



2024



2024 Flyer - Meet the Program

<https://startupresearch.itqb.unl.pt/>



2024



The *StartUp Research* Mission is two-fold:

1- *To endow researchers with Open Innovation mind sets and management skills, thus enhancing their career prospects, both in academia and within the industry sector;*

2- *To enhance the translational value of research results obtained in R&D clusters, to promote their social impact and sustainability of the innovation ecosystems.*



**2024**



A PRE-ACCELERATION PROGRAM W/ THE FOLLOWING GOALS:

- I. Complement the education (8 ECTS) of scientists by providing (Bio)Entrepreneurship skills,
- II. Provide scientists with an understanding of what is involved in the incorporation, organics, and development stages of a Start-Up venture,
- III. Provide scientists with the tools to develop a business model.



The *StartUp Research* Program evolves around participant's ideas through teamwork. Teams of 3-4 elements will be formed around ideas fed by participants.

**“Can I integrate the program without an idea?”**

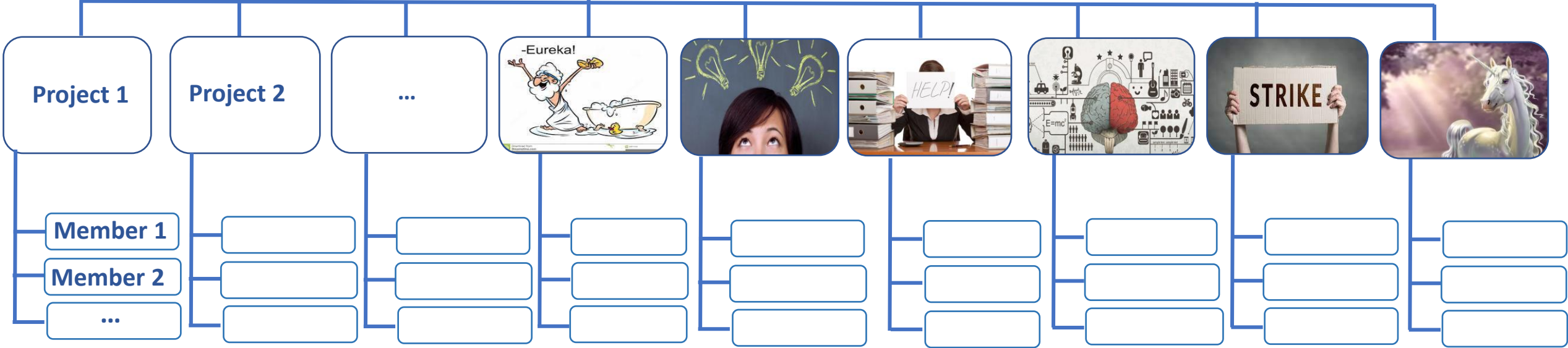
*Yes. Only 5 to 8 ideas in total are developed in each StartUp Research edition. Ideas are chosen according to **TRL** and perceived impact. Teams will be formed according to students' affinities, perceived complementarities and areas of interest. Students without an idea will be integrated in one of the teams.*

By bringing your own idea to the course, you'll take maximum advantage of the learning experience. Even if it won't be developed during the course, your idea is valued during the student selection process, including scholarship granting decisions - **The learning experience starts with your application!**





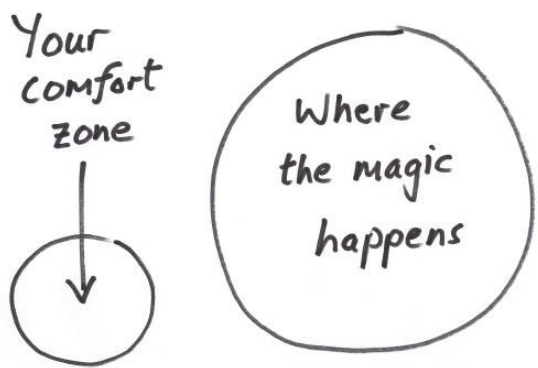
 **FRONT-END OF INNOVATION DPT**



# STARTUP RESEARCH NOVA 2024



## MODEL / CONCEPT



Learn by **DOING**.



