine and walk with confidence.”

Axel sighed and finally spoke.

“I’m sorry, Ali. I wanted to use those colors and see how they looked in my drawing, so I took them, but I should have asked first.”

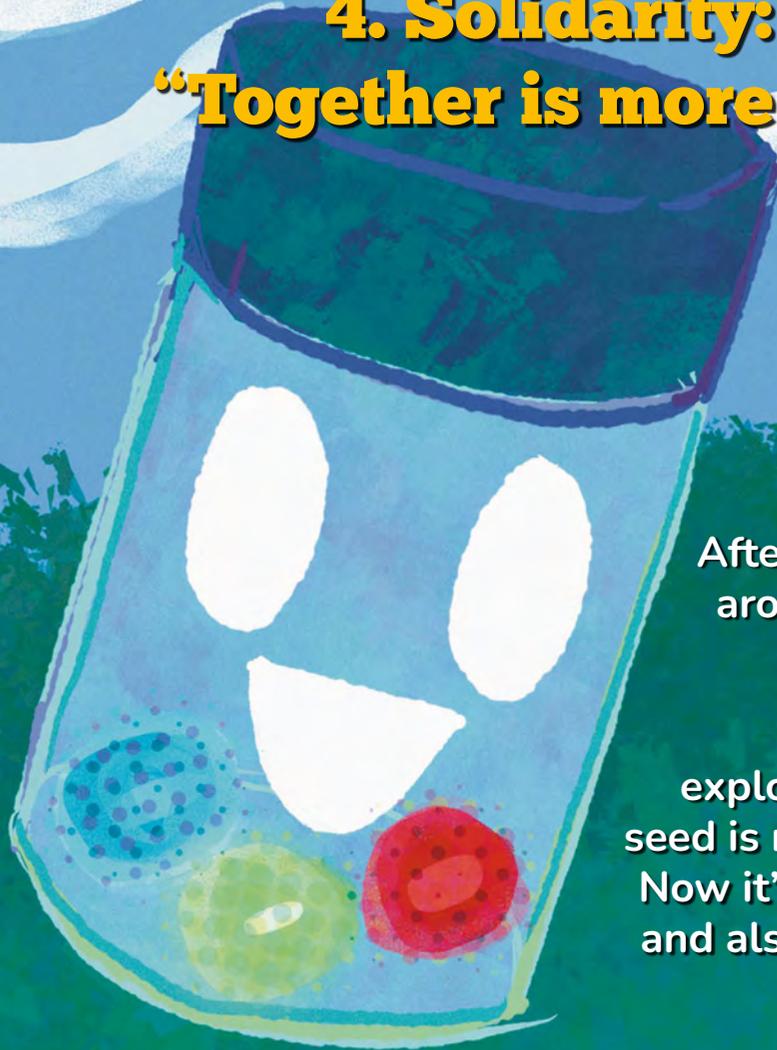
### Challenge 3:

Today, try to always tell the truth, even if you think you might get into trouble. Your honesty will make the honesty seed shine “you will be stronger and more trustworthy!”

When you do it, look for the green dot ● on the activity sheet and draw a line connecting number 3 with number 4.



## **4. Solidarity:** **“Together is more fun”**



After class, Lumi spun around making a soft sound. Ting!

“Excellent work, explorers! The honesty seed is now safely stored. Now it’s time for recess... and also time to discover the next value!”

Ali and Axel ran to the playground, laughing and jumping.



At recess, the girls were playing jump rope, saying, “Jump, jump, one, two, three...”.

Axel came closer, curious, and asked: “Can I play with you?”

Ali answered without thinking:

“No, there are enough of us already. You’d better go play with the other boys.”

Axel lowered his head and took a step back, feeling sad.

Then, the Friendly Bear appeared,  
moving his ears and clapping softly.

“When you share the game,  
laughter multiplies!”

Ali thought for a moment and  
looked at him, surprised.

“You’re right, little Bear...”

“I’m sorry, Axel. Of course you can  
play. If you join us, it will be more  
fun.”



Axel cheered up again.  
“Thank you, Ali! Yaaay!”  
he shouted excitedly.

Lumi flashed with a  
warm orange glow.  
“Seed number four  
found!”

Solidarity makes sure  
everyone gets to join  
the game.”



#### Challenge 4:

Today, practice solidarity. Invite someone who is alone and ask, “Do you want to play with me?” You’ll see how smiles begin to multiply! Your seed of solidarity will shine brightly! When you do it, look for the orange dot ● on the activity sheet and draw a line connecting number 4 to number 5.

## 5. Justice: “Being fair makes you great”

After recess, the three of them went back to the classroom. Axel was still laughing and said.

“I almost fell while jumping rope, but it was really fun!”

Lumi blinked and said to them.

“Great job, explorers! You have learned to share, but now it’s time for something very important... learning to be fair.”

