

19th 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.



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

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 Nacional 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 Getulio 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

Brazil

Adjunt Panel - Research for Innovation

São Paulo Research Foundation – FAPESP

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

mnakagawa@fapesp.br

www.fapesp.br/en



Bachelors in Business Administration (USP, 1996), MSc in Business and Planning (PUC, 2002) and PhD in Industrial Engineering (Poli-USP, 2008).

Nakagawa is entrepreneurship and innovation professor at INSPER Institute of Education and Research and entrepreneurship director at FIAP (Faculdade de Informática e Administração Paulista).

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

He also carries out research in the fields of new business creation, innovation management, corporate entrepreneurship and startups. He developed entrepreneurship education programs including Bota Pra Fazer (Endeavor), Inovativa Brasil (MDIC), Empreenda e Conexões (SENAC) and StartupOne (FIAP).

Nakagawa has more than 20 years professional background in industries such as banking, strategic consulting, venture capital, innovation, private equity and education.

ADJUNCTS

Anapátricia Moraes Vilha

Brazil

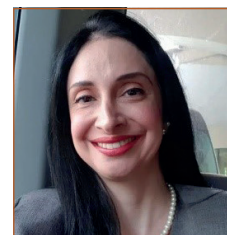
Area Panel – Research for Innovation

São Paulo Research Foundation (FAPESP)

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

avilha@fapesp.br

www.fapesp.br/en



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

Marcelo Caldeira Pedroso

Brazil

Area Panel – Research for Innovation

São Paulo Research Foundation (FAPESP)

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

mpedroso@usp.br

www.fapesp.br/en



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

treinamento-pipe@fapesp.br

PROGRAM SYLLABUS

PROGRAM DATES

KICKOFF MEETING	SEPTEMBER 08
ONLINE INITIAL WORKSHOP	SEPTEMBER 13, 14 AND 15
ONLINE WORKSHOP	SEPTEMBER 20, 27 OCTOBER 04, 11, 18 AND 25
ONLINE CLOSING WORKSHOP	NOVEMBER 01, 08 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

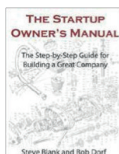


BUSINESS MODEL GENERATION

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

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>

Creative Commons license applies – <https://creativecommons.org/licenses/by-nc-nd/3.0/>

