



11th

**FAPESP
PIPE-HIGH-TECH**

ENTREPRENEURIAL
TRAINING PROGRAM

PIPE (Pesquisa Inovativa em Pequenas Empresas):
Innovative Research in Small Businesses

 **FAPESP**



FAPESP Visitante
Usuário: PIPE
Senha: knqn8524

WWW.FAPESP.BR/PIPE/EMPREENDEDOR

The **PIPE-High-Tech Entrepreneurial Training**, offered by FAPESP, aims to assist companies funded through FAPESP's **Innovative Research in Small Businesses** program (PIPE in the Portuguese acronym) to develop a robust business model. The goal is to promote sustainable commercial development of the innovative products and services originated from FAPESP PIPE's research projects, generating significant business results. The training methodology is based on Steve Blank's Customer Development and Osterwalder and Pigneur's Business Model Canvas applied to high-tech innovation, similarly to the I-Corps program of the US National Science Foundation.

The São Paulo Research Foundation, FAPESP, has been funding small business research since 1997. The PIPE program focuses on **Innovative Research in Small Businesses**, targeting from startups to medium companies with less than 250 employees. Similarly to the NSF SBIR (Small Business Innovation Research) program, FAPESP's PIPE is divided in two phases. Phase 1 supports proof-of-concept or feasibility assessments, with a duration of up to 9 months. Phase 2 supports the development of the research required to develop the process or product, with a duration of up to 24 months.

THE TRAINING

The **PIPE-High-Tech Entrepreneurial Training** selects 21 companies, based on the quality of their proposals and the benefits they could obtain from participating. Each company forms a team of three members. Two of them are nominated by the startup: the Principal Investigator and the Entrepreneurial Lead person for the company. The third member, the Mentor, is assigned by FAPESP from a pool of highly experienced, successful high-tech executives in the State of São Paulo, Brazil.

The training is organized in 4 phases. In Phase 1, the companies prepare their initial business canvas. In Phase 2, the 21 teams will work at FAPESP with the instructors during three days and learn how to interview customers and incorporate their feedback into their businesses. In Phase 3, the teams will conduct dozens of customer interviews in a structured way, adapting their business model as they progress, and have online classes and videoconference sessions with FAPESP instructors. In Phase 4, the teams will meet again at FAPESP in a live session for their final oral presentations.

The training program is based on the Customer Discovery methodology, which is an iterative process of getting out of the office/lab, going to the market to interview potential customers, partners, and competitors, to understand their needs, problems, and difficulties. After each group of interviews, the team evaluates whether the new understanding of the customer needs validates or invalidates the components of its business model. When a team detects that its hypothesis is not valid, they modify the existing business model. This iterative process continues until the team achieves a match between the product/service being offered and the needs of the market. This correspondence is called Product x Market fit.

The program will not only help the 21 startups in enhancing their business capabilities, but also develop, within the State of São Paulo, the expertise on how to apply modern startup engineering methodologies for the development of prosperous high-tech companies.

About 75% of the companies that participated in the previous editions of the PIPE High-Tech Entrepreneurial Training Program revised their business plans to adjust them to market requirements, thereby increasing the likelihood of success.

WWW.FAPESP.BR/EN

FAPESP is a public foundation funded by São Paulo taxpayers to promote the development of science and technology in the state, by supporting research projects in institutions of higher education and research, official or private, which are selected by a rigorous system of analysis based on the peer-review process.

São Paulo has a population of 43 million and generates 30,3% of Brazil's GNP. Under the state Constitution 1% of all state taxes are appropriated to fund FAPESP. The stability of the funding and the autonomy of the foundation allow for an efficient management of the resources that has had a sizable impact: while São Paulo has 22% of the Brazilian population and 34% of the scientists with a doctorate in the country, the state responds for 43% of the country's scientific articles published in international journals.

The effectiveness of research carried out in São Paulo is the combined result of several factors that include the quality of the state's universities and institutes, the productivity of its researchers, high rates of participation by private, São Paulo-based companies that function within the state's R&D outlays, São Paulo's outstanding infrastructure, and the existence of FAPESP, a well-designed state research-sponsoring agency governed, maintained by its directors with excellence and with autonomy over the past half century.

Within this context, in 2018 FAPESP applied \$PPP 601.2 million in \$ purchasing power parity (PPP) in scholarships and grants.

In accordance with the Foundation's funding objectives, 36,6% of expenditure was earmarked for advancing knowledge, 6,2% was dedicated to supporting research infrastructure and 57,2% was allocated to supporting application-driven research.

