



# EMPREENDEDORISMO EM CIÊNCIAS

1º Ciclo de Estudos  
FCUL

Aula 1

# REMOTE CLASSES SURVIVAL RULES



HAVE SOME  
CLOTHES ON



SMILING FACES  
ARE WELCOME



BRAIN ON,  
SOCIAL MEDIA OUT

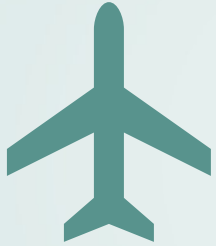


IT'S GOING TO GET  
PHYSICAL. BE PREPARED

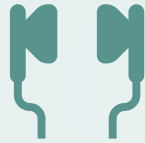


BRING A COOL  
ATTITUDE

# REMOTE CLASSES SURVIVAL RULES



CELLPHONE ON  
FLIGHT MODE



PHONES IN,  
WORLD OUT



HAVE A SMALL  
SNACK NEARBY



FUNNIEST MUG  
YOU CAN FIND



DON'T BE A  
CACTUS



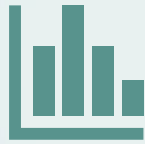
PUT SOME WARM  
SOCKS ON!

# REMOTE CLASSES SURVIVAL RULES

Symbols to remember. Trust me.



SOMEONE IS ABOUT  
TO GET LUCKY!



QUESTIONS  
TIME



TEAM WORK



FAST TALK  
MOMENT



CREATIVE  
MOMENT

# Why us?

## Rita Tomé

Dealing with entrepreneurs, start-ups, wannabe's crazy scientific ideas, innovation, innovator, inventors, investors and everyone in the same wavelength **EVERY DAY!**

- Works in Tec Labs(Innovation Center of FCUL) since 2013 and in 2019 assumed the **coordination of the Incubator and Tech Transfer office** from the Faculty of Sciences.



- Degree in **Journalism** and covered topics of **economy and entrepreneurship for more than 10 years.**
- Expertise in the fields of **creativity, innovation, design thinking, entrepreneurship, communication and digital marketing areas.**



# Why us?



**Teresa Vieira**

**30 years creating business and companies**

**ISCTE IUL**

**Instituto Universitário de Lisboa**

- Degree in **Economics**
- **Management and Administration** Specialist
- Advanced Management Programme for Executives
  
- Lecturer at FCUL
- Lecturer at ISCTE
- Secretary of the General Assembly of the Association SFCOLAB - Laboratório Colaborativo para a Inovação Digital na Agricultura
- Chairman of the Supervisory Board of FCIências.ID - Associação para a Investigação e Desenvolvimento de Ciências (FCUL)
- Director of Food at SGS Portugal
  
- **Executive Director in 15 companies** (several industries)
- **Founder and manager of 5 companies** (several industries)

# Why us?



## Ana Prata

Working & learning with entrepreneurs for almost a decade

(from start-ups to multi-nationals)



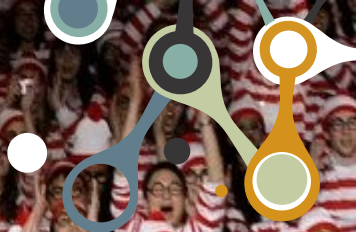
- Master degree in **Applied Microbiology**
- University **student 5 years ago**
- Circular Economy World Program by **Ellen MacArthur Foundation** member
- Google Marketing Innovation Program
- Technology Entrepreneurship: Lab to Market, a Harvard University Course
- Member of Circular Economy Club Lisbon & Circular Economy Portugal
- Participated in more than 10 start-up accelerators and competitions
- Invited Professor at FCUL for Innovation & Entrepreneurship
- **Co-Founder** and **CEO** of MY.SKINMIX Ida
- **Partner/ Business Planning & Control** at Last2ticket Ida
- **Mentor for Sustainability & Circular Economy** at Grupo Nabeiro (**Delta Cafés**)



**WHAT ARE WE DOING HERE?**







# OUT OF THE BOX TO YOU!




**PREPARE FOR THE RIDE!**





# Program

fevereiro 2020



**09/10 FEV-** Apresentação da disciplina. Expectativas e Objetivos. Métodos e elementos de avaliação ao longo do semestre. Escolha dos grupos de trabalho para projetos I2B.

