

STARTUP RESEARCH 2025 ATTEMPTIVE SCHEDULE & PROGRAM

Week	Date	Format	Topic	Speaker(s)
1 (Bootcamp)	Wed May 7 17h:00 – 21h:00	Presential @ Location to be confirmed	<p>Opening Bootcamp:</p> <ul style="list-style-type: none"> - Welcoming - Intro to the course / IP Lock / Individual roundtable presentations - Featured talk: “Science and Entrepreneurship – What’s There to be Taught?” - Team/Idea presentation 	<p>Welcoming: ITQB NOVA Dean’s Office</p> <p>Course Intro. - Miguel Santos, ITQB NOVA; NIMSB NOVA; Venture A5</p> <p>IP Lock explanation: Pedro Pedrosa ITQB NOVA Innovation Office</p> <p>Featured talk: Nuno Arantes de Oliveira, NOVA SBE; Clinical Research Ventures (CRV) Partner.</p>
1 (M1 Day1)	Thu May 8 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	<p>(Bio)entrepreneurship</p> <p>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. The 1 Million\$Question: What is the right time to start a Start-Up? Entrepreneurship quiz.</p> <p>Assignment 1: Generating a Concept, Mission, and Vision; first idea of a minimum value product/service (mvp/mvs) for the new Venture.</p>	<p>Miguel Santos, ITQB NOVA; NIMSB NOVA; Venture A5</p>
1 (M1 Day2)	Fri May 9 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	<p>Innovation Management</p> <p>The evolution of Innovation Thinking. Innovation as a manageable process. The lean Start-Up Method / Launchpad.</p> <p>Featured Talk: “Innovation as a Strategy for Competitive Success”</p> <p>CREATIVITY GROUP EXERCISE</p>	<p>Miguel Santos, ITQB NOVA; NIMSB NOVA; Venture A5</p> <p>Featured Talk: Miguel Cardoso Pinto, Partner, and Head of EY-Parthenon Portugal; and Advanced Manufacturing and Mobility Leader, EY-Parthenon, Ernst & Young, S.A.</p>
2 (M1 Day3)	Wed May 14 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	<p>Team presentations & feedback on Assignment 1</p> <ul style="list-style-type: none"> . Briefing on technology readiness level, platform technology; value offer and segmentation, IP and Risk Management. <p>Practical Exercise:</p> <ul style="list-style-type: none"> . 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. <p>Assignment 2: Validate milestones, IP status & strategy, regulatory framework, and value offer (mvp/mvs) assumptions using Lean (feedback) methodologies – for presentation</p>	<p>Miguel Santos, ITQB NOVA; NIMSB NOVA; Venture A5</p> <p>Lígia Gata, Founder & Partner Intellectual Property Services (IPS).</p>
2 (M1 Day4)	Fri May 16 14h:00 – 19h:00	On line / Remote Session	<p>Intellectual Property</p> <ul style="list-style-type: none"> - IP Strategy as a path to Success. - Team-to-Mentor interaction and framework setting. 	<p>Dipanjan Nag, Rutgers University NJ, USA; CEO of InnovAito LLC.</p>
3 (M1 Day5)	Wed May 21 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	<p>Team Building</p> <ul style="list-style-type: none"> - Creating and Managing Entrepreneurship Teams 	<p>Susana Carvalho, Founder and Managing Partner, <i>Business Setting</i>; Visiting Assistant Professor, FCSH, NOVA.</p>