FAPESP works in close contact with the scientific community: all proposals are peer reviewed with the help of panels composed of active researchers from the specific area. Many times scientists in São Paulo submit proposals for programs to the foundation which are carefully analyzed and, if deemed strong in academic terms, are shaped by the foundation into research programs that will constitute a set of related research projects in a given area.

Since FAPESP's mandate is to foster research and scientific and technological development in the state, ideas for programs that couple world class research with contributions that will impact social problems are welcome.

AIMS AND OBJECTIVES

FAPESP's Innovative Research in Small Businesses Program (PIPE), established in 1997, aims to support the development of innovative research projects carried out in small businesses, i.e., companies with up to 250 employees, in the State of São Paulo. Centered on significant scientific and technological problems that have a high potential for commercial or social return, the projects are carried out by researchers who have formal links to the small businesses or who are associated with them for the implementation of the project.



WWW.FAPESP.BR/PIPE

OBJECTIVES

- To use technological innovation as an instrument to increase the competitiveness of small companies;
- To create conditions to enhance the research system's contribution to economic and social development;
- To foster an increase in private investment in technological research;
- To enable the collaboration of small businesses with academic researchers on innovation projects;
- To contribute for the establishment of a culture that values research activities within business environments, technological innovation within small companies, and the employment of researchers in the private sector.

Since the start of PIPE in 1997, more than 2,300 grants have been awarded to companies. In 2018, 247 new projects were approved – one project per working day and 18% more than in the previous year.

Research supported by FAPESP can be consulted at **FAPESP Grant Database** (www.bv.fapesp.br/en).

More about the research results in the **Agência FAPESP** (www.agencia.fapesp.br/en) and **Pesquisa para Inovação** (www.pesquisaparainovacao.fapesp.br), in Portuguese

COORDINATION

Carlos Henrique de Brito Cruz

Brazil

Scientific Director – Scientific Directorate

São Paulo Research Foundation – FAPESP

Rua Pio XI, 1500 – Alto da Lapa – São Paulo – CEP 05468-901

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An electronic engineer and a physicist, Brito Cruz is a professor at the Gleb Wataghin Physics Institute, of the State University of Campinas (Unicamp), where he was the rector from 2002 to 2005.

He graduated in electronic engineering at the Aeronautics Technology Institute of (ITA in the Portuguese acronym). He took a master's degree and a doctorate at Unicamp's Gleb Wataghin Physics Institute. He has been a professor at the Unicamp's Physics Institute since 1982. Presently is a full professor at the Quantum Electronics Department.

Bruto Cruz was a visiting researcher at the Quantum Optics Laboratory at the Università di Roma, at the Femtosecond Research Laboratory at the Université Pierre et Marie Curie. and a resident researcher at the AT&T's Bell Laboratories, in Holmdel, New Jersey, and in Murray Hill, NJ. At Unicamp he was the Director of Unicamp's Physics Institute from 1991 to 1994 and from 1998 to 2002; Pro-rector for Research from 1994 to 1998, and Rector of the university from 2002 to 2005. He was the the President of FAPESP from 1996 to 2002.

Bruto Cruz is a member of the Brazilian Academy of Sciences and a Fellow of the American Association for the Advancement of Science. He received the Ordre des Palmes Academiques de France, the Order of the Scientific Merit from the Federative Republic of Brazil and the Order of the British Empire, Honorary (OBE) in 2015.

ADJUNCTS

Flavio Grynszpan

Brazil

Adjunct Panel - Research for Innovation

São Paulo Research Foundation – FAPESP

Rua Pio XI, 1500 – Alto da Lapa – São Paulo – CEP 05468-901

fgrynszpan@fapesp.br

www.fapesp.br/en



Received the degree of Electronic Engineer from the Universidade Federal do Rio de Janeiro(1966), M.Sc. in Electrical Engineering from the Coordenação dos Programas de Pós-Graduação de Engenharia-COPPE/UFRJ,(1967) and Ph.D in Biomedical Engineering from the University of Pennsylvania,(1971). Grynszpan was the head of the Department of Biomedical Engineering (1973-1976) and became Full Professor of COPPE/UFRJ(1975).

He became the head of COPPETEC, in charge of the University projects to Industry and Government (1976-1985) and the head of the Technology Innovation Center (1985-1986), to commercialize the University research results. In 1987, he founded the Technological Park of Rio de Janeiro, with 73 companies specialized in IT and Telecom. He, then, became the President of Riotech, the company that managed the research activities of the park. He was elected as Vice President of The International Association of Science Parks (1986 to 1989).

