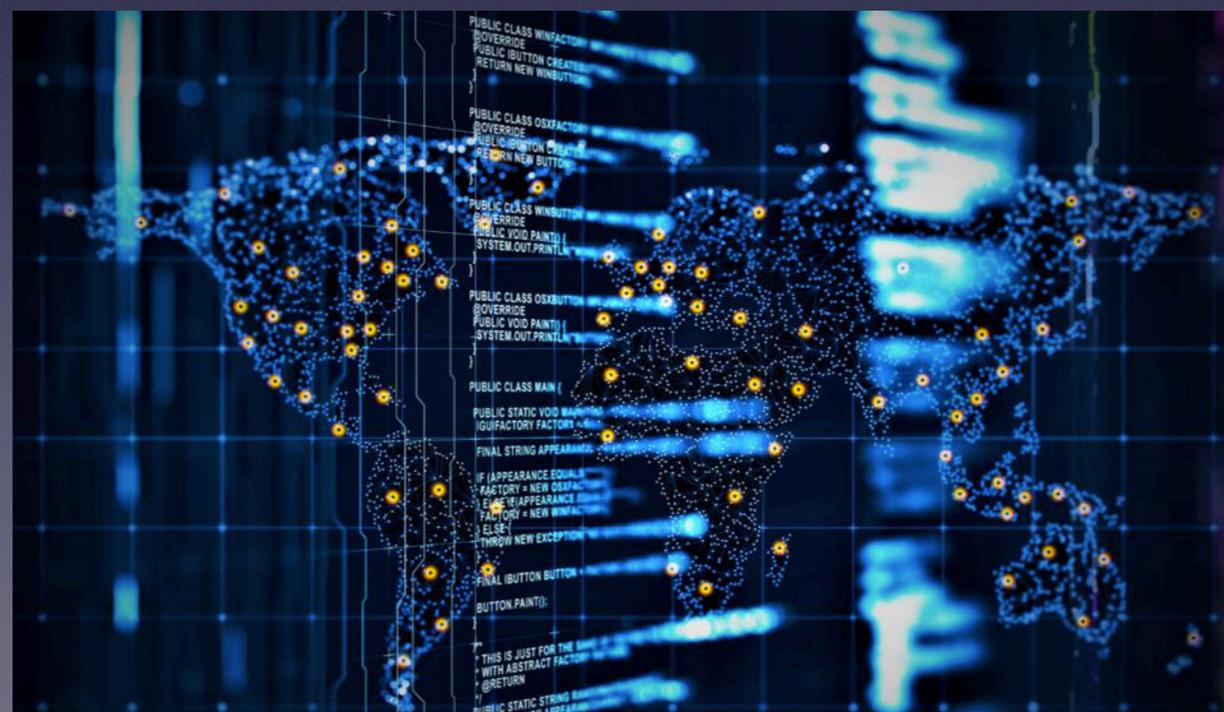




Automação e serviços de base tecnológica

Prof. José Reinaldo Silva





ISRAEL BRASIL
innovations

Ricardo Lomaski
Director of Business
Development

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1. Remote Working

This is one of the most obvious things that we need to look into, seeing the present scenario. Remote working is something that every person would have come across this year. There are certain things in the remote working segment that still needs growth. In 2021, the majority of the companies switched to remote working, but still many problems were reported. In it, Security also came up as a major issue which a big drawback. In spite of these issues, remote working will still be preferred the most and there will be more growth in 2022.

2. Start-ups using 5G network

In the world of digitalization, there is and will be a great demand for good network connectivity. And there is no doubt that this increasing demand resulted in the advancement of the 5G network, as for better connectivity we need a good network. Advancements in network and connectivity will make new start-ups affordable as there will be fewer requirements for offices as there is a new trend of work-from-home in the market.

3. Online Education

Online education has also had a huge growth in recent months. However, there wasn't much positive response but seeing the current situation it seems like this is going to continue in the near future as well. Online education has a huge opportunity in the market with schools, colleges, and coaching centers conducting their online classes via video conferencing. It could be predicted that this will continue in 2022 and beyond.

4. Robotic Delivery

Robotic delivery wasn't appreciated much due to the lack of willingness to adopt the technology. It is more complicated and expensive as compared to human delivery. But the year 2021 has totally changed this perspective and this is going to be one of the most important focuses to come in 2022 and beyond.

5. Virtual and Telehealth Care

Healthcare facilities are also emerging virtually now. However, it is proven that 80% of primary care services can be delivered virtually. It is reported that telehealth visit has increased by 50% over pre-pandemic levels.