Emprego versus negócio. Soft skills e vantagem no mercado atual. Empreendedorismo - Conceito de empreendedorismo. Competências empreendedoras. Inter e Intraempreendedorismo. Empreendedorismo social e económico. Start-ups Versus PMEs.

**16/17 FEV-** Inovação e os seus diversos modelos - Conceito de Inovação. Inovação radical e incremental. Outros modelos de inovação. Blue Ocean Strategy. A Propriedade intelectual (PI). Código de propriedade industrial na U.Lisboa. Patentes e outras formas de proteção.

**23/24 FEV-** WORKSHOP em Design Thinking – Parte 1.

Pensamento criativo e disruptivo - Design Thinking como ferramenta. Conceito de disrupção tecnológica. Desenvolvimento de produto. O método do Design Thinking. MVP e pivotação.



# Program

março 2020

**02/03 MAR-** WORKSHOP em Design Thinking – Parte 2 (WALLET EXERCISE).

Introdução ao Business Model Canvas (BMC) - Construção de modelos de negócios. Tipologias de Modelos de Negócio. Selecção e elaboração das propostas I2B/grupo– título e resumo do conceito.

**09/10 MAR-** Seminários por Oradores Externos

**16/17 MAR-** Ideação. Proposta de valor. Segmentos de clientes e formulários de hipóteses.

Projectos I2B - Definição da proposta de valor. Definição dos segmentos de clientes. Definição das hipóteses a testar. Implementação dos testes necessários para validação das hipóteses.

(alunos devem trazer um computador/tablet por grupo)

**23/24 MAR-** Gestão de Comunicação. Comunicação de ciência. Comunicação profissional. Comunicação pessoal. Pitching e a arte de convencer.

**30/31 MAR-** Princípios de Gestão. Princípios de Finanças. Plano financeiro e plano de negócios.

Validação do BMC dos projectos I2B. Selecção e validação do modelo de negócio. Estruturas de custos e receitas dos projectos I2B. Trabalho de grupo nos Canvas e Pitch.



# Program

ABRIL 2020



06/07 ABR - 1ª Apresentação dos projectos I2BTeams (BMC e validação)(10 min). Entrega da 1ª Versão da tela BMC.

**13/14 ABR** - Fontes de financiamento e investimento. 3Fs. Financiamento público Versus Investimento privado. Crowdfunding. Seminários por oradores externos (especialistas em financiamento de start-ups).

20/21 ABR - Pitch individual sobre tema à escolha por cada aluno (2 min).

27/28 ABR - Pitch final das I2BTEAMS (5 min). Entrega do BM Canvas Final e de todo o material produzido pelo projecto. Conclusões e encerramento da disciplina.

# Program

INNOVATION, TECHNOLOGY TRANSFER & ENTREPRENEURSHIP

GO TO MARKET PLAN

Business vs job

Soft skills valorisation

Design Thinking

Communication in Sciences

Intellectual property

Business Model

Business Model Canvas

Management principles

Financing sources

Invention VS Innovation

Start-ups VS PME

Types of innovation

# BOOKS YOU SHOULD CHECK

Yes... All of them!