Grynszpan founded and headed the Brazilian Association of Biomedical Engineering (1971), was a member of the Conselho Técnico Científico of CAPES/MEC (1975) and Member of the Board of Conselho Nacional de Desenvolvimento Científico e Tecnológico (CNPq) from 1998 to 2002.

In 1989, he became the President of Motorola in Brazil, where he stayed for ten years and was responsible for bringing and installing Motorola's manufacturing facilities in Jaguariuna, São Paulo. In this plant, Motorola manufactured all cellular phones, radios and pagers sold in Brazil and exported to Latin America.

He became Vice President of Abinee – the Brazilian Electronic Industrial Association, until 2001, Member of the Board of Trustees of FIA – Fundação Instituto de Administração,(2000-2006) and Director of Anpei, the Brazilian Association of Innovative Enterprises, until 2008.

He is a Visiting Professor of the MBA Program of the Fundação Instituto de Administração, Director of the Technology Department of the Centro das Indústrias de São Paulo (CIESP), an organization that supports 8,500 industries in the state of São Paulo, and Member of CONIC – the Council of Innovation and Competitiveness of FIESP – the Federation of Industries of the State of São Paulo.

Grynszpan works as business consultant, specialized in innovation, commercialization of University research and entrepreneurship in Brazil and in the international market. He is now working as a consultant to the University of Virginia.

ADJUNCTS

Hélio Marcos Machado Graciosa

Brazil

Area Panel – Research for Innovation

São Paulo Research Foundation (FAPESP)

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Bachelor's degree in Telecommunications Engineering (1970) and Master's degree in Electrical Engineering (1972) from Pontifical Catholic University of Rio de Janeiro. Graduated from Corporative Governance Brazilian Institute as Administrative Counselor (2009).

Served as a college professor. Former President (1990-1994) and currently Emeritus Member of Telecommunications Brazilian Society.

Worked at CPqD (Telecommunications R&D Center), since its creation (1976), in several areas: digital transmission, optical communication, microelectronics, technological and strategic planning.

TELEBRÁS R&D Director (1995-1998) , CPqD's President (1998-2015) and CEO of CPqD Technologies&Systems Inc. (2000-2015). During his mandate CPqD created technology based startups with manifold business model in several areas: next generation network, optical communication systems, telecommunications clearing services, radio communication systems, optical sensors, fraud detection and prevention services, integrated photonics devices.

Has been President of the Administrative Board of Telesc, Telebahia, Padtec, Trópico, Sistel, member of the Administrative Board of Telergipe, Algar, Cleartech, Telebrasil, member of Fórum Campinas Foundation Board of Trustees and Director at Telebrasil.

Presently is Research for Innovation Area Coordination at FAPESP, member of TELEBRÁS Administrative Board, startup Mentor Director at Fiesp Telecommunications Division, member of IPT (Institute of Technological Research) advising council and Co-founder of Brazil iCorps Institute.

ADJUNCTS

Marcelo Nakagawa

Brazil

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Bachelors in Business Administration (USP, 1996), MSc in Business and Planning (PUC, 2002) and PhD in Industrial Engineering (Poli-USP, 2008).

Nakagawa is entrepreneurship and innovation professor at INSPER Institute of Education and Research and entrepreneurship director at FIAP (Faculdade de Informática e Administração Paulista).

Works in the field of Entrepreneurship and Innovation, having published 2 books, co-authored another 3 titles and other papers and articles. He is entrepreneurship columnist at O Estado de São Paulo newspaper and Pequenas Empresas, Grandes Negócios magazine.

He also carries out research in the fields of new business creation, innovation management, corporate entrepreneurship and startups. He developed entrepreneurship education programs including Bota Pra Fazer (Endeavor), Inovativa Brasil (MDIC), Empreenda e Conexões (SENAC) and StartupOne (FIAP).

Nakagawa has more than 20 years professional background in industries such as banking, strategic consulting, venture capital, innovation, private equity and education.

TECHNICAL SUPPORT

Lincoln Rodrigues

Brazil

lincolnnetto@gmail.com

COURSE SYLLABUS

COURSE DATES

KICKOFF MEETING	MAY, 6
INITIAL WORKSHOP	MAY, 14, 15 and 16
ONLINE CLASSES	MAY, 20 and 27
PRESENTIAL CLASS	JUNE, 3
ONLINE CLASSES	JUNE, 10 and 17
CLOSING WORKSHOP	JUNE, 24 and 25

COURSE EXPECTATIONS

Each team member should commit to attending every planned session of the program. Each team must have two members that can commit to class time plus approximately 15-20 additional hours per week, for the full seven weeks of the program, on customer discovery and exercises outside of class. Additional team members must commit to 6-8 hours a week.

