

**17<sup>th</sup>** **FAPESP**  
**PIPE-HIGH-TECH**  
**ENTREPRENEURIAL**  
**PROGRAM**

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

[WWW.FAPESP.BR/PIPE/EMPREENDEDOR](http://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](http://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.



[WWW.FAPESP.BR/PIPE](http://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](http://www.bv.fapesp.br/en)).

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

COORDINATION

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Luiz Eugênio Mello

Brazil

Scientific Director – Scientific Directorate

São Paulo Research Foundation – FAPESP

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

[www.fapesp.br/en](http://www.fapesp.br/en)



### ADJUNCTS

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Marcelo Nakagawa

Brazil

Adjunct Panel - Research for Innovation

São Paulo Research Foundation – FAPESP

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

[mnakagawa@fapesp.br](mailto:mnakagawa@fapesp.br)

[www.fapesp.br/en](http://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.

### ADJUNCTS

Anapátricia Moraes Vilha

Brazil

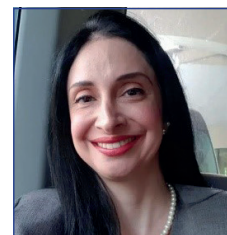
Area Panel – Research for Innovation

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Bachelor in Business and Administration, Master in Business Administration and Doctor in Science and Technology Policy (UNICAMP). Professor of the Graduate Programs in Economics and Biotechnology - Federal University of ABC (UFABC).

Leader of the Advanced Studies Group in Science, Technology and Innovation Policy (GEACTI/CNPq) and the Entrepreneurship and Innovation Laboratory (LabEI/CNPq).

In research, studies the themes of and Technology Innovation Management and Economics, Business Strategies and Hard Science Entrepreneurship.

Director of the Innovation Agency - InovaUFABC, Federal University of ABC (2014-2018), Technology Transfer Coordinator (2019-2020). Coordinator of the National Forum of Technology Transfer and Intellectual Property Managers (2017-2020).

She has books and works published in specialized journals and in national and international events.

### ADJUNCTS

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Marcelo Caldeira Pedroso

Brazil

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Bachelor's degree (1992), MSc (1996) and PhD (2002) in Industrial Engineering from Polytechnic School, University of Sao Paulo (Poli-USP). Doctor of Science (2011) in health care management from Faculty of Medicine, University of Sao Paulo (FM-USP). Post-doctoral (2005) and Habilitation (2016) in Business Administration from Faculty of Economics, Administration and Accounting, University of Sao Paulo (FEA-USP).

Associate Professor at the Business Administration Department (FEA-USP). Coordinator of the Professional Master's Program in Entrepreneurship (FEA-USP).

Works in the field of innovation and entrepreneurship, having published many papers in national and international academic journals, and co-authored a book. Created a structured approach called "Business Model Innovation Journey" applied to startups, corporate innovation and entrepreneurial education.

He has more than 25 years of experience in knowledge-intensive services, such as business consulting (Deloitte, Ernst & Young, KPMG / BearingPoint, TerraForum), information technology (IBM, i2 Technologies), education (UNIFESP, FIA) and health care (Fleury Group). He is a member of the Board of Trustees of FIA (Institute of Administration Foundation), member of startups boards and Board of Directors certified by IBGC (Brazilian Institute of Corporate Governance).

### TECHNICAL SUPPORT

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[treinamento-pipe@fapesp.br](mailto:treinamento-pipe@fapesp.br)



## PROGRAM SYLLABUS

### PROGRAM DATES

KICKOFF MEETING	MARCH 15
ONLINE INITIAL WORKSHOP	MARCH 22, 23 AND 24
ONLINE WORKSHOP	MARCH 29   APRIL 5, 12, 19 AND 26 MAY 3
ONLINE CLOSING WORKSHOP	MAY 7 AND 13

### 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](http://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](http://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](http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Customer-Development-Data.aspx)

[www.entrepreneurship.org/Founders-School/The-Lean-Approach/Minimum-Viable-Product.aspx](http://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 Perard & 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](http://www.talkingtohumans.com)

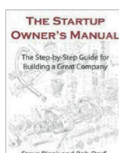


### BUSINESS MODEL GENERATION

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 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

