

18th 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.

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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.



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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

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



Luiz Eugênio Araújo de Moraes Mello graduated in Medicine from the Federal University of São Paulo (UNIFESP) in 1982. He has a master's degree (1985) and a PhD in molecular biology (1988) from the same university. He attended the University of California, Los Angeles (UCLA) in the United States as a postdoctoral fellow in neurophysiology between 1988 and 1991. He earned a Habilitation in 1994 and a Full Professorship in Physiology in 1998.

Dr. Mello was a member of the Advisory Committee on Biophysics, Biochemistry, Pharmacology, Physiology and Neurosciences (CA-BF) to the National Council for Scientific and Technological Development (CNPq) in 2000-03, and a member of an adjunct panel to FAPESP's Scientific Directorate in 2003-06.

He has been a full member of the São Paulo State Academy of Sciences (ACIESP) since 2007 and of the Brazilian Academy of Sciences (ABC) since 2010. In the latter year he was awarded the Grand Cross of the National Order of Scientific Merit.

Dr. Mello is a board member of CNPq, the Brazilian Center for Research in Energy and Materials (CNPEM), the D'Or Institute for Research and Education (IDOR), the Innovation Center at Fundação Getúlio Vargas's Business School (FGVIn), the Brazilian Lymphoma and Leukemia Association (ABRALE) and Tibet House Brazil. He is sector editor of the Brazilian Journal of Medical and Biological Research.

Formerly he was Pro-Rector for Undergraduate Studies at UNIFESP (2005-08), President of the Brazilian Federation on Experimental Biology Societies (FeSBE, 2007-11), a board member of the Brazilian Society for the Advancement of Science (SBPC, 2014-17) and Vice President of the National Association for Research and Development of Innovative Companies (ANPEI, 2016-18).

Dr. Mello is also a former Director of Technology and Innovation at Vale S.A., where he set up the Vale Technological Institute (2009-18), Head of R&D at IDOR (2018-20), and Head of UNIFESP's Technological and Social Innovation Agency (AGITS, 2019-20). He specializes in neural plasticity, epilepsy, neurodegeneration, and S&T management.

ADJUNCTS

Marcelo Nakagawa

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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).

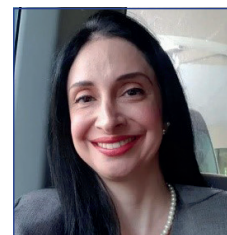
Works in the field of Entrepreneurship and Innovation, having published 2 books, co-authored another 3 titles and other papers and articles. He is entrepreneurship columnist at O Estado de São Paulo newspaper and Pequenas Empresas, Grandes Negócios magazine.

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.

ADJUNCTS

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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.

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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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PROGRAM DATES

KICKOFF MEETING	JUNE 09
ONLINE INITIAL WORKSHOP	JUNE 14, 15 AND 16
ONLINE WORKSHOP	JUNE 21, 28 JULY 05, 12, 19 AND 26 AUGUST 02
ONLINE CLOSING WORKSHOP	AUGUST, 06 AND 09

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

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

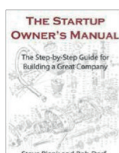


BUSINESS MODEL GENERATION

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

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

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

KICKOFF WORKSHOP: SCHEDULE AT-A-GLANCE

DATE	TIME	TOPIC
WEDNESDAY June 09	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 June 14	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
TUESDAY June 15	All Day	Customer Interviews
	2pm to 4pm	Optional office hours at Zoom
WEDNESDAY June 16	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 June 21 (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 June 28 (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 July 07 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #6: Key Partners Closing
MONDAY July 12 (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 July 19 (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 July 26 (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 August 02	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
FRIDAY August 06	8:15 am	Zoom Test
	8:30 am	FAPESP Introduction of Final Presentations
	8:45 am	Team Presentations: 10 teams
	12:30 pm	Closing
MONDAY August 09	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: BIOO ARTIFICIAL INTELLIGENCE

Name of the project: Sistema para predição de complicações no pé em pacientes diabéticos utilizando aprendizado de máquina