After they finished their activities, the teacher showed them a big basket of amaranth bars that she had brought for everyone.

Ali quickly raised her hand.

“I want to hand them out, teacher!”

The teacher said yes, and she happily began to distribute them. Ali gave two bars to her friends, but only one to Axel.



“That’s not fair!” Axel exclaimed angrily.

Suddenly, the Justice Lion appeared, roaring, “Grrrrr!” with a firm look and a clear voice.

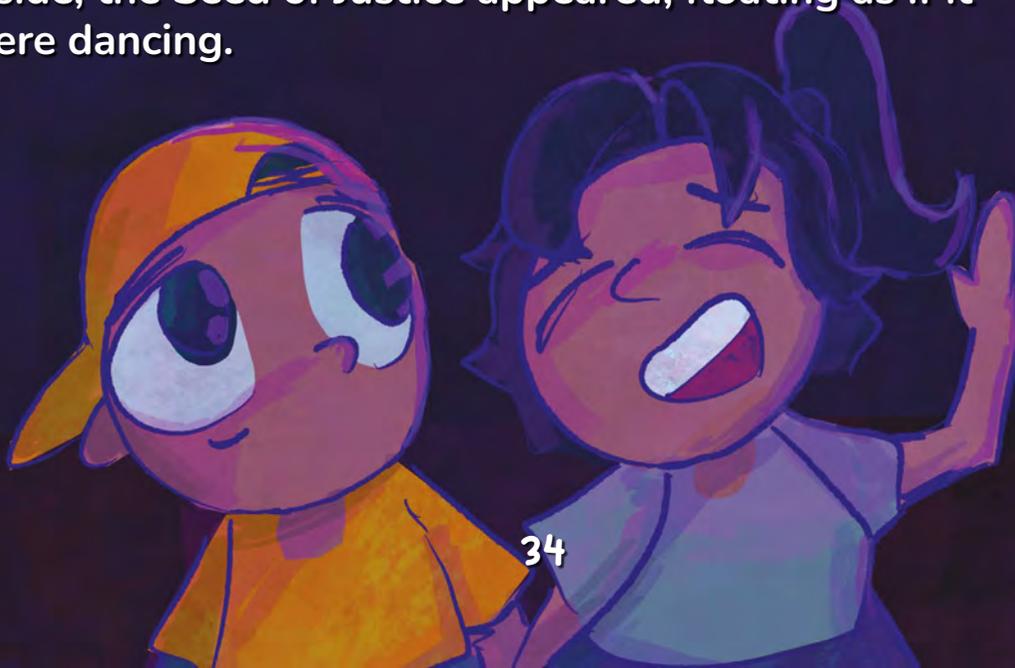
“Justice means giving each person what they deserve. Only then will everyone be able to smile.”