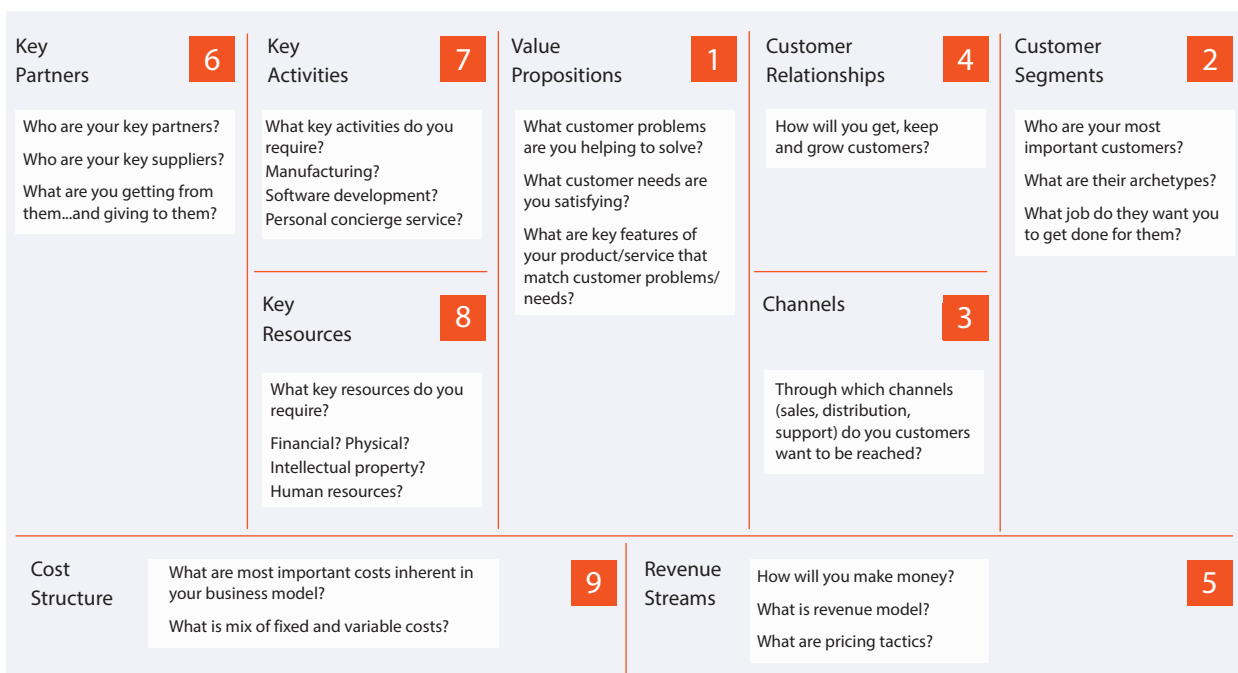


#### SLIDE 2

##### 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 March 15	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	<a href="#">LECTURE #1: Using Customer Discovery to Build a Business Model, Customers &amp; Value Propositions</a> and required deliverables for the initial workshop
	5:00 pm	Support platform training
	5:15 pm	Closing
MONDAY March 22	8:15 am	Zoom Test
	8:30 am	Welcome & Introduction
	8:45 am	Intellectual Property Presenttation
	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	<a href="#">BREAK</a>
	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	<a href="#">LUNCH</a>
TUESDAY March 23	All Day	Customer Interviews
	2pm to 4pm	Optional office hours at Zoom
	8:00 am	Zoom Test
	8:15 am	Welcome Back, Q&A, Discussion
	8:30 am	<a href="#">LECTURE #3: Channels</a>
WEDNESDAY March 24	9:30 am	<a href="#">BREAK</a>
	10:00 am	Team Presentations – 7 teams in each of the 3 rooms. Breakout Rooms 10 minutes for presentations
	12:00 pm	<a href="#">LUNCH</a>
	2:00 pm	Opcional Office hours
	4:00 pm	Closing

### 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 March 29 (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 April 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
MONDAY April 12 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #6: Key Partners Closing
MONDAY April 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 April 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
MONDAY May 03 (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	
THURSDAY May 13	8:15 am	Zoom Test
	8:30 am	FAPESP Introduction of Final Presentations
	8:45 am	Team Presentations: 10 teams
	12:30 pm	Closing
FRIDAY May 14	8:15 am	Zoom Test
	8:30 am	FAPESP Introduction of Final Presentations
	8:45 am	Team Presentations: 11 teams
	12:30 pm	Closing



