

## STARTUP RESEARCH 2024 ATTEMPTIVE SCHEDULE & PROGRAM

Week	Date	Format	Topic	Speaker(s)
1 (Bootcamp)	Thu may 2 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	<b>Opening Bootcamp:</b> - Welcoming - Intro to the course / IP Lock / Individual roundtable presentations - Featured talk: “Science and Entrepreneurship – what’s there to be taught?” - Team/Idea presentation	Welcoming: <b>ITQB NOVA Dean’s Office: Raquel Sá-Leão</b>  <b>Course Intro. - Miguel Santos</b> , ITQB NOVA; Venture A5  IP Lock explanation: <b>Pedro Pedrosa</b> ITQB NOVA Innovation Office  Featured talk: <b>Nuno Arantes de Oliveira</b> , NOVA SBE; Clinical Research Ventures (CRV) Partner.
1 (M1 Day1)	Fri may 3 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	<b>Introduction to (Bio)entrepreneurship</b> What is entrepreneurship. Types of entrepreneurs What is a company. Types of companies. What is a Start-Up, difference between a Start-Up and a “normal business”. Types of Start-Ups. The Biotech Start-Up venture cycle; a generic case study. What is the right time to start a Start-Up? Entrepreneurship quiz.  <b>CREATIVITY GROUP EXERCISE</b>	<b>Miguel Santos</b> , ITQB NOVA; Venture A5
1 (M1 Day2)	Sat may 4 9h:00 – 13h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	<b>Introduction to Innovation and Innovation thinking</b> The evolution of the innovation thinking. Innovation as a process that can be learnt. IP – the valuable asset. Common trends. The lean Start-Up Method.  <b>Assignment 1: Generating a Concept, Mission, and Vision; first idea of a minimum value product/service (mvp/mvs) for the new Venture.</b>	<b>Miguel Santos</b> , ITQB NOVA; Venture A5
2 (M1 Day3)	Thu may 9 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	- <b>Team presentations &amp; feedback Deliverable 1</b>  . Briefing on technology readiness level, platform technology; value offer and segmentation, IP and Risk Management.  Practical Exercise: . Defined critical milestone for project valuation taking into consideration bringing the technology from TRLX to TRLX+2, or to a min TRL6. . Preliminary analysis of the IP status (freedom to operate), regulatory framework, competitive advantage. . Define your value offer and segmentation.  <b>Assignment: Validate milestones, IP status &amp; strategy, regulatory framework, and value offer (mvp/mvs) assumptions using Lean (feedback) methodologies – for presentation</b>	<b>Miguel Santos</b> , ITQB NOVA; Venture A5
2 (M1 Day4)	Fri may 10 14h:00 – 19h:00	On line / Remote Session	<b>Intellectual Property</b> - IP Protection. Types of IP/Patent structure and life cycle (LG) – In practice - Patenting: Markets & Strategy: definition of rights, royalties, freedom to operate, types of IP/TT agreements in the scope of open innovation - case studies (DJ) - Team-to-Mentor interaction and framework setting - work as group (DJ)	<b>Lígia Gata</b> , Founder & Partner Intellectual Property Services (IPS).  <b>Dipanjan Nag</b> , Rutgers University NJ, USA; CEO of Inovaito Corp.
3 (M1 Day5)	Thu may 16 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	<b>Live Session</b> “Creating and Managing Entrepreneurship Teams”	<b>Susana Carvalho</b> , Founder and Managing Partner, <i>Business Setting</i>

3 (M1 Day6 End M1)	Fri may 17 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	<p><b>The importance of the regulatory framework in business planning</b></p> <p>Regulatory Intelligence in action: Development and execution of regulatory plans and strategies to ensure operational excellence and facilitate Management decisions in fulfilling the company's Strategic Plans: The Bial Experience.</p>	<p><b>Paula Costa</b>, VC Head of Regulatory Affairs, Bial</p> <p>Case history: <b>Rita Bárçia</b>, VC Process Development &amp; Operations, SIRPant Immunotherapeutics</p>
4 (M2 Day 1)	Thu may 23 17h:00 – 21h:00	Presential @ NOVA SBE – room to be defined	<p><b>The Start-Up Mindset</b></p> <p>In this session we will discuss the importance of the entrepreneurial ecosystem, debunk myths about entrepreneurs, discuss roadblocks that often influence the flow of the entrepreneurial path, and finally, present some useful principles to guide the entrepreneur in this journey.</p> <p><i>Story Session</i> "Crossing the valley of death: challenges and strategies for biotech ventures"</p>	<p><b>Pedro Neves</b>, NOVA SBE</p> <p><b>Rita Mendes</b>, NLC Health Ventures</p>
4 (M2 Day2)	Fri may 24 14h:00 – 19h:00 (4h)	Presential @ NOVA SBE – room to be defined	<p><b>Demystification of economic and financial concepts.</b></p> <p>Implicit and explicit costs. Fixed costs. Sunk costs. Incremental costs and revenues. Side effects. Economies of scale, break-even and shut down. Overhead pricing. Optimal pricing. The time value of money.</p> <p><b>Story Session</b> "Building a better future for cancer patients by developing novel tools for both, early cancer diagnostics and personalized selection of best curative treatments."</p>	<p><b>Miguel Lebre de Freitas</b>, NOVA SBE</p> <p><b>José Leal</b>, CEO Ophiomics</p>
4 (M1 Evaluation)	Sat may 25 9h:00 – 13h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	<p><b>Project Presentation by Students/Teams 15-20 min):</b></p> <ul style="list-style-type: none"> <li>- Concept, Mission, and Vision; Value offer (mvp/mvs) for the new Start-Up Venture.</li> <li>- IP strategy</li> <li>- Regulatory framework and time-to-market prediction</li> <li>- Preliminary Lean "Problem" Validations</li> </ul>	<p><b>Miguel Santos</b> ITQB NOVA; Venture A5</p> <p><b>John Freshley</b>, CEO Bioscience Navigators</p>
5 (M2 Day3)	Tue may 28 17h:00 – 21h:00	Presential @ NOVA SBE – room to be defined	<p><b>Introduction to Entrepreneurial Finance</b></p> <p>This session is devoted to the introduction of the fundamental accounting concepts, such as balance sheet, equity, profit and loss, cash flows, cash burn and very early-stage financing.</p>	<p><b>Paulo Pinho</b>, NOVA SBE</p>
5 (M2 Day4)	Wed may 29 17h:00 – 21h:00	Presential @ NOVA SBE – room to be defined	<p><b>Start-Up Costing &amp; Financing I</b></p> <p>This session is devoted to early-stage financing. Topics include seed funding, angel financing, loans, asset-based lending and venture capital deals.</p> <p><i>Story Session</i> "STAB VIDA - the early starting days"</p>	<p><b>Paulo Pinho</b>, NOVA SBE</p> <p><b>Orfeu Flores</b>, CEO STAB VIDA</p>
6 (M2 Day5)	Thu jun 6 17h:00 – 21h:00	Presential @ NOVA SBE – room to be defined	<p><b>Customer Value Proposition and Marketing Strategy</b></p> <p>Innovation is a customer-centric process. This session focuses on leveraging customer understanding to create a clear customer value proposition and develop a solid marketing strategy. Topics discussed include customer insight and its sources, job-to-be-done, consumer decision journey,</p>	<p><b>António Marinho Torres</b>, NOVA SBE</p>

