# 9th FAPESP PIPE-HIGH-TECH ENTREPRENEURIAL TRAINING PROGRAM

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





FAPESP Visitante Usuário: PIPEHITECH Senha: asdu5687

### THE PIPE-HIGH-TECH ENTREPRENEURIAL TRAINING

treinamento-pipe@fapesp.br

### 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 TRAINNING**

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.



## THE SÃO PAULO RESEARCH FOUNDATION

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 35% of the scientists with a doctorate in the country, the state responds for 44% 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 2017 FAPESP applied \$PPP 514.6 million in \$ purchasing power parity (PPP) in scholarships and grants.

In accordance with the Foundation's funding objectives, 38% of expenditure was earmarked for advancing knowledge, 5,5% was dedicated to supporting research infrastructure and 56,5% 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.

### INNOVATIVE RESEARCH IN SMALL BUSINESSES PROGRAM

### 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 2,000 grants have been awarded to companies. In 2017, 269 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 dc@fapesp.br www.fapesp.br/en



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.

Brito Cruz was a visiting researcher at the Quantum Optics Laboratory at the Universitá di Roma, at the Femtosecond Research Laboratory at the Universitè 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.

Brito 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 Adjunt 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 Pensylvania, (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 comercialize 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 Riotec, the company that managed the research activities of the park. He was ellected 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 Tecnico 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 from 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) Rua Pio XI, 1500 – Alto da Lapa – São Paulo – CEP 05468-901 heliograciosa@gmail.com www.fapesp.br/en



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, member of Fiesp Competitivity and Innovation Superior Council and Director at Fiesp Telecommunications Division. Co-founder of Brazil iCorps Institute.

### ADJUNCTS

Marcelo Nakagawa Brazil Adjunt Panel - Research for Innovation São Paulo Research Foundation – FAPESP Rua Pio XI, 1500 – Alto da Lapa – São Paulo – CEP 05468-901 mnakagawa@fapesp.br www.fapesp.br/en



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 lincolnetto@gmail.com

### COURSE DATES

KICKOFF MEETING	OCTOBER, 09
INITIAL WORKSHOP	OCTOBER, 22, 23 and 24
ONLINE CLASSES	OCTOBER, 29 and NOVEMBER, 05
PRESENTIAL CLASS	NOVEMBER, 12
ONLINE CLASSES	NOVEMBER, 19 and 26
CLOSING WORKSHOP	DECEMBER, 06 and 07

### 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.

### ADDITIONAL RESOURCES

1) Request access to the Course Repository:	Pre-Planning Pt. 1	(4'55)
shorturl.at/iuFIV	Interviews Pt. 1	(5′40)
	Interviews Pt. 2	(3'49)
2) These short vide as from	Asking the Right Question	(2'37)
2) These short videos from	Assuming you know what the customer wants	(1′56)
Steve Blank provide helpful tips	Understanding the Problem (the right way)	(3'22)
and examples for preparing	Customers Lie	(2'37)
for your customer interviews.	The Distracted Customer	(3'12)
https://vimeo.com/groups/20/136/videos	Engaging the Customer	(3′37)
https://wineo.com/groups/204150/videos	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

### **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

### 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

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

# KICKOFF WORKSHOP: SCHEDULE AT-A-GLANCE

DATE	TIME	ТОРІС	LOCATION
TUESDAY October, 09	2:00 pm	Kickoff meeting with all teams to review requirements, logistics, and to connect mentors to teams	Auditorium
	3:15 p.m	LECTURE #1: Using Customer Discovery to Build a Business Model, Customers & Value Propositions and required deliverables for the initial workshop	Auditorium
	8:00 am	Registration	Lobby
	8:30 am	Welcome & Introduction	
	8:45 am	Intellectual Property presentation	Auditorium
	9:30 a.m	Startup testimony	
	9:45 a.m	Team Introductions: three minutes for each presentations, another two for comments	Auditorium
MONDAY	10:15 am	BREAK	Lobby
October, 22	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	
TUESDAY October, 23	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
	8:15 am	Welcome Back, Q&A, Discussion	Auditorium
	8:30 am	LECTURE #3: Channels	
	9:30 am	WebEx Training	
WEDNESDAY	10:00 am	BREAK	Lobby
October, 24	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