3 (M1 Day6 End M1)	Fri May 23 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	<p>Regulatory Affairs</p> <p>The importance of the regulatory framework in business planning: 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>Case story: Revolutionizing drug discovery through the power of AI: Where technology meets cure.</p>	<p>Paula Costa, VC Head of Regulatory Affairs, Bial (To be confirmed).</p> <p>Case story: Irina Moreira – Co-Founder of PURR.AI</p>
4 (M2 Day 1)	Wed May 28 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater D-104	<p>The Start-Up Mindset</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>Case story: To be confirmed.</p>	<p>Pedro Neves, NOVA SBE</p> <p>Case story: (To be confirmed).</p>
4 (M2 Day2)	Thu May 29 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater D-107	<p>Economic & Financial Concepts</p> <p>Demystification of economic and financial concepts. 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>Case story: To be confirmed.</p>	<p>Miguel Lebre de Freitas, NOVA SBE</p> <p>Case story: (To be confirmed).</p>
4 (M1 Evaluation)	Fri May 30 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	<p>Project Presentation by Students/Teams 15-20 min):</p> <ul style="list-style-type: none"> - Concept, Mission, and Vision; Value offer (mvp/mvs) for the new Start-Up Venture. - IP strategy - Regulatory framework and time-to-market prediction - Preliminary Lean “Problem” Validations <p>GROUP LUNCH</p>	<p>Miguel Santos ITQB NOVA; NIMSB NOVA; Venture A5</p>
5 (M2 Day3)	Tue Jun 3 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater D-105	<p>Value Proposition and Marketing Strategy</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, competitive differentiation, segmentation, targeting, and positioning.</p>	<p>António Marinho Torres, NOVA SBE</p>
5 (M2 Day4)	Fri Jun 6 14h:00 – 19h:00	Presential @ NOVA SBE – Amphitheater D-105	<p>Business Model and Marketing Tactics</p> <p>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</p>	<p>António Marinho Torres, NOVA SBE</p>

			effective marketing tactics. Topics discussed include customer value proposition, go-to-market strategy, technology & operations, profit formula, and marketing mix.	
6 (M2 Day 5)	Tue Jun 17 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater D- 105	Introduction to Entrepreneurial Finance 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.	Paulo Pinho , NOVA SBE
6 (M2 Day 6)	Wed Jun 18 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater D- 105	Start-Up Costing & Financing I This session is devoted to early-stage financing. Topics include seed funding, angel financing, loans, asset-based lending and venture capital deals. Case story: To be confirmed.	Paulo Pinho , NOVA SBE Case story: (To be confirmed) .
7 (M2 Day 7)	Wed Jun 25 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater D- 104	Start-Up Costing & Financing II This session is devoted to later stage funding and exits. Topics include later stage VC rounds, venture loans, exit strategy.	Paulo Pinho , NOVA SBE

7 (M2 Day 8 End of M2)	Fri Jun 27 14h:00 – 19h:00	Presential @ NOVA SBE – Amphitheater D- 104	Presentation by Teams - Business Model & Financial Plan	Paulo Pinho & António Marinho Torres , NOVA SBE
8 (M3 Day 1)	Wed Jul 2 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	. Project Review & Presentations by Teams – Business Model Q/A	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 John Freshley , CEO Bioscience Navigators
8 (M3 Day 2)	Fri Jul 4 14h:00 – 19h:00	Presential @ Location to be defined	Workshop “Stage Body Language”	Tomás Baêna , Founder and CEO of InBodyLanguage (To be confirmed)
9 (M3 Day 3)	Wed Jul 9 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	Workshop “Pitch” . Essential components for an Executive Summary Assignment 3: Executive Summary & Pitch Deck (Due at the end of the course)	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5
9 (M3 Day 4)	Fri Jul 11 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	Team presentation of Integrated Pitch – Feedback I	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 Invited Guest: Hélder Cruz , Partner and CSO of Good Dog Food (To be confirmed)
10 (M3 Day 5 End of M3)	Wed Jul 16 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	. Team presentation of Integrated Pitch – Feedback II	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 John Freshley , Founder & CEO, Bioscience Navigators
10 (M3 Day 6)	Fri Jul 18 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	Surprise Pitch Exercise	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5
11 (Optional)	Wed Jul 23 17h:00 – 21h:00	Presential @ ITQB NOVA MAIN AUDITORIUM	Late Afternoon (Pitch) Rehearsals	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5

<p>11 (M3 Day 6 End of M3, End of Course)</p>	<p>Fri Jul 25 14h:00- 17h:30</p>	<p>Presential @ ITQB NOVA MAIN AUDITORIUM</p>	<p>Final Pitch & Graduation Session</p> <p>Featured Talk: "The role of Innovation Processes in Present and Future Sustainability of Research Centres"</p> <ul style="list-style-type: none"> - Pitch presentations by Teams; Q/A - Graduation 	<ul style="list-style-type: none"> - Host: Miguel Santos, ITQB NOVA; NIMSB NOVA; Venture A5 - Featured Talk: Eurico Neves, Founder and CEO, INOVA+
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