Forum

Condensed MBA

Tailored MBA – Life sciences

Hands-on

Team work

Informal environment

Outside comfort zone



CLOSED: EXCLUSIVE TO  
*STARTUP RESEARCH*  
REGISTERED  
PARTICIPANTS

## BOOTCAMP

1. Welcoming
2. *The Entrepreneurial Journey*
3. The StartUp Research corporate context
4. IP Blocking
5. Participant presentation
6. Idea disclosure
7. Team building

## MODULE 1

1. Introduction to (Bio)Entrepreneurship
2. Introduction to Innovation and Innovation thinking.
3. Open innovation at work – Mission and Vision; Front End of Innovation Processes; Innovation as Strategy for Competitive Success
4. Path to market 1 - IP Management
5. Path to market 2 – The product life-cycle and the regulatory framework
6. Soft skills 1: “Creating & Managing Entrepreneurship Teams”

## MODULE 2

1. The Start-Up Mindset
2. Demystification of economic and financial concepts
3. Introduction to Entrepreneurial Finance
4. Start-Up Costing & Financing I
5. Customer Value Proposition & Marketing Strategy
6. Business Model & Marketing Tactics
7. Start-Up Costing & Financing II
8. Story Sessions

## MODULE 3

1. Business Model Maturation (validation)
2. Soft skills 2: “3-Role Pitching to Large and Financial Audiences”
3. Soft skills 3: “Stage Body Language”
4. Soft skills 4: “Science Communication – The Power of Words”