Entrepreneur: Bruno Sergio Ferreira Massa / E-mail: bruno.massa@hc.fm.usp.br

Principal investigator: Leissi Margarita Castañeda Leon / E-mail: leissi.lcl@gmail.com

Mentores: Helio Salles / E-mail: helioseabrasalles@gmail.com
Celso Machado Júnior / E-mail: celsomachado1@gmail.com

Company 02: BRAZILIAN NANO FEED PESQUISA E DESENVOLVIMENTO DE ADITIVOS LTDA

Name of the project: Síntese de complexos nanoestruturados de cobre e prata para substituição de antibióticos promotores de crescimento na produção de suínos e aves

Entrepreneur: Joaquim Gonçalves / E-mail: joaquim.goncalves@agroceres.com

Principal investigator: Camila Neves Lange / E-mail: camilosalange@yahoo.com

Mentora: Catarina Barbosa / E-mail: caretta@usp.br

Company 03: CLARITY DESENVOLVIMENTO DE SOFTWARE LTDA

Name of the project: Clarity Healthcare Intelligence: Gerenciamento de saúde populacional baseada em inteligência artificial - Otimização na predição de risco e manejo da doença arterial coronária e de resultados pós-operatórios

Entrepreneur: Maurício Daher Andrade Gomes / E-mail: mdagomes@gmail.com

Principal investigator: Luiz Sérgio Fernandes de Carvalho / E-mail: luizsergiofc@gmail.com

Mentores: Gabriela Victorelli / E-mail: Gabriela.victorelli@slmandic.edu.br
João Marcos Silva de Almeida / E-mail: joaomarcos1365@gmail.com

Company 04: CROP BIOTECNOLOGIA

Name of the project: Biofábrica: uma alternativa escalonável de produção de peptídeo para redução dos riscos do colesterol alto

Entrepreneur: Aruã Prudenciatti / E-mail: arua@cropbiotec.com

Principal investigator: Lucas Gabriel Ribeiro / E-mail: lucas@cropbiotec.com

Mentores: Lucas Delgado / E-mail: lucas.delgado@emerge.org.br
Cesar Pomin / E-mail: cesar.pomin@hotmail.com

Company 05: DELTALYS BIOTECHNOLOGY PRODUTOS FARMACÊUTICOS LTDA

Name of the project: Obtenção e validação de imunobiológicos para o diagnóstico específico e sorotipagem de dengue

Entrepreneur: Marianna Teixeira de Pinho / E-mail: favaro.mtp@gmail.com

Principal investigator: Mônica Josiane Rodrigues de Jesus / E-mail: modrigues4@gmail.com

Mentores: Cristiano Gonçalves Pereira / E-mail: cristiano.goncalves@butantan.gov.br
Luciane Meneguín Ortega / E-mail: luciane.ortega@usp.br

Company 06: HARPIA HEALTH SOLUTIONS LTDA

Name of the project: Métodos computacionais usando aprendizado de máquina para identificação e classificação automática de nódulos mamários e microcalcificações em exames de mamografia digital

Entrepreneur: Daniel Aparecido Vital / E-mail: daniel.vital@harpiahealth.com

Principal investigator: Catarina Cardoso Reis / E-mail: catarina.reis@harpiahealth.com

Mentores: Eliana De Martino / E-mail: eliana.demartino@gmail.com
Ricardo Gomes do Amaral Filho / E-mail: ricardo@pollex.com.br

Company 07: GUAJAVA PROJETO PESQUISA E DESENVOLVIMENTO LTDA

Name of the project: Mariposa: Plataforma inovadora para projetos de paisagens multifuncionais

Entrepreneur: Riciane Maria dos Reis Pombo / E-mail: contato@guajava.com.br

Principal investigator: Adriana Afonso Sandre / E-mail: contato@guajava.com.br

Mentores: Fabio Danilo Ferreira / E-mail: fabio.ferreira@ufabc.edu.br
Remo Augusto Padovezi Filleti / E-mail: remo.filleti@gmail.com