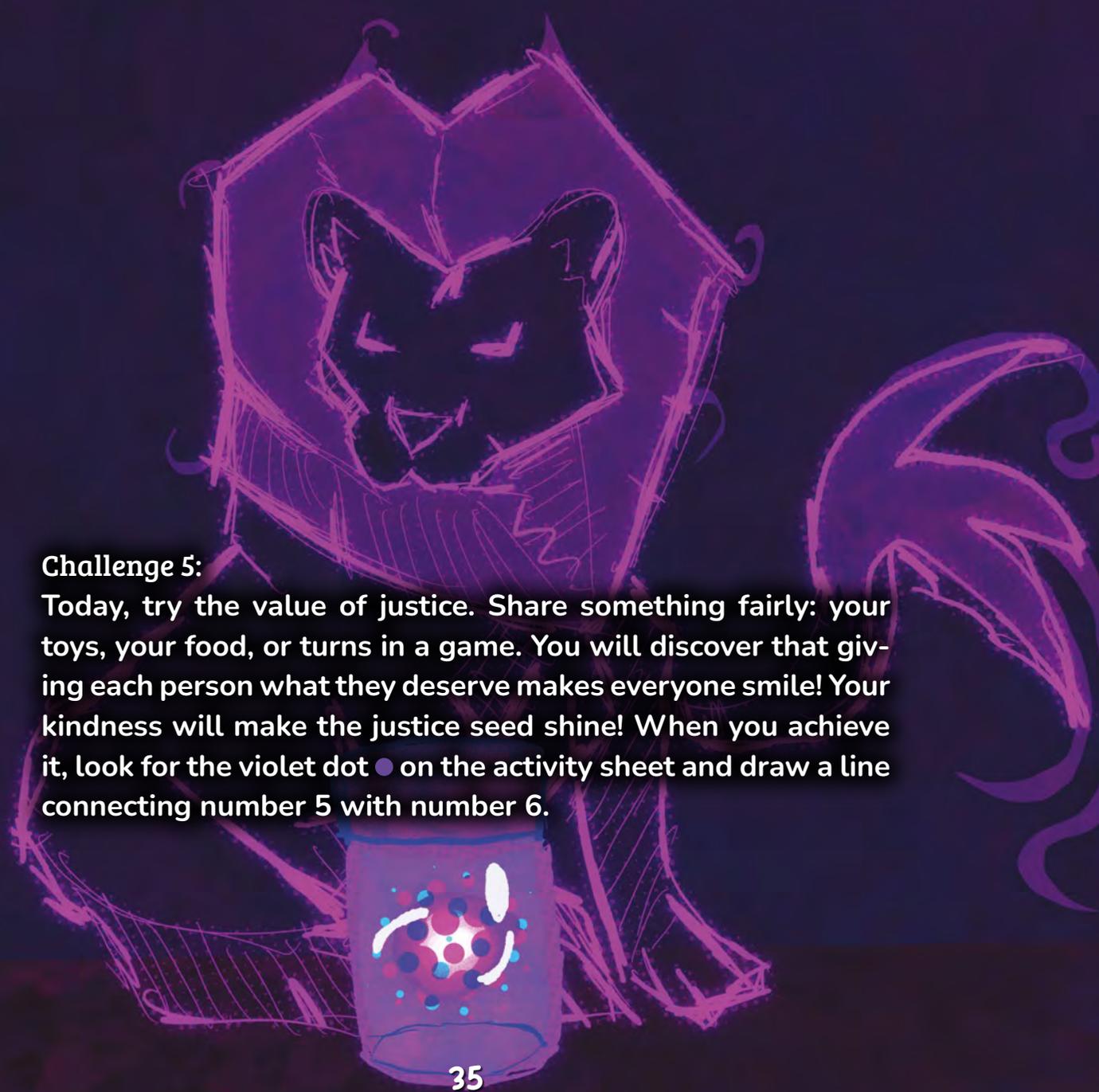
Ali thought about it right away, counted the amaranth bars again, and shared them equally. “I’m sorry, Axel. Now we all have the same.”

Axel smiled with relief.

“Thank you, Ali! I feel better now.”

At that moment, Lumi shone with a violet light, and inside, the Seed of Justice appeared, floating as if it were dancing.





**Challenge 5:**

Today, try the value of justice. Share something fairly: your toys, your food, or turns in a game. You will discover that giving each person what they deserve makes everyone smile! Your kindness