21st FAPESP PIPE-HIGH-TECH ENTREPRENEURIAL PROGRAM

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

FAPESP 60 ANOS 1962 - 2022

treinamento-pipe@fapesp.br

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.

THE SÃO PAULO RESEARCH FOUNDATION

WWW.FAPESP.BR/EN

FAPESP is a public foundation funded by São Paulo taxpayers to promote the development of science and technology in the state, by supporting research projects in institutions of higher education and research, official or private, which are selected by a rigorous system of analysis based on the peer-review process.

São Paulo has a population of 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.

INNOVATIVE RESEARCH IN SMALL BUSINESSES PROGRAM

AIMS AND OBJECTIVES

FAPESP's Innovative Research in Small Businesses Program (PIPE), established in 1997, aims to support the development of innovative research projects carried out in small businesses, i.e., companies with up to 250 employees, in the State of São Paulo. Centered on significant scientific and technological problems that have a high potential for commercial or social return, the projects are carried out by researchers who have formal links to the small businesses or who are associated with them for the implementation of the project.

Inovação Tecnológica
PIPE

WWW.FAPESP.BR/PIPE

OBJECTIVES

- To use technological innovation as an instrument to increase the competitiveness of small companies;
- To create conditions to enhance the research system's contribution to economic and social development;
- To foster an increase in private investment in technological research;
- To enable the collaboration of small businesses with academic researchers on innovation projects;
- To contribute for the establishment of a culture that values research activities within business environments, technological innovation within small companies, and the employment of researchers in the private sector.

Since the start of PIPE in 1997, more than 2,300 grants have been awarded to companies. In 2018, 247 new projects were approved – one project per working day and 18% more than in the previous year.

Research supported by FAPESP can be consulted at FAPESP Grant Database (www.bv.fapesp.br/en).

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

COORDINATION

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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

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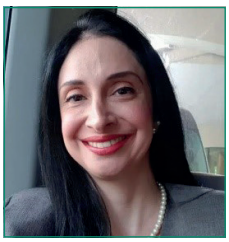

Bachelor in Business and Administration, Master in Business Administration and Doctor in Science and Technology Policy (UNICAMP). Professor of the Graduate Programs in Economics and Biotechnology - Federal University of ABC (UFABC).

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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Vitor Mondo has earned a Bachelor of Science in Agronomy (2003) and a Ph.D. in Seed Technology (2010), both degrees awarded from the University of São Paulo, Escola Superior de Agricultura ´Luiz de Queiroz´.

Has developed his professional career in Brazilian Agriculture, in the business innovation area, with a strong emphasis on technology transfer. Has spearheaded numerous successful strategic initiatives on several fronts, including R&D portfolio management, intellectual property, licensing and commercialization of technologies, and in open innovation and entrepreneurship for both Brazilian and international agribusinesses.

In 2012, initiated his career at Embrapa as a researcher, having the opportunity to contribute in different managing positions in innovation and entrepreneurship, including the position of Secretary of Innovation and Business, and Manager of Embrapa´s Office of Technology Transfer (OTT) in Brasília. Since early 2019, he is located in Campinas/SP, where has conducted several agriculture open innovation and entrepreneurship projects.

Recently, since mid-2020, began to be part of Embrapa Digital Agriculture´s Innovation Team, working diligently on establishing a productive innovation environment, as well as an innovative culture centered on open innovation and value delivery to society.

PROGRAM SYLLABUS

PROGRAM DATES

KICKOFF MEETING	JUNE 06
ONLINE WORKSHOP	JUNE 13, 20, 21, 22 AND 27
	JULY 04, 11, 18 AND 25 | AUGUST 01
ONLINE CLOSING WORKSHOP	AUGUST 08, 15 AND 16

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.

