

# BUILDING GLOBAL INNOVATORS

ISCTE-IUL MIT-Portugal Venture Competition



# e-Teams I Bootcamp 4<sup>th</sup> Edition Program

ISCTE-IUL, 22<sup>nd</sup> – 26<sup>th</sup> July 2013

Organisers



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# Building Global Innovators Venture Competition

## E-teams I bootcamp@22.07.2013

Time	Session	Speakers	Room
08:15 – 08:55	Guest registration		Auditório Afonso de Barros, lobby (Ala Autónoma)
09:00 – 09:15	Welcome note	Gonçalo Amorim (ISCTE-IUL) Luis Barros (MIT) Walter Palma (Caixa Capital)	
09:15 – 09:30	The perspective of na Alumni Grand Finalist: what you can expect?	João Barros (CEO Veniam, 3rd Ed. Grand Finalist)	
09:30 - 10:15	Methodology Overview (e-teams I and the Go-to-Market plan; e-teams II & III; The Catalyst program)	Luis Barros (MIT) & Gonçalo Amorim (ISCTE-IUL)	
10:15 – 10:30	Coffee break		
10:30 – 12:55	Building a winning team	Oliver Rohrich (ISCTE-IUL)	Auditório Afonso de Barros (Ala Autónoma)
13:00 – 13:55	Networking Lunch		
14:00 – 15:15	Communication techniques - Do's & Don'ts	Vasco Trigo (ComCiência)	
15:15 - 16:00	Open Strategies for Technology Commercialization	Andre Lee (Snowflake)	
16:00 – 16:10	Coffee Break		
16:15 – 17:30	Paralel session: 1) Health Tech track: Strategies for medical devices and bio-informatics: clinical trials, designing for efficacy and efficiency. 2) Remainder tracks: Mobile strategies for gaining above the norm traction: inbound marketing, social crowdsourcing, viral marketing, semantic tools and others.	Paralell session: 1) Lifesciences track: João Fonseca (Biosurfit)	Auditório Silva Leal Auditório Afonso de Barros (Ala Autónoma)
		2) Other tracks: Paulo Trezentos (Caixa Mágica Co-Founder)	
17:30 – 19:45	Elevator Pitch (3min. / team)	Gonçalo Amorim, Luis Barros, Walter Palma	Auditório Afonso de Barros (Ala Autónoma)
19:45 – 20:15	Preparing the Elevator Pitch (and goble a sandwich)	Teamwork	Auditório Silva Leal Auditório Afonso de Barros Room AA223 (Ala Autónoma)
20:15 – 21:15	Elevator Pitches - Take 1 recording (3min)	Teamwork	Auditório Afonso de Barros (Ala Autónoma)
21:15 – 21:30	Tasks for Tuesday	Gonçalo Amorim, Luis Barros	

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# Building Global Innovators Venture Competition

## E-teams I bootcamp@23.07.2013

Time	Session	Speakers	Room
08:30 – 08:55	Breakfast		Auditório Afonso de Barros, lobby (Ala Autónoma)
09:00 – 10:30	Go-to-Market Plan: Maps I & II	Gonçalo Amorim & Luis Barros	
10:30 – 10:45	Coffee break		Auditório Afonso de Barros (Ala Autónoma)
10:45 – 12:55	Watching elevator pitch & points for improvement	Gonçalo Amorim, Luis Barros, Walter Palma	
13:00 – 13:45	Sandwich Lunch & work on your improved pitch		
	<b>Expert Mentoring Sessions</b>		
14:00 – 16:00	Health Tech category		Auditório Afonso de Barros
14:00 – 16:40	Smart Cities category	<b>Technology startup experts</b>	Room 223
14:00 – 17:00	IT, Web & Mobile category		Auditório Silva Leal Auditório
	Pause		
17:15 - 18:30	<b>Paralel session:</b> 1) <b>Health Tech Track:</b> Medical Devices & Health assisted living - IP strategies 2) <b>Remainder tracks:</b> Business Models & Traction	Paralel session: 1) Lifesciences track: Laureen Foster (MIT TLO) 2) IT, Web & Electronics: Daniel Dardani (MIT TLO)	Auditório Silva Leal Auditório Afonso de Barros (Ala Autónoma)
18:30 - 20:00	Sketch your Poster (flipchart) & Brief Description (...and goble a sandwich)	Teamwork	Auditório Silva Leal Auditório Afonso de Barros Room AA223 (Ala Autónoma)
20:00 - 21:00	Poster brainstorm (Flipchart)	Presentations in between teams & mentor's feedback	Auditório Afonso de Barros (Ala Autónoma)
21:00 - 21:45	Tasks for Wednesday	Gonçalo Amorim, Luis Barros	

