

16th

FAPESP
PIPE-HIGH-TECH
ENTREPRENEURIAL
PROGRAM

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

WWW.FAPESP.BR/PIPE/EMPREENDEDOR

The PIPE-High-Tech Entrepreneurial Program, 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 program 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 PROGRAM

The PIPE-High-Tech Entrepreneurial Program 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 program 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 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 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 44 million and generates 31,5% 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 21% 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

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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 Riotec, 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

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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 CONIC – the Council of Innovation and Competitiveness of FIESP, president of Brazilian IoT Consultive Council and member of IPT (Institute of Technological Research) advising council and Co-founder of Brazil iCorps Institute.

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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

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PROGRAM SYLLABUS

PROGRAM DATES

| | |
|-------------------------|---|
| KICKOFF MEETING | SEPTEMBER, 14 |
| ONLINE INITIAL WORKSHOP | SEPTEMBER, 21, 22 AND 23 |
| ONLINE WORKSHOP | SEPTEMBER, 28 OCTOBER, 05, 13, 19 AND 26 NOVEMBER, 03 AND 09 |
| ONLINE CLOSING WORKSHOP | NOVEMBER, 16 AND 17 |

PROGRAM EXPECTATIONS

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

PROGRAM 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 program 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 program 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 workshop time on what you learned from talking to customers, not what you already knew coming into the program. Teams should be striving for 15 interviews per week, for a total of 100 interviews by the end of the course.

WORKSHOP CULTURE

We have limited time and we push, challenge, and question you in the hope you will quickly progress. 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 instructor 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.

PROGRAM SYLLABUS

ADDITIONAL RESOURCES

| | | |
|---|---|--------|
| 1) Request access to the Program Repository: shorturl.at/iuFIV | Pre-Planning Pt. 1 | (4'55) |
| | Interviews Pt. 1 | (5'40) |
| 2) These short videos from Steve Blank provide helpful tips and examples for preparing for your customer interviews. https://vimeo.com/groups/204136/videos | 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

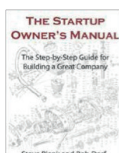
A free download of the book is available at:
www.talkingtohumans.com



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

PROGRAM 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 all teams 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

