

STARTUP RESEARCH 2026 ATTEMPTIVE SCHEDULE & PROGRAM

Week	Date	Format	Topic	Speaker(s)
1 (Bootcamp)	Wed May 6 17h:00 – 21h:00	Presential @ ITQB NOVA Penthouse – 8 th Floor	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	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 7 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. Featured Talk: "Innovation as a Strategy for Competitive Success"	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.
1 (M1 Day2)	Fri May 8 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. 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
2 (M1 Day3)	Wed May 13 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 15 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.	Dipanjnan Nag , Rutgers University NJ, USA; CEO of InnovAito LLC.
3 (M1 Day5)	Wed May 20 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 TRLs to the desired endgoals. . 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
3 (M1 Day6 End M1)	Fri May 22 14h:00 – 19h:00	StartUp Research Field Trip – Bial	Regulatory Affairs The importance of the regulatory framework in business planning: Regulatory Intelligence in action: Development and execution of regulatory	Paula Costa , VC Head of Regulatory Affairs, Bial (To be confirmed).

			plans and strategies to ensure operational excellence and facilitate Management decisions in fulfilling the company's Strategic Plans: The Bial Experience.	
4 (M2 Day 1)	Wed May 27 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater B003	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:	Pedro Neves, NOVA SBE Case story: XX, YY
4 (M2 Day2)	Thu May 28 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater B003	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:	Miguel Lebre de Freitas, NOVA SBE Case story: XX, YY
4 (M1 Evaluation)	Fri May 29 14h:00 – 19h:00	Presential @ ITQB NOVA – Penthouse (8 th Floor) Classroom	Project Presentation by Students/Teams 15-20 min): - 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 DINNER	Miguel Santos ITQB NOVA; NIMSB NOVA; Venture A5 Lígia Gata , Founder & Partner Intellectual Property Services (IPS).
5 (M2 Day3)	Wed Jun 3 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater B003	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 differentiation, segmentation, targeting, and positioning.	António Marinho Torres, NOVA SBE
5 (M2 Day4)	Fri Jun 5 14h:00 – 19h:00	Presential @ NOVA SBE – Amphitheater B003	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)	Thu Jun 18 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater B005	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	Paulo Pinho, NOVA SBE

			flows, cash burn and very early-stage financing.	
6 (M2 Day 6)	Fri Jun 19 14h:00 – 19h:00	Presential @ NOVA SBE – Amphitheater B005	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:	Paulo Pinho , NOVA SBE Case story: XX, YY
7 (M2 Day 7)	Wed Jun 24 17h:00 – 21h:00	Presential @ NOVA SBE – Amphitheater B005	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 26 14h:00 – 19h:00	Presential @ NOVA SBE – Amphitheater B004	Presentation by Teams - Business Model & Financial Plan	Paulo Pinho & António Marinho Torres , NOVA SBE
8 (M3 Day 1)	Wed Jul 1 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 3 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 8 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 10 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
10 (M3 Day 5 End of M3)	Wed Jul 15 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 17 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 22 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 24 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: XX

