



**13th FAPESP
PIPE-HIGH-TECH**

**ENTREPRENEURIAL
TRAINING PROGRAM**

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



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.



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 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.

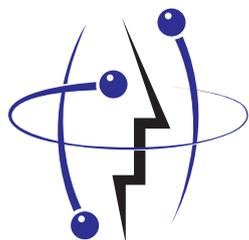
In accordance with the Foundation's funding objectives, 36,6% of expenditure was earmarked for advancing knowledge, 6,2% was dedicated to supporting research infrastructure and 57,2% was allocated to supporting application-driven research.

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.



Inovação Tecnológica
PIPE

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

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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

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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

Adjunt Panel - Research for Innovation

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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	OCTOBER, 08
INITIAL WORKSHOP	OCTOBER, 21, 22 AND 23
ONLINE CLASSES	OCTOBER 28 AND NOVEMBER 04
PRESENTIAL CLASS	NOVEMBER 11
ONLINE CLASSES	NOVEMBER 18 AND 25
CLOSING WORKSHOP	DECEMBER 02 AND 03

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>

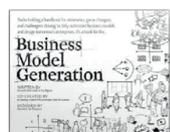


TALKING TO HUMANS

Giff Constable

A free download of the book is available at:

www.talkingtohumans.com

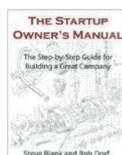


BUSINESS MODEL GENERATION

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

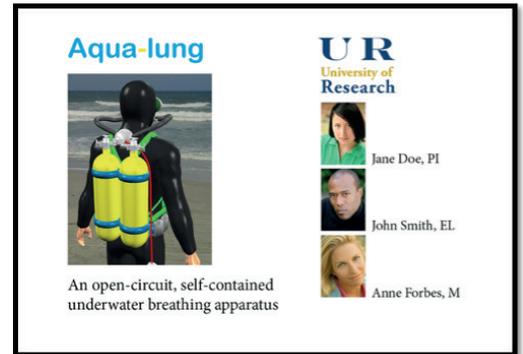
COURSE SYLLABUS

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 9</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>		

KICKOFF WORKSHOP: SCHEDULE AT-A-GLANCE

DATE	TIME	TOPIC	LOCATION
TUESDAY October, 08	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
	4:45 pm	Support platform training	
	5:00 pm	Closing	
MONDAY October, 21	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	
3:30 pm	Mentor/PI/EL Workshops		
4:30 pm	Closing		
TUESDAY October, 22	All Day	Customer Interviews – in person at customer location	São Paulo & surrounding area
		Office Hours (20 min sessions)	
	2:00 pm	Teams will choose one slot based on their interview schedules	Multiuse Room
	4:00 pm	Closing	
WEDNESDAY October, 23	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 October, 28 (ONLINE)	1:00 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #4: Problem Solution Fit Value Proposition Canvas: Customer Profile & Value Map, Customer Pains/Gains Closing
MONDAY November, 04 (ONLINE)	1:00 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #5: Customer Relationships & Revenue Models Closing
MONDAY November, 11 (PRESENTIAL)	1:00 pm 3:00 pm 3:45 pm 5:00 pm	Team Presentations * BREAK LECTURE #6: Key Partners (Presential Location: FAPESP – Rua Pio XI, 1500 – Alto da Lapa – São Paulo) Closing
MONDAY November, 18 (ONLINE)	1:00 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #7: Business Model Fit Resources, Activities and Costs: how to build and validate the rest of your business model Closing
MONDAY November, 25 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentation * LECTURE #8: Lessons Learned Presentations & Story Videos Overview and directions for the final course deliverables 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 December, 02	8:30 am	Welcome Back	Auditorium
	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	
	5:00 pm	Closing	
	TUESDAY December, 03	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
10:30 am		BREAK	Lobby
11:00 am		Team Presentations: 7 teams (10 min presentations / 5 min comments)	Auditorium
12:45 pm		LUNCH (restaurants around FAPESP)	
2:00 pm		Team Presentations: 8 teams (10 min presentations / 5 min comments)	Auditorium
4:00 pm		Closing Ceremony and Certificate Release	Auditorium

LIST OF SELECTED COMPANIES

Company 01: **ADRIEL BORTOLIN – ME** (Cidade: Rio Claro/SP)

Name of the project: Desenvolvimento e otimização de hidrogéis para aplicações agrícolas
Entrepreneur: Adriel Bortolin / E-mail: drielb@hotmail.com
Principal investigator: Juarez Vicente de Carvalho Filho / E-mail: engenharia.jcarvalho@gmail.com
Mentor: Fabio Zoppi Barrionuevo
Co-mentor: John Forman

Company 02: **AGROMIC – PESQUISA PRODUCAO E COMERCIO DE INSUMOS BIOLÓGICOS EIRELI** (Cidade: Piracicaba/SP)