Company 08: IASSIST DESENVOLVIMENTO DE PROGRAMAS LTDA

Name of the project: IAssist - Assistente Médico
 Entrepreneur: André Gustavo Cavalcanti de Melo / E-mail: andregcmelo@gmail.com
 Principal investigator: Mariangela Correa / E-mail: correamariangela@gmail.com
 Mentores: Olívio Souza Neto/ E-mail: osouzaneto@gmail.com
 Lisete Barlach / E-mail: lisbar@usp.br

Company 09: INNOVATION TECHNOLOGY

Name of the project: Blocklog - transformação digital para a logística usando Blockchain Biométrico
 Entrepreneur: Giulliane A G Fioravanti / E-mail: giulliane@outlook.com
 Principal investigator: Selma S Isa / E-mail: selma.isa.br@gmail.com
 Mentores: Marcelo Ortega / E-mail: marcelo.ortega@sequoialog.com.br
 Carlos Gambôa / E-mail: carlos.gamboa@ufabc.edu.br

Company 10: ISOTÓPICA RASTREAMENTO AMBIENTAL

Name of the project: Pesquisa e desenvolvimento de modelos isotópicos espaciais aplicados para o rastreamento forense no Brasil
 Entrepreneur: Tiago Borges Kisaka / E-mail: tiagobk.df@gmail.com
 Principal investigator: Luiz Antônio Martinelli / E-mail: lamartinelli50@gmail.com
 Mentoras: Lilian C. Anefalos / E-mail: lcanefal@iac.sp.gov.br
 Katia Nachiluk / E-mail: katia.nachiluk@sp.gov.br

Company 11: LC CARACTERIZAÇÕES DE MEIOS FILTRANTES

Name of the project: Viabilidade técnico-econômica da caracterização de meios filtrantes virgens e usados para filtração de ar
 Entrepreneur: Bruno José Chiamonte de Castro / E-mail: bruno.chiamonte@hotmail.com
 Principal investigator: Bruno de Araújo Lima / E-mail: bruno.ligno@gmail.com
 Mentores: Fabio Zoppi Barrionuevo / E-mail: fabiozb@yahoo.com.br
 Catarina de Oliveira Cano / E-mail: professoracano@gmail.com

Company 12: LUME ADVANCED ANALYTICS

Name of the project: Inspeção dimensional portátil de furos por método de visão ToF (Time-of-Flight) para montagem de estruturas aeronáuticas
 Entrepreneur: Guilherme José dos Santos / E-mail: guilherme@lumesolutions.com
 Principal investigator: Fábio do Monte Sena/ E-mail: fabio@lumesolutions.com
 Mentores: Carlos Carnevali / E-mail: ccarneva@tropp.com.br
 Arnaldo Di Petta / E-mail: adi.petta@hotmail.com

Company 13: NATCROM SOLUÇÕES SUSTENTÁVEIS LTDA

Name of the project: Produção de mangiferina e flavonoides a partir de resíduos das cascas da manga por processo inovador de extração-separação
 Entrepreneur: Luiz Antonio Dutra / E-mail: luizdutra_qf@yahoo.com.br
 Principal investigator: Isabel Duarte Coutinho / E-mail: isadcoutinho@hotmail.com
 Mentores: Vitor Henrique Vaz Mondo / E-mail: vitor.mondo@embrapa.br
 Maria Carolina Quecine Verdi / E-mail: mquecine@usp.br

Company 14: NEOGENYS DIAGNÓSTICO MOLECULAR

Name of the project: Estabelecimento de uma plataforma de classificação molecular para o Meduloblastoma por qPCR em tempo real
 Entrepreneur: Ricardo Bonfim Silva / E-mail: ricardo.bonfim@neogenys.com.br
 Principal investigator: Gustavo Alencastro Veiga Cruzeiro / E-mail: gustavo.cruzeiro@neogenys.com.br
 Mentores: Christine Nogueira / E-mail: cpnog1@gmail.com
 José Baldin Pinheiro / E-mail: jbaladin@usp.br

