Abstract
This paper presents the results of a study to determine the impact achieved by the "Youth with Company" Program in promoting youth business ventures with universities in Bogotá. The evaluation was performed using primary information gathering through: an interview with the Program Coordinator, a survey of managers of universities and entrepreneurs surveyed the beneficiaries. The information collected was analyzed through a SWOT matrix (Weaknesses, Opportunities, Strengths and Threats), which identified positive factors and negative factors of leverage to mitigate a possible second phase of the Program.

Keywords
Entrepreneurship, enterprise, impact, youth.