COURSE DESCRIPTION

Customer Discovery is an iterative process of physically getting out of the building to interview potential customers and stakeholders to understand their problems and pain points in the market and in society. These interviews, or experiments, lead to real-world learnings and insights that validate or invalidate key components of the business model, often leading to pivots.

This course will provide teams with real-world, hands-on learning experience with customer discovery and successfully transferring knowledge into products and processes that benefit society. The entire team will engage with industry. You and your team will spend your time talking to and learning from customers, partners and competitors, and learning how to deal with the chaos and uncertainty of commercializing innovations and creating ventures.

This course is about getting out of the building. You will be spending a significant amount of time outside the building, talking to customers and testing your hypotheses about what they want in products and services. We will spend our limited class time on what you learned from talking to customers, not what you already knew coming into the course. Teams should be striving for 15 interviews per week, for a total of 100 interviews by the end of the course.

CLASS CULTURE

We have limited time and we push, challenge, and question you in the hope you will quickly learn. We will be direct, open, and tough – just like the real world. We hope you can recognize that these comments are not personal, but part of the process. We also expect you to question us, challenge our point of view if you disagree, and engage in a real dialog with the teaching team. This approach may seem harsh or abrupt, but it is all part of our wanting you to learn to challenge yourselves quickly and objectively, and to appreciate that as entrepreneurs, you need to learn and evolve faster than you ever imagined possible.

COURSE SYLLABUS

ADDITIONAL RESOURCES

1) Request access to the Course Repository:
shorturl.at/iuFIV

2) These short videos from Steve Blank provide helpful tips and examples for preparing for your customer interviews.

<https://vimeo.com/groups/204136/videos>

Pre-Planning Pt. 1	(4'55)
Interviews Pt. 1	(5'40)
Interviews Pt. 2	(3'49)
Asking the Right Question	(2'37)
Assuming you know what the customer wants	(1'56)
Understanding the Problem (the right way)	(3'22)
Customers Lie	(2'37)
The Distracted Customer	(3'12)
Engaging the Customer	(3'37)
Customer Empathy	(2'25)
The User, the Buyer & the Saboteur	(2'24)
Death by Demo 1	(2'18)
Death by Demo 2	(1'45)

For a more detailed explanation of Customer Development and the Lean Startup, here are some short videos of Steve Blank from the Kaufmann Founders School:

- ✓ www.entrepreneurship.org/Founders-School/The-Lean-Approach/Getting-Out-of-the-Building-Customer-Development.aspx
- ✓ www.entrepreneurship.org/Founders-School/The-Lean-Approach/Customer-Development-Data.aspx
- ✓ www.entrepreneurship.org/Founders-School/The-Lean-Approach/Minimum-Viable-Product.aspx

3) All team members should purchase the textbooks outlined on the following page. The Osterwalder books have free e-version previews, and the Constable book has a full free e-version.



VALUE PROPOSITION AND DESIGN

Alexander Osterwalder, Yves Pigneur, Greg Pernarda & Alan Smith

A free download of the first chapter of the book is available at:

<https://strategyzer.com/books/value-proposition-design>



TALKING TO HUMANS

Giff Constable

A free download of the book is available at:

www.talkingtohumans.com

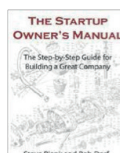


BUSINESS MODEL GENERATION

Alexander Osterwalder & Yves Pigneur

A free download of the first chapter of the book is available at:

<http://businessmodelgeneration.com/book>



THE STARTUP OWNER'S MANUAL

Steve Blank & Bob Dorf

COURSE SYLLABUS

REQUIRED KICKOFF ASSIGNMENTS

You should watch all of the videos in the “*How to Build a Startup*” course:

<https://www.udacity.com/wiki/ep245/downloads>

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You can watch these at your own pace, but it’s recommended to have completed the lectures shown below before initial workshop:

- Lecture 1: What we Now Know
- Lecture 1.5A: Business Models
- Lecture 1.5B: Customer Development
- Lecture 2: Value Proposition
- Lecture 3: Customer Segments

HIGHLY SUGGESTED KICKOFF ASSIGNMENTS

The following assignments augment the required assignments, and should be used to provide a greater understanding of the material. At a minimum, we recommend that you scan these readings.