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## E-teams I bootcamp@24.07.2013

Time	Session	Speakers	Room
08:30 – 08:55	Breakfast		Auditório Afonso de Barros, lobby (Ala Autónoma)
9:00 – 11:00	Go-to-Market Plan Map III, IV	Gonçalo Amorim, Luís Barros	Auditório Afonso de Barros (Ala Autónoma)
11:00 – 11:15	Coffee break		
11:20 – 12:30	Paralel session: 1) Smart Cities & Vehicles 2) Health Tech & Cloud based models	1) Joel Curado Silveirinha (Cisco) 2) Intel	Auditório Silva Leal Auditório Afonso de Barros
12:30 - 13:45	Networking Lunch	Teamwork	
13:45 – 15:15	International Commercialization	Leonel Domingues (Nonius)	Auditório Afonso de Barros
15:15 – 15:30	Pause		
15:30 – 18:00	Preparing the Elevator Pitch & final version of the poster (...and goble a sandwich)	Teamwork	Auditório Silva Leal Auditório Afonso de Barros Room AA223 (Ala Autónoma)
18:00 – 20:00	Elevator Pitches: Take 2 recording (3min/pitch)	Teamwork	Auditório Afonso de Barros (Ala Autónoma)
20:00 – 20:15	Tasks for Thursday	Gonçalo Amorim, Luís Barros	

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# Building Global Innovators Venture Competition

## E-teams I bootcamp@25.07.2013

Time	Session	Speakers	Room
08:30 – 08:55	Breakfast		Auditório Afonso de Barros, lobby (Ala Autónoma)
9:00 – 10:30	How to finance and evaluate your Venture: dealing with VC's	José Paulo Esperança (ISCTE-IUL Pro Rector for Entrepreneurship)	Auditório Afonso de Barros (Ala Autónoma)
10:30 - 11:00	Go-to-Market Plan Map V		
11:00 – 11:15	Coffee break		
11:15 – 13:00	Elevator Pitch feedback	Walter Palma, Gonçalo Amorim, Luis Barros, John Gale (Carverlon)	Auditório Afonso de Barros (Ala Autónoma)
13:00 - 13:45	Networking Lunch	Teamwork	
14:00 - 18:00	Paralel session: <b>1) Inbound Marketing &amp; Early stage branding</b> <b>2) One-to-one IP Clinic w/ Wolf-Greenfield Boston &amp; SRS Advogados</b> (35 min. / team); <b>3) Improving deliverables:</b> i) Poster (flipchart), ii) Elevator Pitch & iii) Product Brochure (optional)	<b>2 paralel sessions starting at (GMT times);</b> 1) 13h45 to 14h20: 35min; 2) 14h25 to 15h00: 35 min; 3) 15h05 to 15h40: 35 min; 4) 15h45 to 16h20: 35 min; 5) 16h25 to 17h00: 35 min.	Auditório Silva Leal Auditório Afonso de Barros Room AA223 (Ala Autónoma)
18:10 – 18:30	Sandwich break		
18:30 - 19:10	Product & Market Validations Exercise	Gonçalo Amorim, Luis Barros	
19:10 – 21:00	Elevator Pitches: Recording Final Take (3min/pitch)	Teamwork	Auditório Afonso de Barros (Ala Autónoma)
21:00 – 21:15	Tasks for Friday	Teamwork	

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# Building Global Innovators Venture Competition