OPEN TO IDEA TEAM  
MEMBERS

## FINAL PITCH (OPEN) SESSION

1. *Innovation Strategy Towards Venture Success*
2. Team Pitches & Feedback

# STARTUP RESEARCH NOVA 2024



## OPENING BOOTCAMP

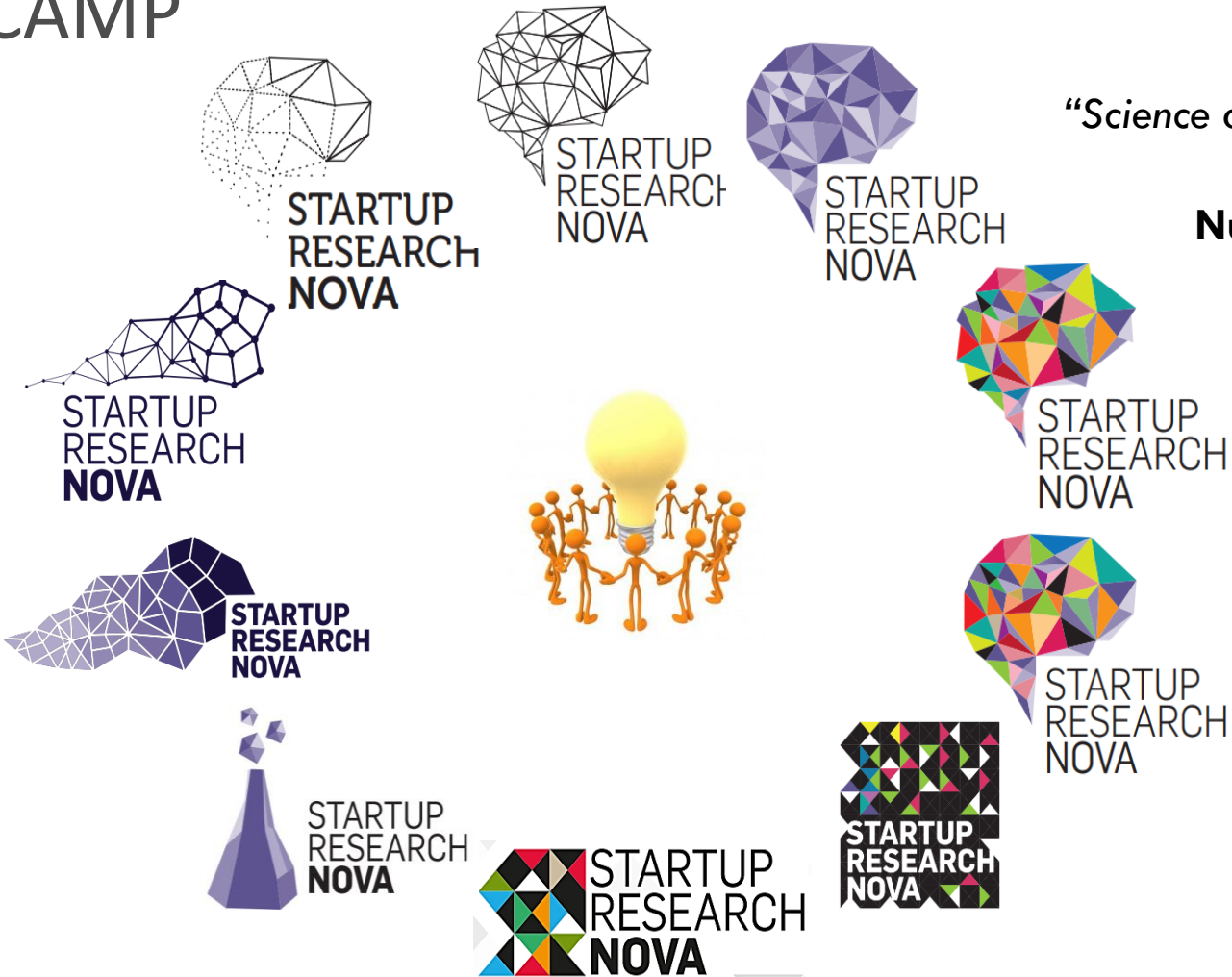
Welcoming



Program presentation



IP Locking



*“Science and Entrepreneurship: What’s There To Be Taught?”*

**Nuno Arantes-Oliveira, NOVA SBE**



Participant presentation & Team Building







## MODULE 1



### **“(Bio)Entrepreneurship & Innovation Management: The Creation of a New Identity in the scope of Open Innovation”**

In the first sessions of the program we shall set up our context by introducing concepts such as “(Bio)Entrepreneurship” and “Innovation”.

We’ll embrace the Innovation thinking, and learn about its different managerial processes. We’ll ignite *Open Innovation* while establishing a new corporate identity, with a *Mission* and a *Vision* for what could become a successful Start-Up.

**Miguel Santos, ITQB NOVA, NIMSB NOVA**





# MODULE 1

## **“Intellectual Property (IP) Management”**

**IP types, Patent Structure & Life Cycle:** Introducing the definitions of IP rights, royalties, freedom to operate, types of IP/TT agreements in the scope of Open Innovation.

**Ligia Gata, Founder & CEO @ IPS; BE**

**Patenting: Global Markets & Strategy:** Defining a Start-Up IP strategy.

**Dipanjan Nag, President at Innovaito, LLC; USA**



# MODULE 1

## “Creating and Managing Entrepreneurship Teams”

Teams are more likely than individuals to develop more innovative solutions. And still, when extraordinary people come together as a team to create something new and collaborate, too many variables interfere with that aspiration.

In this class, you will learn all the dimensions to consider and manage to succeed in an Entrepreneurship Team.

**Susana Carvalho, NOVA FCSH**

**Founder and Managing Partner of Culture Setting**



*In a real sense all life is inter-related. All men are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly. (...) This is the inter-related structure of reality.*

*Martin Luther King*

NEW





# MODULE 1

NEW



## “Regulatory Intelligence In Action”

The importance of developing and executing regulatory plans and strategies to ensure operational excellence and facilitate management decisions will be discussed.

**Paula Costa**, VC Head of Regulatory Affairs, Bial, PT



## “SIRPant, USA Story Session”





## MODULE 2

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## NEW

### **“The Start-Up Mindset”**

*Leadership processes and interpersonal relationships in a Start-Up context. Potential problems/anticipation/read the signs. Organizational change management, with an emphasis on anticipating resistance to change; occupational health, namely how individuals perceive stressors; and entrepreneurial behaviour.*



Pedro Neves, NOVA SBE

### **“Demystifying the role of the scientist as CEO”**

Rita Mendes, NLC Health, NL  
Co-Founder of Oh My Science, PT.