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

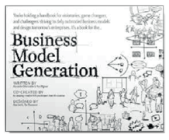
www.entrepreneurship.org/Founders-School/The-Lean-Approach/Customer-Development-Data.aspx

www.entrepreneurship.org/Founders-School/The-Lean-Approach/Minimum-Viable-Product.aspx

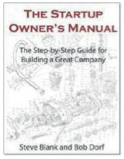
3) All team members should purchase the textbooks outlined on the following page. The Osterwalder books have free e-version previews, and the Constable book has a full free e-version.

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

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

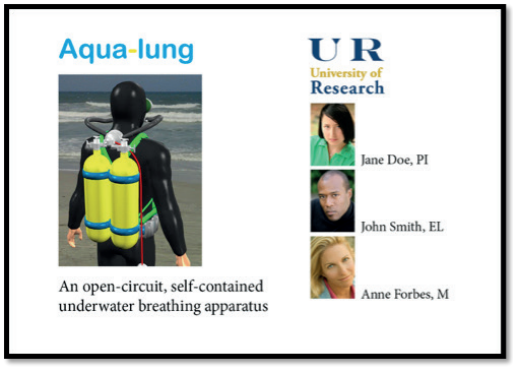
1. A two-slide presentation.
   You may be called upon to present to the all teams and will definitely present to a group of peers and instructors in a breakout session. See the template provided on the following page.
2. Ten or more customer/industry contacts that you hope to interview on Day 2 of the initial workshop

ADDITIONAL RESOURCES

PRESENTATION TEMPLATE FOR THE ONLINE 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

Key Partners 6	Key Activities 7	Value Propositions 1	Customer Relationships 4	Customer Segments 2
Who are your key partners? Who are your key suppliers? What are you getting from them...and giving to them?	What key activities do you require? Manufacturing? Software development? Personal concierge service?	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?	How will you get, keep and grow customers?	Who are your most important customers? What are their archetypes? What job do they want you to get done for them?
	Key Resources 8 What key resources do you require? Financial? Physical? Intellectual property? Human resources?		Channels 3 Through which channels (sales, distribution, support) do you customers want to be reached?	

Cost Structure	What are most important costs inherent in your business model? What is mix of fixed and variable costs?	9	Revenue Streams	How will you make money? What is revenue model? What are pricing tactics?	5

KICKOFF WORKSHOP: SCHEDULE AT-A-GLANCE

DATE	TIME	TOPIC
MONDAY June 06	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
		Mentor/PI/EL figures
	5:00 pm	Closing
MONDAY June 13	1:30 pm	Zoom Test
	2:00 pm	LECTURE #1: Using Customer Discovery to Build a Business Model
	3:15pm	Team Introductions: 10 minutes for each presentations, another 5 for comments. Startups will be divided into 3 rooms in Zoom Platform.
	5:00 pm	Closing
MONDAY June 20	8:15 am	Zoom Test
	8:30 am	Welcome & Introduction
	8:45 am	Intellectual Property Presentation
	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
	2:00 pm	LECTURE #2: Best Practices for Customer Discovery Interviews
	4:30 pm	Closing
TUESDAY June 21	All Day	Customer Interviews
	2pm to 4pm	Optional office hours at Zoom
WEDNESDAY June 22	8:00 am	Zoom Test
	8:15 am	Welcome Back, Q&A, Discussion
	8:30 am	LECTURE #3: Customer Segments Pains-Gains - VP Map
	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

REQUIRED ASSIGNMENTS

You should watch all of the videos in the "How to Build a Startup" course:
https://www.udacity.com/wiki/ep245/downloads

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 27 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #4: Channels Closing
MONDAY July 04 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #5: Relationships & Revenue Streams Closing
MONDAY July11 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #6: Key Partners Closing
MONDAY July18 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentations * LECTURE #7: Business Model Fit Closing
MONDAY July 25 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:00 pm	Test Zoom Team Presentation * LECTURE #8: Lessons Learned Presentations & Story Videos Closing
MONDAY August 01 (ONLINE)	1:30 pm 2:00 pm 5:00 pm	Test Zoom Team Presentation * 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 coordenation team comments.