Testar Startup

Empresas Grandes



Público Alvo

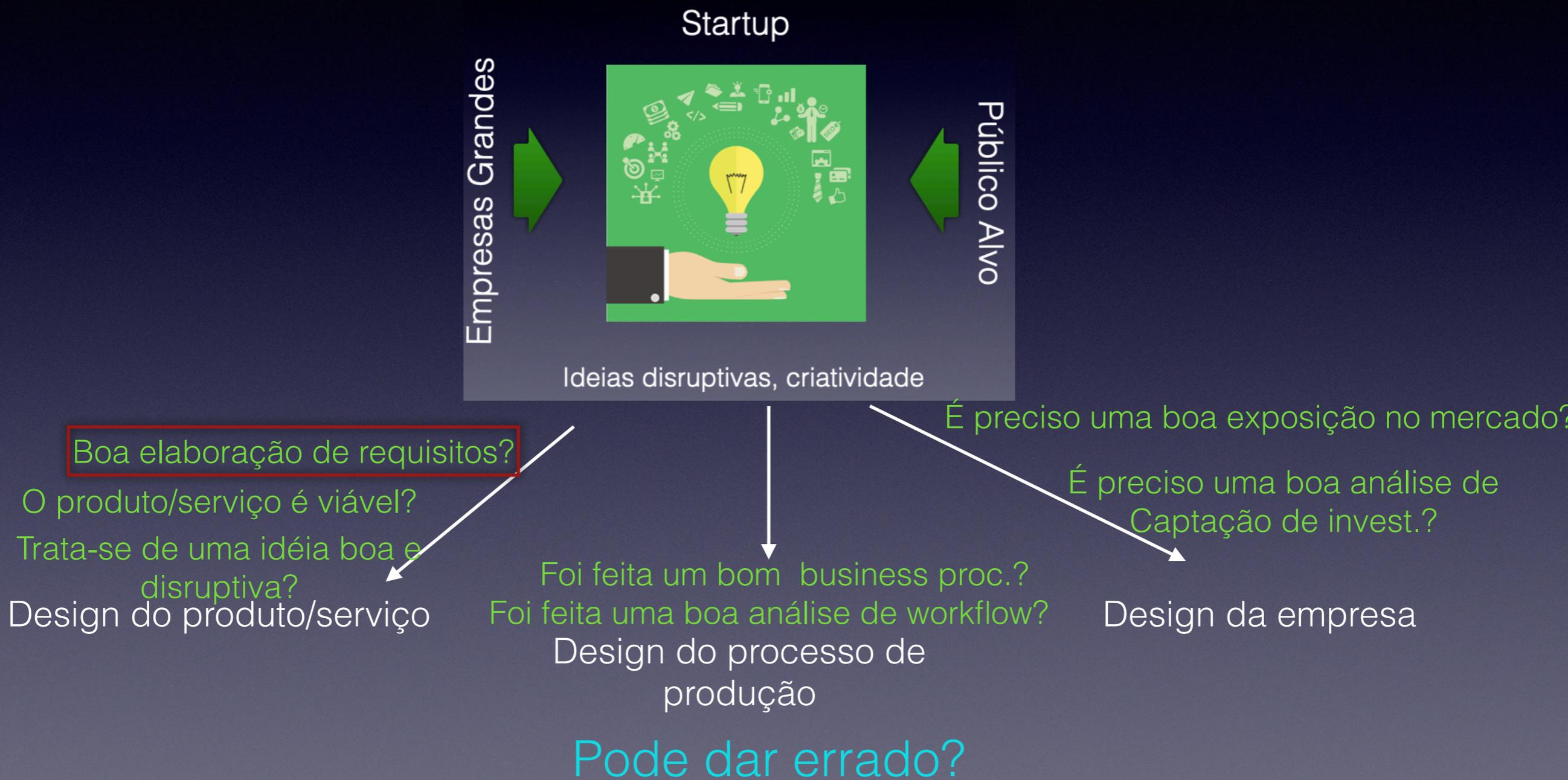
Ideias disruptivas, criatividade

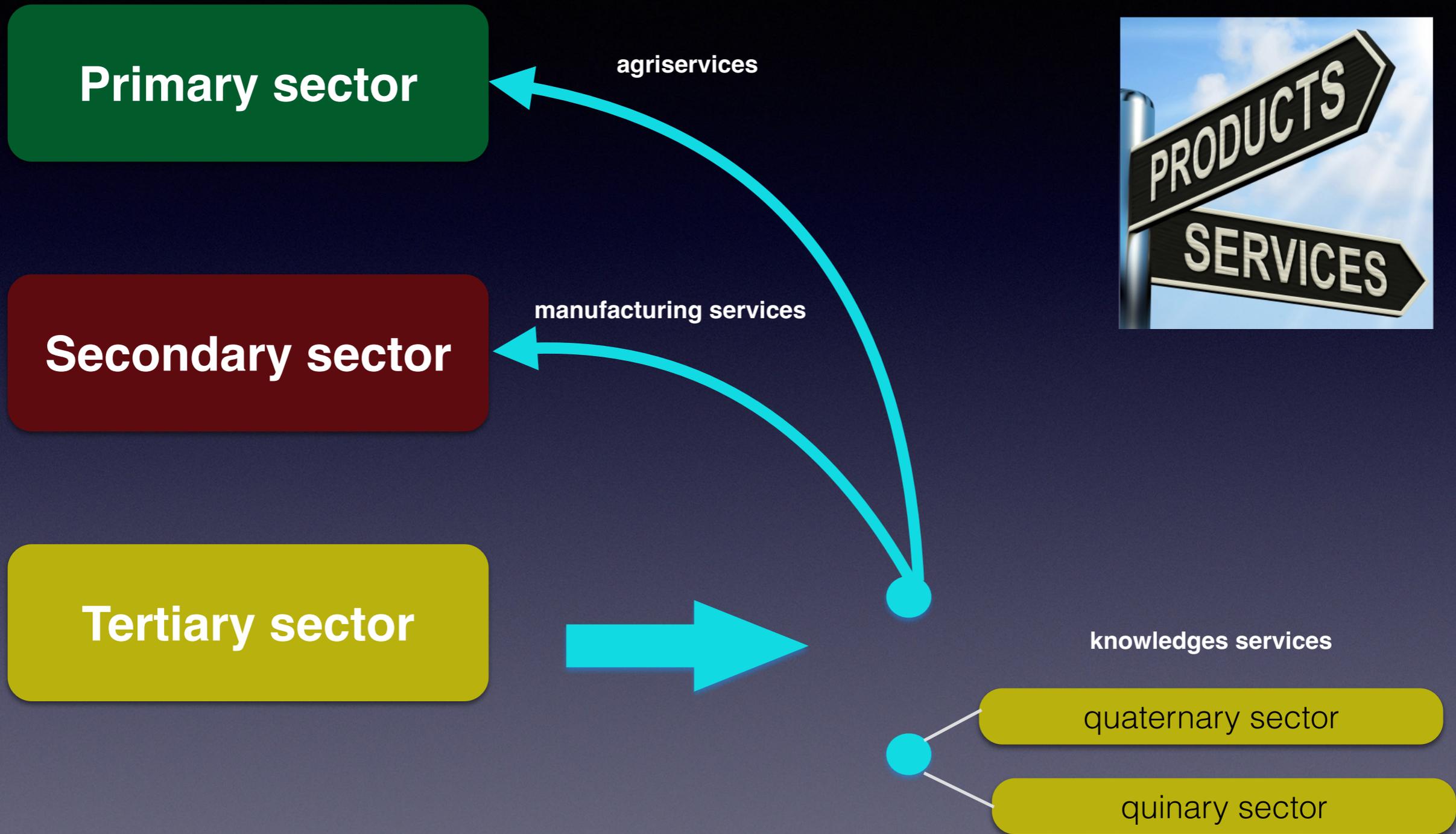


Criando uma startup

CHAPTER 1

The Path to Disaster: A Startup Is Not a Small Version of a Big Company

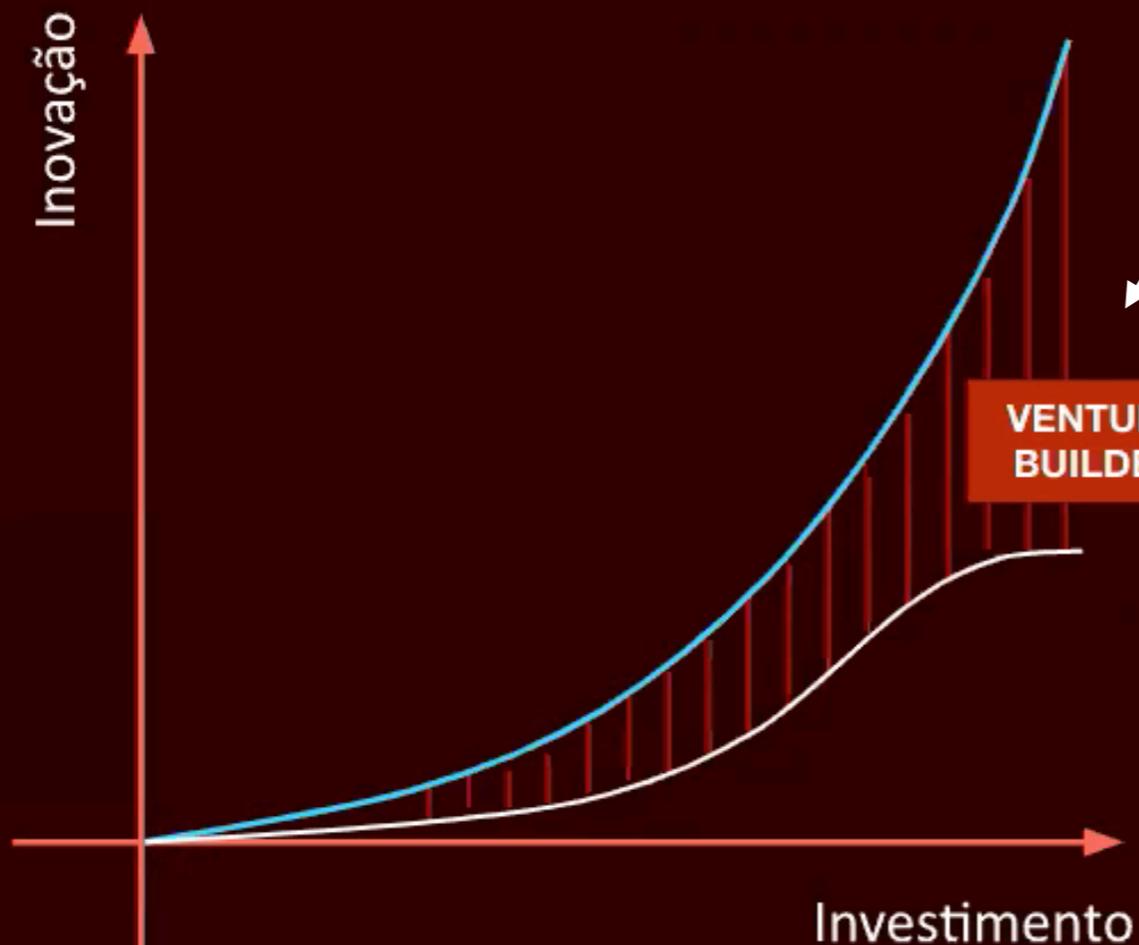






Diogo Dutra

1o. Workshop



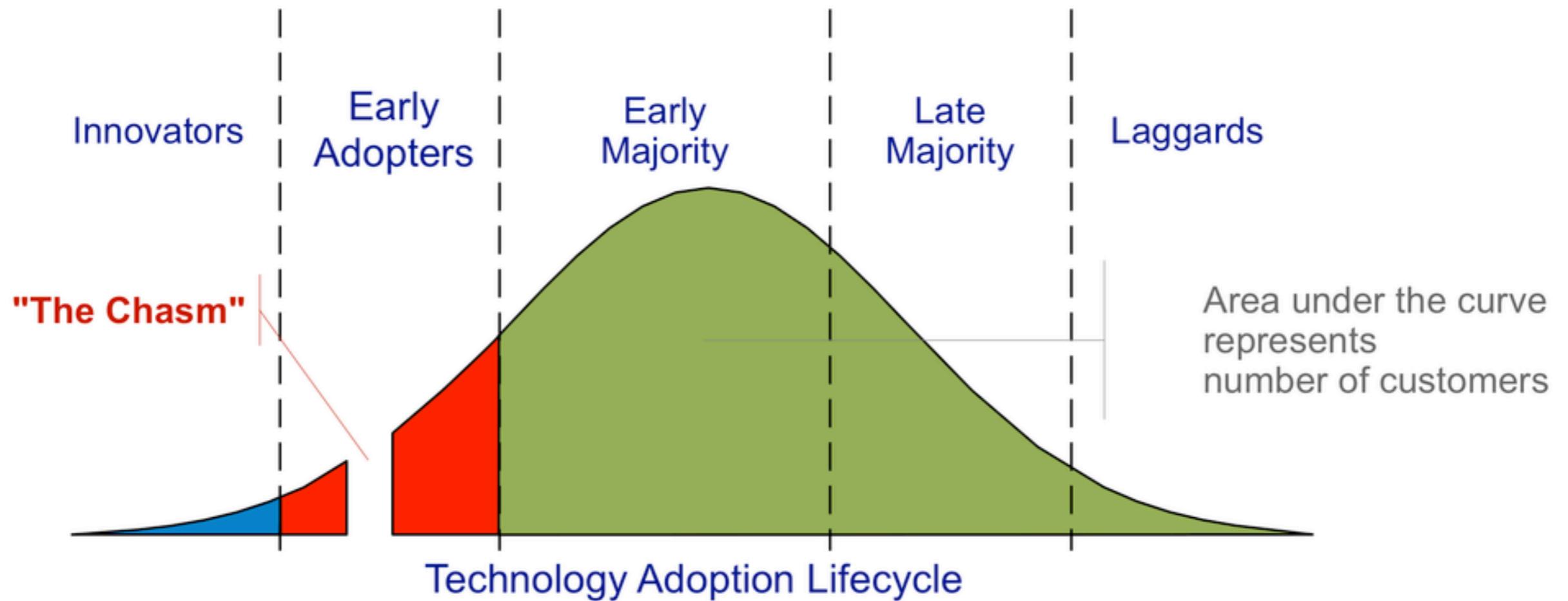
:: Maiores investimentos não resolvem o problema de execução empreendedora que possuem inovação tecnológica (gráfico ao lado);