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



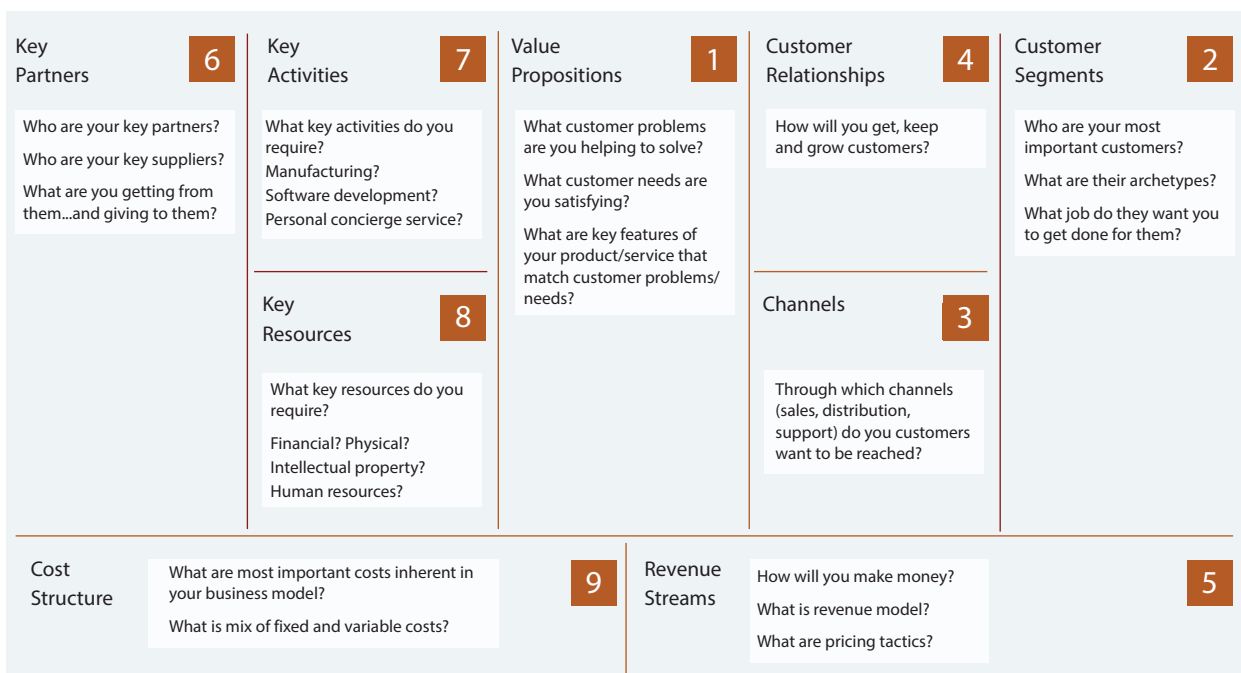
SLIDE 2

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
WEDNESDAY September 08	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 13	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 14	All Day	Customer Interviews
	2pm to 4pm	Optional office hours at Zoom
WEDNESDAY September 15	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>

Creative Commons license applies – <https://creativecommons.org/licenses/by-nc-nd/3.0/>

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 20 (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 September 27 (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 October 04 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #6: Key Partners Closing
MONDAY October 11 (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 18 (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 October 25 (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 01	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 November 08	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 November 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: **AGROPLANNER**

Name of the project:	Plannerbeef: modelo de simulação para planejamento e gestão da produção de bovinos confinados
Entrepreneur:	Gustavo Lineu Sartorello / E-mail: gsartorello@gmail.com
Principal investigator:	Cintia Cristina Orbolato / E-mail: ciobolato@gmail.com
Mentor:	Cesar Pomin / E-mail: cesar.pomin@hotmail.com

Company 02: **BIOPTAMERS**

Name of the project:	Desenvolvimento de plataforma para cultivos celulares em dispositivos de microfluídica
Entrepreneur:	Erika de Simone Molina / E-mail: erika@bioptamers.com
Principal investigator:	Diego José Orts y Belato / E-mail: diego_orts@yahoo.com.br
Mentora:	Bibiana Carneiro / E-mail: bibiana.carneiro@gmail.com

Company 03: **BIOTECHNOSCIENCE**

Name of the project:	Desenvolvimento de formulação com propriedade cicatrizante e de remodelagem tecidual
Entrepreneur:	Donizete Souza de Almeida / E-mail: donizetesouza200@yahoo.com.br
Principal investigator:	Tainah Colombo Gomes / E-mail: tainahcolombogomes@gmail.com
Mentora:	Gabriela Victorelli / E-mail: gabriela.victorelli@slmandic.edu.br

Company 04: **BYND**

Name of the project:	Algoritmo de compartilhamento de viagens multimodal
Entrepreneur:	Gustavo Bertazzola Gracitelli / E-mail: gustavo@bynd.com.br
Principal investigator:	Leonardo Fernandes Libório / E-mail: leonardo@bynd.com.br
Mentor:	Fabio Zoppi Barrionuevo / E-mail: fabiozb@yahoo.com.br

Company 05: **CYBERPHYSICS COMPANY**

Name of the project:	Sistema adaptativo de reabilitação por prática de exercícios físicos assistido por monitoramento remoto
Entrepreneur:	Fabio Pomes Salles da Silva / E-mail: fabiopomes@gmail.com
Principal investigator:	André Sernaglia / E-mail: andre@umantech.com.br
Mentor:	Alberto Ozolins / E-mail: alberto.ozolins52@gmail.com

