



iStart
Coimbra Academy Report

December 2017



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1. Introduction

The Coimbra iStart Academy was organized by IPN. It was hosted in Coimbra, Portugal from the 31st of October to the 4th of November. The Academy had 28 participants.

The Coimbra iStart Academy emphasized in Smart Living: life in the 21st century means staying connected, living smart and taking charge of the information at your fingertips.

The general structure focused on interactive lectures, teamwork and mentoring. The presentations were given in the early sessions of each day, allowing for the teams and the mentors to work with each other. The program was designed to guide the participants through the lean startup process (from ideation, to validation, to pivoting and pitching).

All teams worked with specific tools (e.g. business model canvas, budget, idea deck) and presented their idea and team in front of an expert panel in the last day of the academy.

2. Timeline

The call for the Coimbra iStart Academy was publicized on 1st of October 2017. The iStart project and the academy was presented to the students of Coimbra University and Polytechnic, especially in the Engineering, Management and Economy classes. There were also meetings with the representatives of several students associations and Professors of Entrepreneurial classes.

The timeline was the following:

- 10/10/2017: Call for Applications
- 25/10/2017: Deadline for applications
- 27/10/2017: Communication to selected candidates
- 31/10/2017: Start of the academy
- 04/11/2017: Final academy day – Evaluation and selection of the best teams

3. Application and Selection Process

The application Google Forms was selected for the application selection process. A dedicated form was created and potential participants could apply online for the iStart Coimbra Academy in the following link:

<https://goo.gl/forms/G43JRKBn2iRIBYP93>

The applicants could see some general information about the academy in the following links:

IPN webpage: <https://www.ipn.pt/noticias/noticia/2302?uri=%2Fnoticias%3Ftema%3D6&a=2302>

IPN social media:

<https://www.facebook.com/institutopedronunes/photos/a.398970132609.186826.102082602609/10154748129412610/?type=3&theater>

The image shows a composite of two screenshots. On the left is the Facebook profile of Instituto Pedro Nunes (@institutopedronunes), featuring a post about the ISTART initiative. On the right is the IPN website's 'Notícias & Eventos' page, which displays key statistics and a news article titled 'Jovens colocam à prova espírito empreendedor'.

Metric	Value
COMPANIES	> 270
COMPANIES IN ACTIVITY	> 75%
TURNOVER (2016)	> 140 M€
% EXPORTS	> 50%
DIRECT EMPLOYMENT	> 2100

The application process included personal, demographic and background data, such as the following:

- First Name
- Last Name
- City of origin
- Country
- Date of birth
- Gender

- Nationality
- Phone number
- E-mail
- Have you ever attended any Startup training academy or workshop before? If so, which one?

Some educational data were also requested, such as the following:

- Academic degree
- Field of study
- Institution of education

Finally, motivation, entrepreneurial drive and business ideas were also requested:

- Why do you want to join the iStart Academy?
- Do you have a business idea that you would like to develop during the academy?
- If you answered yes in the previous question, please describe your idea in a short paragraph.
- Could you tell us please how did you hear about iStart Coimbra Academy?

iStart Coimbra Startup Academy

31 October - 4 November 2017



1. First Name

2. Last Name

3. City of Origin

4. Country

5. Birth Date

Exemplo: 15 de dezembro 2012

6. Gender

Marcar apenas uma oval.

Female

Male

7. Nationality

8. Phone Number

9. Your e-mail

Figure 1 A screenshot of the application form

10. Have you ever attended any Startup training academy or workshop before? If so, which one?

Academic Background

11. Which academic degree do you hold?
Marcar apenas uma oval.

- High School
- Bachelor's degree
- Master's Degree
- Doctorate
- Outra: _____

12. Please name your field of study

13. Please name the institution where you obtained the degree mentioned above

Motivation and Entrepreneurial Drive

14. Why do you want to join the iStart Coimbra Academy?

15. Do you have a business idea that you would like to develop during the academy?
Marcar apenas uma oval.

- Yes
- NO

16. If you answered yes, please describe your idea in a short paragraph.

17. Could you tell us please how did you hear about iStart Coimbra Academy?
Marcar apenas uma oval.

- University or High school
- Friends or Colleagues
- Social Media
- Outra: _____

Figure 2 A screenshot of the application form

In total, there were 70 applicants. The basic selection criteria were, quality and richness of the data provided, motivation and entrepreneurial drive.