will make the justice seed shine! When you achieve it, look for the violet dot ● on the activity sheet and draw a line connecting number 5 with number 6.

## 6. Love: “Caring is Loving”

Once again, Lumi spun around happily and let out a ting, ting! “Excellent work, explorers! The seed of justice is now safely guarded. Now you will learn something sweeter... love,” she said with a sigh.

The children looked at each other, intrigued, and went to the playground for their next adventure.

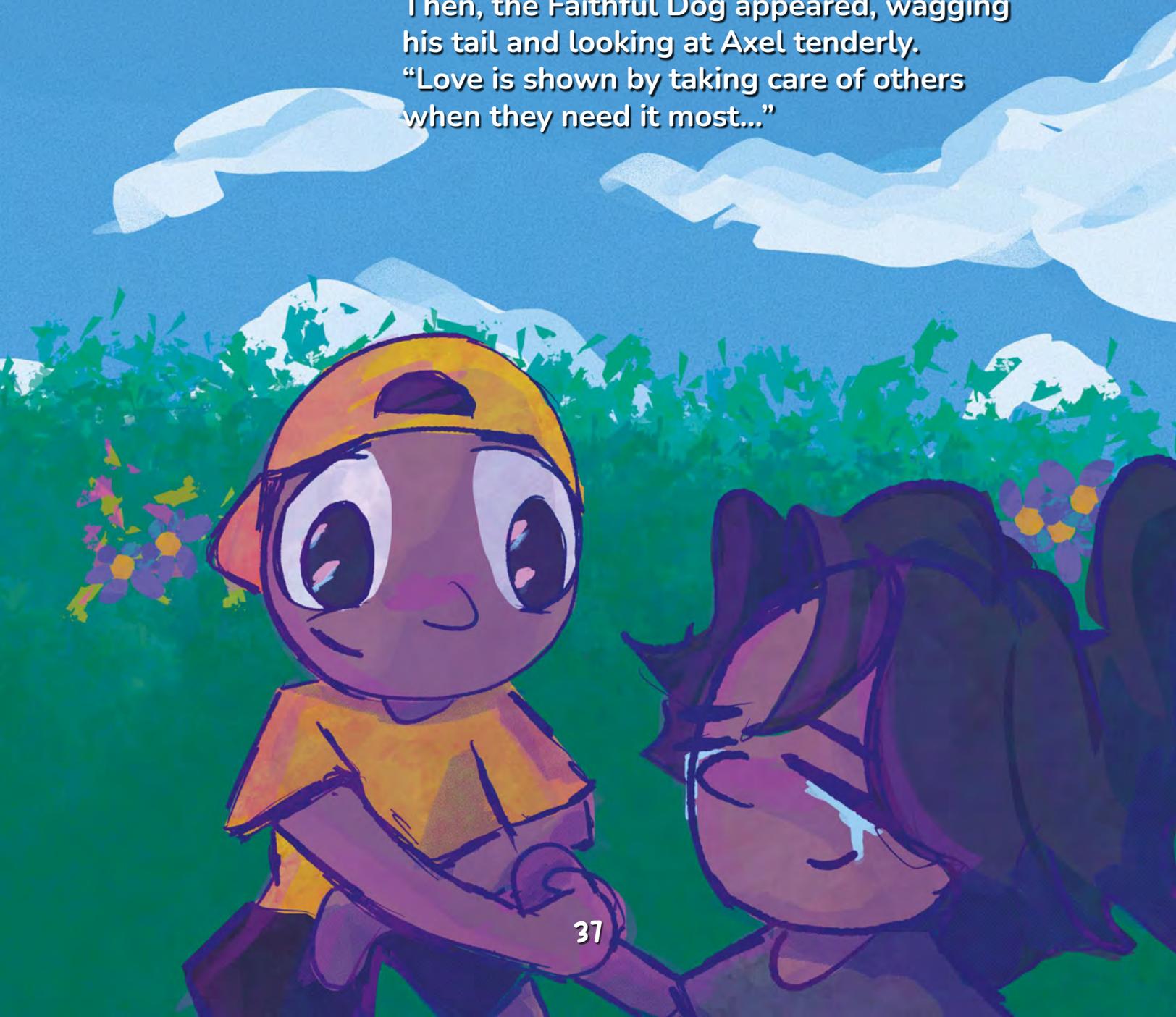
It was recess time; the children were playing ball.