### **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 October and November.

- Lecture 4: Channels
- Lecture 5: Customer Relationships
- Lecture 6: Revenue Models (Presential Class)
- Lecture 7: Partners
- 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 October, 29 (ONLINE)	1:00 pm 2:00 pm 4:00 pm	Test WebEx Team Presentations * LECTURE #4: Problem Solution Fit Value Proposition Canvas: Customer Profile & Value Map, Customer Pains/Gains
MONDAY November, 5 (ONLINE)	1:00 pm 2:00 pm 4:00 pm	Test WebEx Team Presentations * LECTURE #5: Customer Relationships & Revenue Models
MONDAY November, 12 (PRESENTIAL)	1:00 pm 2:00 pm 4:00 pm	Test WebEx Team Presentations * LECTURE #6: Key Partners (Presential Lecture Location: inovaBra habitat – Av. Angélica, 2.529 – Bela Vista – São Paulo)
MONDAY November, 19 (ONLINE)	1:00 pm 2:00 pm 4:00 pm	Test WebEx Team Presentation * LECTURE #7: Business Model Fit Resources, Activities and Costs: how to build and validate the rest of your business model
MONDAY November, 26 (ONLINE)	1:30 pm 2:00 pm 4:00 pm	Test WebEx Team Presentation * LECTURE #8: Lessons Learned Presentations & Story Videos Overview and directions for the final course deliverables

#### **\* TEAM PRESENTATIONS**

Teams present their business model canvas in three concurrent tracks. Each team is allotted 12 minutes total to include 10 minutes for presentations and 2 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
THURSDAY	8:30 am	Welcome Back	Auditorium
December, 6	9:00 am	Review Videos & Draft Presentations	Breakout Rooms
	10:30 am	BREAK	Lobby
	11:00 am	Review Videos & Draft Presentations	Breakout Rooms
	1:00 pm	LUNCH (restaurants around FAPESP)	
	2:00 pm	Chat with investors	Auditorium
	4:00 pm	Office hours	
FRIDAY	8:00 am	Registration	Lobby
December, 7	8:30 am	FAPESP Introduction of Final Presentations	Auditorium
	9:00 am	Team Presentations: 6 teams	Auditorium
		(10 min presentations / 5 min comments)	
	10:45 am	BREAK	Lobby
	11:00 am	Team Presentations: 5 teams	Auditorium
		(10 min presentations / 5 min comments)	
	12:30 pm	LUNCH (restaurants around FAPESP)	
	1:30 pm	Team Presentations: 5 teams	Auditorium
		(10 min presentations / 5 min comments)	
	3:00 pm	BREAK	Lobby
	3:15 pm	Team Presentations: 5 teams	Auditorium
		(10 min presentation / 5 min comments)	
_	4:45 pm	Closing Ceremony and Certificate Release	Auditorium

# LIST OF SELECTED COMPANIES

### Company 01: 3D BIOTECHNOLOGY SOLUTIONS – 3DBS

company or. 50 biore			
Name of the project:	Desenvolvimento de bioimpressora: customização de tecnologia de impressão 3D para produção de estruturas celulares tridimensionais		
Entrepreuner:	Pedro Xavier / e-mail: pedroxrm@gmail.com		
Principal investigator:	Ana Luiza Garcia / e-mail: analuizamillas@gmail.com		
Mentor:	lvisen Lourenço		
Company 02: ACROS P	ALM TREE SUSTAINABILITY		
Name of the project:	Desenvolvimento de nova tecnologia para produção de mudas de macaúba em larga escala e de baixo custo		
Entrepreuner:	Luiz Henrique Chorfi / e-mail: acros.macauba@gmail.com		
Principal investigator:	Carlos Augusto Colombo / e-mail: iac.colombo@gmail.com		
Mentor:	Claudio Violato		
Company 03: AG TEXTI	IL		
Name of the project:	Tecidos inteligentes eletricamente condutores incorporando nanomateriais		
Entrepreuner:	Fernando Ely / e-mail: fernando.ely@cti.gov.br		
Principal investigator:	Renata Cristiano / e-mail: rcnome@gmail.com		
Mentor:	Celso Barbosa		
Company 04: ALERT TE	CNOLOGIA		
Name of the project:	Dudu, o guardião de suas riguezas. Dispositivo wearable para monitoramento ativo		
	de criancas usando inteligência artificial		
Entrepreuner:	Roberta Gabinio / e-mail: roberta.gabinio@gmail.com		

	de chanças usando inteligencia artificial
Entrepreuner:	Roberta Gabinio / e-mail: roberta.gabinio@gmail.com
Principal investigator:	Roberto Gonçalves / e-mail: jr.rgmag@gmail.com
Mentora:	Lorraine Mondini