# MODULE 2

## “Demystification of Economic and Financial Concepts”

Which costs and benefits shall we consider in a particular decision? Do they differ with the time horizon of that decision? Are they the same ex ante and ex post? What is the minimum price to sell a product? And the optimal price? Under which conditions shall a firm leave the market immediately? What is the opportunity cost of keeping an investment? How to value an asset?



Miguel Lebre de Freitas,  
NOVA SBE

“Ophiomics Story Session”

NEW





## MODULE 2

### “Market Analysis”

### “Business Case / Model – From Theory to Practice”

Innovation is a customer-centric process. These sessions focus on leveraging customer understanding to create a clear customer value proposition and develop a solid marketing strategy and business model. Topics discussed include customer insight and its sources, job-to-be-done, consumer decision journey, competitive differentiation, segmentation, targeting and positioning, customer value proposition, go-to-market strategy, technology & operations, profit formula, and marketing mix.



**António Marinho Torres,  
NOVA SBE**



# MODULE 2

## “Financial Accounting I, II, III”

These sessions are devoted to i) Introduction of the fundamental accounting concepts, such as balance sheet, equity, profit and loss, cash flows, cash burn and very early-stage financing, ii) early-stage financing. including seed funding, angel financing, loans, asset-based lending and venture capital deals, and iii) later-stage funding and exits, including later-stage VC rounds, venture loans and exit strategies.

### Story Sessions:

“STAB VIDA - The Early Days”

“CellMabs – A Successful NOVA ToT”



**Paulo Soares de Pinho, NOVA SBE**





## MODULE 2

### Story Session Protagonists

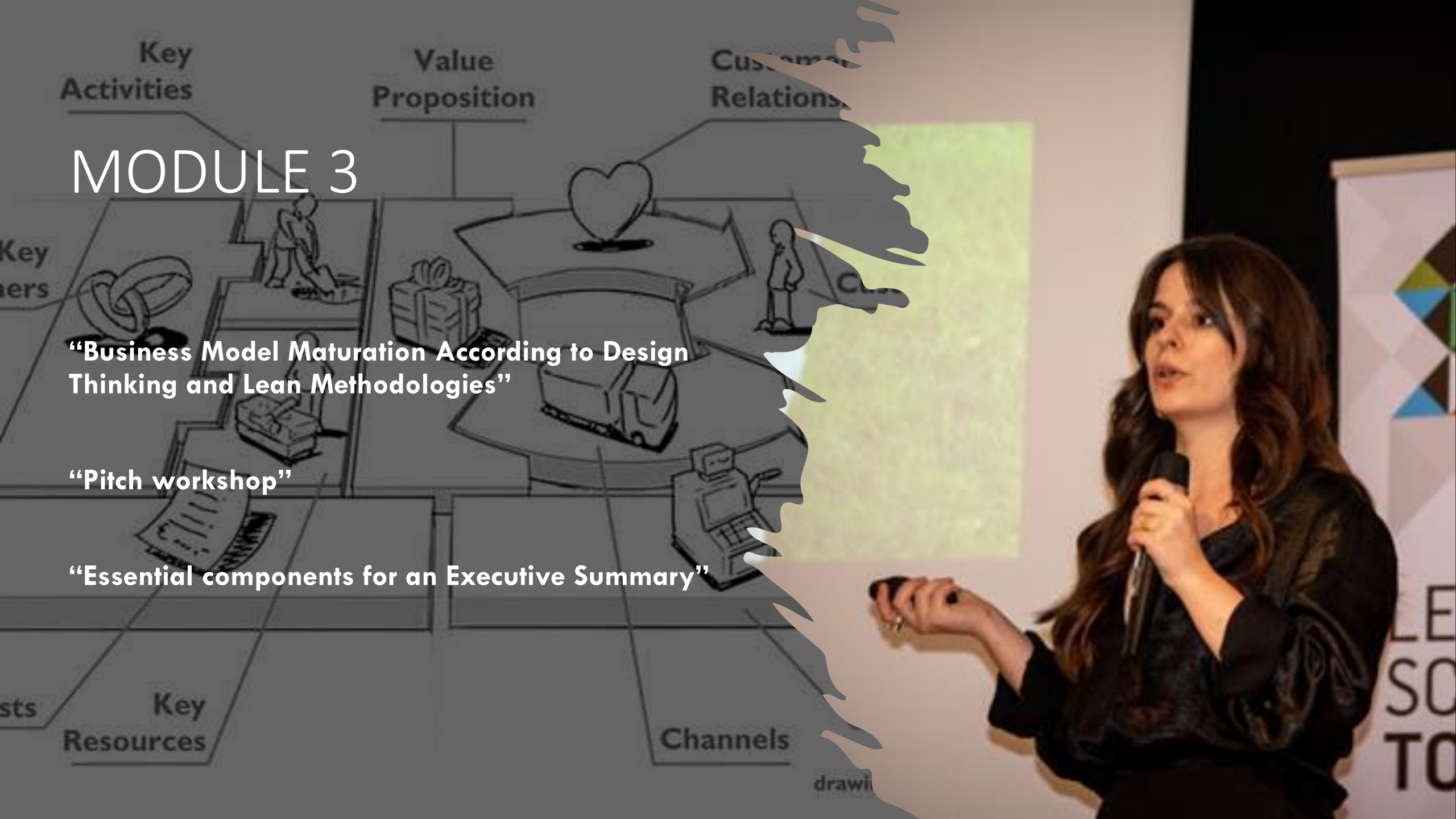
- SIRPant Immunotherapeutics – Rita Bárcia, VC Process Development
- Ophiomics, José Pereira Leal, Founder & Partner, CEO
- STAB VIDA, Orfeu Flores, Founder & Partner, CEO
- CellmAbs, Nuno Prego Ramos, Founder & Partner, CEO