- Business Model Generation – pages 14-51
- The Startup Owner’s Manual – pages 195-199
- “12 Tips for Early Customer Development Interviews” by Giff Constable:
(<http://giffconstable.com/2010/07/12-tips-for-early-customer-development-interviews>)

REQUIRED DELIVERABLES FOR THE INITIAL WORKSHOP

1. A two-slide presentation.
You *may* be called upon to present to the whole class and will *definitely* present to a group of peers and instructors in a breakout session. See the template provided on the following page.
2. Ten or more customer/industry contacts that you hope to interview on Day 2 of the initial workshop

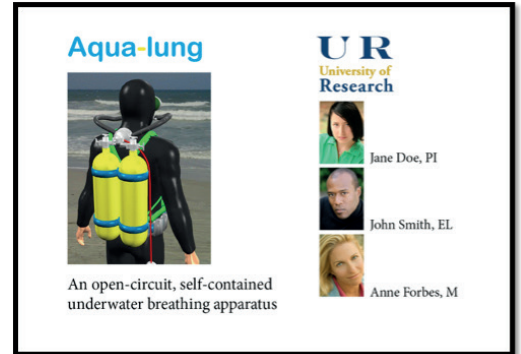
COURSE SYLLABUS

ADDITIONAL RESOURCES

PRESENTATION TEMPLATE FOR THE INITIAL WORKSHOP

SLIDE 1

- Title Slide
- Team Name
- University or company logo
- Product or technology picture & description (1 sentence)
- Pictures & names of your team members



SLIDE 2

Populated Business Model Canvas

It's recommended to create a online template for free at Canvanizer:
<https://canvanizer.com/new/business-model-canvas>

Use the questions in the image below to guide your answers – focus on Customer Segments & Value Propositions

<p>Key Partners 6</p> <p>Who are your key partners? Who are your key suppliers? What are you getting from them...and giving to them?</p>	<p>Key Activities 7</p> <p>What key activities do you require? Manufacturing? Software development? Personal concierge service?</p> <hr/> <p>Key Resources 8</p> <p>What key resources do you require? Financial? Physical? Intellectual property? Human resources?</p>	<p>Value Propositions 1</p> <p>What customer problems are you helping to solve? What customer needs are you satisfying? What are key features of your product/service that match customer problems/needs?</p>	<p>Customer Relationships 4</p> <p>How will you get, keep and grow customers?</p> <hr/> <p>Channels 3</p> <p>Through which channels (sales, distribution, support) do you customers want to be reached?</p>	<p>Customer Segments 2</p> <p>Who are your most important customers? What are their archetypes? What job do they want you to get done for them?</p>
<p>Cost Structure</p> <p>What are most important costs inherent in your business model? What is mix of fixed and variable costs?</p>	<p>Revenue Streams 5</p> <p>How will you make money? What is revenue model? What are pricing tactics?</p>	<p>9</p>		

KICKOFF WORKSHOP: SCHEDULE AT-A-GLANCE

DATE	TIME	TOPIC	LOCATION
MONDAY May, 6	2:00 pm	Kickoff meeting with all teams to review requirements, logistics, and to connect mentors to teams	Auditorium
	3:15 pm	LECTURE #1: Using Customer Discovery to Build a Business Model, Customers & Value Propositions and required deliverables for the initial workshop	Auditorium
	5:00 pm	Closing	
TUESDAY May, 14	8:00 am	Registration	Lobby
	8:30 am	Welcome & Introduction	
	8:45 am	Intellectual Property presentation	Auditorium
	9:30 am	Startup testimony	
	9:45 am	Team Introductions: three minutes for each presentations, another two for comments	Auditorium
	10:15 am	BREAK	Lobby
	10:45 am	Team Introductions continuation	Auditorium
	12:15 pm	LUNCH (restaurants around FAPESP)	
	1:15 pm	Welcome & Introduction by FAPESP	Auditorium
	1:30 pm	LECTURE #2: Best Practices for Customer Discovery Interviews	
3:00 pm	Support platform training		
3:30 pm	Mentor/PI/EL Workshops		
4:30 pm	Closing		
WEDNESDAY May, 15	All Day	Customer Interviews – in person at customer location	São Paulo & surrounding area
		Office Hours (20 min sessions)	
	1:00 pm	Teams will choose one slot based on their interview schedules	Multiuse Room
	4:00 pm	Closing	
THURSDAY May, 16	8:15 am	Welcome Back, Q&A, Discussion	Auditorium
	8:30 am	LECTURE #3: Channels	
	9:30 am	Zoom Training	
	10:00 am	BREAK	Lobby
	10:30 am	Team Presentations – 6 teams in each rooms: 10 minutes for presentations and 5 for comments	Breakout Rooms
	12:30 pm	LUNCH (restaurants around FAPESP)	
	1:30 pm	Team Presentations – 5 teams in each rooms: 10 minutes for presentations and 5 for comments	Breakout Rooms
	3:00 pm	Optional Office Hours	Auditorium
	5:00 pm	Closing	

ONLINE AND PRESENTIAL CLASSES: ASSIGNMENTS

REQUIRED ASSIGNMENTS

You should watch all of the videos in the “*How to Build a Startup*” course:

<https://www.udacity.com/wiki/ep245/downloads>

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You can watch these at your own pace, but you must have completed the lectures shown below by May and June.