Ali ran after it; suddenly “bam!” she tripped over a stone and fell to the ground.

Everyone let out a mischievous laugh, and one of them said, “Oops, she fell flat on her tummy.”

Axel hesitated for a moment; he didn’t know whether to laugh or help.

Then, the Faithful Dog appeared, wagging his tail and looking at Axel tenderly.  
“Love is shown by taking care of others when they need it most...”



Hearing this, Axel reacted right away, ran toward Ali, and offered her his hand.

“Are you okay, Ali? Sorry for just standing there. That stone beat you in the race!”

He said to comfort her.

Ali stood up, feeling more relaxed.

“Thank you, Axel. It hurt a little, but I’m better now.”

Axel let out a little laugh.

“Let’s keep playing, but more slowly this time.”

The magic jar shone with a pink glow, and the seed of love floated with a soft sparkle.

### Challenge 6:

Show the value of friendship by being kind to someone in your family without being asked. You can help at home, give someone in your family a hug, pick up something that has fallen, or share your food. Your kindness will light up the seed of love! When you have done it, find the pink dot ● on the activity sheet and draw a line that goes from number 6 to number 7.



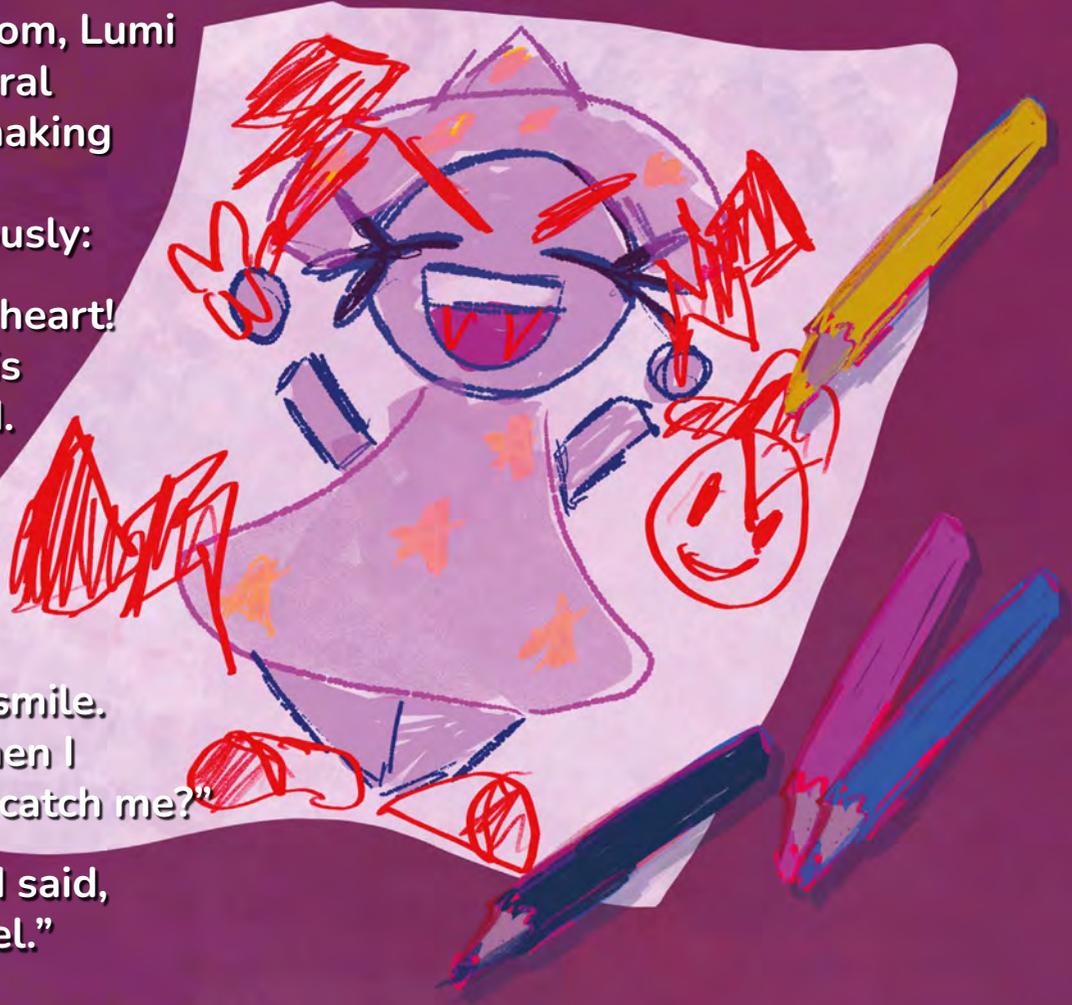
## 7. Freedom: “Choosing with respect”

After recess, they went back to class. Once inside the classroom, Lumi spun around several times, this time making plim, plim, plim!, and said mysteriously:

“Explorers of the heart!  
The seed of love is  
now safely stored.  
Now it’s time to  
learn about...  
freedom!”

Axel raised his eyebrows with a smile.  
“Do you mean when I  
run so they don’t catch me?”

Lumi laughed and said,  
“More or less, Axel.”



At that moment, the teacher asked them to paint a picture together, on a single sheet of paper. Axel wanted to do it his own way and didn't mind coloring over Ali's work.

"Axel, you're painting over what I already did!" Ali said angrily.

"I just want mine to look bigger!" Axel replied.

Just then, the Free Eagle flew in through the window, wings spread wide, and said in a calm voice, "Freedom is not doing whatever you want; it is choosing with respect, without affecting others."





Axel put down the crayons and smiled. "You're right. I can make my drawing smaller so it doesn't cover yours."

Ali nodded happily. "That way both drawings will look better."

Lumi shone with a bright yellow light, storing the seed of freedom, which spun like a little sun.



**Challenge 7:**

Today, make a decision at home, such as choosing a movie or a game, but first listen to and consider other people's opinions. Choosing without hurting others will make your seed of freedom shine brightly. When you achieve it, look for the yellow dot ● on the activity sheet and draw a line connecting number 7 with number 8.

## 8. Equality: “We are all important”



The next day, Lumi was jumping with joy, making one of her favorite sounds, ting, ting!, as she made little hops.

“Great job, explorers! You learned to be free without hurting others, but there is still more to discover... today you will learn about equality.”

In physical education class,  
the children were forming  
teams to play soccer.

Ali chose her friends  
first, and when she  
saw another boy  
who played using  
crutches, she said  
in a low voice:

“He’d better just watch,  
because he might get tired”.

Axel heard her and frowned.  
“But he wants to play too.”