ONLINE WORKSHOP: SCHEDULE AT-A-GLANCE

ONLINE WORKSHOP AND PRESENTATION

DATE	TIME	
MONDAY August 08	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
MONDAY August 15	1:45 pm	Zoom Test
	2:00 pm	FAPESP Introduction of Final Presentations
	2:15 pm	Team Presentations: 10 teams
	6:00 pm	Closing
TUESDAY August 16	1:45 pm	Zoom Test
	2:00 pm	FAPESP Introduction of Final Presentations
	2:15 pm	Team Presentations: 10 teams
	6:00 pm	Closing

Company 1: ADB PESQUISA E DESENVOLVIMENTO

Name of the project:	Desenvolvimento de "Point of Care" (POC) para creatinina com biossensor eletroquímico
Entrepreuner:	Alexandre Gatti / E-mail: alegatti@gmail.com
Principal investigator:	Déborah Christine Azzi / E-mail: deborah.azzi@hotmail.com
Mentor:	Lucas Delgado / E-mail:lucas.delgado@emergebrasil.in

Company 2: BASE VERDE PESQUISA EM BIOMASSA LTDA

Name of the project:	Aproveitamento das folhas de cana-de-açúcar para obtenção de clorofilas, carotenóides e produção de fármaco anti-acne
Entrepreuner:	Adjaci Uchoa Fernandes / E-mail: adjaci@hotmail.com
Principal investigator:	Adjaci Uchoa Fernandes / E-mail: adjaci@hotmail.com
Mentora:	Katia Nachiluk / E-mail: katia.nachiluk@sp.gov.br

Company 3: BIOALLERGY PESQUISA E INOVAÇÃO EM IMUNOTERAPIA

Name of the project:	Desenvolvimento de extrato hipoalergênico (alergóide) de ácaros para imunoterapia
Entrepreuner:	Everton Salgado Monteiro / E-mail: everton_monteiro@lwmail.com.br
Principal investigator:	Everton Salgado Monteiro / Letícia de Conti / E-mail: leticia.cdconti@gmail.com
Mentora:	Catia Favale / E-mail: catia.favale@ufabc.edu.br

Company 4: BIOSTIMULUS

Name of the project:	Micro-organismos benéficos para otimização da produção de mudas de alface e cana-de-açúcar
Entrepreuner:	Matheus Aparecido Pereira Cipriano / E-mail: mhcipriano@gmail.com
Principal investigator:	Matheus Aparecido Pereira Cipriano / E-mail: mhcipriano@gmail.com
Mentor:	Cesar Pomin / E-mail: cesar.pomin@hotmail.com

Company 5: BOTANICHEMICAL TECNOLOGIAS LTDA

Name of the project:	Coffee Fight: uma nova abordagem para controle de doenças fúngicas
Entrepreuner:	João Paulo Rodrigues Marques/ E-mail: joaoanatomia@gmail.com
Principal investigator:	João Paulo Rodrigues Marques / E-mail: joaoanatomia@gmail.com
Mentor:	Glauber Vaz / E-mail: glauber.vaz@embrapa.br

Company 6: CSENSE TECNOLOGIA LTDA.

Name of the project:	Sensor portátil para medição instantânea do traço do concreto fresco
Entrepreuner:	Marcos Roberto Fortulan / E-mail: marcos.fortulan@gmail.com
Principal investigator:	Marcel Cavallini Barbosa / E-mail: marcelcavbar@gmail.com
Mentor:	Helio Salles / E-mail: helioseabrasalles@gmail.com

Company 7: DEFENSE FERTILIZER

Name of the project:	Composto bioestimulante e bioprotetor sustentável para o controle da ferrugem de plantas no sistema de cultivo orgânico
Entrepreuner:	Maisa Ciampi Guillardi / E-mail: maisaciampi@gmail.com
Principal investigator:	Geisa Lima Mesquita Zambrosi / E-mail: gelm_1@hotmail.com
Mentor:	Fabio Ferreira / E-mail: fabio.ferreira@ufabc.edu.br