Name of the project: Pesquisa e Desenvolvimento de compostos naturais antifúngicos visando tratamento de sementes e aplicação pós-colheita em frutas e hortaliças
Entrepreneur: Emanuel Sobral / E-mail: Emano_sobral@hotmail.com
Principal investigator: Jacqueline de Oliveira / E-mail: jacquelineot@hotmail.com
Mentor: Vitor Mondo

Company 03: **BR HYALURONIC** (Cidade: Santa Bárbara d'Oeste/SP)

Name of the project: Produção microbiana de ácido hialurônico a partir de meio de cultura de origem vegetal e de baixo custo
Entrepreneur: Rhelvis de Campos Oliveira / E-mail: rhelvis83@gmail.com
Principal investigator: Jean Vinícius Moreira / E-mail: jeanvmoreira@yahoo.com.br
Mentora: Christine Nogueira
Co-mentora: Yasmin Andrade Silva de Sá

Company 04: **BROWSER NINJAS** (Cidade: Marília/SP)

Name of the project: Detecção automática de incompatibilidades Cross-Browser e Cross-Plataforma usando aprendizado de máquina em lojas virtuais
Entrepreneur: Fábio Massao Matsunaka / E-mail: fabio@royalcompany.com.br
Principal investigator: Fagner Christian Paes / E-mail: fagner.paes@bestcode.com.br
Mentora: Eliana de Martino
Co-mentora: Mariana Zanatta

Company 05: **CLARICE.AI** (Cidade: São Paulo/SP)

Name of the project: Clarice.ai: uma inteligência linguística de auxílio à escrita de não ficção baseada na web
Entrepreneur: Felipe Iszlaji de Albuquerque / E-mail: felipeiszlaji@gmail.com
Principal investigator: Lucas Eduardo Spreng / E-mail: lucasspreng@gmail.com
Mentor: Jarib Fogaça

Company 06: **CMO LOGÍSTICA DO FRIO** (Cidade: Campinas/SP)

Name of the project: Gestão logística inteligente da cadeia do frio de alimentos perecíveis – Metodologia FEFO
Entrepreneur: Joaquim Vitor da Paz Neto / E-mail: vitor215@hotmail.com
Principal investigator: Cintia Carla Melgaço de Oliveira / E-mail: cintiamelgaco@hotmail.com
Mentor: Luiz Carlos Heiti Tomita
Co-mentora: Iara Ferreira

Company 07: **GEOCART – GEOPROCESSAMENTO E CARTOGRAFIA LTDA** (Cidade: São Paulo/SP)

Name of the project: Capacitação dos agentes envolvidos na execução de planos de ações para emergências através de técnicas de Inteligência Artificial
Entrepreneur: José Roberto da Silva / E-mail: jose.roberto@geoglobal.pt
Principal investigator: Guilherme Valente de Souza / E-mail: guilherme@geocart.com.br
Mentor: Ricardo Marar

LIST OF SELECTED COMPANIES

Company 08: **HYGSYSTEMS** (Cidade: Campo Limpo Paulista/SP)

Name of the project: Óleos essenciais: aditivo potencial modulador na nutrição de tilápias (*Oreochromis niloticus*)
Entrepreneur: Germano Scholze / E-mail: germano@hyg.com.br
Principal investigator: Micheli Zaminhan Hassemer / E-mail: michelizam@hotmail.com
Mentora: Gisele Anne Camargo
Co-mentor: Aloisio dos Santos Espindola

Company 09: **IMAE – INOVAÇÃO EM ENGENHARIA MECÂNICA E AERONÁUTICA** (Cidade: São José dos Campos/SP)

Name of the project: Desenvolvimento, projeto, fabricação e construção de um controle de rotação do rotor para aerogerador eólico de pequeno porte
Entrepreneur: Renata de Alencar Bonafé / E-mail: renata.bonafe@imae.com.br
Principal investigator: Alessandro de Carvalho Lomônaco / E-mail: ale_lomonaco@yahoo.com.br
Mentor: Roberto do Couto

Company 10: **INCLUDE TECNOLOGIA** (Cidade: São Paulo/SP)

Name of the project: Terapp
Entrepreneur: Pedro Henrique de Oliveira Colombo / E-mail: pedro.colombo@incluude.org
Principal investigator: John Lennon Oliveira Couto / E-mail: johnlcouto@gmail.com
Mentor: Fabio P. M.S. Castro

Company 11: **KONEKSI INOVAÇÃO AGRO LTDA.** (Cidade: Piracicaba/SP)

Name of the project: Desenvolvimento de sistema para controle de manejo de pastejo rotacionado baseado em imagens captadas por drones
Entrepreneur: Paulo Ozaki / E-mail: gestor.canivete@nutripura.com.br
Principal investigator: Leandro Soares Martins / E-mail: pesquisadorcpn@nutripura.com.br
Mentor: João Lencioni
Co-mentora: Priscila Banin

Company 12: **KORIN AGRICULTURA E MEIO AMBIENTE** (Cidade: Ipeúna/SP)