- Lecture 4: Channels
- Lecture 5: Customer Relationships
- Lecture 6: Partners (Presential Class)
- Lecture 7: Revenue Models
- Lecture 8: Resources, Activities, and Costs

ADDITIONAL ASSIGNMENTS

The teaching team may assign additional short readings or tasks throughout the course as deemed necessary based on the progress of teams.

ONLINE AND PRESENTIAL CLASSES: SCHEDULE AT-A-GLANCE

DATE	TIME	TOPIC
MONDAY May, 20 (ONLINE)	1:00 pm	Test Zoom
	2:00 pm	Team Presentations *
	4:00 pm	LECTURE #4: Problem Solution Fit Value Proposition Canvas: Customer Profile & Value Map, Customer Pains/Gains
	5:00 pm	Closing
MONDAY May, 27 (ONLINE)	1:00 pm	Test Zoom
	2:00 pm	Team Presentations *
	4:00 pm	LECTURE #5: Customer Relationships & Revenue Models
	5:00 pm	Closing
MONDAY June, 3 (PRESENTIAL)	1:00 pm	Team Presentations *
	3:00 pm	BREAK
	3:45 pm	LECTURE #6: Key Partners (Presential Location: FAPESP – Rua Pio XI, 1500 – Alto da Lapa – São Paulo)
	5:00 pm	Closing
MONDAY June, 10 (ONLINE)	1:00 pm	Test Zoom
	2:00 pm	Team Presentations *
	4:00 pm	LECTURE #7: Business Model Fit Resources, Activities and Costs: how to build and validate the rest of your business model
	5:00 pm	Closing
MONDAY June, 17 (ONLINE)	1:30 pm	Test Zoom
	2:00 pm	Team Presentation *
	4:00 pm	LECTURE #8: Lessons Learned Presentations & Story Videos Overview and directions for the final course deliverables
	5:00 pm	Closing

* TEAM PRESENTATIONS

Teams present their business model canvas in three concurrent tracks. Each team is allotted 15 minutes total to include 10 minutes for presentations and 5 minutes for teaching team comments.

LESSONS LEARNED WORKSHOP: SCHEDULE AT-A-GLANCE

LOCATION:

SÃO PAULO RESEARCH FOUNDATION - FAPESP
RUA PIO XI, 1500 - ALTO DA LAPA - SÃO PAULO, SP

DATE	TIME		LOCATION
MONDAY June, 24	8:30 am	Welcome Back	Auditorium
	8:45 am	Review Videos & Draft Presentations	Breakout Rooms
	10:30 am	BREAK	Lobby
	11:00 am	Review Videos & Draft Presentations	Breakout Rooms
	12:45 pm	LUNCH (restaurants around FAPESP)	
	2:00 pm	Chat with investors	Auditorium
	4:00 pm	Office hours	
	5:00 pm	Closing	
	TUESDAY June, 25	8:00 am	Registration
8:30 am		FAPESP Introduction of Final Presentations	Auditorium
9:00 am		Team Presentations: 6 teams (10 min presentations / 5 min comments)	Auditorium
10:45 am		BREAK	Lobby
11:00 am		Team Presentations: 5 teams (10 min presentations / 5 min comments)	Auditorium
12:30 pm		LUNCH (restaurants around FAPESP)	
1:45 pm		Team Presentations: 5 teams (10 min presentations / 5 min comments)	Auditorium
3:15 pm		Team Presentations: 5 teams (10 min presentation / 5 min comments)	Auditorium
4:45 pm		Closing Ceremony and Certificate Release	Auditorium

LIST OF SELECTED COMPANIES

Company 01: 3TCOM COMÉRCIO DE TELEFONIA LTDA

Name of the project: Ubdoctor – Plataforma computacional para avaliação da gravidade de problemas bucais, urgência de agendamento, indicação dos profissionais mais qualificados para o caso, comunicação paciente-profissional e agendamento personalizado

Entrepreneur: Fábio Papini Fornazari / E-mail: fabio@3tcom.com.br

Principal investigator: Tamara Carolina Trevisan / E-mail: tatatct@hotmail.com

Mentor: Fabio Pacheco Muniz de Souza

Company 02: ADIMPLERE

Name of the project: Aplicação de aprendizado de máquina em processo de recuperação de crédito