Company 8: DVDTSTARTEC

Name of the project:	Desenvolvimento de um processo físico-químico para minimizar/eliminar os efeitos das proteínas alergênicas de produtos à base de borracha natural
Entrepreuner:	Wagner João do Nascimento / E-mail: wagjn_@hotmail.com
Principal investigator:	Rodney Marcelo do Nascimento / E-mail: rodney.nascimento79@gmail.com
Mentora:	Catarina Barbosa / E-mail: caretta@usp.br

Company 9: EPISTEMIC (GOMEZ & GOMEZ LTDA)

Name of the project:	Sistema de gestão da epilepsia
Entrepreuner:	Sarah Frank Rossner / E-mail: sarah.rossner@epistemic.com.br
Principal investigator:	Hilda Alicia Gomez / E-mail: hilda.cerdeira@epistemic.com.br
Mentora:	Fernando Seabra / E-mail: sofia@fernandoseabra.com.br; seabra.lf@gmail.com

Company 10: FORZA COMPOSITES TECNOLOGIA EM MATERIAIS COMPÓSITOS LTDA

Name of the project:	Manufatura de vasos de pressão utilizando materiais compósitos através do processo Filament Winding
Entrepreuner:	Sérgio Luiz Nascimento Junior / E-mail: nascimento@forzacomposites.com
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Mentora:	Catarina Cano / E-mail: professoracano@gmail.com

Company 11: KERSYS DESENVOLVIMENTO DE SISTEMAS LTDA

Name of the project:	Desenvolvimento da plataforma inteligente K-IA para análise de fatores operacionais e ambientais (Big Data) preponderantes na obtenção da produtividade florestal
Entrepreuner:	José Roberto Andrade Pereira Junior / E-mail: jose.roberto@kersys.com.br
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Company 12: ROTAR – CROP PRODUCTION SYSTEM

Name of the project:	Novo inoculante associando protistas ciliados e bactérias promotoras do crescimento vegetal em culturas de interesse econômico no Brasil
Entrepreuner:	Solismar de Paiva Venzke Filho / E-mail: diretor@rotar.com.br
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Company 13: GAUGIT

Name of the project:	Desenvolvimento de algoritmos de aprendizado de máquina para identificação de radioisótopos usando espectroscopia nuclear
Entrepreuner:	Helio Massaharu Murata / E-mail: heliomurata@gmail.com
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Company 14: LEGGERA

Name of the project:	Massa alimentícia de alto teor proteico
Entrepreuner:	Talita Balansin Rigon / E-mail: talita.brigon@gmail.com
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Company 15: CONATUS

Name of the project:	Processo inovador de compostagem biocatalisada de resíduos da vinicultura e cafeicultura para obtenção de um fertilizante orgânico e estudo de compostos alelopáticos como insumos agronômicos para controle de pragas e/ou bioestimulação.
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Company 16: TRIPLET SOLUÇÕES EM BIOTECNOLOGIA LTDA.

Name of the project:	Desenvolvimento de enxerto ósseo biocerâmico associado a extratos vegetais bioativos para regeneração óssea guiada
Entrepreuner:	Paulo Henrique Perlatti D'Alpino / E-mail: paulodalpino@gmail.com
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Company 17: AMYLUM

Name of the project:	Avaliação do potencial prebiótico do amido retrogradado (amido resistente tipo 3) obtido por modificação física
Entrepreuner:	Nathalie Almeida Lopes / E-mail: nathalielopes@amylum.com.br
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Mentor:	Bibiana Carneiro / E-mail: bibiana.carneiro@gmail.com

Company 18: WETTERLAB

Name of the project:	Técnica de aprimoramento de previsões climáticas sazonais
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