4. Participants

The iStart Academy hosted 28 participants in total.

An analysis of the demographics and more information about the participating students' characteristics are presented, in the charts below:

Citizenship

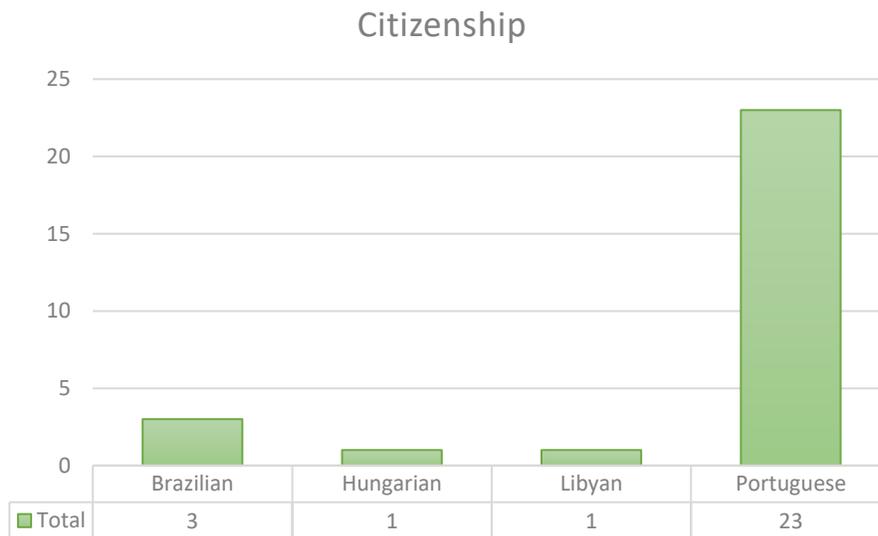


Figure 3 Citizenship chart

Gender balance

Gender ditribution

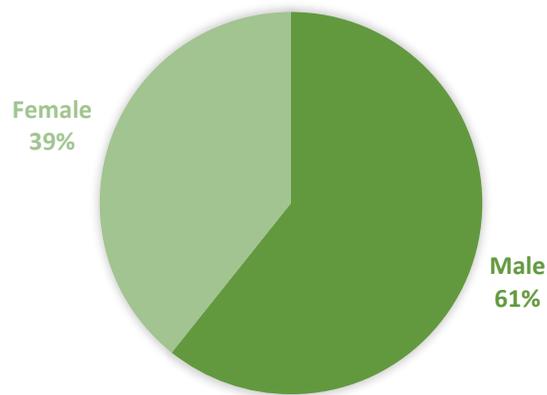


Figure 4 Gender balance chart

Age distribution

The average of the participants was 23,5 years old.