Entrepreneur: André Oliveira / E-mail: andre@adimplere.com.br

Principal investigator: Leandro Farias / E-mail: leandro@adimplere.com.br

Mentor: Veronica Peixoto

Company 03: ANÁHATA – SERVIÇOS AGRONÔMICOS

Name of the project: Pesquisa e desenvolvimento de metodologia para estimar a distância máxima efetiva de coleta de informações de inversão térmica, apontada por estação meteorológica com drones, para aplicação no controle do bicudo do algodoeiro (Anthonomus Grandis)

Entrepreneur: Desirée Maria Regina Hakvoort / E-mail: hakvoort@uol.com.br

Principal investigator: Regina Bernardina Johanna Hakvoort / e-mail: reginahakvoort@yahoo.com.br

Mentor: Roberto Paranhos

Company 04: APIAGRI – DESENVOLVIMENTO DE SOFTWARE LTDA

Name of the project: Sistema de recomendação de polinização assistida com pareamento entre oferta e demanda

Entrepreneur: José Augusto Salim / E-mail: joseasalim@usp.br

Principal investigator: Wilian França Costa / E-mail: wilianfc@gmail.com

Mentor: Eliana de Martino

Company 05: AUTOSCIENCE TECHNOLOGIES PROJETOS E CONSULTORIA LTDA

Name of the project: Desenvolvimento de um dispositivo do tipo dip coater para aplicações em nanotecnologias

Entrepreneur: Dunieskys Roberto Gonzalez Larrude / E-mail: Dunieskys@gmail.com

Principal investigator: Matheus Suenson Cardoso / E-mail: matheus.suenson@hotmail.com

Mentor: Jorge Marinho

Company 06: BIOLINKER

Name of the project: Desenvolvimento de aptâmeros de DNA para uso na etapa de purificação de alvos proteicos do LAB-On-CHIP Integrated Protein Synthesis Procarion

Entrepreneur: Sandi Ravbar / E-mail: sandi@biolinker.tech

Principal investigator: Mona das Neves Oliveira / E-mail: mona@biolinker.tech

Mentor: Christine Nogueira

Company 07: BIOPROCESS IMPROVEMENT CONSULTORIA E PESQUISAS EM BIOPROCESSOS LTDA

Name of the project: Prototipagem virtual como plataforma de desenvolvimento de processos industriais: aplicação da centrifugação seletiva na fermentação alcoólica

Entrepreneur: Marcelo Ventura / E-mail: marcelov.rubio@gmail.com

Principal investigator: Edgar Arias / E-mail: leomart2023@hotmail.com

Mentor: Luis Cortez

LIST OF SELECTED COMPANIES

Company 08: PONDERA ENGENHARIA

Name of the project: Sistema de pesagem embarcado em tempo real e de alerta contra capotamento para caminhões.
Entrepreneur: Mauricio Eiji Nakai / E-mail: nakaimauricio@gmail.com
Principal investigator: Lucas Barbosa Marcos / E-mail: lucasbmarcos@gmail.com
Mentor: Alberto Ozolins

Company 09: ENTROPIC SOLUTIONS – TECNOLOGIAS A PARTIR DE BIOMASSA LTDA

Name of the project: Desenvolvimento de espuma rígida de poliuretano a partir de lignina kraft e extensores de cadeia de fonte renovável: aplicação como isolante térmico
Entrepreneur: Demétrio Jackson dos Santos / E-mail: dl.adesao@gmail.com
Principal investigator: Lara Tavares dos Santos / E-mail: lara.btavares@hotmail.com
Mentor: Marcelo Pilar

Company 10: GRIFO

Name of the project: Análise da viabilidade técnico-científica de uma experiência multiplayer local de realidade virtual com mapeamento do ambiente real no mundo virtual
Entrepreneur: Isabela Lauletta Modesto / E-mail: fl.isabela@gmail.com
Principal investigator: Tiago Lauletta Modesto / E-mail: tiagolamo@gmail.com
Mentor: José Eduardo Martins

Company 11: MISPA ASSESSORIA E CONSULTORIA EMPRESARIAL – EIRELI

Name of the project: SIMON – Sistema de monitoramento de motores movidos a diesel
Entrepreneur: Bruno Agnes / E-mail: brunoagnesrj@gmail.com
Principal investigator: André de Abreu / E-mail: andre.abreu@gmail.com
Mentor: Wagner Ferreira