:: Acreditamos que o modelo de negócio de **Venture builder** é o caminho para resolver esse abismo;

:: E temos resultados de tração comprovados nos últimos 10 anos com nossas empresas;



The Bell Curve

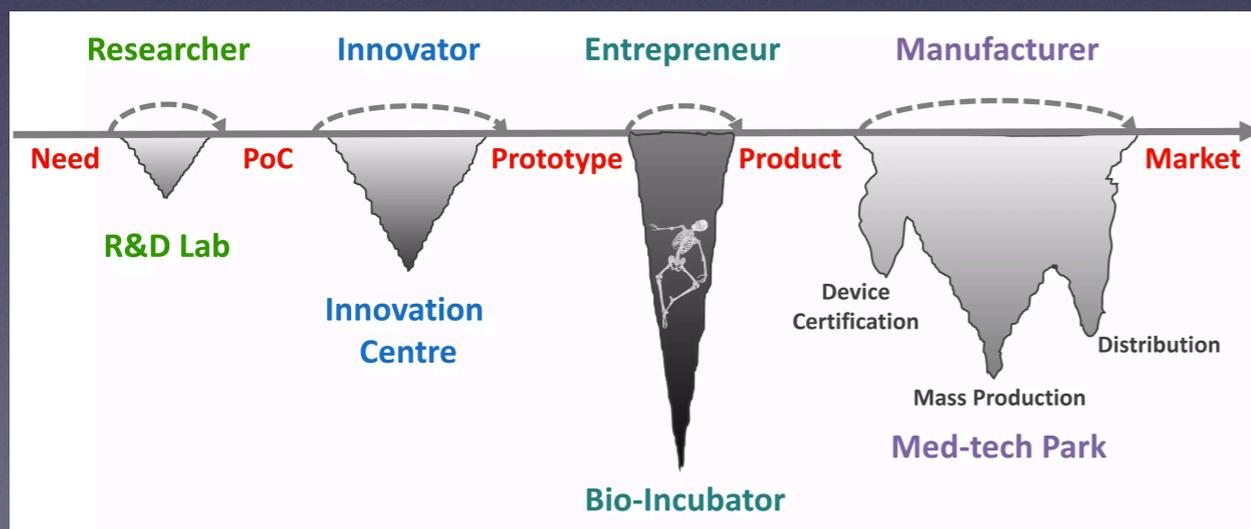


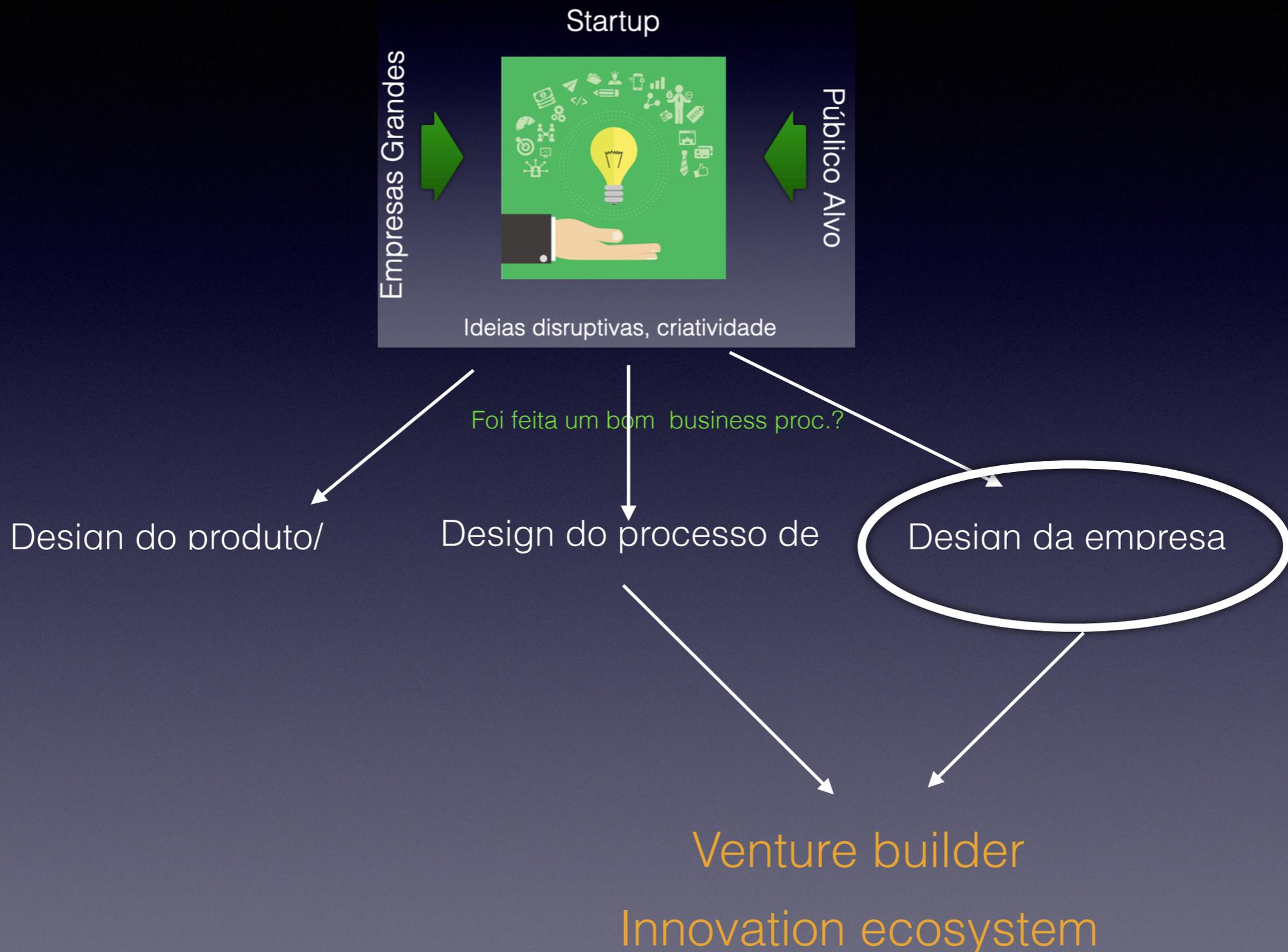


Design tecnológico x processo de negócio



Mas é preciso transformar a integração entre “researcher”, “innovator” e empreendedor em “método”, especialmente em método para o tratamento dos requisitos.