Name of the project: Inovação de matéria prima no processo de fabricação do fertilizante orgânico (Fertbokashi®)
Entrepreneur: Luiz Carlos Demattê Filho / E-mail: luiz.dematte@korinagricultura.com.br
Principal investigator: Valdionei Giassi / E-mail: valdionei.giassi@korinagricultura.com.br
Mentora: Lilian Cristina Anefalos

Company 13: **NAVIGANDI PESQUISAS E DESENVOLVIMENTO DE EQUIPAMENTOS MARÍTIMOS LTDA** (Cidade: São Paulo/SP)

Name of the project: Sistema de Suporte a Manobras (SSM) para ambientes portuários
Entrepreneur: Rodrigo Domingos Barrera / E-mail: barrerar1993@gmail.com
Principal investigator: Edgar Szilagyí / E-mail: edgarszi@gmail.com
Mentor: Wagner Ferreira

Company 14: **PERTO GESTÃO DE TECNOLOGIA S/A** (Cidade: São Paulo/SP)

Name of the project: Turbina a gás de ultra alta eficiência térmica movida a etanol
Entrepreneur: Allan Robson dos Santos Silva / E-mail: allan@nallabr.com.br
Principal investigator: José Roberto Melo da Silva / E-mail: roberto.melo@perto.org
Mentor: Márcio Barbas

LIST OF SELECTED COMPANIES

Company 15: PHARMALIFE PRODUTOS VETERINÁRIOS EIRELI (Cidade: Sorocaba/SP)

Name of the project: Desenvolvimento de novas opções para o tratamento de piodermites em cães e gatos
Entrepreneur: Susan Dora Allendorf Gimenez / E-mail: susanallendorf@yahoo.com.br
Principal investigator: Lívea Maria Gomes / E-mail: livea_pitti@hotmail.com
Mentor: Cesar Pomin
Co-mentora: Eloane Cristina de Paiva Silva

Company 16: POLIZEL REPRESENTAÇÕES LTDA (Cidade: Araraquara/SP)

Name of the project: Desenvolvimento de um sistema para abastecimento de defensivos agrícola automático e de precisão para pulverizadores no cultivo de cana de açúcar
Entrepreneur: André de Paula Queiroz Abrantes / E-mail: andreconsulagro@gmail.com
Principal investigator: Heitor Vinicius Mercaldi / E-mail: heitor@ufscar.br
Mentor: Ayrton Aguiar
Co-mentor: Rafael Valle

Company 17: RETINA VISION (Cidade: São Paulo/SP)

Name of the project: Análise de viabilidade técnica e econômica da implantação de um sistema de câmera com processamento embarcado para aplicar métodos de visão computacional e centralizar informações em computação em nuvem
Entrepreneur: Victor Miguez / E-mail: victor@retinavision.com.br
Principal investigator: Paulo Henrique da Silveira / E-mail: ph@retinavision.com.br
Mentor: Francisco Matulovic
Co-mentora: Suziley Ciampone

Company 18: ROYAL FISH (Cidade: Jundiaí/SP)

Name of the project: Desenvolvimento de uma nova variedade de tilápia vermelha (*Oreochromis niloticus*) por meio de um programa de melhoramento genético
Entrepreneur: Felipe França Vitorino de Almeida / E-mail: felipe@royalfish.com.br
Principal investigator: Caio Augusto Perazza / E-mail: caioperazza@gmail.com
Mentor: Stefan Salej

Company 19: SANTA MARTHA JARDINS LTDA ME (Cidade: Ribeirão Preto/SP)

Name of the project: Estudos de pós-colheita para otimização das propriedades funcionais do yacon (*Smallanthus sonchifolius*)
Entrepreneur: Rita Maria Borges de Moraes / E-mail: ritamoraes@jardimsantamartha.com.br
Principal investigator: Miriam Virginia Lourenço / E-mail: mvlouren@gmail.com
Mentor: Márcio Koiti Chiba
Co-mentora: Ana Flavia de Souza Rezende

Company 20: SUBITER (Cidade: São José dos Campos/SP)

Name of the project: Análise de defeitos internos em materiais compósitos via termografia ativa
Entrepreneur: Eduardo Torres Novais / E-mail: eduardo@subiter.com
Principal investigator: José Jerônimo Rabelo Faria / E-mail: jeronimo@subiter.com
Mentor: João Botelho
Co-mentora: Paula Helena Ortiz Lima

Company 21: SUTSERVICES SOLUÇÕES EM TECNOLOGIA EIRELI (Cidade: São Paulo/SP)

Name of the project: Metodologia de classificação de potenciais compradores de seguros em redes de varejistas físicos e online
Entrepreneur: Renato José Ferreira / E-mail: renato@suthub.com
Principal investigator: Roger Nobuyuki Kamoi / E-mail: roger@suthub.com
Mentora: Teresa Sachetta



FUNDAÇÃO DE AMPARO À PESQUISA
DO ESTADO DE SÃO PAULO

SÃO PAULO RESEARCH FOUNDATION

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