## E-teams I bootcamp@26.07.2013

Time	Session	Speakers	Room
08:30 – 08:55	Breakfast		Auditório Afonso de Barros, lobby (Ala Autónoma)
9:00 – 11:00	Angel & VC standard term sheets	Walter Palma (Caixa Capital)	
11:00 – 11:20	Coffee break		
11:20 – 12:30	Go-to-Market Plan: Map VI & VII	Gonçalo Amorim, Luís Barros	
12:30 – 13:25	Networking Lunch	Teamwork	
13:30 – 14:30	Caixa Capital Awards	Walter Palma (Caixa Capital)	Auditório Afonso de Barros (Ala Autónoma)
14:30 – 16:50	The Startup legal pack	Miguel Cerqueira Gomes, Gabriela Pinheiro (Cerqueira Gomes & Associados)	
17:00 – 17:25	Building II		
17:30 – 17:45	Registration	Guests	
18:00 – 19:20	Early stage investment strategies for startups	Hugo Pereira (ASK), Walter Palma (Caixa Capital), José Jesus (Dueto SGPS), Duarte Mineiro (ES Ventures), Pedro Janela (WyGroup). Moderator: TBD  Final keynote speech: Stephan de Moraes, Caixa Capital	Grande Auditório
19:30 – 21:30	Cocktail & Venture Competition Speed Dating - Advertise your venture & Raise Funding	Networking event with investors and special guests.	

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# Building Global Innovators Venture Competition

## Directions to ISCTE-IUL

### Arriving to ISCTE-IUL by Underground:

Yellow line  
Stop: Entre Campos

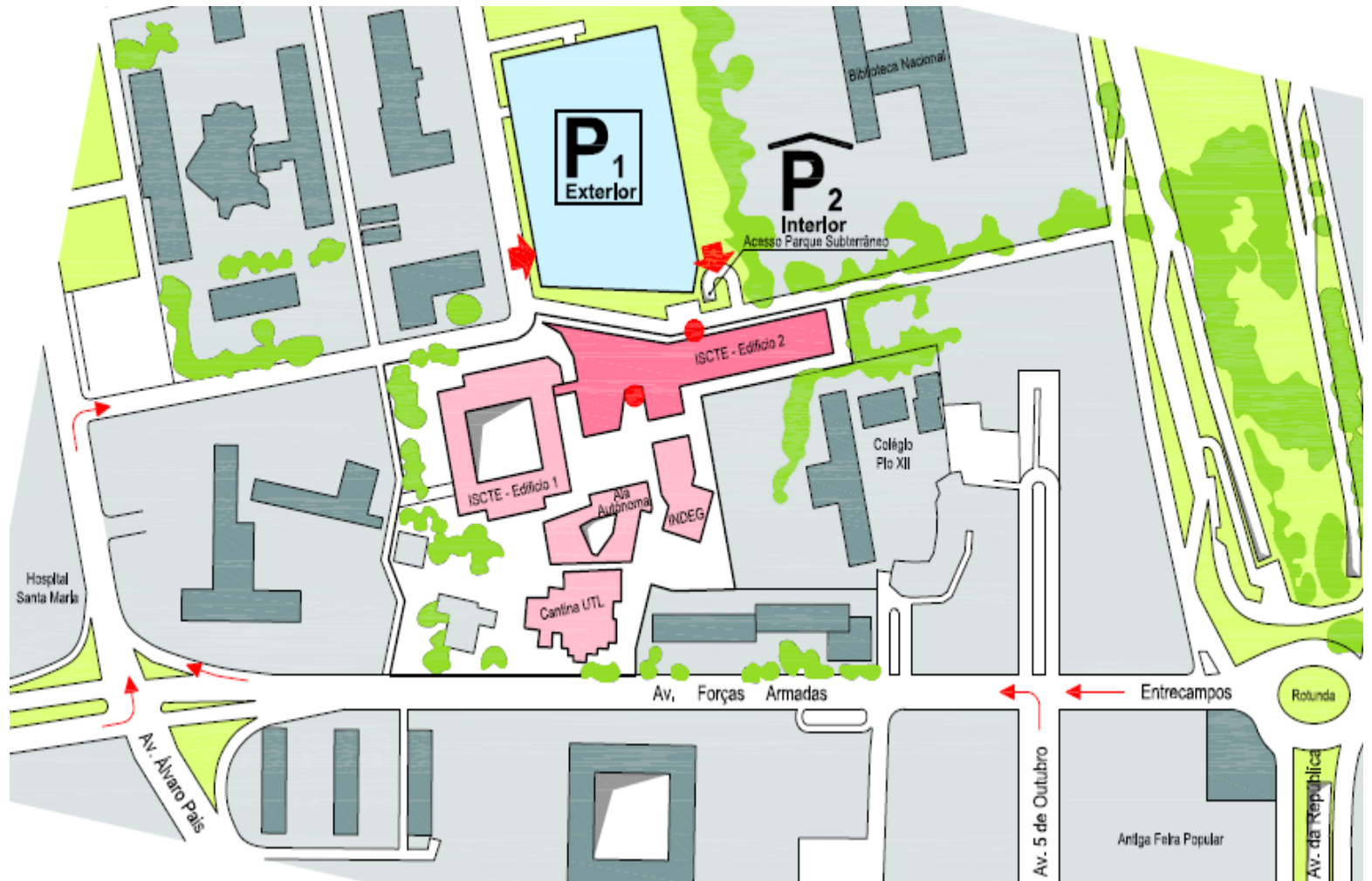
(Take the Avenida das Forças Armadas and enter at ISCTE-IUL, near a bus station. 10min walking).