O Ecossistema de Inovação em Israel: Incubadoras e aceleradoras

RICARDO LOMASKI

Empreendedorismo de Base Tecnológica (PMR3410)

I|H

INNOVATION HUB BRAZIL ISRAEL



O conceito da incubadora de empresas na verdade começou o esforço do pós-guerra (segunda guerra mundial) para recompor a economia e a empregabilidade.



<https://www.wired.com/story/how-a-1950s-egg-farm-hatched-the-modern-startup-incubator/>

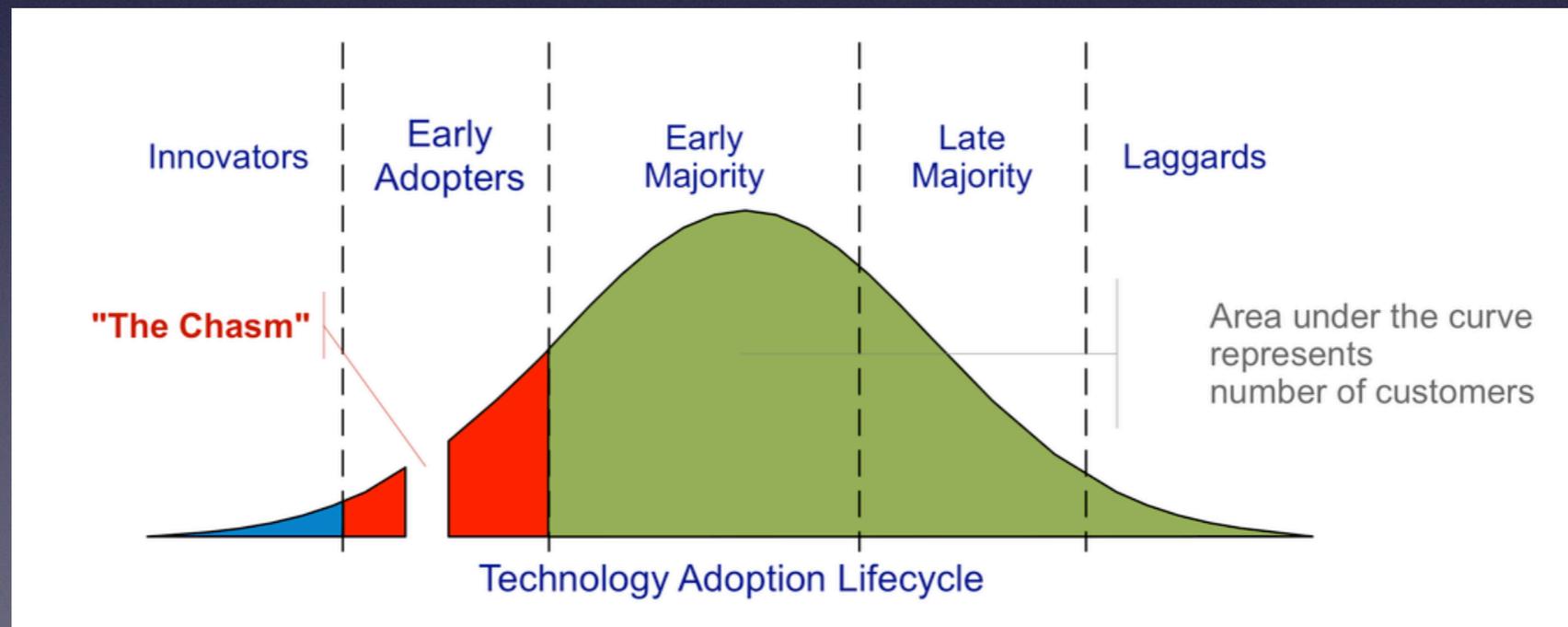


O modelo de estimulação do empreendedorismo no Brasil ganhou força no início dos anos 90 com a criação de incubadoras em todo o território nacional, que deram lugar aos parques tecnológicos.



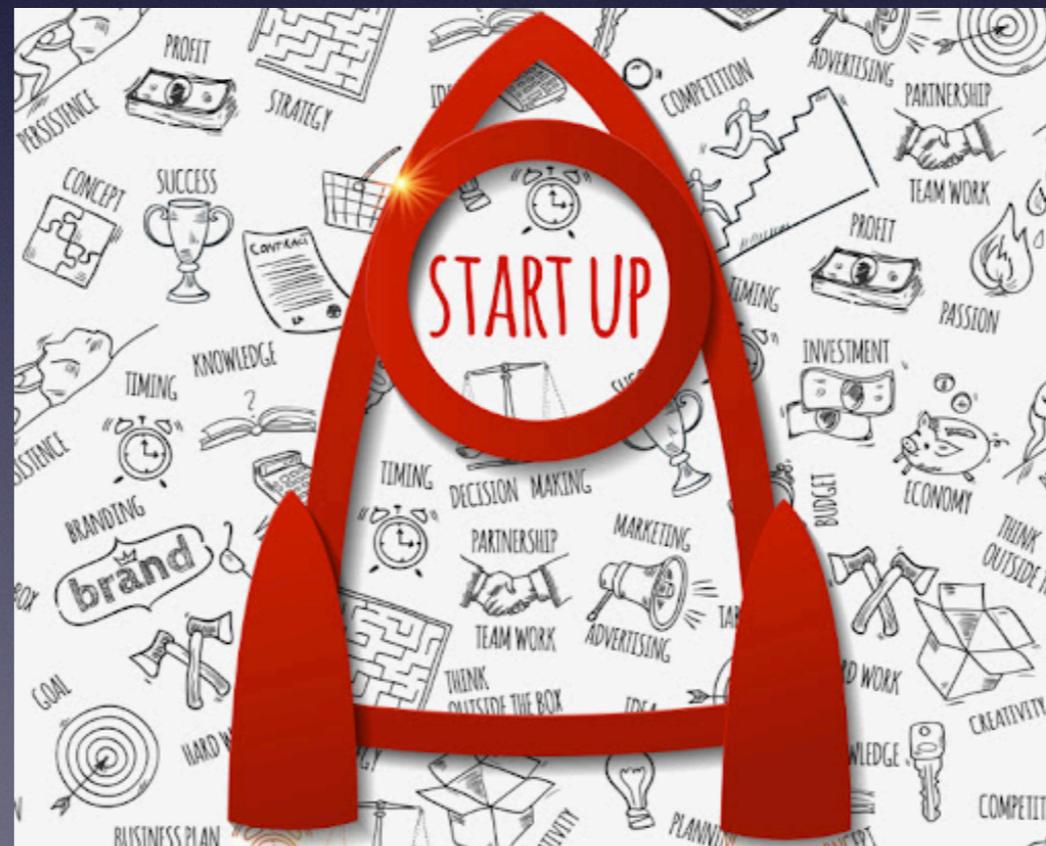


O objetivo foi sempre o de “proteger” as empresas (micro e pequenas, não necessariamente startups) das dificuldades iniciais de implantação, mesmo que essas dificuldades não estivessem intimamente ligadas à inovação.





As aceleradoras têm as empresas startups como foco, o objetivo está diretamente ligado à inovação, o que demanda um caminho mais “rápido” até o “exit”.