**Company 01: AGROVIEW SOLUÇÕES AGRÍCOLAS** (Cidade: Santa Bárbara d'Oeste/SP)

Name of the project: Primeiro teste rápido de detecção a campo de *Amaranthus palmeri*, uma planta daninha quarentenária de alta agressividade  
Entrepreneur: Acácio Gonçalves Netto / E-mail: acaciogn@agronomo.eng.br  
Principal investigator: Maria Imaculada Zucchi / E-mail: mizucchi@gmail.com  
Mentora: Lilian C. Anefalos / E-mail: lcanefal@iac.sp.gov.br

**Company 02: AUTAZ SOLUÇÕES** (Cidade: Ribeirão Preto/SP)

Name of the project: Plataforma de automação para a agricultura 4.0  
Entrepreneur: Rodrigo Aznar Mendes / E-mail: rodrigo@autaz.tech  
Principal investigator: Evanir Araújo da Conceição / E-mail: evanir@autaz.tech  
Mentores: Odair Gomes Salles / E-mail: odairgomessalles@gmail.com  
Glauber José Vaz / E-mail: glauber.vaz@embrapa.br

**Company 03: AUTOCOAT EQUIPAMENTOS E PROCESSOS DE DEPOSIÇÃO LTDA.** (Cidade: Campinas/SP)

Name of the project: Desenvolvimento de equipamento automatizado de deposição de filmes finos baseado no método de blade coating  
Entrepreneur: Viviane Nogueira Hamanaka / E-mail: vogueira2000@gmail.com  
Principal investigator: Marcos Henrique Mamoru Otsuka Hamanaka / E-mail: mhmamoru@yahoo.com.br  
Mentor: Helio Salles / E-mail: helioseabrasalles@gmail.com

**Company 04: BABILÔNIA** (Cidade: Pirassununga/SP)

Name of the project: Criando uma plataforma para a agricultura sustentável em espaços urbanos  
Entrepreneur: Milton Yukio Godoy Saito / E-mail: saito.milton@gmail.com  
Principal investigator: Renata Reis de Sousa / E-mail: renatarudi@hotmail.com  
Mentores: João Henrique Botelho / E-mail: joao.h.botelho@gmail.com  
Marcio Koiti Chiba / E-mail: marcio.chiba@sp.gov.br

**Company 05: BBCHAIN** (Cidade: São Paulo/SP)

Name of the project: BBChain: viabilidade da tecnologia DLT (Distributed Ledger Technology) no ecossistema de saúde do estado de São Paulo  
Entrepreneur: Marcio Guilherme Bronzato de Avellar / E-mail: marcio.g.avellar@bbchain.com.br  
Principal investigator: Juan Carlos Minango Negrete / E-mail: juan.negrete@bbchain.com.br  
Mentores: João Lencioni / E-mail: joao.lencioni@gmail.com  
Ayrton Aguiar / E-mail: ayrton@mieza.com.br

**Company 06: BIOTIÉ NATURAL** (Cidade: São Carlos/SP)

Name of the project: Nanoformulação cosmética de origem natural para aplicação em melasma  
Entrepreneur: Renata Fabiane Jorge Tioffi / E-mail: renata@biotie.com.br  
Principal investigator: Luciani Gaspar de Toledo / E-mail: luciani.gaspar.toledo@gmail.com  
Mentores: Lucas Delgado / E-mail: lucas.delgado@emerge.org.br  
Luciana Hashiba / E-mail: luciana.hashiba@fgv.br

**Company 07: BIOTIMIZE SOLUÇÕES EM BIOPROCESSOS** (Cidade: Piracicaba/SP)

Name of the project: Produção de vanilina natural a partir de biotransformação de isoeugenol por microrganismos.  
Entrepreneur: Talison Chaves Lucas / E-mail: talison@biotimize.com.br  
Principal investigator: Fernando César Barbosa / E-mail: fernando@biotimize.com.br  
Mentor: Cristiano Gonçalves Pereira / E-mail: cristiano.goncalves@butantan.gov.br