**“In a pack, everyone matters.  
No one gets left behind.”**

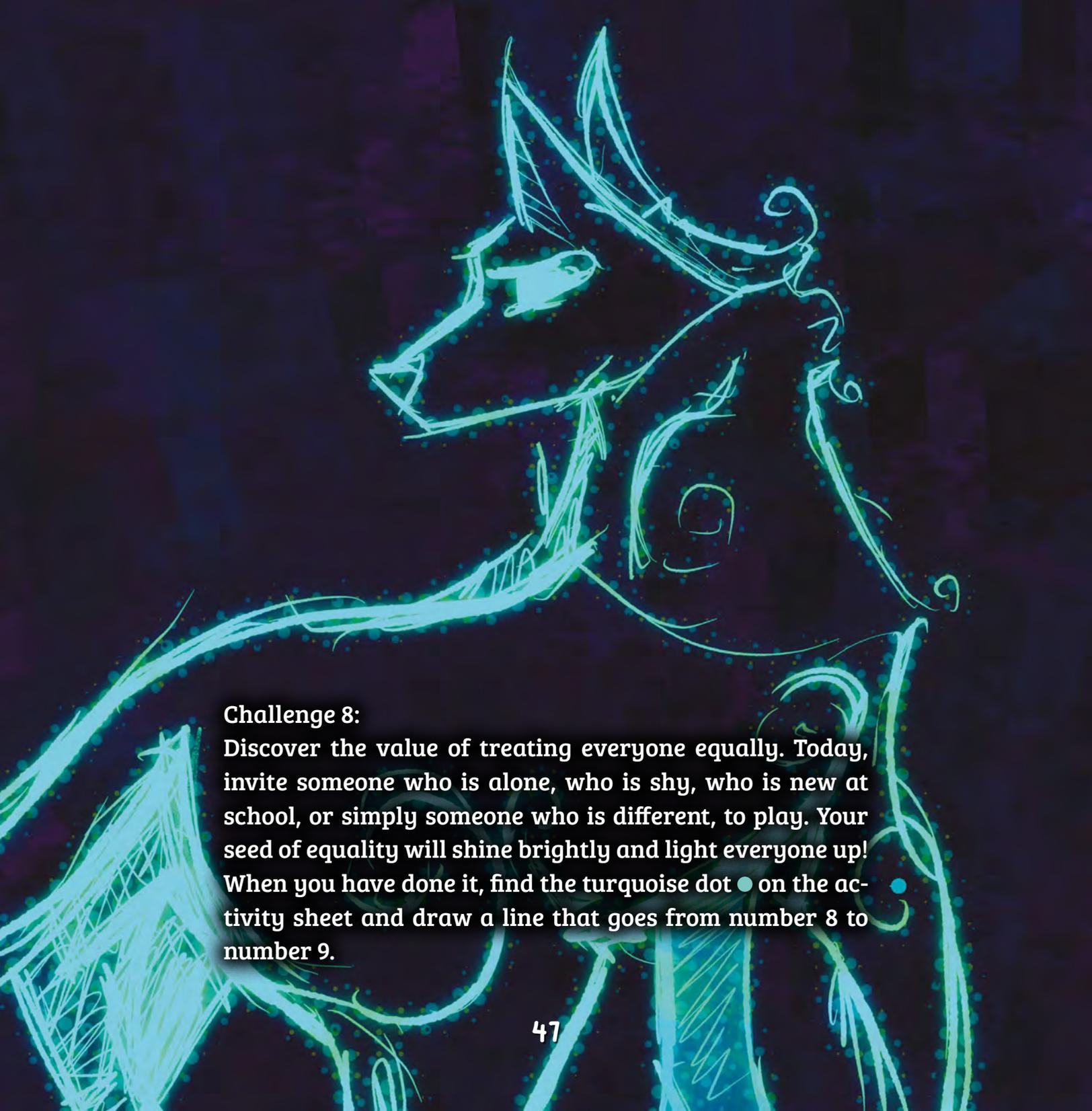
**Ali thought about it for a moment,  
then smiled. “You’re right.  
Come with us! You can be  
the goalkeeper.”**

**The boy happily agreed, stood  
under the goal, and caught  
the first ball.**

**“Wow! What great reflexes!”  
Axel shouted, and everyone  
clapped because the game  
was even more fun.**

**This time, Lumi shone with an intense  
turquoise light.**

**“Seed number eight found! Equality makes  
everyone play on the same team.”**



**Challenge 8:**

Discover the value of treating everyone equally. Today, invite someone who is alone, who is shy, who is new at school, or simply someone who is different, to play. Your seed of equality will shine brightly and light everyone up! When you have done it, find the turquoise dot ● on the activity sheet and draw a line that goes from number 8 to number 9.

## 9. Peace: “Finding a solution together”



After the soccer match, Lumi was very happy, showing off the seeds inside him with brighter and brighter colors.

“Excellent, explorers! You have learned that everyone matters, but now comes a very special value...”

“The one that calms the heart: peace”.

The next day, during recess, Axel and Ali started to argue because they both wanted to use the same ball.

**“I saw it first!” Axel shouted.**

**“But I brought it!” Ali replied, crossing her arms. Both of them fell silent, staring at each other angrily.**

**Then, the Dove of Harmony gently descended from the sky and landed between them.**



In a calm voice, she said:

“Peace is not about winning the fight; it is about finding a solution to our differences together.”