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<https://www.theonevalley.com/passport>

https://www.campus.co/intl/pt_ALL/sao-paulo/accelerator/

Google for Startups

São Paulo Unidades Programas Black Founders Fund Eventos Sobre

Português

Google for Startups Accelerator

Os melhores recursos do Google para sua startup crescer





<https://aws.amazon.com/pt/startups/startup-programs/>

The screenshot shows the AWS Startups Programs page. At the top, there is a navigation bar with the AWS logo on the left and links for 'Entre em contato conosco', 'Suporte', 'Português', and 'Minha conta' on the right. Below this is a secondary navigation bar with links for 'Produtos', 'Soluções', 'Definição de preço', 'Documentação', 'Aprenda', 'Rede de parceiros', 'AWS Marketplace', 'Capacitação de clientes', 'Eventos', and 'Explore mais'. The main content area has a pink header with the title 'Programas para startups da AWS'. Below the header, there is a section titled 'Dimensione sua startup com a AWS' with a paragraph describing the mission. This is followed by a section titled 'Conecte-se com oportunidades de crescimento' with a paragraph describing the programs. Below these are three cards: 'Programa para startups da Rede de parceiros da AWS (APN)', 'AWS Marketplace para startups', and 'AWS Public Sector para startups'. At the bottom, there is a section titled 'Explore programas de aceleração'.

aws Entre em contato conosco Suporte Português Minha conta [Faça login no console](#)

Produtos Soluções Definição de preço Documentação Aprenda Rede de parceiros AWS Marketplace Capacitação de clientes Eventos Explore mais

AWS Startups Histórias de startups Programas para startups Começar a criar AWS Activate AWS Lofts Recursos para startups

AWS Startups / ...

Programas para startups da AWS

Dimensione sua startup com a AWS

Nossa missão, simplesmente, é ajudar as startups a terem sucesso. É por isso que oferecemos uma ampla gama de programas e eventos além de nossos serviços de infraestrutura para apoiar startups à medida que são lançados, crescem e se expandem.

Conecte-se com oportunidades de crescimento

Descubra programas que o conectam a novas oportunidades, desde o desenvolvimento de estratégias de chegada ao mercado até encontrar novas bases de clientes para expandir seus negócios.

Programa para startups da Rede de parceiros da AWS (APN)

Obtenha orientação por meio de validação técnica, suporte de entrada no mercado e capacitação de vendas para capacitar sua startup na velocidade que ela precisa.

AWS Marketplace para startups

Encontre a visibilidade de que você precisa e tenha acesso a milhões de clientes da AWS que procuram produtos inovadores de startups como a sua.

AWS Public Sector para startups

Colabore para desenvolver tecnologia de próxima geração que capacite entidades do setor público e melhore o envolvimento público-privado.

Explore programas de aceleração



Get rid of “computer rooms”: use the cloud!





SHELL STARTUP ENGINE

O Shell StartUp Engine é um programa global de inovação focado em startups em estágio inicial a médio de maturidade, que buscam desenvolver suas capacidades e impulsionar o crescimento de seus negócios inovadores dentro das temáticas: circularidade do plástico, energias renováveis e cidades inteligentes.