Age distribution

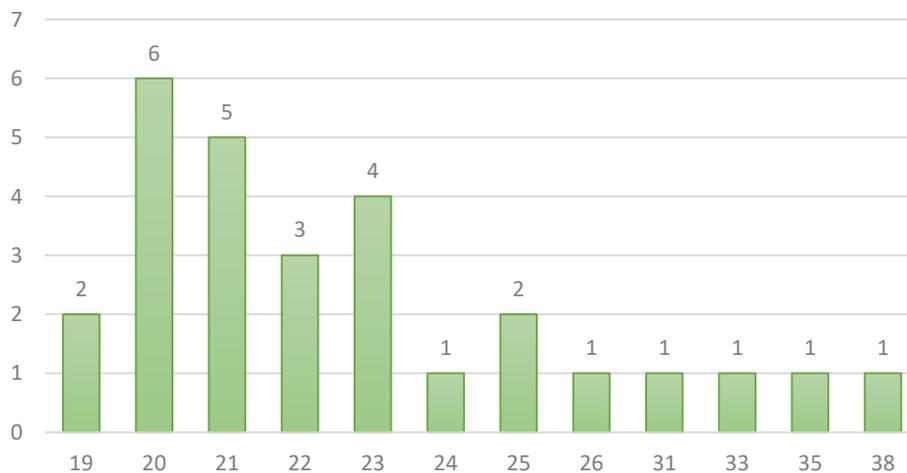


Figure 5 Age distribution chart

Level of education

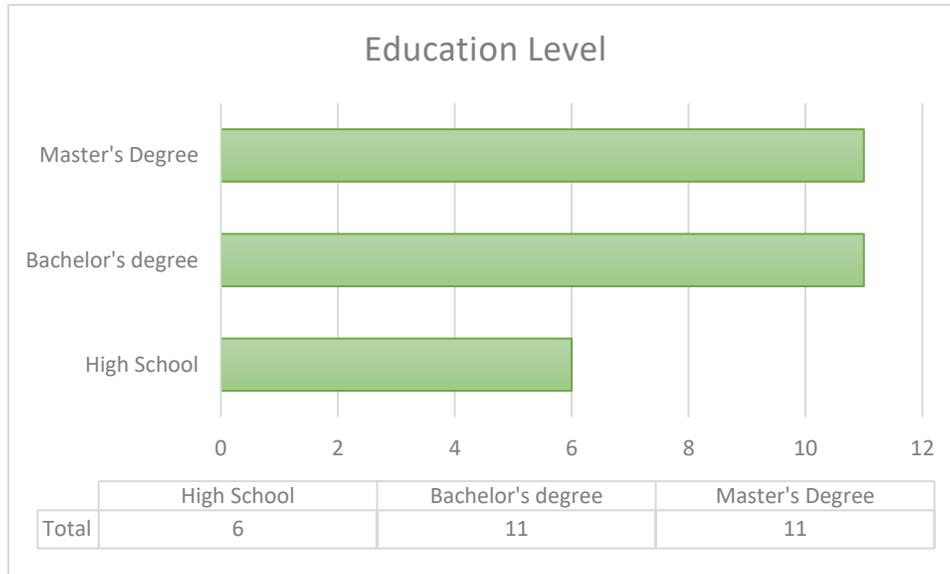
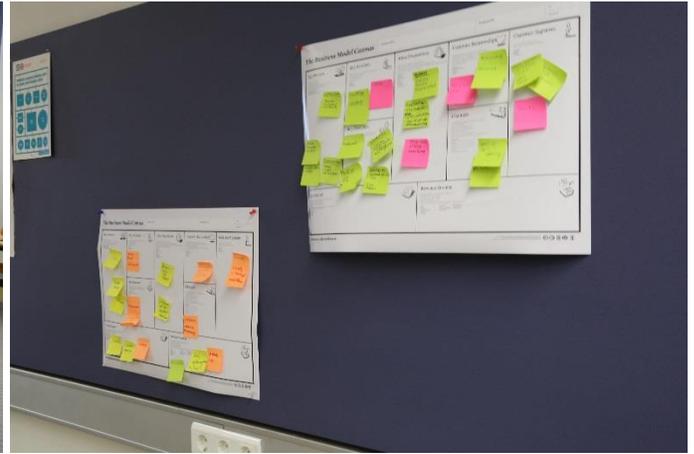


Figure 6 Education level chart

5. Premises

The Coimbra Academy in Smart Living was hosted in Instituto Pedro Nunes (IPN). The Academy was hosted in a dedicated open area room (i.e. the Multi-Purpose Room) with moveable desks and two projectors.





6. Agenda

The first day of the Academy started with a brief introduction of the Academy focusing on the relevant procedures and the overall schedule. Next, a thorough presentation took place about the Lean Business Methodology, the dynamics of entrepreneurship and Business Model design from the mentors. During the day, the teams formed organically and the whole process was mediated by the professional mentors of the Academy. The day completed with the teams formed and the initial ideas documented.