Company 15: OSTEOVITA BIOTECNOLOGIA

Name of the project: Membrana de colágeno extraído de esponjas marinhas para aplicações em queimaduras cutâneas.
Entrepreneur: Ana Claudia Muniz Renno / E-mail: acmr_ft@yahoo.com.br
Principal investigator: Tiago Akira Tashiro de Araújo / E-mail: t.itano@hotmail.com
Mentores: Ayrton Aguiar / E-mail: ayrton@mieza.com.br
Catia Favale / E-mail: catia.favale@ufabc.edu.br

Company 16: PROBES - PESQUISA, INOVAÇÃO E DESENVOLVIMENTO TECNOLÓGICO

Name of the project: Desenvolvimento de processo in vivo e não invasivo para a quantificação de ácido hialurônico na pele humana
Entrepreneur: Airton Martin / E-mail: airton.a.martin@gmail.com
Principal investigator: Gustavo Carlos / E-mail: gustavo@probes.com.br
Mentores: Gerson Valença Pinto E-mail: gersonv.pinto@uol.com.br
Sonia Tuccori / E-mail: tuccorisonia@gmail.com

Company 17: SAFE SAÚDE ANIMAL LTDA

Name of the project: Avaliação da viabilidade técnica de antígenos vacinais recombinantes e imunoterápico contendo quimiocina CCL5 para o controle de infecções por *Salmonella Heidelberg* e *Salmonella minnesota* em aves comerciais
Entrepreneur: Rafael Antonio Casarin Penha Filho / E-mail: rafaelpenha@safesaudeanimal.com
Principal investigator: Joseane Cristina Ferreira / E-mail: joseanef@fcfrp.usp.br
Mentores: Daniel Pimentel / E-mail: daniel.pimentel@emergebrasil.in
Mateus Mondin / E-mail: mmondin@usp.br

Company 18: SHIZU PESQUISA E DESENVOLVIMENTO EM MEDICINA

Name of the project: Dispositivo de fechamento automático de cirurgia abdominal - Parietoscópio
Entrepreneur: Alexandra Zapparoli Castro Melo Marinangelo / E-mail: alezapparoli@gmail.com
Principal investigator: Ricardo Zugaib Abdalla / E-mail: ricardo.abdalla@hc.fm.usp.br
Mentor: Fábio Pacheco / E-mail: fabio.pmscastro@hc.fm.usp.br

Company 19: SUPPORTLAB

Name of the project: Aproveitamento do resíduo agrícola mel de cacau (*Theobroma cacao* L.) em formulações cosméticas
Entrepreneur: Fábio Neves dos Santos / E-mail: fabiof6@gmail.com
Principal investigator: Júlia Nogueira Bezerra / E-mail: ju.nogueira.bezerra@gmail.com
Mentores: Luciana Hashiba / E-mail: luciana.hashiba@fgv.br
Henrique Machado Barros / E-mail: hbarros@fei.edu.br

Company 20: TERPENIA BIOINSUMOS

Name of the project: Determinação da ação antimicrobiana e antioxidante de um aditivo natural a base de óleos essenciais e do seu efeito no desempenho da produção de frangos em condições comerciais
Entrepreneur: Miguel Ângelo Bassi Peres / E-mail: miguel@terpenia.com
Principal investigator: Wolney Ernesto Longhini / E-mail: wolney@terpenia.com
Mentor: Carlos Calmanovici / E-mail: calma1313@gmail.com

Company 21: TIH - TECNOLOGIA DE INTERAÇÃO HUMANA LTDA

Name of the project: Mapeamento, identificação e guiamento em tempo real para deficientes visuais - ambiente interno
Entrepreneur: Edmar Thomaz da Silva / E-mail: edmar.thomaz@outlook.com
Principal investigator: Laerte Jeronimo de Oliveira / E-mail: laerte2601@gmail.com
Mentores: Cláudio Violato / E-mail: cviolato@gmail.com
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SÃO PAULO RESEARCH FOUNDATION

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