- Clark, T., Osterwalder, A. e Pigneur, Y (2009), "Business Model Generation". Self Published. ISBN:978 2 8399 0580 0.
- Osterwalder, A., et al. (2014), "Value Proposition Design"
- Clark, T., Osterwalder, A. e Pigneur, Y (2012), "Business Model You"
- Steve Blank. (2013). The four steps to Epiphany. Self Published. ISBN: 0 989 200 507.
- Eric Ries. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business, USA. ISBN 978-0-307-88789-4.
- Biodesign Website: <http://www.stanford.edu/group/biodesign/cgi-bin/ebiodesign/>
- Ambrose, G. e Harris, P. (2009), "Basics Design 08: Design Thinking", AVA Publishing SA
- Blank, S. e Dorf, Bob (2012), "The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company", K & S Ranch
- Campinos, A., et al. (2010), "Código da Propriedade Industrial - Anotado", Almedina
- Entrepreneurship Monitor – GEM Portugal 2014
- Ernest & Young (2011), "Nature or nurture DNA"
- Gleij, Jocelyn K. (2014), "Make your Mark: The Creative's guide to building a business with impact", Amazon Publishing
- Hoffman, R. e Casnocha, B. (2012), "The startup of you: Adapt to the Future, Invest in Yourself, and Transform your Career", The Alliance
- Kawasaki, G. (2004) "The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything"
- Kelley, T., Littman, J. e Peters, T. (2001), "The Art of Innovation - Lessons in Creativity from IDEO, America's Leading Design Firm", Profile Business
- Mota, A., e Custódio, C. (2006), "Finanças das Empresas", Booknomics
- Rede ETC - Universidade de Lisboa (2014), "Princípios Gerais e Carta de Boas Práticas"
- Regulamento de Propriedade Intelectual da Universidade de Lisboa
- Rocha, M. e Carreiro, H. (2005), "Guia da Lei do Direito de Autor na Sociedade da Informação", Centro Atlântico
- Smith, J. e R. Smith (2004, 2ª Ed.), "Entrepreneurial Finance", Willey
- Summers, J. E Smith, B. (2009), "Communication Skills Handbook", John Willey & Sons Ltd
- Timmons, J., A. Zacharakis e S. Spinelli (2004), "Business Plans that Work", McGraw-Hill
- Tzu, S. (1997), "The Art Of War"
- Vários Autores (2013), "A Alma do Negócio: Um guia prático para os empreendedores em Portugal", Sabedoria Alternativa
- WSI (2013), "Digital Minds: 12 Things Every Business Needs to Know about Digital Marketing", Friesenpress
- Young, S. (2012), "The Badass Book of Social Media and Business Communication", Get in Front Communications, Inc.



# LINKS YOU SHOULD CHECK

It's safe! Kind of...



- **Tools for Business Model Canvas -**  
<http://www.businessmodelgeneration.com/canvas/bmc>
- **Entrepreneur Magazine -**  
<https://www.entrepreneur.com/magazine>
- **Forbes Magazine Entrepreneur Section -**  
<http://www.forbes.com/entrepreneurs/#5ae45ac06ce7>
- **ENTREPRENEUR ON FIRE PODCAST -**  
<http://www.eofire.com/podcast/>
- **Patente Scope (base de dados do WIPO -**  
[patentscope.wipo.int/search/en/search.jsf](http://patentscope.wipo.int/search/en/search.jsf)
- **EP Espacenet (base de dados do EPO) -**  
[worldwide.espacenet.com/?locale=en](http://worldwide.espacenet.com/?locale=en)
- **Instituto de Apoio às Pequenas e Médias Empresas e Inovação -**  
[www.iapmei.pt](http://www.iapmei.pt)
- **Instituto Nacional da Propriedade Industrial (INPI) -**  
[www.inpi.pt](http://www.inpi.pt)



# WHO ARE YOU?





# You have:

- 1 minute to grab the object that best defines you.
- 20 sec to present you + your object

Name  
City you're in  
Course  
Why does that object define you?