The second day started with a presentation from the Academy's mentors on the process of business idea formation and validation. The focus was to lead the participants to think about the feasibility (technical, business, legal, etc.) of their business idea and initiate a design process (e.g. what is the problem they are solving, who are the customers, who are the users, etc). The goal was to guide the teams to hit the streets and get feedback on their ideas. Validation happens in practice. The teams with the help of their mentors described their feedback from primary data (potential users on the streets of Coimbra), as well as secondary desk/market research. The teams, with the help of their mentors, documented their ideas to relevant canvases.

The third day was focused on updating of previous materials: idea description, lean canvas, idea validation and business concept. Many teams pivoted their idea a few times during the Academy and as the competition day was approaching, they had to update the previous material and align them with the newest business focus.

The fourth day was dedicated to budgeting and raising-capital issues. Calculating the different aspects of a newly founded business is challenging for young entrepreneurs. The basic elements of budgeting were presented to the participants in order to help them to make coherent and relevant calculations over their business idea. The teams were given a simple budget template and the Academy's mentor assisted the teams to fill it appropriately. The presentations concluded with a brief, yet valuable guide of how to pitch in front of investors and attract capital.

The fifth and final day was focused on the pitch competition. The jury (4 members) was given a print-out of the special sheet for the marking of the teams. The teams presented their pitch in front of the audience and after all marks have been compiled the winners were announced. The day concluded with after-competition mentoring and next-steps announcements from the Academy's mentor. The IPN Business Incubator offered 6/4/2 months of free coaching and virtual incubation to first, second and third winner of the pitching competition.

The full agenda is presented next.

	iStart :Coimbra Startup Academy				
	31-10-2017	01-11-2017	02-11-2017	03-11-2017	04-11-2017
10.00-11.00		Idea/Business Model validation Market Segmentation			Pitching Competition
11.00-12.00		Out on the streets			
12.00-13.00		Out on the streets			Best team selection and event closure
13.00-14.00		Lunch@IPN			Lunch@IPN
14.00-16.00	Introduction Overview of the Academy (Lean Business Model) Canvas and Desk Research	Teamwork and Coaching	Market/Product/Competition analysis	How to pitch	
16.00-18.00	Ideas Presentation / Teams Formation	Teamwork and Coaching	Idea Crash-Test (Pivoting)	Budgeting and Forecasting / Raising Capital	
18.00-20.00	Howloween Break / Teamwork and Coaching	Teamwork and Coaching	Teamwork and Coaching	Teamwork and Coaching	
20.00-21.30			Dinner@IPN	Dinner@IPN	

Figure 7 iStart Coimbra Academy agenda

7. Mentors

The iStart Coimbra Academy had two resident mentors who coached the participants from the first day to the last. Their brief CVs are presented next.



Marco Braga Pinheiro, partner at B'TEN – Business Talent Enterprise Network

Senior Executive Programme of the London Business School (SEP69), Degree in Economics from the Universidade Nova de Lisboa.

Board Member, Partner of B'TEN.

Entrepreneur, investor and business consultant.

Worked for 13 years in the banking industry – ABN AMRO Bank, N.V. and Banco BPI – where he held several management positions and 5 years as the CFO of Portugal's prime servicer of alternative assets, managing a portfolio of over 3bln euros of distressed assets. Lectured Corporate and Public Finance at the European University

Specialised in business strategy, capital markets, structured finance and financial modelling.



Jorge Pimenta, Project Manager at IPN Incubator

Support to incubated companies regarding business development and funding (both venture capital and national funding).

8. External engagement

The iStart Academy engaged several local stakeholders. Apart from the professional mentors and the dedicated jury committee at the last day's Pitching Competition (see below).

iStart project partners had the opportunity to visit the incubator's premises and exchange experiences about the early stage startup incubation process.