### Company 05: BIOLAMBDA, CIENTÍFICA E COMERCIAL – LTDA

Name of the project:	Desenvolvimento de equipamento inteligente para aplicação clínica de fototerapias com ajuste dosimétrico automático e pagamento sob demanda
Entrepreuner:	Arthur Padial / e-mail: arthur@biolambda.com
Principal investigator:	Caetano Padial / e-mail: caetano@biolambda.com
Mentor:	Israel Guratti

### Company 06: BIOMATTECH INOVAÇÃO, PESQUISA E DESENVOLVIMENTO LTDA – ME

Name of the project:	Desenvolvimento de tintas (inks) de polímeros/fosfatos de cálcio empregando-se impressão 3D para obtenção de scaffolds aplicados à engenharia de tecidos
Entrepreuner:	Wellington da Rocha / e-mail: rochaw@yahoo.com
Principal investigator: Mentor:	Jorge Enrique Rodriguez / e-mail: jerodriguez354@gmail.com Ayrton Aguiar

### Company 07: BRENG

Name of the project:	Sistema sanitário a vácuo – vaso sanitário aero ecológico
Entrepreuner:	Gustavo Jean da Costa / e-mail: gustavojean@brengtrein.com.br
Principal investigator:	Felipe Jean da Costa / e-mail: felipejean@brengtrein.com.br
Mentor:	Wagner Ferreira

# LIST OF SELECTED COMPANIES

#### Company 08: CAAR PESQUISA E ENGENHARIA LTDA

Name of the project:	Sistema de propulsão híbrida-elétrica para veículos aéreos não tripulados
Entrepreuner:	Alexander Penaranda / e-mail: alexander.penaranda@caar.com.br
Principal investigator:	André Martelli / e-mail: martelli@caar.com.br
Mentor:	José Eduardo Martins

### Company 09: FINE INSTRUMENT TECHNOLOGY

Name of the project:	Desenvolvimento de equipamento portátil de ressonância magnética nuclear para
	determinação não destrutiva da maciez da carne bovina
Entrepreuner:	Daniel Martelozo / e-mail: daniel.consalter@fitinstrument.com
Principal investigator:	Fabiane de Souza / e-mail: fabianedesouzacosta@gmail.com
Mentor:	Fabio Barrionuevo

#### Company 10: GENOTYPING LABORATÓRIO DE BIOTECNOLOGIA

Name of the project:	Desenvolvimento de um método rápido e sensível para isolar e diagnosticar os
	micro-organismos do sangue humano
Entrepreuner:	Débora Colombi / e-mail: debora@genotyping.com.br
Principal investigator:	Daíse Moreno / e-mail: daise.sas@genotyping.com.br
Mentora:	Marina Caldeira

### Company 11: GO HORTI SERVIÇOS DE INFORMÁTICA

Name of the project:	Plataforma de inteligência e matchmaking comercial para cooperativas de agricultores de hortalicas
Entrepreuner:	Arthur Santos / e-mail: arthur@gohorti.com.br
Principal investigator:	Diego Augusto Ribeiro / e-mail: diego@gohorti.com.br
Mentor:	Glauber José Vaz

### Company 12: KPG COMÉRCIO E SERVIÇO LTDA – ME

Name of the project:	Desenvolvimento de inseticida de contato e dispositivo de aplicação - comprovação
	de eficiência em larvas de Aedes aegypti
Entrepreuner:	Gedeão Klarosk / e-mail: gklarosk@gmail.com
Principal investigator:	Isaias Cabrini / e-mail: isaiascabrini@gmail.com
Mentor:	Alberto Ozolins

