



2025



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Nova
NOVA SCHOOL OF
BUSINESS & ECONOMICS

**OEIRAS
VALLEY**
PORTUGAL
—
MUNICÍPIO
OEIRAS

PROGRAM FLYER



The *StartUp Research* Mission is two-fold:

1- To endow researchers with Open Innovation mind sets and Innovation 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 social impact and sustainability of Research Centres & Innovation Ecosystems.



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A PRE-ACCELERATION PROGRAM DESIGNED FOR TRAINING SCIENCE & TECHNOLOGY-BASE BACKGROUNDS; W/ THE FOLLOWING GOALS:

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



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 their readiness level (**RL**) 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!**





STARTUP RESEARCH CORP
TOP MANAGEMENT

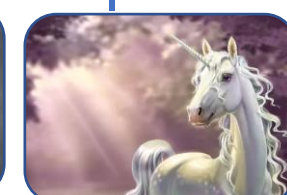
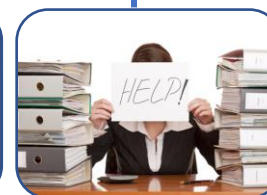


FRONT-END OF INNOVATION DPT

Project 1

Project 2

...



Member 1

Member 2

...



MODEL / CONCEPT



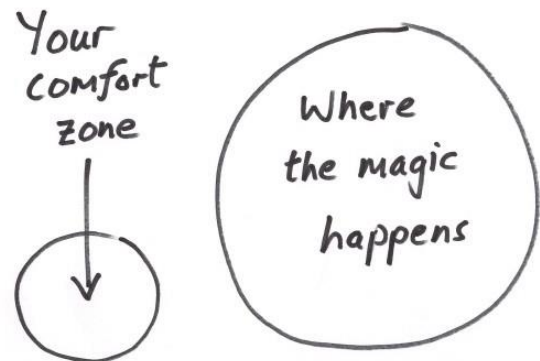
Forum

Condensed MBA

Tailored for Life sciences

Hands-on

Team-work



Learn by **DOING**.



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 Management.
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, II, III
5. Customer Value Proposition & Marketing Strategy
6. Business Model & Marketing Tactics
7. STORY SESSION

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: “Pitching”