9. Idea generation process

During the first day of the Academy the teams formed organically and the whole process was mediated by the professional mentors and experts of the Academy. The participants presented either themselves or their initial idea. Ideas/skills were documented on the backboard by the mentors. All of the participants voted for the favorite ideas. Owners the ideas mixed with the rest of the participants in an organic and gradual manner forming teams of 3-4 persons.

The second day was dedicated to the process of business idea formation and idea validation. The mentors worked to lead the participants to think about the feasibility (technical, business, legal, etc.) of their business idea (e.g. what is the problem they are solving, who are the customers, who are the users, etc.). The followed step was the process of idea validation. The goal was to guide the teams to hit the streets and get feedback on their ideas using a lean validation approach. This process and the assistance from the mentors gave to the participant a valuable awareness about the risks related to be too much confident in the initial idea and the prejudice and preconceptions about customers. The teams with the help of their mentors described their idea and their team in a dedicated template and started working on the business planning canvas.

There were 8 teams/ideas formed in total.

10. Pitching Competition

At the last day of the academy a Pitching Competition was organized and teams were asked to present their entrepreneurial projects. The jury comprised five members representing the quadruple helix mix:

- A Trainer and Partner at B'TEN
- An Executive Director of IPN-Incubator
- A high value services Consultant with an excellent return and Experienced in Marketing Strategy, Sales and Management.
- A civil engineering and co-founder of Radosys Atlantic, a spin-off company from the University of Coimbra.
- A member representing the project's partnership.

The criteria against which the jury marked the pitching teams were the following (0-5 scale)

- Is there a strong or weak business model?
- Is there a weak or strong competitive advantage?
- Is there a substantial market size to be addressed?
- From the technical point of view, is it the product/solution feasible?
- Does the team background and skills match with the development of the business project?

- What is the potential of the project to be financially viable?

- How is the quality of the presentation?

The teams were given a pitch template and were assisted to fill it appropriately. Each team presented their idea for 5 minutes approximately while the Q&A session from the jury lasted around 10 minutes per team. Each jury member had to mark each team according to seven criteria with marks from 0 to 5. All the marks were selected and transferred to an excel sheet. The marks were double-checked by the organizers and the best 3 teams were selected and announced.

3rd place, HCare:



2nd place, EZEAT:



1st place, Present4U:



11. Feedback from Mentors and Jury

The mentors stressed the participants' motivation and dedication along all academy and in the pitching competition.

All mentors are expectant to participate in future iStart events and initiatives.

Finally, the jury stressed the beneficial impact of iStart on the participating teams as young students are familiarize with real-world startup experiences and entrepreneurial processes.

12. Annex I: Jury Overall Grades

Team Name	Criterion 1 <i>Is there a strong or weak business model?</i>	Criterion 2 <i>Is there a weak or strong USP (Unique Selling Proposition)?</i>	Criterion 3 <i>What is the relevant market size?</i>	Criterion 4 <i>From the technical point of view, is it the product/solution feasible?</i>	Criterion 5 <i>Does the team background and skills match with the development of the business project?</i>	Criterion 6 <i>Are the team members ready to commit full-time to develop the project?</i>	Criterion 7 <i>How is the quality of the presentation ?</i>	Sum
	0= weak; 5=strong	0= weak; 5=strong	0= weak; 5=strong	0= weak; 5=strong	0= weak; 5=strong	0= weak; 5=strong	0= weak; 5=strong	
FoodSurfing	3	3	3	3,4	2,4	3,8	4	22,6
EZEAT	3,4	3,4	3,2	3,8	3,2	3,8	3,8	24,6
ChallengeU	2	2	3,7	3,2	3	3	2,2	19,1
Hcare	3,2	3,2	4	3,4	3,8	3,4	3,4	24,4
Present4U	3,2	3,2	4	3,6	3,4	3,6	4,4	25,4
Savelet	3	2,9	3,6	3,8	3,6	3,2	3,2	23,3
nActive	3	3	3,2	3,4	3,6	2,4	4,4	23

