



22nd

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 20 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 20 startups in enhancing their business capabilities, but also develop, within the State of São Paulo, the expertise on how to apply modern startup engineering methodologies for the development of prosperous high-tech companies.

About 75% of the companies that participated in the previous editions of the PIPE High-Tech Entrepreneurial Program revised their business plans to adjust them to market requirements, thereby increasing the likelihood of success.

WWW.FAPESP.BR/EN

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

São Paulo has a population of 44 million and generates 31,5% of Brazil's GNP. Under the state Constitution 1% of all state taxes are appropriated to fund FAPESP. The stability of the funding and the autonomy of the foundation allow for an efficient management of the resources that has had a sizable impact: while São Paulo has 21% of the Brazilian population and 34% of the scientists with a doctorate in the country, the state responds for 43% of the country's scientific articles published in international journals.

The effectiveness of research carried out in São Paulo is the combined result of several factors that include the quality of the state's universities and institutes, the productivity of its researchers, high rates of participation by private, São Paulo-based companies that function within the state's R&D outlays, São Paulo's outstanding infrastructure, and the existence of FAPESP, a well-designed state research-sponsoring agency governed, maintained by its directors with excellence and with autonomy over the past half century.

Within this context, in 2018 FAPESP applied \$PPP 601.2 million in \$ purchasing power parity (PPP) in scholarships and grants.

In accordance with the Foundation's funding objectives, 36,6% of expenditure was earmarked for advancing knowledge, 6,2% was dedicated to supporting research infrastructure and 57,2% was allocated to supporting application-driven research.

FAPESP works in close contact with the scientific community: all proposals are peer reviewed with the help of panels composed of active researchers from the specific area. Many times scientists in São Paulo submit proposals for programs to the foundation which are carefully analyzed and, if deemed strong in academic terms, are shaped by the foundation into research programs that will constitute a set of related research projects in a given area.

Since FAPESP's mandate is to foster research and scientific and technological development in the state, ideas for programs that couple world class research with contributions that will impact social problems are welcome.



AIMS AND OBJECTIVES

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



Inovação Tecnológica
PIPE

WWW.FAPESP.BR/PIPE

OBJECTIVES

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

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

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

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



COORDINATION

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

Cátia Favale

Brazil

Area Panel – Research for Innovation

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Bachelor in Pharmacy. She has stricto sensu degree in Biotechnoscience program at Federal University of ABC (UFABC).

She has worked as consultant and processes auditor in the implementation of pharmaceutical industry strategies. She has worked on projects to disseminate entrepreneurship best practices for students and teachers at UFABC and was a startup mentor for PIPE EMPREENDEDOR FAPESP in several editions.

Cátia worked for more than 20 years as an executive in the pharmaceutical industry and other companies in the pharmaceutical chain. She has extensive experience in designing and implementing new projects for the segment, from prospection to negotiation, including marketing, technical-regulatory, commercial aspects, and resources and competencies to innovate.

The research interests are the adoption of new technologies, innovation management, ANVISA, and technological development in Brazil.

She taught for 4 years in the Biochemical Pharmacy undergraduate program and currently holds updating courses and lectures about Innovation and Sustainability.

TECHNICAL SUPPORT

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ADJUNCTS

Marcelo Caldeira Pedroso

Brazil

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

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

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

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

TECHNICAL SUPPORT

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ADJUNCTS

Vitor Mondo

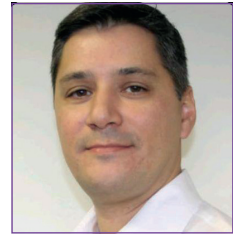
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Vitor Mondo has earned a Bachelor of Science in Agronomy (2003) and a Ph.D. in Seed Technology (2010), both degrees awarded from the University of São Paulo, Escola Superior de Agricultura ‘Luiz de Queiroz’.

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.

TECHNICAL SUPPORT

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PROGRAM SYLLABUS

PROGRAM DATES

KICKOFF MEETING	SEPTEMBER 12
ONLINE WORKSHOP	SEPTEMBER 19, 26, 27 AND 28 OCTOBER 03, 10, 17 AND 24 AND 31
ONLINE CLOSING WORKSHOP	NOVEMBER 07 AND 21, DECEMBER 07 AND 08

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 Perard & Alan Smith

A free download of the first chapter of the book is available at:

<https://strategyzer.com/books/value-proposition-design>



TALKING TO HUMANS

Giff Constable

A free download of the book is available at:

www.talkingtohumans.com

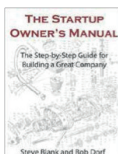


BUSINESS MODEL GENERATION

Alexander Osterwalder & Yves Pigneur

A free download of the first chapter of the book is available at:

<http://businessmodelgeneration.com/book>



THE STARTUP OWNER'S MANUAL

Steve Blank & Bob Dorf



PROGRAM SYLLABUS

REQUIRED KICKOFF ASSIGNMENTS

You should watch all of the videos in the “How to Build a Startup” course:

<https://www.udacity.com/wiki/ep245/downloads>

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You can watch these at your own pace, but it’s recommended to have completed the lectures shown below before initial workshop:

- Lecture 1: What we Now Know
- Lecture 1.5A: Business Models
- Lecture 1.5B: Customer Development
- Lecture 2: Value Proposition
- Lecture 3: Customer Segments

HIGHLY SUGGESTED KICKOFF ASSIGNMENTS

The following assignments augment the required assignments, and should be used to provide a greater understanding of the material. At a minimum, we recommend that you scan these readings.

- Business Model Generation – pages 14-51
- The Startup Owner’s Manual – pages 195-199
- “12 Tips for Early Customer Development Interviews” by Giff Constable:
(<http://giffconstable.com/2010/07/12-tips-for-early-customer-development-interviews>)

REQUIRED DELIVERABLES FOR THE INITIAL WORKSHOP

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



PROGRAM SYLLABUS

ADDITIONAL RESOURCES

PRESENTATION TEMPLATE FOR THE 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 Who are your key partners? Who are your key suppliers? What are you getting from them...and giving to them?	Key Activities 7 What key activities do you require? Manufacturing? Software development? Personal concierge service?	Value Propositions 1 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?	Customer Relationships 4 How will you get, keep and grow customers?	Customer Segments 2 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 September 12	1:30 pm	Zoom Test
	2:00 pm	Welcome introduction by FAPESP
	2:15 pm	Kickoff meeting with all teams to review logistics, and to connect mentors to teams Mentor/PI/EL figures
	5:30 pm	Closing
MONDAY September 19	1:30 pm	Zoom Test
	2:00 pm	WORKSHOP #1: Using Customer Discovery to Build a Business Model
	3:00 pm	Team Introductions: 10 minutes for each presentations, another 5 for comments. Startups will be divided into 3 rooms in Zoom Platform.
	5:30 pm	Closing
MONDAY September 26	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	WORKSHOP #2: Best Practices for Customer Discovery Interviews
5:30 pm	Closing	
TUESDAY September 27	All Day	Customer Interviews
2pm to 4pm	Optional office hours at Zoom	
WEDNESDAY September 28	8:00 am	Zoom Test
	8:15 am	Welcome Back, Q&A, Discussion
	8:30 am	WORKSHOP #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
	5:30 pm	Closing



REQUIRED ASSIGNMENTS

You should watch all of the videos in the “How to Build a Startup” course:

<https://www.udacity.com/wiki/ep245/downloads>

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You can watch these at your own pace, but you must have completed the lectures shown below by September and October.

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

ADDITIONAL ASSIGNMENTS

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



ONLINE PROGRAM: SCHEDULE AT-A-GLANCE

DATE	TIME	TOPIC
MONDAY October 03 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:30 pm	Test Zoom WORKSHOP #4: Channels Team Presentations * Closing
MONDAY October 10 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:30 pm	Test Zoom WORKSHOP #5: Relationships & Revenue Streams Team Presentations * Closing
MONDAY October 17 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:30 pm	Test Zoom WORKSHOP #6: Key Partners Team Presentations * Closing
MONDAY October 24 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:30 pm	Test Zoom WORKSHOP #7: Business Model Fit Team Presentations * Closing
MONDAY October 31 (ONLINE)	1:30 pm 2:00 pm 4:00 pm 5:30 pm	Test Zoom WORKSHOP #8: Lessons Learned Presentations & Story Videos Team Presentation * Closing
MONDAY November 07 (ONLINE)	1:30 pm 2:00 pm 5:30 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 coordination team comments.



ONLINE WORKSHOP: SCHEDULE AT-A-GLANCE

ONLINE WORKSHOP AND PRESENTATION

DATE	TIME	
MONDAY November 21 ONLINE CLOSING WORKSHOP	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
	5:30 pm	Closing
WEDNESDAY December 07	1:45 pm	Zoom Test
	2:00 pm	FAPESP Introduction of Final Presentations
	2:15 pm	Team Presentations: 10 teams
	6:00 pm	Closing
THURSDAY December 08	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: INNOVATUS**

Name of the project: Desenvolvimento de sistema de pasteurização baseado em cavidade multimodos de micro-ondas para processamento contínuo de água de coco.
Entrepreneur: José Lavaquial Biosca Neto / E-mail: jose.lavaquial@innovatusbrasil.com.br
Principal investigator: Rafael Nunes Segantine / E-mail: rafael.segantine@innovatusbrasil.com.br
Mentor: Catarina Barbosa / E-mail: caretta@usp.br