### Company 13: LABFAUNA DIAGNÓSTICO VETERINÁRIO LABORATORIAL

Name of the project:	Desenvolvimento de um teste metagenômico rápido para detecção simultânea
	de múltiplos patógenos
Entrepreuner:	Maria Cristina de Moraes / e-mail: crisgomes89@yahoo.com.br
Principal investigator:	Claudia Filoni / e-mail: claudiafiloni@gmail.com
Mentor:	Carlos Calmanovici

#### Company 14: MILÊNIO BUS LTDA

Name of the project:	Desenvolvimento de hardware e aplicativo mobile para otimizar o sistema de
	mobilidade urbana em cidades do estado de São Paulo
Entrepreuner:	Renato Tadeu Rodrigues / e-mail: renato@mileniobus.com.br
Principal investigator:	Marcel Carvalho / e-mail: marcel@mileniobus.com.br
Mentor:	Francisco Matulovic

# LIST OF SELECTED COMPANIES

### Company 15: MOACYR CARDOSO DE MELLO FILHO - PESQUISA E DESENVOLVIMENTO - ME

Name of the project:	Estudo de radiação de marcação auxiliar para um reconhecedor de armas
	e gestos potencialmente hostis
Entrepreuner:	Walter Eduardo Assmann / e-mail: waltereduardoassmann@gmail.com
Principal investigator:	Moacyr Cardoso / e-mail: moacyrcmello@gmail.com
Mentora:	Eliana de Martino

#### Company 16: NANOCHEMTECH

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Name of the project:	Biossensores RFID para detecção de bactérias e fungos causadores de infecções
	hospitalares
Entrepreuner:	Gabriela Byzynski / e-mail: gabi.byzynski@gmail.com
Principal investigator:	Margarete Teresa Gottardo / e-mail: margarete@famerp.br
Mentores:	Alex Julian

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#### Company 17: NANOX TECNOLOGIA S/A

Name of the project:	Síntese e aplicação de materiais refletivos nanoestruturados
Entrepreuner:	Gustavo Simões / e-mail: gustavo.simoes@nanox.com.br
Principal investigator:	Guilherme Tremiliosi / e-mail: guilhermetremiliosi@yahoo.com
Mentora:	Eliane Zambon Victorelli Dias

### Company 18: NAPHABIO PESQUISAS EM NANOBIOMATERIAIS LTDA

Name of the project:	Desenvolvimento de um cimento ósseo nanoestruturado à base de açaí
	e hidroxiapatita para tratamento de fraturas sem o uso de implantes/parafusos
Entrepreuner:	Daniela Moura / e-mail: mourady@fem.unicamp.br
Principal investigator:	Cleudmar Amaral / e-mail: cleudmar.araujo@ufu.br
Mentores:	Luis Cortez

#### Company 19: SCICROP

Name of the project:	Sistema Web Based, que permitirá agricultores projetarem os principais modelos de risco de suas propriedades
Entrepreuner:	José Ricardo de Oliveira / e-mail: jose.damico@scicrop.com
Principal investigator:	Brett Mylo / e-mail: brett.drury@scicrop.com
Mentor:	Luiz Carlos Heiti Tomita

### Company 20: SUN MOBI

Name of the project:	Sistema integrado de gestão de cooperativas de consumidores de energia proveniente de geração distribuída compartilhada
Entrepreuner:	Alexandre Bueno / e-mail: abueno@sunmobi.com.br
Principal investigator:	Guilherme Susteras / e-mail: susteras@sunmobi.com.br
Mentor:	Roberto do Coutto

#### Company 21: WAMA PRODUTOS PARA LABORATÓRIO LTDA

Name of the project:	Produção de proteínas recombinantes do vírus da dengue para utilização
	em Testes Rápidos Diagnósticos
Entrepreuner:	Felipe Maricondi / e-mail: felipe.maricondi@wamadiagnostica.com.br
Principal investigator:	Maria Angélica de Camargo / e-mail: angelica@wamadiagnostica.com.br
Mentor:	Cesar Pomin



### FUNDAÇÃO DE AMPARO À PESQUISA DO ESTADO DE SÃO PAULO

SÃO PAULO RESEARCH FOUNDATION

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