PROGRAM SYLLABUS

ADDITIONAL RESOURCES

PRESENTATION TEMPLATE FOR THE INITIAL WORKSHOP

SLIDE 1

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



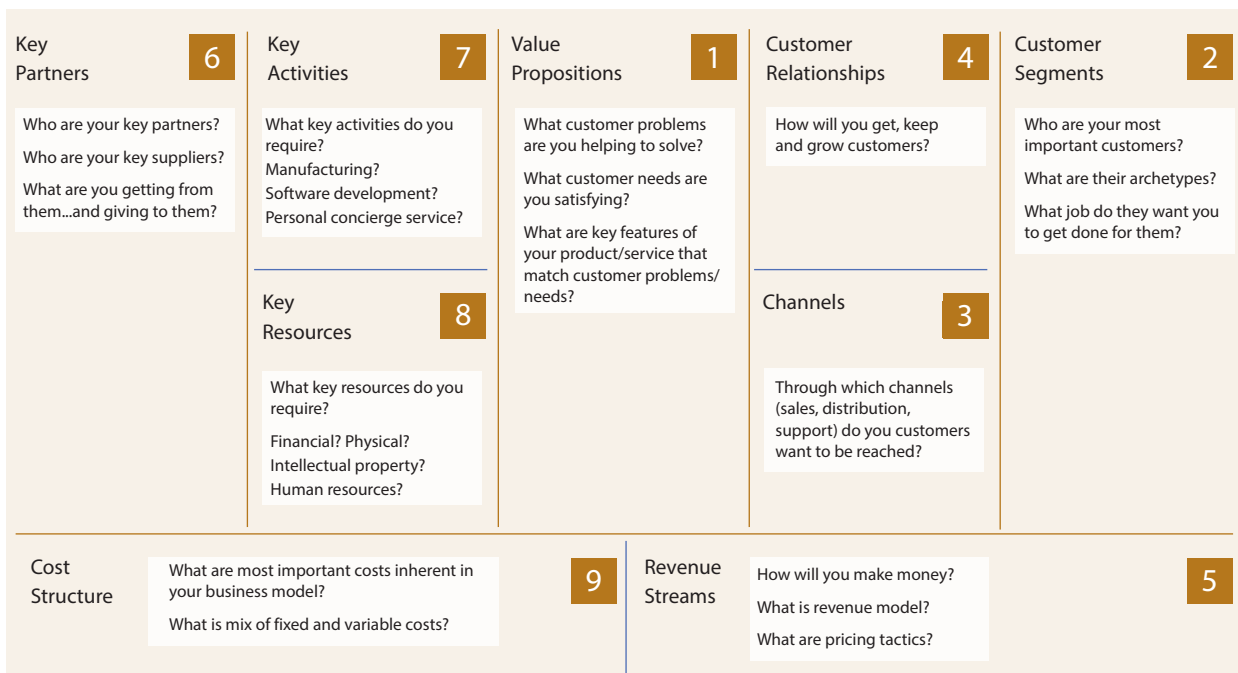
SLIDE 2

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



KICKOFF WORKSHOP: SCHEDULE AT-A-GLANCE

| DATE | TIME | TOPIC |
|---------------------------|------------------------|---|
| MONDAY September 14 | 1:30 pm | Zoom Test |
| | 2:00 pm | Welcome introduction by FAPESP |
| | 2:15pm | Kickoff meeting with all teams to review logistics, and to connect mentors to teams |
| | 3:30 pm | LECTURE #1: Using Customer Discovery to Build a Business Model, Customers & Value Propositions and required deliverables for the initial workshop |
| | 5:00 pm | Support platform training |
| | 5:15 pm | Closing |
| MONDAY September 21 | 8:15 am | Zoom Test |
| | 8:30 am | Welcome & Introduction |
| | 8:45 am | Intellectual Property Presentation |
| | 9:30 am | Startup testimony videos |
| | 9:45 am | Team Introductions: 10 minutes for each presentations, another 5 for comments. Startups will be divided into 3 rooms in Zoom Platform. |
| | 10:00 am | BREAK |
| | 10:15 am | Team Introductions: 10 minutes for each presentations, another 5 for comments. Startups will be divided into 3 rooms in Zoom Platform. |
| | 12:15 am | LUNCH |
| | 1:15 pm | LECTURE #2: Best Practices for Customer Discovery Interviews |
| 3:30 pm | Mentor/PI/EL Workshops | |
| 4:30 pm | Closing | |
| TUESDAY September 22 | All Day | Customer Interviews |
| | 2pm to 4pm | Optional office hours at Zoom |
| WEDNESDAY September 23 | 8:00 am | Zoom Test |
| | 8:15 am | Welcome Back, Q&A, Discussion |
| | 8:30 am | LECTURE #3: Channels |
| | 9:30 am | BREAK |
| | 10:00 am | Team Presentations – 7 teams in each of the 3 rooms. Breakout Rooms 10 minutes for presentations |
| | 12:00 pm | LUNCH |
| | 2:00 pm | Opcional Office hours |
| | 4:00 pm | Closing |

ONLINE AND WORKSHOP: 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 September and October.

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

ADDITIONAL ASSIGNMENTS

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

ONLINE PROGRAM: SCHEDULE AT-A-GLANCE

| DATE | TIME | TOPIC |
|--|--|--|
| MONDAY September, 28 (ONLINE) | 1:30 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 October, 05 (ONLINE) | 1:30 pm 2:00 pm 4:00 pm 5:00 pm | Test Zoom Team Presentations * LECTURE #5: Customer Relationships & Revenue Models Closing |
| TUESDAY October, 13 (ONLINE) | 1:30 pm 2:00 pm 4:00 pm 5:00 pm | Test Zoom Team Presentations * LECTURE #6: Key Partners Closing |
| MONDAY October, 19 (ONLINE) | 1:30 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 October, 26 (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 |
| TUESDAY November, 03 (ONLINE) | 1:30 pm 2:00 pm 4:00 pm 5:00 pm | Test Zoom Team Presentation * To be Defined Closing |
| MONDAY November, 09 (ONLINE) | 1:30 pm 2:00 pm 4:00 pm 5:00 pm | Test Zoom Team Presentation * To be Defined 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 coordination team comments.