### Arriving by Bus:

732, 54, 701, 755

### Arriving by Car:

Use P2 (underground)



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# Building Global Innovators Venture Competition

## Keynote Speakers, 22.07.2013

### Gonçalo Amorim, MPP IEI Program Director, ISCTE-IUL

Gonçalo combines 15 years of actual deployment of venture capital projects, including company turn-arounds. He has a deep understanding of the complexity and operational intricacies facing knowledge-based companies. His mission at the MIT-Portugal – Innovation & Entrepreneurship initiative is to facilitate and encourage a model for knowledge-based startups and value creation in a global marketplace. He started off in 1997 designing scientific equipments at the Rutherford Appleton Laboratory (RAL) in Oxfordshire, and later on joined HP Fibre Optics Divison (Ipswich, UK), successfully filing several international patents (US, Europe & Japan). In Portugal, Gonçalo held several managerial roles in some of the most dynamic Portuguese multinationals (Sonae & Semapa). Holds an MSc in Engineering Management from the University of Bristol and is a Chartered Engineer by the Institution of Mechanical Engineers (UK).

### Luis Barros, MPP-IEI Program Director, MIT

Luis is an investment professional and entrepreneur with experience within science, technology and capital markets sectors. Prior roles include serving as SVP of Investments of the MA Governor's \$1B Life Sciences Initiative, where during his tenure over \$190M was deployed, that created ~6,400 jobs and leveraged ~\$710M in matching funds; and served as Board Observer to an investment portfolio that awarded \$15.1M to 24 co's (6 exits) that have generated more than \$105M in additional equity or acquisition proceeds. Luis had serial entrepreneurial experiences with co's respectively acquired by Microsoft (NYSE: MSFT) and TIBCO (Nasdaq: TIBX); Family Office VC and Corporate VC at Eli Lilly Ventures whereby combined portfolio included two leading online medical communities and several exits. Luis also was on the compliance staff at the Securities and Exchange Commission (SEC), and started his career in sales and marketing, including Johnson & Johnson (Ethicon) and Ciba-Geigy (acquired by Novartis). He has degrees from UMASS Amherst (BBA) and MIT Sloan (MBA).