Axel took a deep breath. “We can take turn”

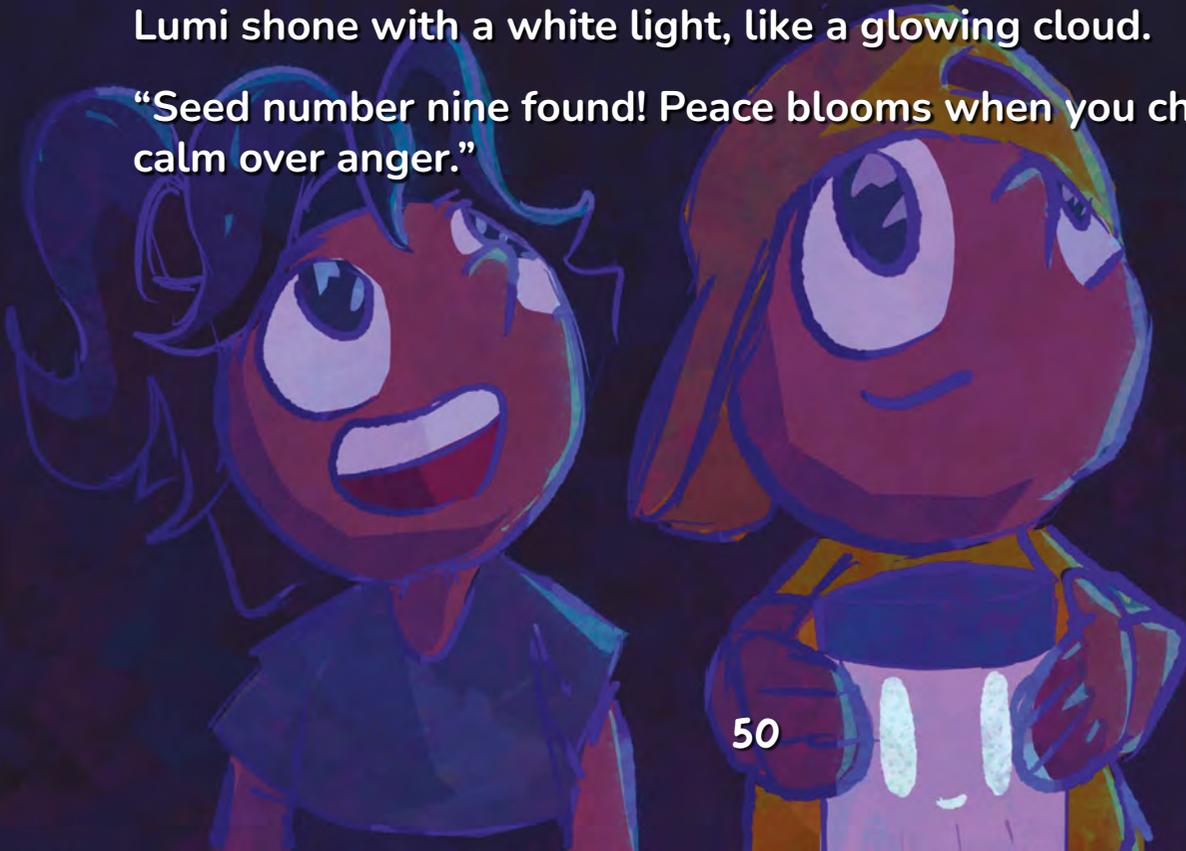
“First you, then me.”

Ali nodded with a smile. “Yes, that way we’ll both play and no one will get upset.”

The Dove of Harmony spread her wings, and a gentle breeze surrounded them.

Lumi shone with a white light, like a glowing cloud.

“Seed number nine found! Peace blooms when you choose calm over anger.”





**challenge 9:**

**If a friend gets angry with you over a game, instead of fighting, take a deep breath and choose to share. Peace will light such a bright light that it will shine on both of you. Then, find the white dot ● on the activity sheet and draw a line that goes from number 9 to number 10.**

## 10. Tolerance: “Being different is ok”



After recess, Lumi floated gently to the rhythm of his favorite sound, ting, ting, ting!

“Explorers, we’re almost at the end. Today you will learn the value that teaches us to respect differences... tolerance.”

In art class, the teacher asked them to draw a house.

Axel painted his completely green, all the way up to the roof, and said proudly,

“That’s what my house looks like, with grass even on the roof!”



Ali laughed and said with a smile, "Houses aren't green. They are brown or gray."

Axel frowned. "Well, mine can be green, with a roof made of leaves if I want!"



They both looked at each other in silence, a little confused.

Suddenly, some footsteps were heard: tap, tap, tap! From one corner of the classroom, the Patient Turtle appeared, slowly moving her little legs and smiling.

“Being tolerant means accepting that others may see the world in different colors.”



Ali thought for a moment and nodded.  
“You’re right, Axel. If your house is green,  
that’s fine too.”

Axel smiled.  
“And yours can be whatever color you want.  
It can even look like a rainbow if you want!”

They both laughed and clinked their  
paintbrushes as if they were magical swords.

The Patient Turtle watched them happily,  
and Lumi began to shine with an intense  
golden light. “Seed number ten found!  
Tolerance makes all colors beautiful.”