ONLINE WORKSHOP: SCHEDULE AT-A-GLANCE

ONLINE WORKSHOP AND PRESENTATION

| DATE | TIME | |
|------------------------|----------|--|
| MONDAY November 16 | 8:15 am | Zoom Test |
| | 8:30 am | Welcome Back |
| | 9:00 am | Review Videos & Draft Presentations |
| | 11:30 am | LUNCH |
| | 2:00 pm | Chat with investors |
| | 4:00 pm | Optional Office hours |
| | 5:00 pm | Closing |
| TUESDAY November 17 | 8:15 am | Zoom Test |
| | 8:30 am | FAPESP Introduction of Final Presentations |
| | 9:00 am | Team Presentations: 6 teams (10 min presentations / 5 min comments) |
| | 10:30 am | BREAK |
| | 11:00 am | Team Presentations: 7 teams (10 min presentations / 5 min comments) |
| | 12:45 pm | LUNCH |
| | 2:00 pm | Team Presentations: 8 teams (10 min presentations / 5 min comments) |
| | 4:00 pm | Closing Ceremony and Certificate Release |

Company 01: **AU NATUREL** (Cidade: Campinas/SP)

Name of the project: Desenvolvimento de formulação dermocosmética orgânica, vegana e auto-conservante para tratamento de disfunções de pele como acne e rosácea com minimização de reações indesejadas.

Entrepreneur: Vanessa Pegos / E-mail: vanessa.pegos@gmail.com

Principal investigator: Juliana Pegos / E-mail: juliana.pegos@gmail.com

Mentora: Christine Nogueira / E-mail: cpnog1@gmail.com

Company 02: **COSNATECH PESQ. DESENVOL. E INOVAÇÃO EM ATIVOS COSMÉTICOS NATURAIS LTDA**
(Cidade: Campinas/SP)

Name of the project: Desenvolvimento de produtos de alto valor tecnológico para a indústria cosmética a partir de ativos naturais.

Entrepreneur: Andréa Arruda Martins Shimojo / E-mail: Ishimojo51@gmail.com

Principal investigator: Amanda Gomes Marcelino Perez / E-mail: amanda.marcelino@gmail.com

Mentora: Norma Garcia / E-mail: norma.garcia@uol.com.br

Company 03: **DIPSIE ENGENHARIA E SOFTWARE S/A** (Cidade: Vinhedo/SP)

Name of the project: Modelo preditivo para detecção de falhas iminentes em máquinas elétricas rotativas.

Entrepreneur: Alessandro Alberto da Cruz / E-mail: alberto.cruz@dipsie.com.br

Principal investigator: Nicolas Goulart Silva / E-mail: nicolas.goulart@dipsie.com.br

Mentor: Carlos Cantelli / E-mail: cecantelli@gmail.com

Company 04: **ECOMOL CONSULTORIA E PROJETOS LTDA.** (Cidade: Piracicaba/SP)

Name of the project: Desenvolvimento de técnicas moleculares de nova geração para identificação e monitoramento de espécies de peixes a partir do DNA de ovos e larvas.

Entrepreneur: Priscilla Marqui Schmidt Villela / E-mail: priscilla@ecomolconsultoria.com.br

Principal investigator: Lara E. S. Múfalo / E-mail: lara.endres@gmail.com

Mentor: Jarib Fogaça / E-mail: jarib.fogaca@outlook.com

Company 05: **ENZYMILK** (Cidade: Jaboticabal/SP)

Name of the project: Desenvolvimento e determinação da eficácia de coquetel enzimático para produção de leite zero lactose de baixa caloria.

Entrepreneur: Elisângela Soares Gomes Pepe / E-mail: elisangela.pepe.enzymilk@gmail.com

Principal investigator: Pâmela Maldaner Pereira / E-mail: pamelamaldaner@gmail.com

Mentor: Marcio Koiti Chiba / E-mail: marcio.chiba@sp.gov.br

Company 06: **GEOMERIDIUM INTELIGÊNCIA GEOGRÁFICA** (Cidade: Campinas/SP)

Name of the project: Plataforma de geomarketing de baixo custo para utilização por usuários não especialistas em SIG.