TestaStartup

Empresas Grandes

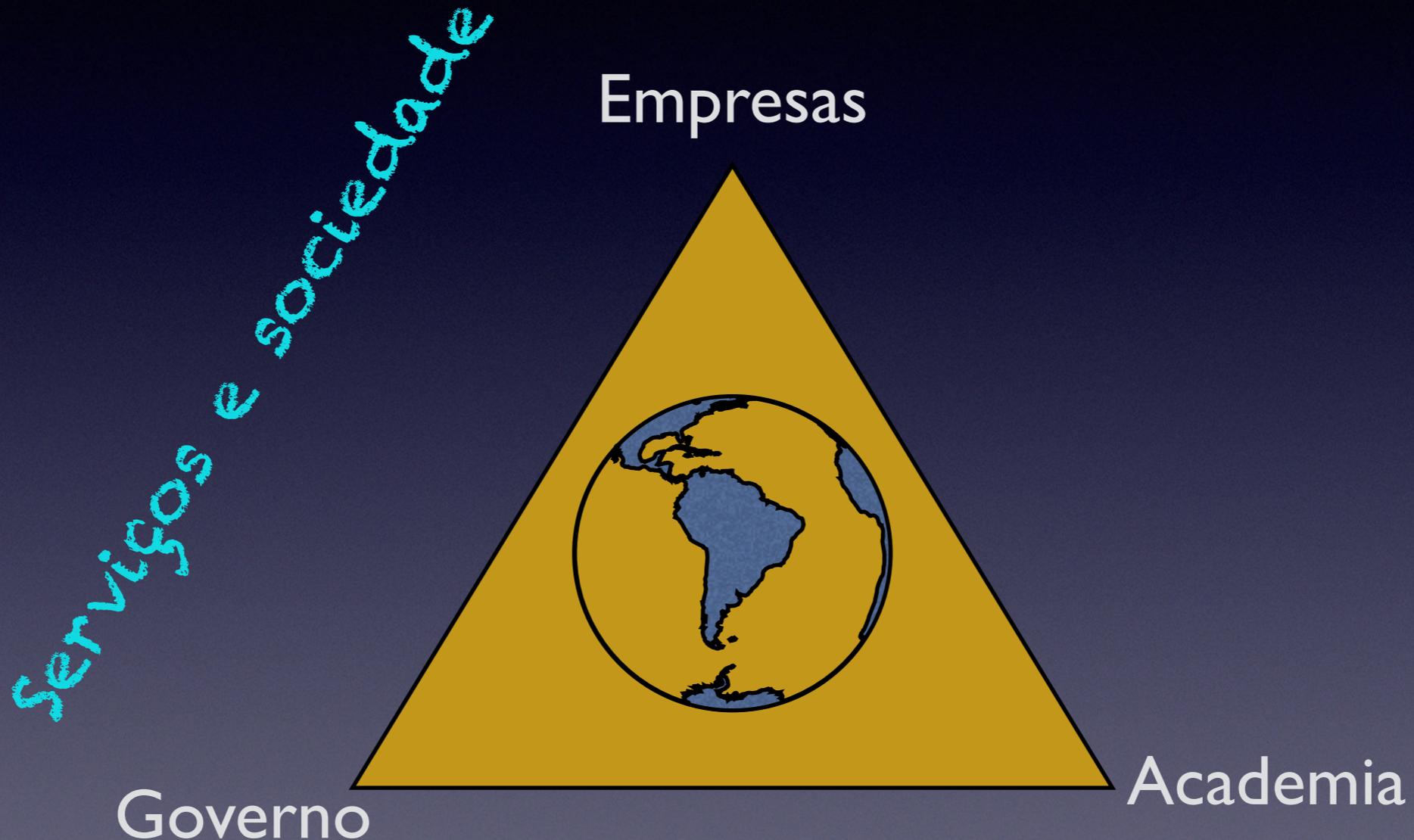


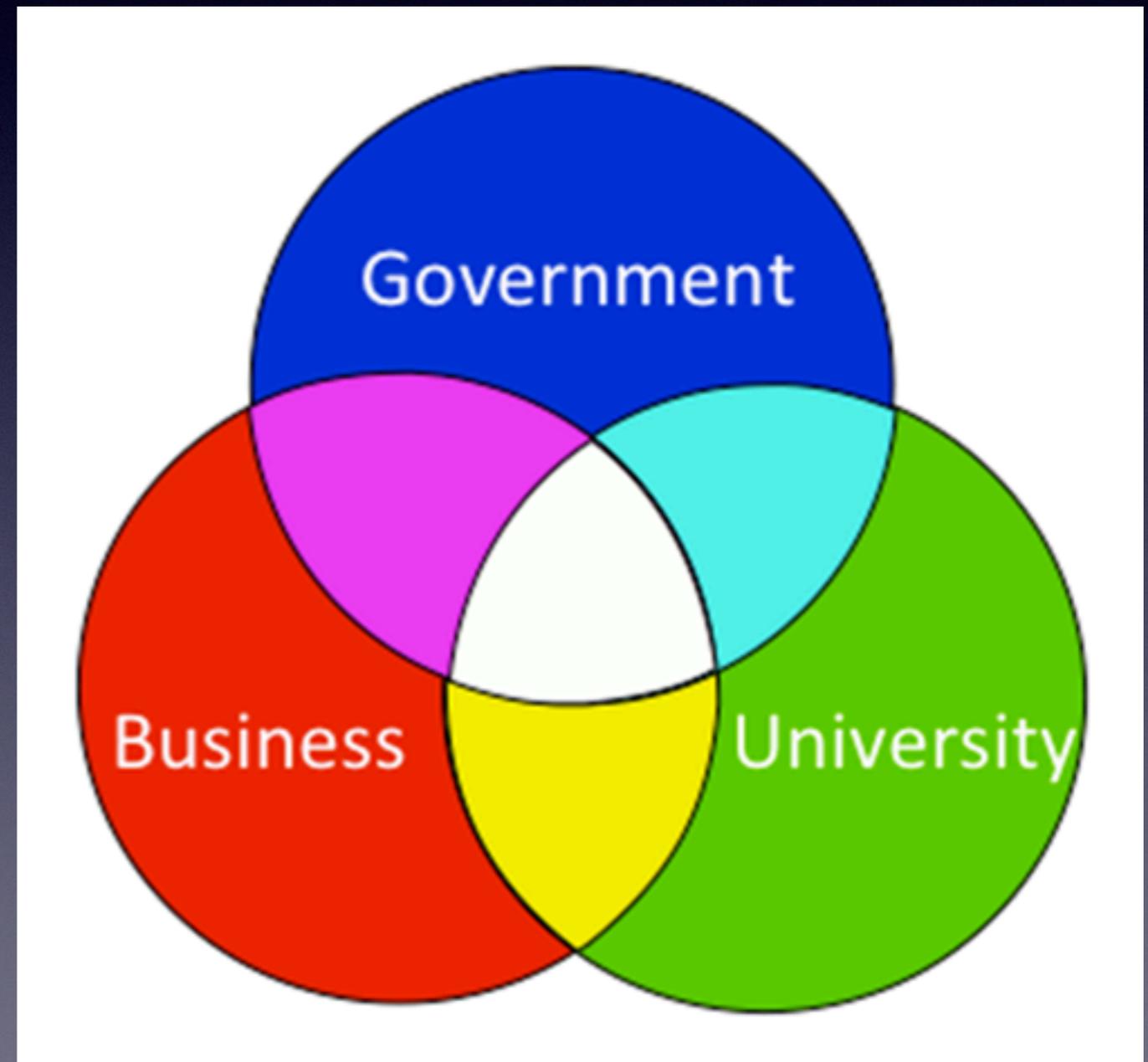
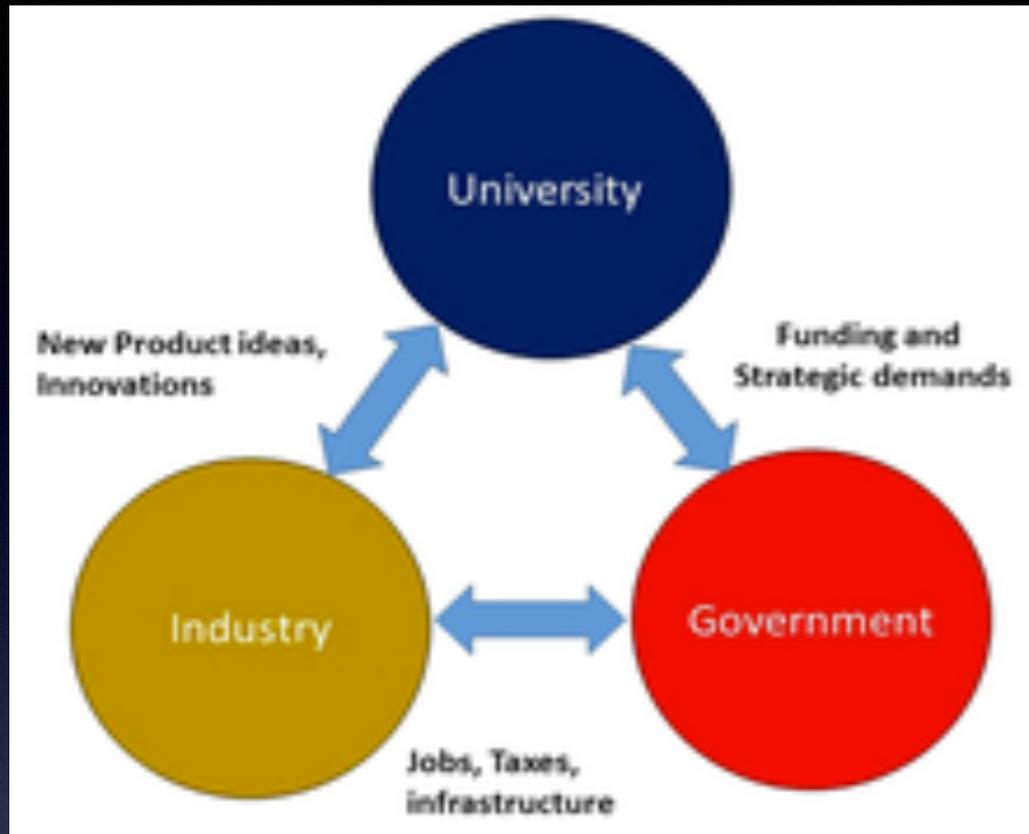
Público Alvo

Ideias disruptivas, criatividade



Triângulo de Sábado







A idéia do innovation ecosystem surge para acelerar justamente o surgimento de novas idéias em um mercado onde este é o diferencial competitivo.





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<https://www.idiainnovation.org>

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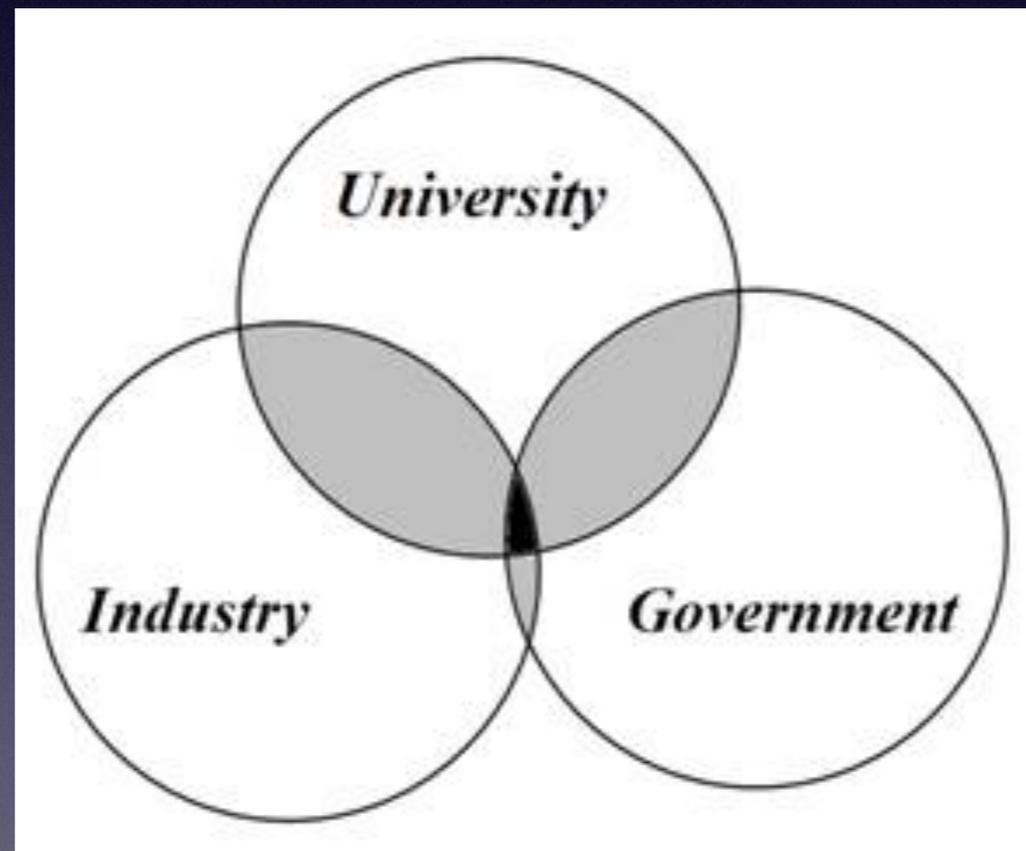
IDIA - International Development Innovation Alliance

HOW DOES IDIA DEFINE AN INNOVATION ECOSYSTEM?

An innovation ecosystem is made up of enabling **policies and regulations**, accessibility of **finance**, informed **human capital**, supportive **markets, energy**, transport and communications **infrastructure**, a **culture** supportive of innovation and entrepreneurship, and **networking** assets, which together support **productive relationships** between different actors and other parts of the ecosystem.



O “innovation environment” resulta de uma conjunção de esforços que certamente não pode ser gerado por uma aceleradora e muito menos por incubadoras. Um modelo de suporte para isso seria, no mínimo, o Triple Helix.