Company 2: BABYHIPCARE

Name of the project: BabyHipCare, órtese inovadora para tratamento de displasia de desenvolvimento do quadril infantil.
Entrepreneur: Maria Elizete Kunkel / E-mail: elizete.kunkels@gmail.com
Principal investigator: Natália Aurora dos Santos / E-mail: natalias@geb.inatel.br
Mentor: Daniel Pimentel / E-mail: daniel.pimentel@emergebrasil.in

Company 3: EASYOMICS

Name of the project: Desenvolvimento de um sistema de Point of Care Testing (PoCT) para a detecção e quantificação de microrganismos deteriorantes de cerveja em ambiente industrial.
Entrepreneur: Rene Aduan Junior / E-mail: reneaduanjunior@hotmail.com
Principal investigator: Daniela Leite Jabes / Letícia de Conti / E-mail: dani_bio@yahoo.com
Mentor: Catarina Cano / E-mail: professoracano@gmail.com

Company 4: ARA CONSULTORIA EIRELI

Name of the project: Biocompatibilidade de fungos em nutrientes: desenvolvimento de “formulações verdes” nutritivas e bioativas para a aplicação em culturas agrícolas.
Entrepreneur: Valdineia Cecília da Silva / E-mail: neiaceci@gmail.com
Principal investigator: Vinicius Ribeiro Delbone / E-mail: vinicius.delbone@unesp.br
Mentor: Kátia Nachiluk / E-mail: katia.nachiluk@sp.gov.br

Company 5: FIREFLY GAME STUDIOS

Name of the project: Desenvolvimento de jogo de tabuleiro e plataforma didática para divulgar, estimular e promover o aprendizado sobre o tema evolução e diversos tópicos da biologia.
Entrepreneur: Arthur Casulli de Oliveira / E-mail: arthur.biologia.unesp@gmail.com
Principal investigator: Karina Gabriele Alves Dias / E-mail: karina.alves@unesp.br
Mentor: Gabriela Victorelli / E-mail: Gabriela.victorelli@slmandic.edu.br

Company 6: LIPID MARKER

Name of the project: Lipid marker: avaliação de biomarcadores lipídicos musculares para discriminar a origem alimentar e a qualidade de carne de bovinos Nelore.
Entrepreneur: Daniel Silva Antonelo / E-mail: danielantonelome@gmail.com
Principal investigator: Christina Ramires Ferreira / E-mail: cferrei@purdue.edu
Mentor: Lillian Anefalos / E-mail: lcanefal@iac.sp.gov.br

Company 7: FOXWATER ÁGUA E SANEAMENTO LTDA / FOXWATER

Name of the project: Desenvolvimento de formulação bacteriana para remoção de NH₃, DQO e cor em lixiviados de aterros sanitários.
Entrepreneur: Danilo Margato / E-mail: vendas1@foxwater.com.br
Principal investigator: Elisângela Franciscon Guimaro Dias / E-mail: elisfranciscon@hotmail.com
Mentor: Fabio Zoppi / E-mail: fabiozb@yahoo.com.br

**Company 8: GRUPO BR4 COMÉRCIO, IMPORTAÇÃO E EXPORTAÇÃO EIRELI / GRUPOBR4**

Name of the project: Diagnóstico pré-cirúrgico de nódulos tireoidianos com base no perfil de metilação de DNA
Entrepreneur: Uilian Andreis / E-mail: uilian.andreis@grupobr4.com.br
Principal investigator: Sandra Aparecida Drigo Linde / E-mail: sandradrigo@gmail.com
Mentor: Carlos Gamboa / E-mail: camgamboa@hotmail.com; carlos.gamboa793@gmail.com

Company 9: HIPOCAMPUS TECNOLOGIA EDUCACIONAL E INTELIGÊNCIA ARTIFICIAL LTDA. - EPP / HIPOCAMPUSDIGI

Name of the project: Uma plataforma digital para avaliação da aprendizagem de habilidades nas áreas da saúde com inovações de inteligência artificial.
Entrepreneur: Marcelo Moura Castro / E-mail: marcelo.moura@hipocampus.com.br
Principal investigator: Débora Cristina Alavarce / E-mail: debora@hipocampus.com.br
Mentor: Claudio Violato / E-mail: cviolato@gmail.com

Company 10: HOPS BRASIL CULTIVO E COMÉRCIO DE LÚPULO LTDA / HOPSBRASIL

Name of the project: Desenvolvimento de novos cultivares brasileiros de lúpulo com rastreabilidade genética e caracterização fitoquímica.
Entrepreneur: Ricardo Beolchi de Souza Lima / E-mail: ricardobeolchi@hotmail.com
Principal investigator: Vivian Polotto Croce Beolchi de Souza Lima / E-mail: vipolotto@hotmail.com
Mentor: Matheus Mondin / E-mail: mmondin@usp.br; mmondin@esalq.usp.br