Entrepreneur: Samuel Andrade da Silva / E-mail: samuel.andrade@geomeridium.com

Principal investigator: Ivan Shieh Basotti / E-mail: ivan.basotti@geomeridium.com

Mentora: Loraine Mondini / E-mail: lorainemondini@gmail.com

Company 07: **GOBOTS** (Cidade: Campinas/SP)

Name of the project: Geração de base de conhecimento para automação do atendimento ao cliente.

Entrepreneur: Samuel Mangabeira Birocchi / E-mail: samuel@gobots.com.br

Principal investigator: Victor Hochgreb de Freitas / E-mail: victor@gobots.com.br

Mentor: Odair Gomes Salles / E-mail: odairgomessalles@gmail.com

Company 08: **IBIRE** (Cidade: São Paulo/SP)

Name of the project: Desenvolvimento de antibiótico natural para produção de suínos.
 Entrepreneur: Rafael de Carvalho Morales / E-mail: rafael@ibire.com.br
 Principal investigator: Guilherme Duarte / E-mail: guilherme@ibire.com.br
 Mentor: Cesar Pomin / E-mail: cesar.pomin@hotmail.com

Company 09: **INFRA SOLAR** (Cidade: Santana de Parnaíba/SP)

Name of the project: Otimização de recarga de baterias com energia limpa e logística de posicionamento usando aprendizado de máquina e modelos preditivos para equipamentos de mobilidade individual elétricos nos centros urbanos
 Entrepreneur: Gabriel Fernandes Pereira / E-mail: gabriel@infrasolar.com.br
 Principal investigator: Thais de Moura Fagundes / E-mail: thais@infrasolar.com.br
 Mentor: Roberto Paranhos / E-mail: robertoindia@yahoo.com

Company 10: **INTERCIENTÍFICA** (Cidade: São José dos Campos/SP)

Name of the project: Desenvolvimento de kit sorológico para detecção múltipla e simultânea de anticorpos contra doenças infecciosas
 Entrepreneur: Anakele Monteiro Massi / E-mail: sgq@intercientifica.com.br
 Principal investigator: Guilherme Mareschner Ogawa / E-mail: ped@intercientifica.com.br
 Mentor: João Botelho / E-mail: joaoh.botelho@gmail.com

Company 11: **LIVING OUT** (Cidade: Ribeirão Preto/SP)

Name of the project: Desenvolvimento de uma plataforma de cultivo tridimensional baseada em células tumorais derivados de pacientes para o estabelecimento de um modelo de seleção personalizada de fármacos.
 Entrepreneur: Mayara Kasai Yoshiyassu / E-mail: mayarakasai@gmail.com
 Principal investigator: Robson Luis Ferraz do Amaral / E-mail: amaral.r@usp.br
 Mentor: Fábio Pacheco / E-mail: fabio.pmscastro@hc.fm.usp.br

Company 12: **N2VEC TECNOLOGIA** (Cidade: Sorocaba/SP)

Name of the project: Law2Vec: Ferramenta de apoio à escrita de documentos jurídicos usando Inteligência Artificial.
 Entrepreneur: Patrícia Felipe da Costa / E-mail: patricia@n2vec.com
 Principal investigator: Fernando José Vieira da Silva / E-mail: fernando@n2vec.com
 Mentor: Fabio Zoppi Barrinuevo / E-mail: fabiozb@yahoo.com.br

Company 13: **NATIVE PLANT TECHNOLOGY** (Cidade: Piracicaba/SP)

Name of the project: Produção de mudas em escala massal de palmeiras nativas economicamente importantes
 Entrepreneur: Mariza Monteiro / E-mail: mariza.monteiro@gmail.com
 Principal investigator: Cesar Augusto Zanello / E-mail: cesarzanello1@gmail.com
 Mentor: Wagner Ferreira / E-mail: wagnergf01@gmail.com

Company 14: **PROBRAIN SOLUÇÕES NEUROTECNOLOGICAS PARA SAÚDE E EDUCAÇÃO** (Cidade: Sorocaba e São Paulo/SP)

