

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	Opening Bootcamp: - 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: ITQB NOVA Dean’s Office Course Intro. - Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 IP Lock explanation: Pedro Pedrosa ITQB NOVA Innovation Office Featured talk: Nuno Arantes de Oliveira , NOVA SBE; Clinical Research Ventures (CRV) Partner.
1 (M1 Day1)	Thu May 8 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	(Bio)entrepreneurship 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. Assignment 1: Generating a Concept, Mission, and Vision; first idea of a minimum value product/service (mvp/mvs) for the new Venture.	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5
1 (M1 Day2)	Fri May 9 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	Innovation Management The evolution of Innovation Thinking. Innovation as a manageable process. The lean Start-Up Method / Launchpad. Featured Talk: “ Innovation as a Strategy for Competitive Success ” CREATIVITY GROUP EXERCISE	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 Featured Talk: Miguel Cardoso Pinto , Partner, and Head of EY-Parthenon Portugal; and Advanced Manufacturing and Mobility Leader, EY-Parthenon, Ernst & Young, S.A.
2 (M1 Day3)	Wed May 14 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	Team Building - Creating and Managing Entrepreneurship Teams	Susana Carvalho , Founder and Managing Partner, <i>Business Setting</i> ; Visiting Assistant Professor, FCSH, NOVA.
2 (M1 Day4)	Fri May 16 14h:00 – 19h:00	On line / Remote Session	Intellectual Property - Masterclass “IP Strategy as a path to Success”. - Team-to-Mentor interaction and framework setting.	Dipanjan Nag , Rutgers University NJ, USA; CEO of InnovAito LLC.
3 (M1 Day5)	Wed May 21 17h:00 – 21h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	Team presentations & feedback on Assignment 1 . 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. Assignment 2: Validate milestones, IP status & strategy, regulatory framework, and value offer (mvp/mvs) assumptions using Lean (feedback) methodologies – for presentation	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 Lígia Gata , Founder & Partner Intellectual Property Services (IPS).

3 (M1 Day6 End M1)	Fri May 23 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	Regulatory Affairs 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. Case story: Revolutionizing drug discovery through the power of AI: Where technology meets cure.	Paula Costa , VC Head of Regulatory Affairs, Bial (To be confirmed). Case story: Irina Moreira – Co-Founder & Partner of PURR.AI
4 (M2 Day 1)	Wed May 28 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater to be defined	The Start-Up Mindset 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. Case story: The entrepreneurial journey in the first person. From Celtarys Research to Batea Oncology.	Pedro Neves , NOVA SBE Case story (remote): Sonia Martinez Arca , CEO of Batea Oncology
4 (M2 Day2)	Thu May 29 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater to be defined	Economic & Financial Concepts 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. Case story: A AqualnSilico Lda, é uma Spin-Off da NOVA, constituída por uma equipa da FCT NOVA, especialista em bioengenharia, e pelo Frontier IP Group, especialista em comercialização de propriedade intelectual. A equipa está empenhada em criar valor para a sociedade através da promoção de uma economia circular e sustentável nos setores de águas residuais e gestão de resíduos.	Miguel Lebre de Freitas , NOVA SBE Case story: Jorge Santos , CEO of AqualnSilico
4 (M1 Evaluation)	Fri May 30 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	Project Presentation by Students/Teams 15-20 min): <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 GROUP LUNCH	Miguel Santos ITQB NOVA; NIMSB NOVA; Venture A5
5 (M2 Day3)	Tue Jun 3 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater to be defined	Value Proposition and Marketing Strategy 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	António Marinho Torres , NOVA SBE

			differentiation, segmentation, targeting, and positioning.	
5 (M2 Day4)	Fri Jun 6 14h:00 – 19h:00	Presential @ NOVA SBE – Amphitheater to be defined	Business Model and Marketing Tactics 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.	António Marinho Torres , NOVA SBE
6 (M2 Day5)	Mon Jun 16 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater to be defined	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 Day6)	Tue Jun 17 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater to be defined	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: “Founded in 2019, CellmAbs is an official NOVA Spin-Out specialising in new cancer treatments w/ several preclinical cancer-specific antigen candidates. Today, it is a success story in technology transfer and value creation at NOVA” – The Academic Researcher’s point of view in this endeavour” .	Paulo Pinho , NOVA SBE Case story: Paula Videira , NOVA FCT - Cofounder of CellmAbs
7 (M2 Day 7)	Wed Jun 25 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater to be defined	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 to be defined	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	. 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
11 (M3 Day 6 End of M3, End of Course)	Fri Jul 25 14h:00- 17h:30	Presential @ ITQB NOVA MAIN AUDITORIUM	Final Pitch & Graduation Session Featured Talk: “ The role of Innovation Processes in Present and Future Sustainability of Research Centres ” - Pitch presentations by Teams; Q/A - Graduation	- Host: Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 - Featured Talk: Eurico Neves , Founder and CEO, INOVA+