# MODULE 3

“Business Model Maturation According to Design Thinking and Lean Methodologies”

“Pitch workshop”

“Essential components for an Executive Summary”





## “Onsite and Evening Chat Mentoring Sessions – Pitching & Business Model”

W/Participation of **John Freshley** – Founder and Partner of Bioscience Navigators, Michigan, USA; **Susana Melquíades**, Pharmis Biofarmacêutica CSO, PT; **Miguel Santos**, ITQB/NIMSB NOVA, Founder & Partner of Active Site and Regenera Sciences Group; StartUp Research Coordinator; and **Hélder Cruz**, Founder of ECBio SA, Theraproteins Lda, and Currently CSO of *Good Dog Food*.

# MODULE 3

# MODULE 3

## WORKSHOP “Stage Body Language”

Stage Body Language is the combination of movements, gestures, and postures. This includes the way a speaker talks, moves and looks on stage. Body language is a crucial part of the message a speaker wants to give.

**Tomás Baena, Founder and Managing Director of InBodyLanguage**



# MODULE 3

## WORKSHOP

### “The Power of Words”



**Isabel Mendes, Professional Copy Writer**



*“The secret of being boring is to say everything”, Voltaire*



# FINAL PITCH & GRADUATION SESSION



**Invited Speaker: Miguel Cardoso Pinto**, Partner, EY-Parthenon  
Portugal Leader & Advanced Manufacturing and Mobility Leader,  
EY-Parthenon, Ernst & Young, S.A.

## “Innovation As a Strategy for Competitive Success”

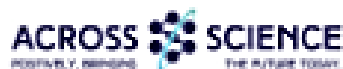
*In a context of uncertainty and continuous change, creating specific points of view about the future of the competitive space has become vital to allow organizations to remain relevant over time.*

## “Pitch Presentations by Teams”

## “Graduation”



Bioscience Navigators





**2024**



## How to Apply:

A maximum **2 A4-page CV** and **1 A4-page Motivation Letter** – ITQB NOVA PORTAL – Access through <https://startupresearch.itqb.unl.pt/how-to-apply/>

## Selection criteria:

**1- 40% CV** - Candidates with a minimum (Pre-Bologna) University degree or a (Post-Bologna) MSc will be preferred. At least 1 year of laboratory work, developing a project independently, will be positively evaluated.