Theme paper Triple Helix I (January 1995)

**THE TRIPLE HELIX---UNIVERSITY-INDUSTRY-GOVERNMENT RELATIONS:
A LABORATORY FOR KNOWLEDGE BASED ECONOMIC DEVELOPMENT**

EASST Review 14 (1995, nr. 1) 14-19.

Henry Etzkowitz, Sociology, State University of New York at Purchase and Science Policy
Institute (SPI) SUNY Stony Brook

Loet Leydesdorff, Science & Technology Dynamics, University of Amsterdam

Universities and industry, up to now relatively separate and distinct institutional spheres, are assuming tasks that were formerly largely the province of the other. The role of government in relation to these two spheres is changing in apparently contradictory directions. Governments are offering incentives, on the one hand, and pressing academic institutions, on the other, to go beyond performing the traditional functions of cultural memory, education and research, and make a more direct contribution to "wealth creation" (HMSO 1993). Governments are also shifting their relationships to economic institutions, becoming both more and less involved. In some countries with a laissez faire capitalist tradition such as the U.S. government is playing a greater role in innovation in the civilian economy (Etzkowitz 1994a) while in former socialist societies government has withdrawn from its previous position of total control of science and technology policy; adopting



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UNIVERSITY INDUSTRY GOVERNMENT association [Member](#)

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PUBLICATIONS

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- ◆ [Hélice](#)
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NEWS HEADLINES

20th Triple Helix Conference Florence

Governing new and traditional partnerships for innovation and development in the post-pandemic world

SAVE THE DATE

For more info: thc2022@oic.it

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2022
27 JUNE
29 JUNE

Welcome to the Official Website of the Triple Helix Association

Following the round of international conferences started in 1996 with the aim to promote the study of the interactions between the

[News](#)
[THA Chapters at the XIX Triple Helix Virtual conference](#)



OECD - Organization for Economic Co-operation and Development

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OECD.org 60 YEARS

OECD Home About Countries Topics Coronavirus (COVID-19) Français

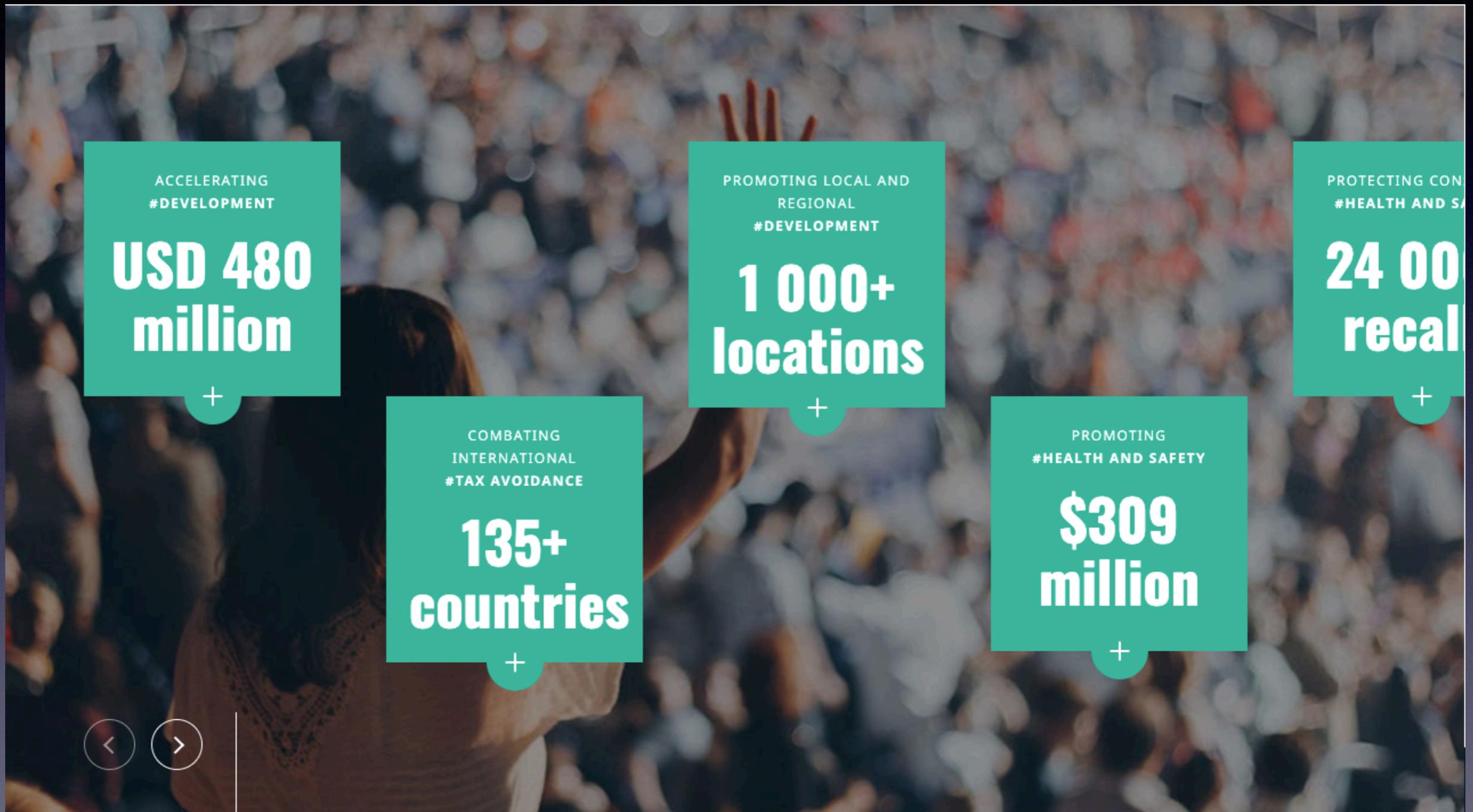
OECD/G20 INCLUSIVE FRAMEWORK ON BEPS
A ground-breaking tax deal for the digital age
Major reform of the international tax system finalised today at the OECD will ensure that Multinational Enterprises (MNEs) will be subject to a minimum 15% tax rate from 2023.
8 October 2021 | News Release
[LEARN MORE](#)

MINISTERIAL COUNCIL MEETING 2021, PART II
Shared values: "Building a green and inclusive future"

BUSINESS AND FINANCE OUTLOOK 2021
Boosting trust in AI crucial for the financial sector

INTERIM ECONOMIC OUTLOOK
Global economic recovery continues - but there are risks

— In focus





Expert workshop,
Paris, 13-14 February 2020

heinnovate

The geography
of higher education

An ecosystem approach to
Knowledge exchange and
Collaboration





Global Startup Ecosystem Index 2021



Eli David
CEO, StartupBlink

Your local entrepreneurs are talented enough to create magic. Make sure the infrastructure of your startup ecosystem is ready for them.

South America

- Buenos Aires Ciudad [Argentina]
- Cordoba Local Government [Argentina]
- Invest São Paulo [Brazil]
- State of Minas Gerias [Brazil]
- Invest Rio [Brazil]
- Camara de Comercio de Cali [Colombia]
- PRO Panama [Panama]
- National Innovation Authority [Panama]
- Ministry of Production [Peru]



Existem várias propostas e novas estratégias para compor o ecossistema de inovação, tanto na academia como por forças ligadas à ONU, organismos da comunidade europeia, NSF-USA, e as chamadas iniciativas regionais. O importante é que iniciativas de tech-startups não podem deixar de levar esse insumo em conta para atravessar o abismo da curva do sino.