OPEN TO IDEA TEAM
MEMBERS

FINAL PITCH (OPEN) SESSION

1. *Featured Talk*
2. Team Pitches & Feedback



OPENING BOOTCAMP

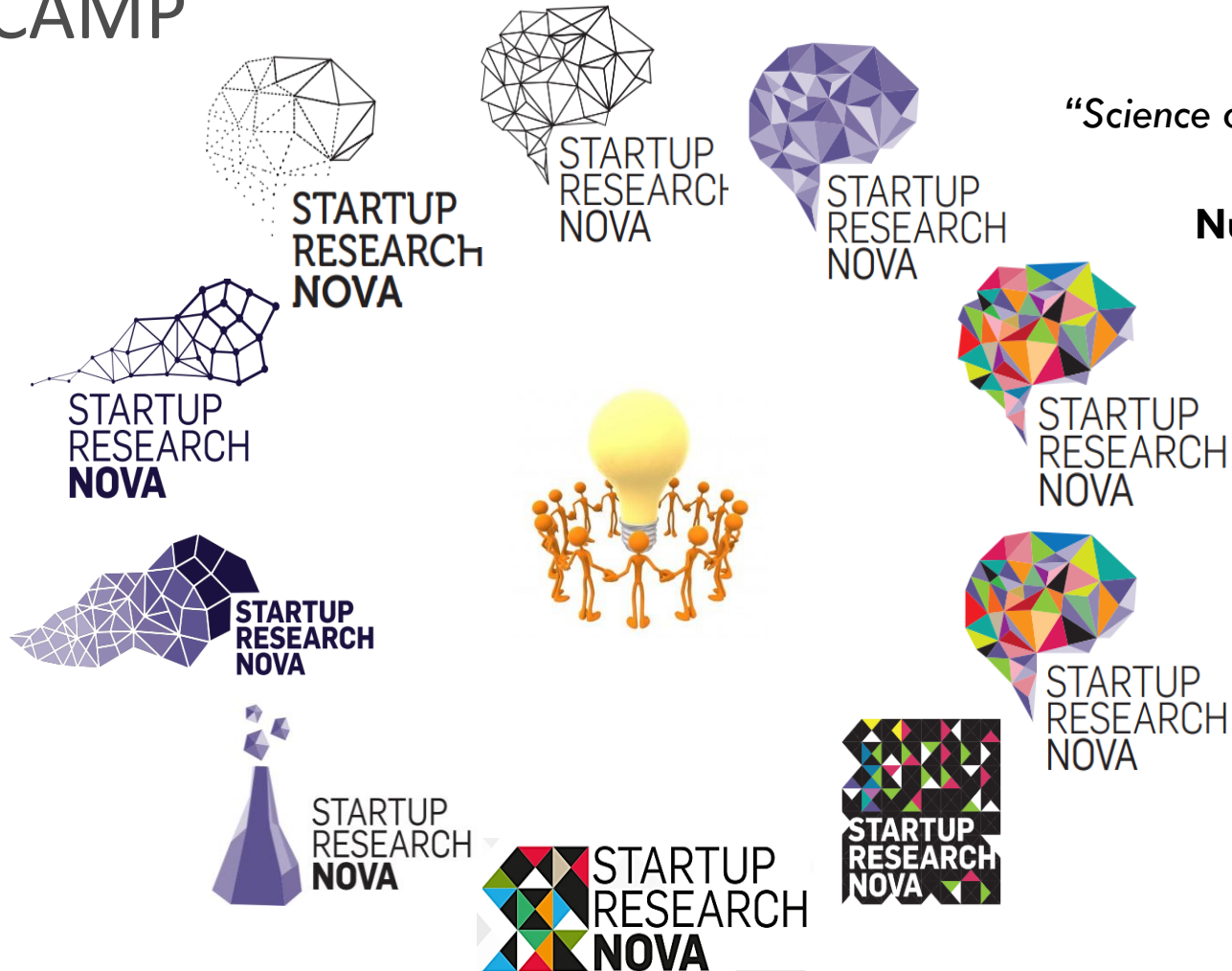
Welcoming



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, Venture [A5](#);
Founder & Senior Managing Partner of *Active Site Consulting, Lda.*
and *Regenera Sciences Corp. USA.*





MODULE 1

“Innovation As a Strategy for Competitive Success”.

Miguel Pinto, Strategy and Transactions Leader,
Portuguese Cluster & EY Parthenon Portugal.





MODULE 1

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

Dipanjan Nag, President of *InnoVaito*, LLC; USA

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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





MODULE 1

“Regulatory Intelligence In Action”

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

Paula Costa, VC Head of Regulatory Affairs,
Bial



Bial
Keeping life
in mind



MODULE 2

“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

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



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.

Paulo Soares de Pinho, NOVA SBE



MODULE 2

STORY SESSIONS

2025 Protagonists

- **Irina Moreira**, Co-Founder, & Partner, *PURR.AI*
- **Paula Videira**, Co-Founder & Partner, *CellmAbs*
- **Jorge Santos**, CEO, *aquainsilico*
- **Sónia Martinez Arca**, Co-Founder & CEO, *Batea Oncology*



MODULE 3

“Business Model Maturation Applying Lean Start-Up Methodologies”

“Pitch & Executive Summary Development”





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

W/Participation of **John Freshley** – Founder and Partner of Bioscience Navigators, Michigan, USA; **Lígia Gata**, CEO IPS, BE; **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



FINAL PITCH & GRADUATION SESSION

. Featured Talk:

“The role of Innovation Processes in Present and Future Sustainability of Research Centres”

Eurico Neves, Founder & CEO of INOVA+

. Pitch Presentations by Teams

. Graduation





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 considered.

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

3- Possible interview



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. Candidates coming from **LS4FUTURE**, **CIISA/AL4AnimalS**, **iNOVA4Health**; **CoLife**; **AccelBio** and the **DxHub** Excellence Hub will enjoy from equivalent privileges .



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Nova Institute for Medical
Systems Biology
NOVA UNIVERSITY
LISBON

INOVA+

IPS

Intellectual Property Solutions

STAB
vida
Your easy genetics laboratory

LSiFUTURE

**Co-Lab
AcceiBio**

iNOVA4Health

COLife

DxHub
INFECTIOUS DISEASES
DIAGNOSTICS

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All details on how to apply (Deadline April 4, 2025) can be found @
<https://startupresearch.itqb.unl.pt/>

Any questions or clarifications can be posed, or requested, via:
startupresearch@itqb.unl.pt

See you soon @ *the StartUp Research Program*