**2- 60% Motivation Letter** – ideas @ TRL3 (Lab PoC) will be preferred.

**3- Possible interview**



2024



### Available Attendance Scholarships:

**ITQB NOVA SCHOLARSHIPS:** 2 Full student tuition Scholarships (€1500) / Edition are available for ITQB NOVA Students and Staff. Preference will be given to Students enrolled either in ITQB NOVA MSc or PhD programs.

**OEIRAS Valley SCHOLARSHIPS:** In the scope of the Oeiras Valley initiative and strategic objectives, 15 x €1500 Scholarships / Edition are available. Although not-exclusive, Oeiras Valley scholarships will be preferentially awarded to candidates coming from SI&DT institutions located within the Oeiras Valley Ecosystem. ITQB NOVA Associate Laboratories, e.g. LS4FUTURE will be considered as such.





# 2024



## SCHEDULE

- Bootcamp
- Module 1
- Module 2
- Module 3
- Project presentation End of M1
- Project presentation End of M2
- Final Pitch & Graduation Session

mai/24

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			F	2	3 (M1D1)	4 (M1D2)
5	6	7	8	9 (M1D3)	10 (M1D4)	11
12	13	14	15	16 (M1D5)	17 (M1D6)	18
19	20	21	22	23 (M2D1)	24 (M2D2)	25 (M1D7)
26	27	28 (M2D3)	29 (M2D4)	F	31	

jun/24

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6 (M2D5)	7 (M2D6)	8
9	F	11	12	F	14	15
16	17	18	19	20 (M3D1)	21 (M3D2)	22
23	24	25	26 (M2D7)	27	28 (M2D8)	29
30						

jul/24

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 (M3D3)	5 (M3D4)	6
7	8	9	10	11	12 (M3D5)	13 (M3D6)
14	15	16	17 (optional)	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



# STARTUP RESEARCH NOVA



# 2024



## ASSOCIATED PARTNERS:

# IPS

Intellectual Property Solutions



**Pharmis**  
*Holding hands, for health.*





**2024**



All details on how to apply can be found @ <https://startupresearch.itqb.unl.pt/>

Any questions or clarifications can be posed, or requested, via: [startupresearch@itqb.unl.pt](mailto:startupresearch@itqb.unl.pt)

See you soon @ [the StartUp Research Program](#)



Meet the *StartUp Research* Tutors & Mentors, by Order of Appearance



**Nuno Arantes-Oliveira**, Associate Professor, NOVA SBE; Partner of Clinical Research Ventures (CRV):  
<https://www.novasbe.unl.pt/en/faculty-research/faculty/faculty-detail/id/152/nuno-arantes-e-oliveira>.



**Miguel Santos**, Invited Associate Professor, ITQB NOVA. Director of Innovation & Technoloy Transfer @ NIMSB NOVA;  
Co-Founder of *Active Site Consulting in Innovation Management Lda.* and *Regenera Sciences, Corp, USA*  
Start-Up Research Coordinator: <https://www.linkedin.com/in/miguel-santos-1755295/>



**Ligia Gata**, Founder and IP & Innovation Manager - Intellectual Property Solutions – IPS, BE.  
(<https://www.linkedin.com/in/l%C3%ADgia-gata-0411a012/?originalSubdomain=pt>).



**Dipanjan Nag**, Professor of Practice Business & Science, Rutgers University, NJ, USA; President at Innovaito, LLC; USA:  
<https://www.linkedin.com/in/dipanjanag/>



Meet the *StartUp* Research Tutors & Mentors, by Order of Appearance



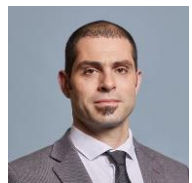
**Susana Carvalho**, Invited Associate Professor, NOVA FCSH. Founder and Managing Partner of *Culture Setting*:  
<https://business-setting.com/en/culture-leadership/>



