



BUILDING GLOBAL INNOVATORS[®]
IUL MIT PORTUGAL CAIXA CAPITAL COMPETITION

e-Teams II Bootcamp 4th Edition Program

ISCTE-IUL, 22nd – 23rd November 2013

Building Global Innovators Venture Competition

E-teams II bootcamp@22.11.2013

Friday, 22-11-2013		Speakers	Room	Output	Pre-Read & Preparation
Time	Session				
08:40 – 08:55	Registration		Auditorium B203		
09:00 – 10:30	How to pitch to American investors, partners, customers.	Charlie Cameron leads (with support from Richard Kivel).		Basics on what should be in an investment pack. Mechanics: Session starts with keynote introduction followed by an Ice breaker of 1 min. Pitch/intro/team. Outputs: Guidelines to teams on 30' Elevator pitch and 10-slide presentation, Exec. Summary.	a) Investor Pitch http://www.mit100k.org/resources
10:30 - 10:45	Coffee break				
10:45 - 13:00	Breakout session: hands on work & practice the American style 30-sec pitch & 10-slide PPT.	Experts go round the room and vet (CC, RK, LMB, TS, GAA, MR etc)	Auditorium B203; C2.02; C6.06; C6.09	Outputs: Teams work in applying knowledge from previous session (perfected Investors' pack). Mechanics: This session can involve one to one review on individual teams materials and	
13:00 – 14:00	Networking Lunch	Keynote: Microsoft or Google.	lobby		
14:00 – 16:00	Early stage investing: standard termsheets, terms & valuations.	Charlie Cameron leads w/ support input from Richard Kivel	Auditorium B203	i) Details and examples of US style termsheets and Investors terms (including company types, location (HQ/subsidiaries). ii) Strategies for resource maximisation: front office and back office strategies. (pre & post), dilution & cap table basics, iii) What investors look for in great teams. iv) Investment readiness: Due diligence process, startup hygiene basics, Advisory boards etc. Mechanics: Based on depiction of real life examples.	Term Sheets & Valuations - A Line by Line Look at the Intricacies of Term Sheets & Valuations (Bigwig Briefs) [Paperback] Alex Wilmerding (Author), Aspatore Books Staff (Author), Aspatore.com (Author).
16:00 – 16:15	Coffee break				
16:15 – 18:30	10 min. Deck presentation (10-slide) & 5 min Feedback / team	Charlie Cameron leads with support from all other	3 paralell sessions (Auditorium B203; B2.01; B2.02)	1. Health Tech, 2. Smart Cities, 3. IT, Web & Mobile. 6 teams per room. 5 min. Feedback per team	
18:30 – 21:00	Networking dinner	Can Richard Kivel be invited to provide a keynote on a specific theme?	@ Indeg (Club-i)	Networking opportunity	

Building Global Innovators Venture Competition

E-teams II bootcamp@23.11.2013

Saturday, 23-11-2013

Time	Session	Speakers/Presenters	Room	Output	Pre-Read & Preparation
9:00 – 11:00	eTeams III Preparation: How to create a campaign, how customers make decisions, and how to introduce themselves to a potential partner, customer, investor.	Charlie Cameron with support from LMB, Ted Selig, GAA & Magnus Rehn	Auditorium B203	Deliverables: Difference between a Sales presentation and an Investor pitch (practice examples). Understand the sales decision process (organizational, buyer vs user) and the sales cycle timings, budgets etc).	Marketing & Sales video: http://ecomer.stanford.edu
11:00 – 11:15	Coffee break		lobby		
11:15 – 13:00	Do's & Don'ts with your Catalysts / Partners: structuring key contacts and conducting interview. How to follow up with contacts.	Llarras moderates a roundtable panel w/ testimonials from BGI Alumni Founders & Ted Selig (Catalyst)	Auditorium B203	Deliverables: Plan, forecast & manage key contacts # of outreaching calls to potential partners, customers, investors. Dealing with your catalyst.	Mentor & Ecosystem Guidance: http://hbr.org/product/hbr-guide-to-managing-up-and-across/an/11218-PBK-ENG http://www.amazon.com/Harvard-Business-Strategic-Management-Paperback/dp/1422114929
13:00 – 14h00	Networking Lunch	Keynote speaker: Charles Buchanon / FLAD			
14:00 – 15h30	Preparing & qualifying for e-teams III @ MIT & Catalyst / team goal setting: Set milestones (contacts, product features, sales, pilots, validations etc).	Experts go round the room and vet: 1. Venture milestones for next 18 months; 2. Product brochure / flyer; 3. Designing pilots & demos; 4. Customer and market validations; 5. List of key contacts that want to reach out while in Boston; 6. Advisory board formation (key	Auditorium B203	Individual teams work on assignment (6 deliverables) as groundwork for Catalyst program.	Technology Ventures - from idea to enterprise. Buyers, T., Dorf, R., Nelson, A. McGraw Hill, 3 rd Ed. - Basic templates/guidelines on 6 deliverables will be provided.
15h30 – 16h00	Coffee break		lobby		
16h00 – 17h00	Closure & final comments	Keynote speaker: Stephan Morais.	Auditorium B203		

Building Global Innovators Venture Competition

Keynote Speakers

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).