Company 12: NEURUX

Name of the project: Consultoria em pesquisa de mercado com aplicações de neurociência e inteligência artificial
Entrepreneur: Diego dos Santos Vega Senise / E-mail: diegosenise@gmail.com
Principal investigator: Renan Schiavolin Recio / E-mail: renanrecio@gmail.com
Mentor: Roberto do Couto

Company 13: REVBIO

Name of the project: Probiótico vegetal para a recomposição biológica de plantas de soja cultivadas em ambientes de produção degradados
Entrepreneur: Pedro Vilela / E-mail: pedrovilelacarvalho@gmail.com
Principal investigator: André May / E-mail: andremayh8@gmail.com
Mentor: Claudio Violato

Company 14: SCINNTECH

Name of the project: Solução vestível sem fio para aquisição de sinais biomédicos
Entrepreneur: Houari Cobas Gomez / E-mail: hcobas@scinntech.com
Principal investigator: Luciana Wasnievski da Silva de Luca Ramos / E-mail: swluciana@ipt.br
Mentor: Israel Guratti

LIST OF SELECTED COMPANIES

Company 15: SERENITY NOW PESQUISA E DESENVOLVIMENTO LTDA

Name of the project: Sistema de suporte à decisão para anestesistas através da monitoração do nível de consciência, de bloqueio neuromuscular e de nocicepção, utilizando fusão de dados e inteligência artificial

Entrepreneur: Alexandre Rodrigues da Silva / E-mail: ax.canada@gmail.com

Principal investigator: Bruno Bestle Turrin / E-mail: bbturrin@gmail.com

Mentor: Teresa Sacchetta

Company 16: SMART CONSULTORIA AGRONÔMICA E SERVIÇOS AGRÍCOLAS LTDA

Name of the project: Desenvolvimento de um coletor e leitor autônomo de esporos para manejo de doenças de plantas

Entrepreneur: Marcos Nascimbem Ferraz / E-mail: marcos@smart.agr.br

Principal investigator: Fernando Dill Hinnah / E-mail: fernando@smart.agr.br

Mentor: Alex Julian

Company 17: SPECTRALGRID INOVAÇÕES TECNOLÓGICAS E SENSORIAMENTO REMOTO LTDA

Name of the project: Sistema de detecção automática de poluentes na água e de monitoramento de recursos hídricos in-situ em tempo-real usando espectroscopia RAMAN – LIBS

Entrepreneur: Omar Cipriano Usuriaga Najera / E-mail: usuriaga@if.usp.br

Principal investigator: Juan Antonio Alcantara Nuñez / E-mail: Prof_juan@hotmail.com

Mentor: Joao Botelho

Company 18: TECHMIP ANÁLISES E SOLUÇÕES INTELIGENTES

Name of the project: Desenvolvimento de dispositivos point-of-care testing (POCT) para diagnóstico de arboviroses utilizando polímeros molecularmente impressos (MIP) imobilizados em celulose bacteriana

Entrepreneur: Gustavo Claro Monteiro / E-mail: gustavoquimica32@yahoo.com.br

Principal investigator: Rafael Rovatti Pupin / E-mail: rafaelpupin@hotmail.com

Mentor: Eduardo Giacomazzi

Company 19: TRIANGULI PESQUISA E DESENVOLVIMENTO AGRONÔMICO

Name of the project: Pesquisa e desenvolvimento de sistema para detecção precoce de ferrugem asiática da soja (Phakopsora Pachyrhizi), por meio de espectrometria de refletância

Entrepreneur: Ticyana Carone Banzato / E-mail: ticyana.banzato@usp.br

Principal investigator: André Frões de Borja Reis / E-mail: andrefbr@usp.br

Mentor: Edgar Fernando Santa Florez

Company 20: TURBONIUS

Name of the project: Luteria assistida por computador – estudo de viabilidade para ambiente computacional em nuvem destinado a design, análise e simulação de instrumentos musicais

Entrepreneur: Guilherme Nishino Fontebasso / E-mail: guilhermenishifonte@gmail.com

Principal investigator: Guilherme Orelli Paiva / E-mail: pitupaiva@gmail.com

Mentor: Luiz Carlos Heiti Tomita

Company 21: VERT

Name of the project: Biopolímeros para separação de espécies orgânicas e inorgânicas

Entrepreneur: José Idalgo Rodrigues / E-mail: joseidalgo@terra.com.br

Principal investigator: Gabriel Gustinelli Arantes de Carvalho / E-mail: ggac@iq.usp.br

Mentor: Ayrton Aguiar



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DO ESTADO DE SÃO PAULO

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