Name of the project: Plataforma Inteligente ProBrain: uma solução para avaliação e aprimoramento de habilidades auditivas, memória e atenção, aplicável em saúde, educação e treinamento corporativo.
 Entrepreneur: Ingrid Gielow / E-mail: ingrid@aurivox.com.br
 Principal investigator: Marina Taborda Englert / E-mail: nina.englert@probrain.com.br
 Mentora: Eliana De Martino / E-mail: eliana.demartino@gmail.com

Company 15: R4D BIOTECH PESQUISA E DESENVOLVIMENTO EM SAÚDE LTDA. (Cidade: Botucatu/SP)

Name of the project: Prova de conceito para o uso do secretoma de células tronco mesenquimais de cães em terapias regenerativas.
Entrepreneur: Denis Jeronimo Svicero / E-mail: de_svicero@hotmail.com
Principal investigator: Rui Seabra Ferreira Junior / E-mail: rui.seabra@unesp.br
Mentor: Ayrton Aguiar / E-mail: ayrton@mieza.com.br

Company 16: RENATO FARINACIO 06647300945 (Cidade: Jaboticabal/SP)

Name of the project: Desenvolvimento de um produto para controle biológico de pragas produzido por Burkholderia.
Entrepreneur: Renato Farinacio / E-mail: renatofarinacio@hotmail.com
Principal investigator: Eliana Gertrudes de Macedo Lemos / E-mail: elianag.lemos@gmail.com
Mentor: Alberto Ozolins / E-mail: alberto.ozolins52@gmail.com

Company 17: SANTA SOJA (Cidade: Piracicaba/SP)

Name of the project: Novas abordagens no desenvolvimento de genótipos de soja com ênfase no mercado não transgênico e caracteres especiais.
Entrepreneur: Regina Helena Geribello Priolli / E-mail: rhpriolli@gmail.com
Principal investigator: José Baldin Pinheiro / E-mail: jbaladin@usp.br
Mentor: Carlos Carnevalli / E-mail: ccarneva@tropp.com.br

Company 18: SUPERTEA (Cidade: São Paulo/SP)

Name of the project: Bebida funcional desenvolvida com extrato bioativo obtido dos resíduos do beneficiamento do café.
Entrepreneur: Guilherme Salgado / E-mail: salgado8181@gmail.com
Principal investigator: Chiu Chi Ming / E-mail: mingchiu2005@gmail.com
Mentora: Lilian Anefalos / E-mail: lcanefal@iac.sp.gov.br

Company 19: SUSTENTSIM SOLUÇÕES PARA RESÍDUOS AGROINDUSTRIAIS LTDA. (Cidade: Campinas/SP)

Name of the project: Pesquisa e desenvolvimento de ingredientes alimentares contendo bioativos extraídos de resíduos agroindustriais usando tecnologias sustentáveis.
Entrepreneur: Alan Giovanini de Oliveira Sartori / E-mail: alan.sustentsim@gmail.com
Principal investigator: Naiane Sangaletti Gerhard / E-mail: naiane.sustentsim@gmail.com
Mentor: Sérgio Parreiras Pereira / E-mail: sergiopereira@iac.sp.gov.br

Company 20: ARCHFLEX (Cidade: São Paulo/SP)

Name of the project: ArchFlex: Sistema industrializado de módulos espaciais flexíveis em madeira.
Entrepreneur: Fulvio Ramos Roxo / E-mail: fulvioroxo@gmail.com
Principal investigator: Taís de Moraes Alves / E-mail: tais.demoraes@gmail.com
Mentor: Victor Mondo / E-mail: vitor.mondo@embrapa.br

Company 21: TISSUELABS PESQUISA E DESENVOLVIMENTO LTDA (Cidade: São Paulo/SP)

Name of the project: Hidrogéis miméticos à matriz extracelular para cultivo celular e bioimpressão 3D com aplicações em engenharia tecidual e medicina regenerativa.
Entrepreneur: Gabriel Liguori / E-mail: gabriel@tissuelabs.com
Principal investigator: Fernanda Carla Bombaldi de Souza / E-mail: fernanda@tissuelabs.com
Mentor: Heiti Tomita / E-mail: lch_tomita@hotmail.com



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