Page 1

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Technovation xxx (xxxx) xxxx



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Technovation

journal homepage: www.elsevier.com/locate/technovation



Innovation ecosystems: A conceptual review and a new definition

Ove Granstrand^a, Marcus Holgersson^{b,*}

^a University of Cambridge, Institute for Manufacturing, 17 Charles Babbage Road, Cambridge, CB3 0FS, United Kingdom

^b Chalmers University of Technology, Department of Technology Management and Economics, SE-412 96, Gothenburg, Sweden

ABSTRACT

The concept of innovation ecosystems has become popular during the last 15 years, leading to a debate regarding its relevance and conceptual rigor, not the least in this journal. The purpose of this article is to review received definitions of innovation ecosystems and related concepts and to propose a synthesized definition of an innovation ecosystem. The conceptual analysis identifies an unbalanced focus on complementarities, collaboration, and actors in received definitions, and among other things proposes the additional inclusion of competition, substitutes, and artifacts definition: *An innovation ecosystem is the evolving set of actors, activities, and artifacts, and that are important for the innovative performance of an actor or a population of actors. This definition is valid for both artificial and natural ecosystems, and the validity of it is illustrated with three empirical examples.*

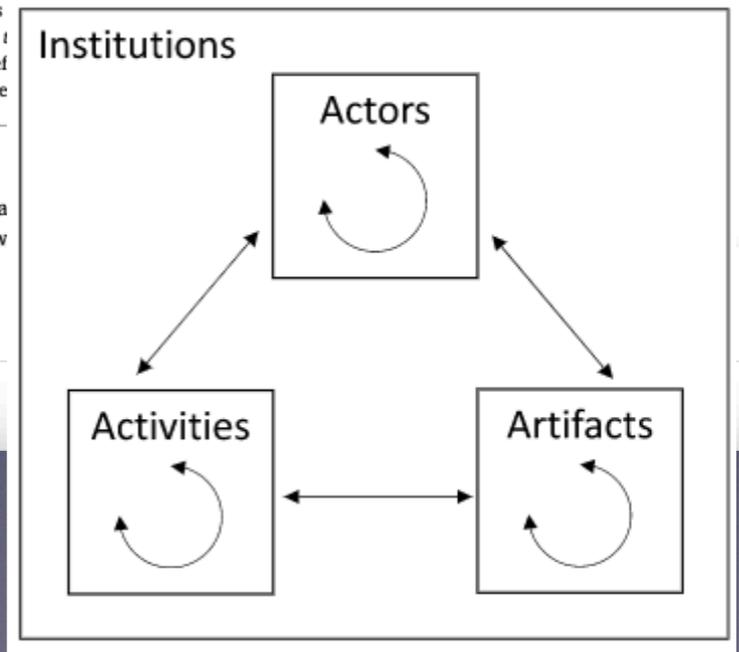
1. Introduction

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e Inovação Industrial

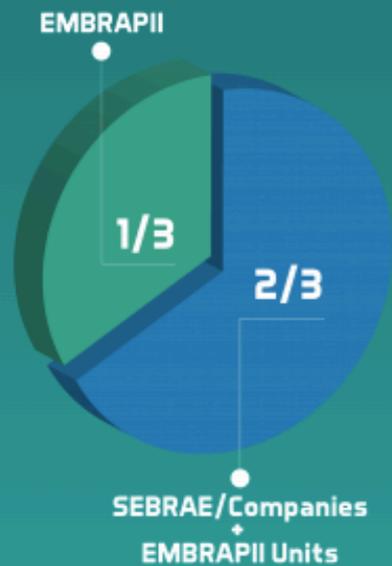
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- ✓ Continuous flow: at any moment, your company can carry out projects, without waiting for a bid
- ✓ In a few months, the developed products collect taxes in values higher than that invested by EMBRAPII in its development



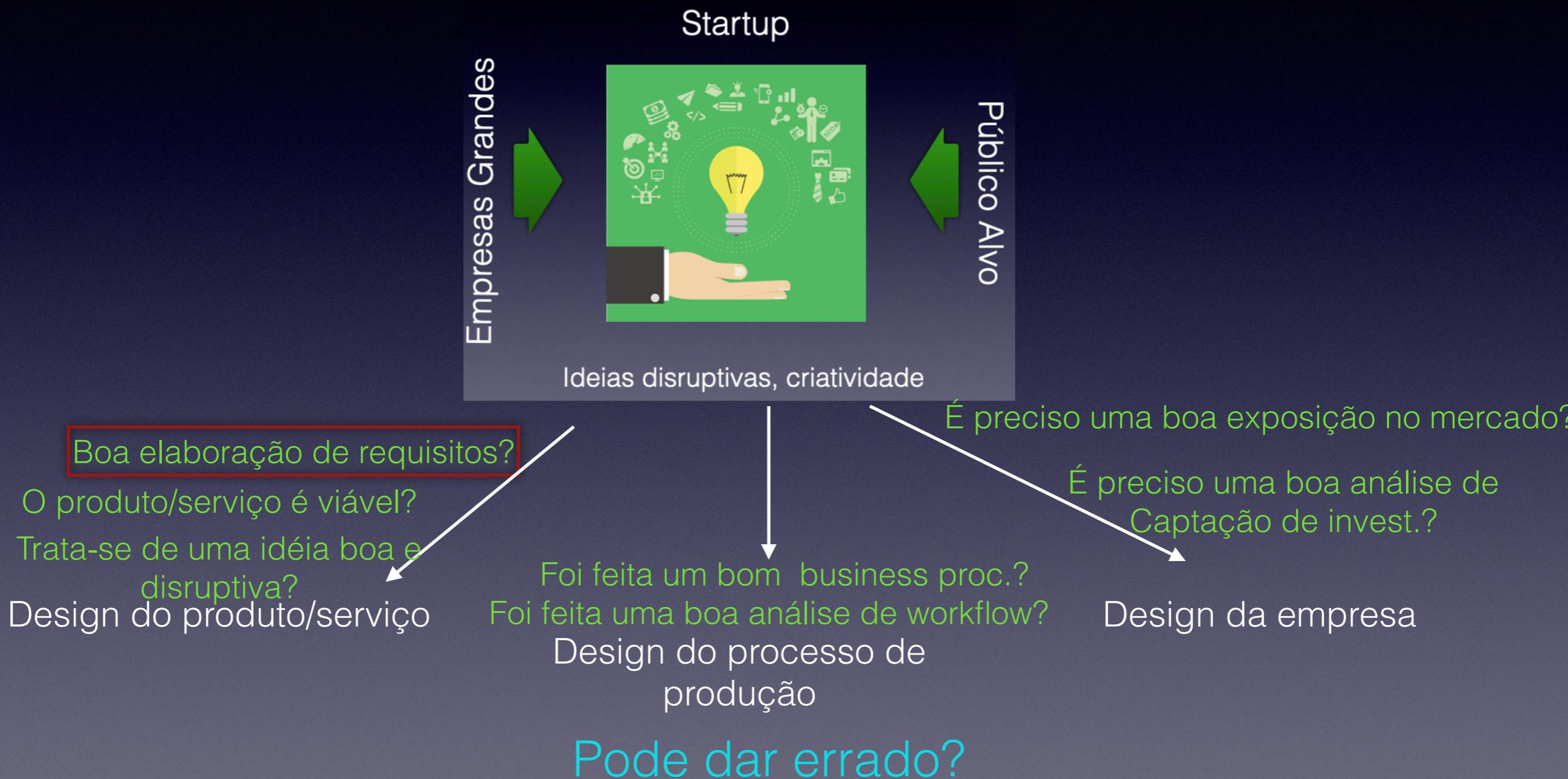
A recomendação é que se leve em conta TODAS as iniciativas institucionalizadas do ecossistema de inovação - regionais, nacionais, globais, voltadas a nichos de produto, etc. - no processo de criação de uma nova startup de base tecnológica.



Criando uma startup

CHAPTER 1

The Path to Disaster: A Startup Is Not a Small Version of a Big Company



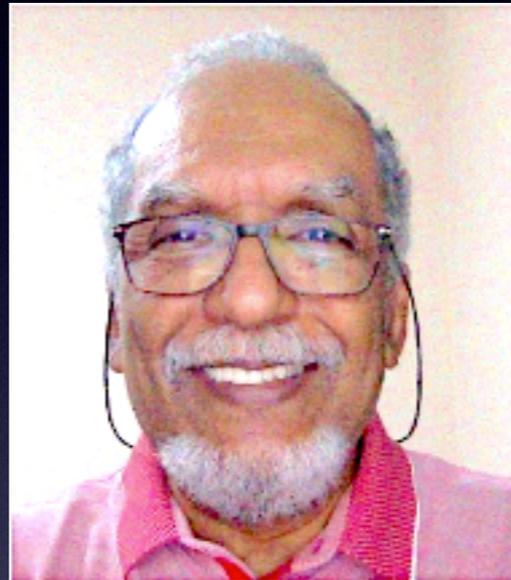


Boa elaboração de requisitos?

O produto/serviço é viável?
Trata-se de uma idéia boa e
disruptiva?

Design do produto/serviço

Nas próximas duas semanas será preciso agora ter uma abordagem mais formal para a tech startup (entregar no dia 18 de novembro).



Perguntas?