Company 11: IMUNODOT - INDÚSTRIA E PESQUISA DE PRODUTOS PARA DIAGNÓSTICO LTDA – ME

Name of the project: Identificação de proteínas para o diagnóstico da infecção por *Bartonella henselae* utilizando uma abordagem imunoproteômica.
Entrepreneur: Celio Raimundo Machado / E-mail: crmachado@imunodot.com.br
Principal investigator: Luiz Ricardo Gonçalves / E-mail: luiz.goncalves@imunodot.com.br
Mentor: Bibiana Carneiro / E-mail: bibiana.carneiro@gmail.com

Company 12: POLLINTECH

Name of the project: Desenvolvimento de biomoléculas para a polinização dirigida do café, visando o aumento da produtividade e qualidade de grãos.
Entrepreneur: Marcela de Matos Barbosa / E-mail: marmbarbosa5@gmail.com
Principal investigator: João Marcelo Robazzi Bignelli Valente Aguiar / E-mail: jmrobazzi@gmail.com
Mentor: Carlos Calmanovici / E-mail: calma1313@gmail.com

Company 13: JOSÉ LUIS DAVILA SANCHEZ 23612160869 / ICANENGENHARIA

Name of the project: Desenvolvimento de ferramentas de hardware e software compatíveis com impressoras 3D desktop visando a fabricação customizada de fármacos.
Entrepreneur: Bruna Maria Manzini / E-mail: brunamanzini@gmail.com
Principal investigator: José Luis Dávila Sánchez / E-mail: jose-luisd@hotmail.com
Mentor: Alberto Ozolins / E-mail: alberto.ozolins52@gmail.com

Company 14: MARCO ANTONIO MARQUES DE SOUZA – EPP / MAMS

Name of the project: Radioletemetria de animais silvestres usando transmissores sem bateria (Etiquetas RFID).
Entrepreneur: Marco Antônio Marques de Souza / E-mail: trapacamera@gmail.com
Principal investigator: Sergio Marques de Souza / E-mail: sergio.bogao@gmail.com
Mentor: Ayrton Aguiar / E-mail: ayrton@mieza.com.br



Company 15: MARCOS B GARCIA / NANOSTAR

Name of the project: Desenvolvimento de aditivos utilizando nanopartículas híbridas para lubrificantes biodegradáveis de alta performance

Entrepreneur: Marcos Batista Garcia / E-mail: marcosbatistagarcia@gmail.com

Principal investigator: José Roberto Zalli Neto / E-mail: administracao@eplanorg.com.br

Mentor: Fábio Danilo Ferreira / E-mail: fabio.ferreira@ufabc.edu.br

Company 16: MARZIEH KADIVAR 24096777897 / BAMBUILD

Name of the project: Desenvolvimento de materiais de alto desempenho a base de bambu através de processo de densificação.

Entrepreneur: Marzieh Kadivar / E-mail: kadivar.ma@usp.br

Principal investigator: Bianca Maria Cuel / E-mail: biancacuel@usp.br

Mentor: Lucas Delgado / E-mail: lucas.delgado@emerge.org.br

Company 17: SALT BIOTECHNOLOGY LTDA / SALTBIOTECH

Name of the project: Otimização do sistema de produção in vitro de embriões suínos como base para a geração de um modelo suíno geneticamente modificado.

Entrepreneur: Isadora Andre Rosa Lopes / E-mail: isadora@saltbiotech.com

Principal investigator: Andrea Cristina Basso / E-mail: andrea@saltbiotech.com

Mentor: Cesar Pomin / E-mail: cesar.pomin@hotmail.com

Company 18: TIAGO MILANIN 33733312856 / SANIPEIXE

Name of the project: Desenvolvimento de um teste para identificar espécies de bactérias causadoras de enfermidades em peixes de pisciculturas através do DNA ambiental (eDNA).

Entrepreneur: Tiago Milanin / E-mail: tiago_milanin@hotmail.com

Principal investigator: Mirele Daiana Poleti / E-mail: mirelep@usp.br

Mentor: Anderson Alves / E-mail: anderson.alves@embrapa.br

Company 19: WECARE DESENVOLVIMENTO E COMÉRCIO DE MEDICAMENTOS E COSMÉTICOS LTDA / WECARE

Name of the project: Projeto Mucosite (Gel oral mucoaderente com cajiru - *Arrabidaea Chica*).

Entrepreneur: Cristianne Hideko Bertolami Vicentim / E-mail: cris@wecareskin.com

Principal investigator: Elaine Cristina de Moraes / E-mail: elaine@wecareskin.com

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



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DO ESTADO DE SÃO PAULO

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