

STARTUP RESEARCH 2026 ATTEMPTIVE SCHEDULE & PROGRAM

Week	Date	Format	Topic	Speaker(s)
1 (Bootcamp)	Wed May 6 17h:00 – 21h:00	Presential @ ITQB NOVA	<p>Opening Bootcamp:</p> <ul style="list-style-type: none"> - Welcoming - Intro to the course / IP Lock / Individual roundtable presentations - Previous Project Presentations: “Personal Perspectives and Career Impacts” - Team/Idea presentation 	<p>Course Intro. - Miguel Santos, ITQB NOVA; NIMSB NOVA; Venture A5</p> <p>IP Lock / Relevance: Joana Salta ITQB NOVA Innovation Office</p> <p>- Previous Project Presentations: Margarida Saramago/Cecília Arraiano (& Team); Carlos Madureira/Cristina Silva Pereira (ITQB NOVA); Esmeralda</p>
1 (M1 Day1)	Fri May 8 14h:00 – 19h:00	Presential @ ITQB NOVA	<p>Innovation Management 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>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> <p>. Featured Talk_ Miguel Cardoso, Partner, and Head of EY-Parthenon Portugal; and Advanced Manufacturing and Mobility Leader, EY-Parthenon, Ernst & Young, S.A</p>
2 (M1 Day 2)	Wed May 13 17h:00 – 21h:00	Presential @ ITQB NOVA	<p>(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.</p>	<p>Miguel Santos, ITQB NOVA; NIMSB NOVA; Venture A5</p>
2 (M1 Day 3)	Thu May 14 17h:00 – 21h:00	Presential @ ITQB NOVA	<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>
2 (M1 Day4)	Fri May 15 07h:00 – 20h:00	StartUp Research Field Trip – Bial	<p>StartUp Research Field Trip to Bial (Coronado, Porto) - 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>Host: Bial & Paula Costa, VC Head of Regulatory Affairs, Bial.</p>
3 (M1 Day5)	Wed May 20 17h:00 – 21h:00	Presential @ ITQB NOVA	<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 TRLs to the desired endgoals. . 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</p>	<p>Miguel Santos, ITQB NOVA; NIMSB NOVA; Venture A5</p>

			<i>(mvp/mvs) assumptions using Lean (feedback) methodologies – for presentation</i>	
3 (M1 Day6 End M1)	Fri May 22 14h:00 – 19h:00	Presential @ ITQB NOVA	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.
4 (M2 Day 1)	Wed May 27 17h:00 – 21h:00	Presential @ NOVA SBE	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.	Pedro Neves , NOVA SBE
4 (M2 Day2)	Thu May 28 17h:00 – 21h:00	Presential @ NOVA SBE	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.	Miguel Lebre de Freitas , NOVA SBE
4 (M1 Evaluation)	Fri May 29 14h:00 – 19h:00	Presential @ ITQB NOVA	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 Pedro Pedrosa , Head of ITQB NOVA Innovation Unit Lígia Gata , Founder & Partner Intellectual Property Services (IPS). – breve apresentação online
5 (M2 Day3)	Wed Jun 3 17h:00 – 21h:00	Presential @ NOVA SBE	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	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	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	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.	Paulo Pinho , NOVA SBE
7 (M2 Day 7)	Wed Jun 24 17h:00 – 21h:00	Presential @ NOVA SBE	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	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	. 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 @ ITQB NOVA	Workshop “Stage Body Language”	Tomás Baêna , Founder and CEO of Emotion Lab
9 (M3 Day 3)	Wed Jul 8 17h:00 – 21h:00	Presential @ ITQB NOVA	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	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; John Freshley , Founder & CEO, Bioscience Navigators
10 (M3 Day 5)	Mon Jul 13 17h:00 – 20h:00	Presential @ ITQB NOVA MAIN AUDITORIUM	Late Afternoon (Pitch) Rehearsals	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 Pedro Pedrosa , Head of ITQB NOVA Innovation Unit
10 (M3 Day 6 End of M3)	Wed Jul 15 17h:00 – 21h:00	Presential @ ITQB NOVA	. Case Stories / Round Table	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 Invited Guests: To be defined
10 (M3 Day 7)	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 – 20h:00	Presential @ ITQB NOVA MAIN AUDITORIUM	Late Afternoon (Pitch) Rehearsals	Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5
12 (M3 Day 8 End of M3, End of Course)	Fri Jul 24 14h:00- 17h:30	Presential @ ITQB NOVA MAIN AUDITORIUM	Final Pitch & Graduation Session - Featured Talk: “TO BE DEFINED” - Pitch presentations by Teams; Q/A - Graduation	- Host: Miguel Santos , ITQB NOVA; NIMSB NOVA; Venture A5 - Guest speaker: To be defined