Company 08: **CELLTECH (BARRETO & HILL LTDA)** (Cidade: Valinhos/SP)

Name of the project: Produção de enxertos ósseos a partir de biomaterial descelularizado e células caninas diferenciadas  
 Entrepreneur: Rodrigo da Silva Nunes Barreto / E-mail: rsnbarreto@gmail.com  
 Principal investigator: Marilu Martins Gioso / E-mail: mmgioso@yahoo.com.br  
 Mentora: Christine Nogueira / E-mail: cpnog1@gmail.com

Company 09: **CUIDADOS ARTEMIS LTDA** (Cidade: Limeira/SP)

Name of the project: Thea: plataforma inteligente de monitoramento de animais domésticos em residências, baias veterinárias e alimentadores públicos.  
 Entrepreneur: Leonardo Rodrigues Miranda / E-mail: leo.engelet@gmail.com  
 Principal investigator: Vanessa de Souza Tótolli / E-mail: vanessa.souza.totoli@gmail.com  
 Mentor: Roberto do Coutto / E-mail: rcoutto@terra.com.br

Company 10: **RODRIGUES E AMORIM SERVIÇOS AQUÍCOLAS** (Cidade: Jaboticabal/SP)

Name of the project: Desenvolvimento de uma ração específica para reprodutores de camarões de água doce  
 Entrepreneur: Caio Gomez Rodrigues / E-mail: caiogomezr@gmail.com  
 Principal investigator: Rafael Vieira Amorim / E-mail: rafa.amorimm@hotmail.com  
 Mentor: Cláudio Violato / E-mail: cviolato@gmail.com

Company 11: **FERTISENSE** (Cidade: Cerquillo/SP)

Name of the project: Plan.T: Soluções personalizadas para nutrição e adubação em culturas do tomateiro e cebola  
 Entrepreneur: Carolina Cinto de Moraes / E-mail: aroldcmoraes@gmail.com  
 Principal investigator: Rodolfo Ribeiro Lindemute de Araújo / E-mail: rodolfolindemute@gmail.com  
 Mentor: Sergio P. Pereira / E-mail: sergiopereira@iac.sp.gov.br

Company 12: **KANDER SERVIÇOS ONLINE E INTERMEDIÇÃO DE EDUCAÇÃO E CONTEÚDO LTDA**

(Cidade: São Paulo/SP)

Name of the project: Sistema para criação de objetos de aprendizagem por professores universitários, com base nos princípios do design e Experiência do Usuário (UX)  
 Entrepreneur: Márcio Assêncio Barbosa Araújo / E-mail: marcio@kander.com.br  
 Principal investigator: Fernanda de Aragão e Ramirez / E-mail: fernanda@kander.com.br  
 Mentores: Eliane Zambon Victorelli / E-mail: eliane.victorelli@gmail.com  
 Luiz Sakuda / E-mail: luizsakuda@gmail.com

Company 13: **MATRIZ BRASILEIRA DE RISCO AGRO LTDA** (Cidade: Piracicaba/SP)

Name of the project: Pesquisa e desenvolvimento de algoritmos para gestão de risco no agronegócio  
 Entrepreneur: Herman Angulo / E-mail: hernan@mbragro.com  
 Principal investigator: Lucas Magro Koren / E-mail: lucas.koren@mbragro.com  
 Mentor: Vitor Henrique Vaz Mondo / E-mail: vitor.mondo@embrapa.br

Company 14: **NAZARÉ & PETRÔNIO PESQUISA E DESENVOLVIMENTO EXPERIMENTAL EM CIÊNCIAS FÍSICAS E NATURAIS LTDA** (Cidade: Araraquara/SP)

Name of the project: Desenvolvimento de inibidores de etileno da lima ácida 'Tahiti' como alternativa ao uso do 1-Metilciclopropeno  
 Entrepreneur: Maicon Segalla Petrónio / E-mail: mikepetronio@gmail.com  
 Principal investigator: Ana Carolina Nazaré / E-mail: acarolnazare@gmail.com  
 Mentor: Daniel Pimentel / E-mail: daniel.pimentel@emergebrasil.in

Company 15: **ORBI SERVIÇOS DE INTERNET EIRELI** (Cidade: São Paulo/SP)