**Paula Costa**, VC Head of Regulatory Affairs, Bial, PT: <https://www.linkedin.com/in/paula-costa-6420b911/?originalSubdomain=pt>



**Rita Bárcia**, VC Process Development & Operations, *SIRPant Immunotherapeutics*, Boston Area, USA:  
<https://www.linkedin.com/in/rita-barcia-086b734/>



**Pedro Neves**, Full Professor at Nova SBE: <https://www.novasbe.unl.pt/en/faculty-research/faculty/faculty-detail/id/75/pedro-neves>



Meet the *StartUp Research* Tutors & Mentors, by Order of Appearance



**Rita Mendes**, Biotech Venture Builder at NLC Health, NL; Co-Founder of Oh My Science, PT: <https://nlc.health/team/rita-mendes/>



**Miguel Lebre de Freitas**, Assistant Professor, Nova SBE: <https://www.novasbe.unl.pt/en/faculty-research/faculty/faculty-detail/id/61/miguel-lebre-de-freitas>



**José Pereira Leal**, Founder & Partner, CEO at Ophiomics: <https://www.linkedin.com/in/pereiraleal/?originalSubdomain=pt>



**António Marinho Torres**, Invited Associate Professor, NOVA SBE: <https://www.novasbe.unl.pt/pt/cursos/formacao-de-executivos/docentes/docente/id/14/antonio-marinho-torres>



Meet the *StartUp Research* Tutors & Mentors, by Order of Appearance



**Paulo Soares de Pinho**, Academic Director of MIT and Associate Professor at NOVA SBE:

<https://www.novasbe.unl.pt/en/programs/executive-education/faculty/faculty/id/5/paulo-soares-de-pinho>



**Orfeu Flores**, Founder & CEO of Grupo Stab: <https://www.linkedin.com/in/orfeu-flores-5b521457/>



**Nuno Prego Ramos**, President & CEO at CellMabs: <https://www.linkedin.com/in/npregoramos/>



**Tomás Baena**, Founder and Managing Director of InBodyLanguage: <https://www.linkedin.com/in/tomas-baena/>



Meet the *StartUp Research* Tutors & Mentors, by Order of Appearance



**John Freshley**, Founder and Partner of Bioscience Navigators, Michigan, USA; Fund Advisor at Cantilever Investors:

<https://www.linkedin.com/in/johnfreshley/>



**Susana Melquíades**, CSO at Pharmis Biofarmacêutica: [https://www.linkedin.com/in/susana-melqu%C3%ADades-filipe-](https://www.linkedin.com/in/susana-melqu%C3%ADades-filipe-ba977b4/?originalSubdomain=pt)

[ba977b4/?originalSubdomain=pt](https://www.linkedin.com/in/susana-melqu%C3%ADades-filipe-ba977b4/?originalSubdomain=pt)



**Hélder Cruz**, CSO at Good Dog Food; Co-Founder, CSO & Managing Director at TheraProteins:

[https://www.linkedin.com/in/helder-cruz-](https://www.linkedin.com/in/helder-cruz-7721186/?original_referer=https%3A%2F%2Fwww%2Egoogle%2Ecom%2F&originalSubdomain=uk)

[7721186/?original\\_referer=https%3A%2F%2Fwww%2Egoogle%2Ecom%2F&originalSubdomain=uk](https://www.linkedin.com/in/helder-cruz-7721186/?original_referer=https%3A%2F%2Fwww%2Egoogle%2Ecom%2F&originalSubdomain=uk)



**Isabel Mendes**, Professional (Freelance) Copy Writer: [https://www.linkedin.com/in/isabel-motta-mendes-](https://www.linkedin.com/in/isabel-motta-mendes-852a2815/?original_referer=https%3A%2F%2Fwww%2Egoogle%2Ecom%2F&originalSubdomain=pt)

[852a2815/?original\\_referer=https%3A%2F%2Fwww%2Egoogle%2Ecom%2F&originalSubdomain=pt](https://www.linkedin.com/in/isabel-motta-mendes-852a2815/?original_referer=https%3A%2F%2Fwww%2Egoogle%2Ecom%2F&originalSubdomain=pt)