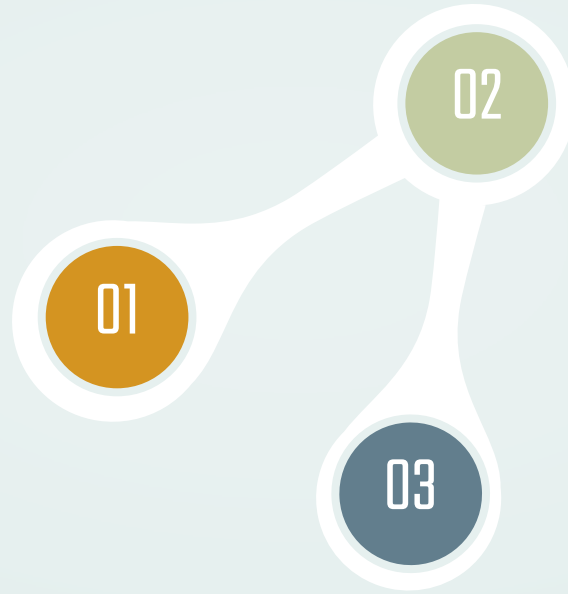
# Who are you?

YOU = MINI ENTREPRENEURIAL  
IMMERSIVE EXPERIENCE (K2B)



# HOW WILL WE TEACH YOU?

LEARNING BY DOING Methodology



Challenges & Gamification  
*(yep, competition will occur!)*

Story Telling & Inspirational  
Teaching

# HOW WILL WE EVALUATE YOU?

Well... This is still a class in College ... grades are needed!

Continuous (really!) evaluation = Compulsory presence

Soft skills development – Communication, participation, argumentation & evolution

I2B Project – 2 PITCHs (team)

Individual PITCH

Business Model Canvas

I2B materials to deliver



# I2B PROJECTS

Innovation to Business



**Groups of 4-5 students**  
(different backgrounds advised)

**Project focused on your own ideas!**  
(yes, start thinking!)

**Goal is to validate idea w/ market!**

**We will use Business Model Canvas Method & Pivoting**

**Final proposal will be a valid & structured idea!**



## Evaluation chart

Group presentations	BMC	MVP	Interviews & Forms	Attendance	Evolution	Individual Pitch	EXTRA VALUE
35%	20%	10%		10%		25%	INDIVIDUAL PITCH WINNER

**Presentations support materials should be delivered 1 day before the presentation**

**Discussion will be made by another group**

(that will also be evaluated, including non constructive approaches!)

Not everyone in the group needs to pitch – but **everyone needs to participate!**



# WHAT YOUR COLLEAGUES HAVE TO SAY ABOUT THIS



"This course motivated me to think about my future career and the importance of the start ups. I think that the course was one of the best courses I ever had in my education history. It opened my mind and helped me to developed my soft skills which will be more helpful in my future life than "dry" academic knowledge."

—Erasmus Student, IE 2016

"É de facto uma disciplina que superou as minhas expectativas. Pensei que fosse ser algo do mesmo género a uma cadeira anterior do mesmo tema, mas é bastaste mais educativo. Não é apenas copiar e colar do material apresentado nas aulas, exige mesmo a aprendizagem por nós próprios. Dou por mim a pensar em possíveis ideias de negócio/oportunidades no decorrer do meu dia-a-dia, aliás vou iniciar um pequeno negócio entretanto e espero pôr em prática muitos dos conhecimentos aqui adquiridos. Obrigada."

—Master Student, ITT 2016



"I found this subject the most important of all. Doesn't matter what you study, all of us should complete this subject. The passion of the teacher is very helpful and motivating. I guess (...) we should have had more meetings with successful entrepreneurs (...). Good job!"

—Erasmus Student, ITT 2016

"A cadeira é muito trabalhosa! Mas mudou a minha vida!"

— Master Student, TTC 2015

"Adorei, acho que isto é muito mais do que uma cadeira, é uma experiência, Obrigada!"

— PhD Student, Empreendedorismo 2016



# MY CHALLENGE TO YOU





**LEARNING BEGINS WHEN  
YOU FEEL  
UNCOMFORTABLE...**

# THANK YOU

Do you have any questions?

[asprata@fc.ul.pt](mailto:asprata@fc.ul.pt)

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