Company 06: **DANATUREZA**

Name of the project:	Processo de fabricação de embalagens biodegradáveis e compostáveis pelo método da polpa moldada utilizando a celulose das cascas e da borra do café e outros resíduos industriais e urbanos de fontes renováveis
Entrepreneur:	Patrícia Ponce / E-mail: poncepati@gmail.com
Principal investigator:	Patrícia Ponce / E-mail: poncepati@gmail.com
Mentor:	Lucas Delgado / E-mail: lucas.delgado@emerge.org.br

Company 07: **FAZ VERDE SOLUÇÕES AMBIENTAIS**

Name of the project:	Construção e validação de dispositivo para monitoramento, controle e automação de processos de compostagem
Entrepreneur:	Felipe José de Moraes Pedrazzi / E-mail: felipe@fazverde.com.br
Principal investigator:	Thiago Aguiar Cacuro / E-mail: thiago@fazverde.com.br
Mentora:	Lilian C. Anefalos / E-mail: lcanefal@iac.sp.gov.br

Company 08: INANOCARE

Name of the project: Desenvolvimento de uma plataforma dermocosmética composta por máscaras faciais eletro-estimuladas
Entrepreneur: Luciana Facco Dalmolin / E-mail: lucianafaccodalmolin@yahoo.com.br
Principal investigator: Camila Nunes Lemos / E-mail: camilanl.usp@gmail.com
Mentores: Sonia Tuccori / E-mail: tuccorisonia@gmail.com
Ayrton Aguiar / E-mail: ayrton@mieza.com.br

Company 09: LABLIFT

Name of the project: Aplicação de inteligência artificial no auxílio ao diagnóstico e prognóstico de SARS-CoV-2
Entrepreneur: Rafael Bizão / E-mail: rafaelbizao@lablift.com.br
Principal investigator: Jairo da Silva Freitas Júnior / E-mail: jairofreitas@lablift.com.br
Mentor: Daniel Pimentel / E-mail: daniel.pimentel@emergebrasil.in

Company 10: LABXON

Name of the project: Smart-RAM: Sistema Inteligente para detecção de defeitos por ressonância acústica
Entrepreneur: Gretel Maday Guerra Camejo / E-mail: gretel@labxon.com
Principal investigator: Karel Negrín Nápoles / E-mail: karel.negrin@gmail.com
Mentor: João Henrique Botelho / E-mail: joaoh.botelho@gmail.com

Company 11: LICIA CARLA DA SILVA COSTA - ME

Name of the project: Teste preditivo para medicação bem sucedida em pacientes com esquizofrenia, no momento do diagnóstico
Entrepreneur: Daniel Martins-de-Souza / E-mail: danms90@gmail.com
Principal investigator: Lícia Carla da Silva Costa / E-mail: licia.lcsc@gmail.com
Mentora: Eliana De Martino / E-mail: eliana.demartino@gmail.com

Company 12: MAGNITUDE

Name of the project: App para fortalecimento da comunicação entre médicos e pacientes oncológicos
Entrepreneur: Haroldo da Gama Tores / E-mail: hgtorres@uol.com.br
Principal investigator: Carlos José Coelho de Andrade / E-mail: carlosj@inca.gov.br
Mentor: João Marcos Silva de Almeida / E-mail: joaomarcos1365@gmail.com

Company 13: METAL CHEK

Name of the project: Desenvolvimento de compósitos nanoestruturados magneto-fluorescentes para aplicação em Ensaios Não Destrutíveis
Entrepreneur: Luciana Julia Laczko Gebrael / E-mail: luciana@metalchek.com.br
Principal investigator: Bruno Bitarães Neto Salgado Brandão / E-mail: bitaraes@iq.usp.br
Mentor: Fabio Danilo Ferreira / E-mail: fabio.ferreira@ufabc.edu.br

Company 14: MS PHARMA

Name of the project: Desenvolvimento de uma plataforma analítica pioneira para caracterização de bioterapêuticos e biossimilares em Brasil
Entrepreneur: Miriam Sanz Roldán / E-mail: Miriam.sanz.rolدان@usp.br
Principal investigator: Sair Maximo Chavez Pacheco / E-mail: schavezpacheco@gmail.com
Mentora: Cátia Favale / E-mail: catia.favale@ufabc.edu.br