			competitive differentiation, segmentation, targeting, and positioning.	
6 (M2 Day 6)	Fri jun 7 14h:00 – 19h:00	Presential @ NOVA SBE – room to be defined	<b>Business Model and Marketing Tactics</b> Business model is the integrated array of distinctive choices specifying how a company creates, accesses, delivers, and captures value. This session focuses on understanding and balancing these choices to develop a high-potential business model supported by effective marketing tactics. Topics discussed include customer value proposition, go-to-market strategy, technology & operations, profit formula, and marketing mix.	<b>António Marinho Torres</b> , NOVA SBE
7 (M3 Day 1)	Thu jun 20 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	. Project Review & Presentations by Teams - Q/A  . Pitch workshop  . Essential components for an Executive Summary  <b>Assignment 3: Executive Summary &amp; Pitch Deck (Due at the end of the course)</b>	<b>Miguel Santos</b> , ITQB NOVA; Venture A5
7 (M3 Day 2)	Fri jun 21 14h:00 – 19h:00	Presential @ Location to be defined	Workshop “Stage Body Language”	<b>Tomás Baêna</b> , Founder and CEO of InBodyLanguage.
8 (M2 Day 7))	Wed jun 26 17h:00 – 21h:00	Presential @ NOVA SBE – room to be defined	<b>Start-Up Costing &amp; Financing II</b> This session is devoted to later stage funding and exits. Topics include later stage VC rounds, venture loans, exit strategy.  <b>Story Session</b> “CellMabs – A Successful NOVA ToT”	<b>Paulo Pinho</b> , NOVA SBE  <b>Nuno Prego Ramos</b> , CEO CellMabs
8 (M2 Day 8 End of M2)	Fri jun 28 14h:00 – 19h:00	Presential @ NOVA SBE – room to be defined	<b>Presentation by Teams - Business Model &amp; Financial Plan</b>	<b>Paulo Pinho &amp; António Marinho Torres</b> , NOVA SBE
9 (M3 Day 3)	Thu jul 4 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	Workshop: Science Communication to a Non-Scientific Public: “The Power of Words”	<b>Isabel Mendes</b> , Independent Copywriter
9 (M3 Day 4)	Fri jul 5 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	. <b>Story Session</b> <i>The Good Dog Food Milestones &amp; Investment Rounds</i>  Team presentation of Integrated Pitch – Feedback I	<b>Miguel Santos</b> , Venture A5  Invited Guest: <b>Hélder Cruz</b> , Partner and CSO of Good Dog Food
10 (M3 Day 5 End of M3)	Fri jul 12 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 <sup>th</sup> Floor) Classroom	. Team presentation of Integrated Pitch – Feedback II	<b>Miguel Santos</b> , Venture A5  <b>John Freshley</b> , CEO Bioscience Navigators
10 (M3 Day 6 End of M3)	Sat jul 13 9h:00 - 13h:00	Presential @ Location to be defined	Surprise Pitch Exercise	<b>Miguel Santos</b> , ITQB NOVA; Venture A5
11	Wed jul 17 17h:00 – 21h:00	Presential @ ITQB NOVA MAIN AUDITORIUM	Late Afternoon Rehearsals	<b>Miguel Santos</b> , Venture A5  <b>John Freshley</b> , CEO Bioscience Navigators
11 (Optional)	Fri jul 19 14h:00- 17h:30	<b>Presential @ ITQB NOVA MAIN AUDITORIUM</b>	Open Session: Final Pitch & Graduation Session  Featured Talk: “Innovation Strategy Towards Venture Success”  - Pitch presentations & Q/A	- Host: <b>Miguel Santos</b> , Venture A5  - Featured Talk: <b>Miguel Cardoso Pinto</b> , Partner, and Head of EY-Parthenon Portugal; and Advanced Manufacturing and Mobility Leader, EY-Parthenon, Ernst & Young, S.A.