Stephan Morais Caixa Capital Executive Director

Stephan Morais is currently an Executive Director of Caixa Capital, the Private Equity and VC arm of the Caixa Geral de Depósitos Banking Group. Prior to his role at Caixa Capital, he was Deputy CEO and an active Board Member of Banco Nacional de Investimento - Mozambique's first investment bank. Stephan brings with him a very diverse professional and international background, having exercised roles in private equity, investment banking, consulting, management and entrepreneurship across four different continents. Mr. Morais holds a Civil Engineering degree from Instituto Superior Técnico and an MBA from Harvard Business School. In 2010, he was appointed as a Young Global Leader by the World Economic Forum.

Building Global Innovators Venture Competition

Keynote Speakers

Ricardo Torgal **Portfolio Manager at Caixa Capital**

Ricardo Torgal is a Portfolio Manager at Caixa Capital the venture capital and private equity arm of Caixa Geral de Depósitos, Portugal's largest financial group. Ricardo is currently responsible for managing Caixa Capital's venture capital portfolio and initiatives, which include direct investments (health care, IT and media), fund of funds operations (business angels and other venture capitalists) and Caixa Capital's international network. Prior to that, he was controller and project manager at Centrocar (Ascendum Group) and financial analyst at BPI Private Equity / Inter-Risco. Ricardo has a Degree in Business Administration from Universidade Católica Portuguesa and a MSc in Information Technology, Management and Organizational Change from Lancaster University Management School.

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+.

Charlie Cameron, Senior Vice President, **Business Development at Cooley, LLC**

Charlie Cameron is a seasoned business professional with two decades of helping technology companies in all industries on their growth and financing strategies. Mr. Cameron serves as a Senior Vice President of Business Development. He joined the Firm in 2008 and is resident in the Boston office. Mr. Cameron's background includes over 20 years of management consulting, strategy, and marketing experience prior to joining Cooley. This includes extensive consulting, board work, mentoring and coaching with early-stage, venture-backed, and Fortune 500 firms. Having worked in over 20 countries, including being based in Geneva, Switzerland and spending significant time in Russia and Asia, he brings a global perspective to business, marketing and entrepreneurship. He has been an executive Panelist, IMD, Switzerland, for the World Competitiveness Yearbook, from 2003 to the present. He has built an extensive network of entrepreneurs, VCs, angel groups, bankers, lawyers and accountants. Mr. Cameron is also the Founder & Managing Director of Hub Angels Investment Group. Mr. Cameron's perspective on business issues offers a strategic point of view and he regularly sits in on meetings with Cooley clients.

Building Global Innovators Venture Competition

Keynote Speakers

Luca Rossetini – CEO & Co-founder of D-Orbit

Luca is a visionary entrepreneur, seeking a profitable and sustainable expansion of the human kind in space. In 1998 Luca quits his Airborne Officer career and got a master in Aerospace Engineering in Italy (2003). After a year working in a US research lab on nanotechnologies applied to space propellant, he came back to Europe, where, in 2005, he successfully concluded a master in Strategic Leadership Towards Sustainability. During his Ph.D. studies in Advanced Space Propulsion – concluded in 2008 with honors – Luca founded IRTA. In 2006 he co-founded The Natural Step Italia, where the idea of applying strategic sustainability concepts to the space sector originated. In 2008 he applied for the European Astronauts Corp among 10,000 candidates. He went through the whole selection and positioned among the first one hundred. Nevertheless, his motivation pushed Luca to find another access to space. In 2009 Luca won a Fulbright scholarship and in 2010 obtained a Certificate in Technology Entrepreneurship in Silicon Valley, California. After an internship position at NASA Ames Research Center, Luca Rossetini went back to Italy and founded D-Orbit, developing a solution for Space Debris. Luca loves parachute jumping, scuba diving and eats science fiction books.

João Afonso – CEO & Co-founder of Musikki

Joao Afonso is the founder and CEO of Musikki. He has a degree in New Technologies of Communication and a Master Degree in Multimedia Communication. He dropped his PhD to concentrate all efforts on Musikki, winner of the 2012 ISCTE-IUL MIT Portugal Venture Competition and second place on Samsung SIM (Samsung Portugal award for creativity). While studying, he worked at EMI - Valentim de Carvalho and co-founded wahWah, an independent record store. In recent years, he worked as a researcher at the University of Aveiro and Portugal Telecom.

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Directions to ISCTE-IUL

Venue: Auditorium
B203, Building II, 2nd
floor

**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)