Company 15: **NKF**

Name of the project:	Desenvolvimento de material bioativo para a produção de componentes utilizando o processo SLA para compósitos poliméricos com nanopartículas a base de prata
Entrepreneur:	Newton Fukumasu / E-mail: fukumasu@gmail.com
Principal investigator:	Pamella Estevez / E-mail: pamellaesteves@usp.br
Mentor:	Sérgio Bertucci / E-mail: sergio@bertucci.ind.br

Company 16: **PLANTEM**

Name of the project:	Viabilidade do método de pulsos alternados de calor para medição de fluxo de seiva e conteúdo de água em plantas
Entrepreneur:	Danielle Christine Tenório Leal Ramos / E-mail: danielle@plantemtech.com
Principal investigator:	Mario José Marques-Azevedo / E-mail: mario@plantemtech.com
Mentor:	Vitor Mondo / E-mail: vitor.mondo@embrapa.br

Company 17: **PROCODING**

Name of the project:	Estudo da viabilidade do processamento de soldagem a laser de polímeros utilizando a soldagem por transmissão
Entrepreneur:	Renato Boschilia Junior / E-mail: boschilia.jr@gmail.com
Principal investigator:	Denise de Oliveira Lino / E-mail: denise.lino03@unifesp.br
Mentora:	Catarina Cano / E-mail: professoracano@gmail.com

Company 18: **PRÓDERME**

Name of the project:	Desenvolvimento de microagulhas poliméricas para tratamento tópico do melasma
Entrepreneur:	Carla Souza / E-mail: carla@somosproderme.com.br
Principal investigator:	Juliana Maria de Lima / E-mail: limajm2013@gmail.com
Mentor:	Jorge Marinho / E-mail: jorge.marinho@brighmed.com.br

Company 19: **SINGULARITY EXTRACTION**

Name of the project:	Desenvolvimento da tecnologia de extração com etanol frio aplicada à obtenção de extratos naturais: Extração eficiente de compostos bioativos apolares e minimização da co-extração de compostos indesejáveis
Entrepreneur:	Gustavo Gianotti de Lima / E-mail: gustavo.gianotti@singularityet.com.br
Principal investigator:	Pedro Ivo Nunes de Carvalho / E-mail: pedroivo.nunes@singularityet.com.br
Mentora:	Katia Nachiluk / E-mail: katia.nachiluk@sp.gov.br

Company 20: **SKINZYMES**

Name of the project:	Desenvolvimento de sistema enzimático com tecnologia de permeação para proteção antioxidante de células da pele
Entrepreneur:	Myrian Thiago Pruschinski Fernandes / E-mail: myrianpf@gmail.com
Principal investigator:	Patrícia Pereira Adriani / E-mail: patricia.adriani@usp.br
Mentor:	José Baldin Pinheiro / E-mail: jbaladin@usp.br

Company 21: **VALORA**

Name of the project:	Desenvolvimento de tecnologia de gestão da coleta seletiva combinando a telemetria embarcada em caminhões elétricos coletores, rastreamento dos resíduos por Blockchain e Machine Learning no auxílio das tomadas de decisão
Entrepreneur:	Rafael Augusto Figueiredo / E-mail: rafael.figueiredo@valorareciclaveis.com.br
Principal investigator:	Flavio Salsoni Machado / E-mail: flavio.salsoni@valorareciclaveis.com.br
Mentora:	Catarina Barbosa / E-mail: caretta@usp.br



FUNDAÇÃO DE AMPARO À PESQUISA
DO ESTADO DE SÃO PAULO

SÃO PAULO RESEARCH FOUNDATION

Rua Pio XI 1500 – Alto da Lapa
05468-901 – São Paulo, SP – Brasil
+55-11 3838-4000



FAPESP – www.fapesp.br

PIPE – www.fapesp.br/pipe

PIPE Empreendedor – www.fapesp.br/pipe/empreendedor

Biblioteca Virtual – www.bv.fapesp.br