Annex II: Local news and flyers

Diário de Coimbra

TERÇA-FEIRA | 17 OUT 2017 | 13

COIMBRA

Potencial marcador para hipertensão arterial pulmonar descoberto na UC

Investigação Molécula detectada poderá permitir “antecipar e prever” a evolução de “uma doença rara que, se não for diagnosticada e tratada atempadamente, pode levar à morte dos doentes” em menos de três anos

Uma molécula, presente na circulação sanguínea, com «potencial para vir a ser usada como marcador de diagnóstico e prognóstico da hipertensão arterial pulmonar», foi descoberta por investigadores da Universidade de Coimbra (UC).

A molécula detectada, denominada MicroRNA-424(322), pode, acredita a equipa de especialistas envolvidos na investigação que levou à descoberta, permitir antecipar e prever, o modo como a doença evoluirá, refere uma nota de imprensa ontem divulgada pela UC.

O estudo, desenvolvido por investigadores da Faculdade de Medicina (FMUC) e do Centro Hospitalar e Universitário de Coimbra e já publicado na revista *Cardiovascular Research*, foi realizado em duas fases. «Primeiro em contexto clínico, envolvendo perto de uma centena de doentes e um grupo de pessoas saudáveis (para efeitos de controlo), e posteriormente em laboratório, com recurso a modelos animais de hipertensão pulmonar», explica a UC.

A hipertensão arterial pulmonar é uma «doença rara que, se não for diagnosticada e tratada atempadamente, pode levar à morte dos doentes», em menos de três anos.



O investigador Henrique Girão é o coordenador do estudo

Na doença há uma disfunção ao nível da vasculatura pulmonar, com consequências no coração, afirma Henrique Girão, investigador da FMUC e coordenador do estudo.

No âmbito da investigação, «Rui Baptista, médico e primeiro autor deste estudo, identificou na componente clínica deste trabalho, utilizando doentes com hipertensão arterial pulmonar», uma molécula – a MicroRNA-424(322) – que «está presente em maiores quantida-

des no sangue dos doentes quando comparado com pessoas saudáveis», salienta.

Após o estudo das alterações observadas nos doentes, a equipa prosseguiu o trabalho em laboratório, para investigar as causas e implicações do aumento da micro molécula na doença e «os resultados obtidos permitiram identificar a forma como as alterações iniciais, ao nível do pulmão, são transmitidas ao coração».

A compreensão dos mecanismos de comunicação entre ór-

gãos, neste caso entre o pulmão e o coração, «é muito importante para se poder ter uma visão mais integrada da doença».

Assim, frisa Henrique Girão, «foi possível conhecer melhor como é que as modificações ao nível dos vasos do pulmão, que estão normalmente na base da doença, são transmitidas ao coração, em particular ao ventrículo direito, cujas paredes começam a ficar mais grossas e menos elásticas. Este fenómeno, denominado hipertrofia, faz com que «o coração perca alguma da sua capacidade de contração, levando ao falecimento dos doentes por insuficiência cardíaca», acrescenta o especialista, citado pela UC.

O passo seguinte da investigação passa por aumentar o número de amostras de doentes, para haver uma validação consistente com vista a uma utilização clínica do marcador agora descoberto.

«A ideia poderá ser, num futuro próximo, por exemplo num contexto de diagnóstico clínico, fazer a recolha de sangue, ir à procura deste MicroRNA e, consoante os níveis detectados, podemos antecipar e prever de que forma é que a doença vai evoluir», sugere.

Coimbra recebe encontro de dirigentes mutualistas

DEBATE O Encontro Nacional de Dirigentes Mutualistas (ENDM) vai realizar-se no próximo dia 25, na Casa da Mutualidade d'A Previdência Portuguesa, em Coimbra.

A sessão de abertura está marcada para as 9h30, com intervenções de António Martins de Oliveira, presidente do Conselho de Administração de A Previdência Portuguesa, Luís Alberto Silva, presidente do Conselho de Administração da União das Mutualidades Portuguesas (UMP), e de João Paulo Rebelo, secretário de Estado da Juventude e do Desporto.