#### Challenge 10:

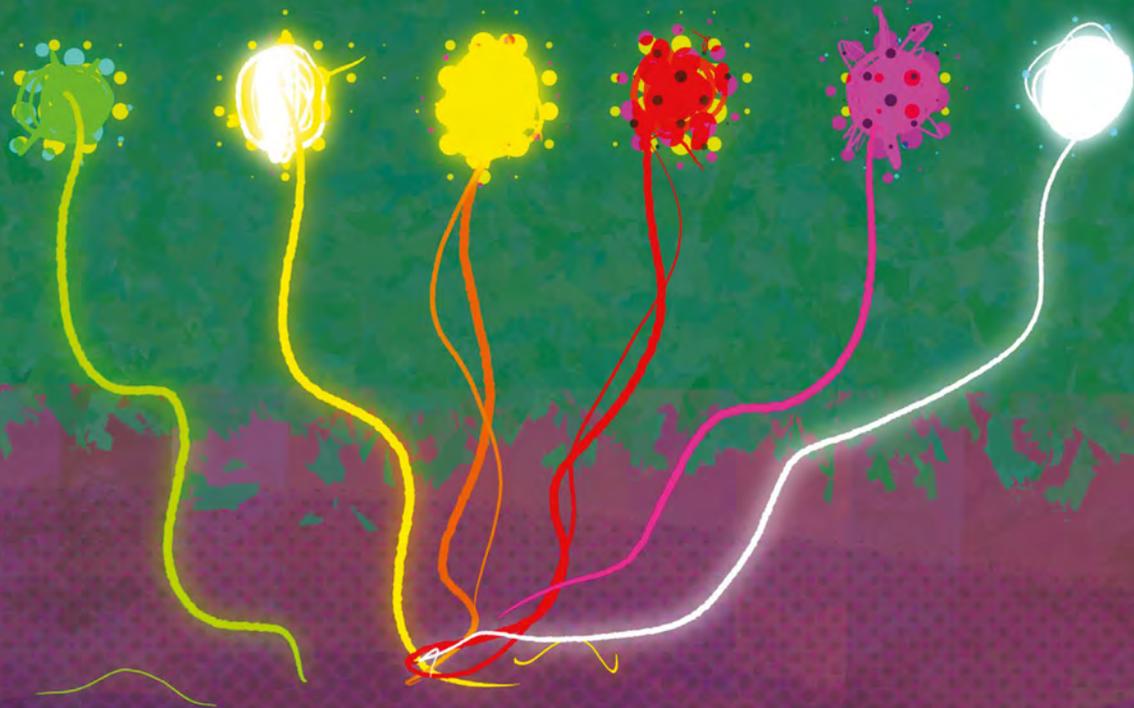
Today, let someone else choose something different from what you prefer: a meal, a game, or a color, and accept their decision with a good attitude. When you understand that thinking differently is okay, the golden light of tolerance will shine in your heart. Then, look for the golden dot ● and finally, draw a line connecting number 10 to number 1.

Ali and Axel looked at “Lumi,” who was now shining with many colors. Inside him, the ten seeds were floating: blue, red, green, orange, violet, pink, yellow, turquoise, white, and gold. Each one told a story; each one held a value they had learned with effort and from the heart.



“We have them all!” Axel said excitedly.  
“Now let’s plant them and see what will grow”  
Ali replied with a smile.

Guided by Lumi, they dug a small hole in the middle of the schoolyard. Lumi spun quickly, his lid opened gently, and the seeds flew out, spinning like lights dancing in the air. When they touched the ground, a small glowing sprout began to grow, which soon turned into a big, bright tree with leaves of all colors.



“The Tree of Ideas!” Ali shouted in wonder.  
“Each seed sprouted because we learned  
together” Axel said proudly.

In the distance, the guardians smiled and the  
wind blew softly, carrying their voices away.  
“When values grow in your heart, ideas bloom  
in the world!”







Suddenly, Lumi blinked three times.

“Shhh... listen...” he said in a mysterious voice. From inside the tree, a new light began to shine, stronger than all the others.

“What could that be?” Ali asked in amazement.

Lumi smiled mischievously.

“That is the next seed... but it’s not just any seed. It will be the one that awakens the power to create, to lead, and to dream without fear.”

Axel opened his eyes in amazement.

”Another adventure?”

“Yes,” Lumi replied with a wink, opening his little lid. “The seeds of leadership are just beginning to wake up...”

“So, my friends, this adventure will continue...”



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*The Seeds of Entrepreneurship. An Adventure to Learn Values.*

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Thank you for reminding me, with smiles and curiosity, that there is always a seed to plant. I thank my family with all my heart for their unconditional support, my driving force in life and the deep meaning behind every step I take. Every word written here carries a little piece of you.

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Consulta y descarga