### Walter Palma Director at Caixa Capital

Walter Palma is a Director at Caixa Capital, the venture capital and private equity arm of Caixa Geral de Depósitos, Portugal's largest financial group. Walter has over twenty years of professional experience, both in Portugal and internationally. Walter began his career with KMPG Canada, having transferred to the Portuguese office in 1991, where he specialized in the financial services sector and Corporate Finance. He later moved to Banco Finantia, a small Portuguese investment bank, where he exercised roles as Head of Research and as a Director in the Corporate Finance department. In 2001, Walter moved to the CGD Group to help found a corporate venturing operation specialized in investing in and developing internet and technology start-ups. Walter has an MBA in International Management from Universidade Católica Portuguesa. Walter is currently responsible for managing Caixa Capital's entrepreneurship and innovation VC fund, FCR Empreender+.

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## Keynote Speakers, 22.07.2013

### Oliver Rohrich, ISCTE-IUL

Oliver Rohrich is the Coordinator of the Personal Development Program of the ISCTE Business School/INDEG and Faculty for Personal Skills of the Executive MBA of ISCTE Business School. Author of 2 books - on Emotional Intelligence and on Recruiting he conducted an innovation study (How to lead people to be more innovative). Being a certified trainer in NLP, Oliver holds a Degree in Business Administration and a Master Certificate in systemic Coaching.

### Vasco Trigo – Portuguese Radio Television Journalist (Independent Journalist)

Vasco Trigo is the host and editor of the magazine "Com Ciência" at the Portuguese Radio Television (RTP) where has been a Journalist at RTP2. He made his career at RTP, the largest national public television. He is a professor at the School of Social Communication at the Polytechnic Institute of Lisbon and Universidade Autónoma de Lisboa. He made political journalism, presented the 24 hours, Telejornal, Jornal 2. He was distinguished in journalism dedicated to the Technology and Science field, namely through coordination and presentation, over 16 years, of the Weekly Magazines "2010," ComCiência, the program, "Só Energia". He received the Seeds of Science Award (Ciência Hoje) and the Award "Person of the Year in the field of Information Society," by the Association for the Promotion and Development for the Information Society, both in 2009.

### Andre Lee, Snowflake CEO & Founder

Andre is the CEO and founder of Snowflake. He always had a passion for building new businesses and markets inventing business models that can scale across borders. He spent many years in capital markets and investment banking, and was a pioneer in developing Asia's bond markets. After that started 01 Inc. in Korea, that built, among others, a comprehensive debt issuance and trading platform that was web centric and enterprise driven. He maintained his strong bond to Asia by helping SME in Asia and the USA with financing transactions, and cross border business development. At Intellectual Ventures (IV), the focus was on finding and working with inventors across both geographies, developing them into patents that could be licensed later. Andre built distributed networks, business operations in multiple countries, new investment and business models global in scope and managed multidisciplinary teams, inclusively.

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## Keynote Speakers, 22.07.2013

### João Garcia da Fonseca, CEO Biosurfit

João is excelling at the CEO role, setting the agenda and staying focused. He learns from prior entrepreneurs' experience that building the team makes the difference. His vision for Biosurfit is shared by all. João keeps on inventing, prototyping and defining products. With a strong scientific background in different fields, he is author or co-author of nine patents and patent applications. João has been recognized for his work with different awards, namely the Young Entrepreneur of the Year Award in 2007. João holds a PhD in Physics Engineering from the University Louis Pasteur of Strasbourg from Technical

### Paulo Trezentos – Caixa Mágica, Technical director of the portuguese Linux Distribution

Paulo Trezentos has an MSc in Informatics Engineering from ISCTE-IUL. He is a Teacher assistant at ISCTE-IUL, lecturing Operational Systems and Computing Architecture. He is also a researcher at ADETTI, ISCTE's-IUL research centre. His main scientific interests are: operating systems, high performance computing / grids and Open Source development. He has been involved in several projects namely: HICOD2000 - European Space Agency (ESA) project in the fields of security and Grids; Arco - Grid project with Biblioteca Nacional for digital library storage; EDOS - Leader of the CM team in EDOS, one of the largest IST funded European projects in the area of the R&D of Linux tools & open source software. He is a Co-Founder of an IT & Software ISCTE-IUL spin-out Caixa Mágica where he is a Chief Technology Officer.

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# BEYOND THE BUSINESS PLAN

[www.mitportugal-iee.org](http://www.mitportugal-iee.org)