Segundo os organizadores, o encontro é um dos principais eventos promovidos anual-

mente pela União das Mutualidades Portuguesas. Além de servir para debater e delinear as orientações estratégicas do Movimento Mutualista português, contará com intervenções sobre o “Fundo Mutualista”, por João Costa Pinto, presidente do Conselho de Auditoria do Banco de Portugal, “Movimento Mutualista Jovem”, por Emanuel Bardeim, representante do Movimento Mutualista Jovem, e “Inovações Tecnológicas e Plataformas de Comunicação Digital”, apresentado por Ana Maria Silva, membro do Conselho de Administração da Associação Internacional das Mutualidades, seguindo-se um espaço de debate aberto aos participantes.

Cursos de Medicina Tradicional chinesa

CANDIDATURAS NA UC No Instituto Confúcio da Universidade de Coimbra estão abertas até ao próximo dia 22 candidaturas para cursos linguístico-culturais (desde os níveis elementares até aos níveis superiores) destinados a públicos de grupos diversificados e para os cursos introdutórios à Medicina Tradicional chinesa.

O Instituto Confúcio da UC tem como prioridades fundacionais o ensino do mandarim

e da cultura chinesa, bem como o estabelecimento de conexões entre a Medicina Tradicional chinesa e a Medicina Ocidental.

Na sua sede, que ocupa uma ala do antigo Colégio de Jesus e que se encontra aberta ao público, ou em parceria com instituições educativas da cidade de Coimbra, realizam-se exposições, colóquios temáticos e outras actividades culturais com o desejo de se aprofundarem as relações entre Portugal e a China.

IPN coloca à prova espírito empreendedor dos jovens

FORMAÇÃO O Instituto Pedro Nunes (IPN) está a convidar estudantes universitários e recém-licenciados para participarem no iSTART Coimbra Startup Academy, que vai decorrer de 31 de Outubro a 4 de Novembro. Trata-se, explica um texto de divulgação, de uma academia de formação em empreendedorismo digital, que visa estimular a iniciativa empresarial junto dos jovens.

«O projecto iSTART pretende reforçar o relacionamento entre instituições de ensino superior e empresas, de modo a desenvolver formas inovadoras de partilha de conhecimento na área do empreendedorismo digital», lê-se no documento. Destina-se a alunos do ensino superior ou jovens licenciados que tenham uma ideia de negócio ou que, mesmo sem uma ideia, contribuam com conhe-

cimento que possa ser incorporado numa ideia de negócio já existente.

O programa, adianta o IPN, «inclui workshops por formadores experientes que vão ajudar os participantes a desenvolver e a trabalhar as suas ideias, mentoring com empreendedores dispostos a partilhar o seu conhecimento e experiência e trabalhos de equipa em sessões “dentro ou fora de

portas».

No fim da iniciativa, as equipas formadas durante a academia vão apresentar as suas ideias de negócio a um júri constituído por investidores e empresários.

Os melhores projectos/ideias de negócio serão premiadas com o acesso ao programa de incubação virtual da IPN Incubadora.

A participação no programa dá direito a certificado de formação em empreendedorismo, podendo os interessados efectuar as inscrições, gratuitas mas limitadas, através do site na internet do Instituto Pedro Nunes (www.ipn.pt).

**ESTUDANTES INFORMADOS
ALCANÇAM MELHORES RESULTADOS**

0,70€

durante todo o ano lectivo

POR SEMESTRE

Assinatura Digital Diário de Coimbra Especial Ensino Superior

Valor da Assinatura 28€ (Acesso durante 40 semanas)

(Campanha válida para todos os estudantes do Ensino Superior disponível após envio do comprovativo de matrícula válido no ano lectivo 2017/2018)

Diário de Coimbra

www.dcoimbra.pt

Contacte-nos já:
237 499 950 | 910 224 407
info@diariodecoimbra.pt

Acesso efectuado através das nossas plataformas móveis (iOS e Android)



COIMBRA STARTUP ACADEMY 31 Out - 4 Nov 2017

O que é?