Name of the project: Orbis - Rede social de geolocalização e mapeamento colaborativo urbano  
 Entrepreneur: Felipe Augusto Figueiredo Fragoso Pires / E-mail: felipefragosopires@gmail.com  
 Principal investigator: Anna Alekseevna Timoshenko / E-mail: anna.timoshenko.msk@gmail.com  
 Mentores: Norma Garcia / E-mail: norma.garcia@uol.com.br  
 Aloisio Espindola / E-mail: espindola@gmail.com

Company 16: **ORION SOLUÇÕES EM GESTÃO LTDA EPP** (Cidade: Birigui/SP)

Name of the project: Diagnóstico social com mineração de dados  
 Entrepreneur: Edimilson Ricardo Azevedo Novais / E-mail: ricardo.azevedo@oriongestao.com.br  
 Principal investigator: Cleverson Moreira de Souza / E-mail: cmsouza.pd@gmail.com  
 Mentor: Ricardo Marar / E-mail: jrmarar@gmail.com

Company 17: **PET SALUT COMÉRCIO E INDÚSTRIA DE ALIMENTOS PARA ANIMAIS LTDA** (Cidade: Barueri/SP)

Name of the project: Pesquisa e desenvolvimento de uma sopa de ossos com peptídeos do colágeno para pets utilizando processos de conservação para obtenção de um produto estável à temperatura ambiente  
 Entrepreneur: Albertoni Bloisi Neto / E-mail: a.bloisi@petsalut.com.br  
 Principal investigator: Natália Valias Ferreira / E-mail: producao@petsalut.com.br  
 Mentor: Cesar Pomin / E-mail: cesar.pomin@hotmail.com

Company 18: **PRECISEDOSSE** (Cidade: São Paulo/SP)

Name of the project: PreciseDose: desenvolvimento da 1ª plataforma hospitalar de inteligência artificial da América Latina para dosagem de precisão de medicamentos em pacientes.  
 Entrepreneur: Arthur Scalzitti Duarte / E-mail: arthur@insilicall.com  
 Principal investigator: Rodolpho de Campos Braga / E-mail: rodolpho@insilicall.com  
 Mentores: Fábio Pacheco / E-mail: fabio.pmscastro@hc.fm.usp.br  
 Edgar Fernando Santa Florez / E-mail: fernando.santa@live.com

Company 19: **RN DATA** (Cidade: São Paulo/SP)

Name of the project: Uma plataforma de análise de dados em tempo real para Internet das Coisas (IoT): previsão e detecção de anomalias no sensoriamento de ambientes  
 Entrepreneur: Rafael Costa Sales / E-mail: rafaelcosta@rn-data.com  
 Principal investigator: Pablo César Calcina Ccori / E-mail: pablo@rn-data.com  
 Mentores: Carlos Carnevali / E-mail: ccarneva@tropp.com.br  
 Fabio Zoppi Barrionuevo / E-mail: fabiozb@yahoo.com.br

Company 20: **TECCER INDÚSTRIA E COMÉRCIO DE PRODUTOS CERÂMICOS LTDA ME** (Cidade: Cravinhos/SP)

Name of the project: Matéria prima para fabricação de produtos cerâmicos via MIP usando ligantes orgânicos solúveis em água  
 Entrepreneur: Claudio Henrique Alves Cairo / E-mail: chcairo@hotmail.com  
 Principal investigator: Carlos Alberto Alves Cairo / E-mail: caacairo@yahoo.com.br  
 Mentores: Carlos Calmanovici / E-mail: calma1313@gmail.com  
 Celso Barbosa / E-mail: celsobarbosa2222@gmail.com

Company 21: **THAYLA MORANDI RIDOLFI DE CARVALHO AWC** (Cidade: Campinas/SP)

Name of the project: Modelagem matemática baseada em sistema inteligente e IOT para tomada de decisão no manejo da produção intensiva de animais visando aumento da produtividade  
 Entrepreneur: Thayla Morandi Ridolfi de Carvalho Curi / E-mail: thaylamrcarvalho@hotmail.com  
 Principal investigator: Gesiel Galvão Bernardes / E-mail: gesiel.bernardes@gmail.com  
 Mentora: Eliana De Martino / E-mail: eliana.demartino@gmail.com



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