- ▶ É um programa de formação em empreendedorismo destinado a **Estudantes Universitários e Recém-Licenciados**.

Como funciona?

- ▶ **WORKSHOPS** - Dados por formadores experientes nas áreas de empreendedorismo;
- ▶ **MENTORING** - Com empreendedores que estão dispostos a partilhar o seu conhecimento e experiência com os participantes do programa;
- ▶ **TEAMWORK** - Sessões de trabalho "dentro ou fora de portas";

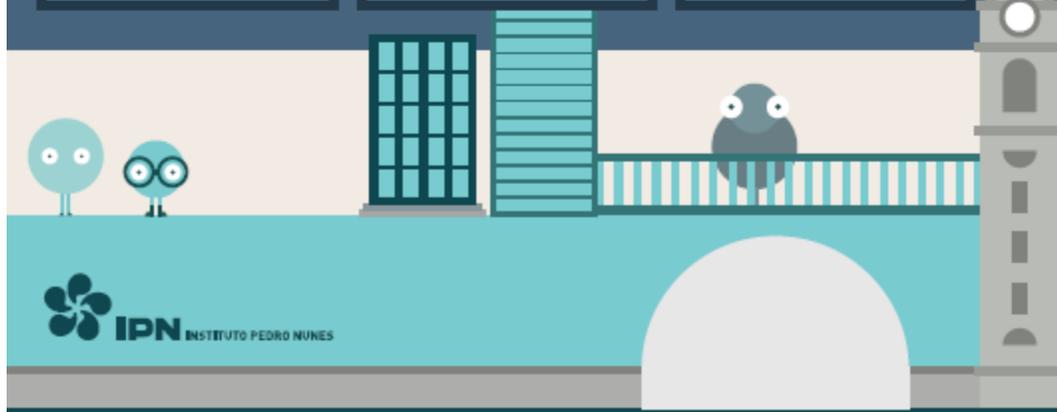
O que oferecemos:

- ▶ Prémio para as 3 melhores ideias vencedoras do Pitch Final;
- ▶ Formação e consultoria gratuita à medida da tua ideia;
- ▶ Certificado de formação em empreendedorismo;
- ▶ Almoço/Jantar e Coffee-Breaks;

1º LUGAR tem
acesso 6 meses de
incubação virtual na
IPN Incubadora

2º LUGAR tem
acesso 4 meses de
incubação virtual na
IPN Incubadora

3º LUGAR tem
acesso 2 meses de
incubação virtual na
IPN Incubadora



Programa e Calendário

	31.10	01.11	02.11	03.11	04.11
10:00 - 11:00		Idea/Business Model Validation Market Segmentation			Teams Tune-Up
11:00 - 11:20		COFFEE-BREAK			COFFEE-BREAK
11:20 - 12:00		Out on the Streets			Teams Tune-Up
12:00 - 13:00					
13:00 - 14:00		LUNCH			LUNCH
14:00 - 15:30	Introduction Overview of the Academy (Lean Business Model) Canvas and Desk Research	Teamwork and Coaching	Market/ Product/ Competition Analysis	How to Pitch/ Multiplier Event	Pitching Competition
15:30 - 17:00	Ideas Presentation/ Teams Formation		Idea Crash-Test (Pivoting)	Budgeting and Forecasting/ Raising Capital	
17:00 - 17:30	COFFEE-BREAK				
17:30 - 20:00	Teamwork and Coaching				Best Team Selection and Event Closure
20:00 - 21:30	DINNER		DINNER		
	Outcome of the Day: Teams with Ideas, Canvas & Desk Research	Outcome of the Day: Refined Idea & Canvas	Outcome of the Day: Idea Crash-Test (Pivoting)	Budgeting and Pitch deck	Pitches and Winners

Datas Chave



Inscrições

▶ <https://goo.gl/forms/LdP0JAvJ3KhCICyD3>

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