



IV Global Entrepreneurship
University Metrics Workshop

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IV GEUM

Panel: Academic Spin Offs in Brazil - Reality and Challenges

Abstract: The Panel “Academic Spin offs - Reality and Challenges” will bring together Brazilian specialists in CT&I who will provide us with real stories and report the challenges they have already faced and that they intend to face in the future, so that their technology-based companies, linked to universities where they work, can function as structures that mobilize regional economic and social development, training people and generating wealth. An academic spin-off is a company created to explore knowledge generated from research work developed in laboratories or offices of an academic institution. Some important characteristics of spin-offs are reported in the literature and in the Brazilian innovation laws: companies that originate in universities; companies that will explore technological innovations, patents or any other type of knowledge produced in university research groups; profit-making companies; companies founded by at least one university entrepreneur (professor, student or employee). They generally originated from theses, dissertations, course completion papers, scientific or technological initiation research, subject work, among others. Many went through incubators and accelerators and some are already considered unicorns: being valued at \$ 1 billion before going public on stock exchanges.

Panelists:

- **Nivio Ziviani, Emeritus Professor, Federal University of Minas Gerais (UFMG)**
- **Leopoldo Gomes Muraro, Chief Prosecutor of the National Council for Scientific and Technological Development - CNPq**
- **Juliana Crepalde, Executive Coordinator of the Coordination for Transfer and Technological Innovation - CTIT at UFMG**
- **Liliam Sanchez Carrete, Professor, São Paulo University**
- **Egas Caparelli Moniz de Aragão Dáquer, Associate Professor, State University of Rio de Janeiro**

Moderators:

Branca Terra e André Ribeiro de Oliveira, State University of Rio de Janeiro



Foto: Leo Ramos
Chaves

Nivio Ziviani - Emeritus Professor of the Department of Computer Science (DCS) at the Federal University of Minas Gerais (UFMG) and Administration Board Member of Kunumi and Petrobras, and Advisory Board Member of Digital Transformation of the Brazilian Petroleum and Gas Institute. He holds a Ph.D. in Computer Science from the University of Waterloo (Canada) and is Member of the Brazilian Academy of Sciences and the National Order of Scientific Merit in the classes Comendador and Gran Cruz. As an entrepreneur he founded companies from knowledge generated within the DCS/UFMG, namely: Kunumi (cofounded in 2016), Neemu (acquired by Linx in 2015), Akwan (acquired by Google Inc. in 2005) e Miner (acquired by Folha de São Paulo/UOL Group in 1999). He is the author of the book Design of Algorithms and co-author of over 180 scientific articles in the areas of algorithms, information retrieval and artificial intelligence.

Title: Taking Knowledge Out of Campus: Wealth Generation Through Innovation

Abstract: An important way of generating wealth in developed countries is the creation of startup companies based on research results. The purpose of this talk is to discuss the experience in creating startups at DCC/UFMG, where we can mention four examples: Miner (acquired by Folha de São Paulo/UOL in 1999), Akwan (acquired by Google Inc. in 2005), Neemu (together with IC/UFAM, acquired by Linx in 2015) and Kunumi (created in 2016). Kunumi is a company that bridges the gap between the business world and the latest advances in artificial intelligence. At UFMG we have developed a new model in the country that allows the transfer of IP related to knowledge generated at the University to a startup company, and UFMG is a partner and has shares of Kunumi.



Foto: Rafael Leite

Leopoldo Gomes Muraro - Master in Public Administration from UnB. He has an MBA in Public Management from FGV; Specialization in Public Law and Graduation in Law from UnB. Federal Prosecutor, serving as Chief Prosecutor of the National Council for Scientific and Technological Development - CNPq. Coordinates the Forum of Chief Prosecutors and the Chamber of Science, Technology and Innovation - CT&I of the Federal Attorney General / AGU. He is a member of the Permanent Commission for Research, Development and Innovation of the General Consultancy of the Union.

Title: Relationship between the Brazilian State and the promotion with ST&I

Abstract: The State must encourage research activities in search of innovation, considering the reality of a country, like Brazil, with continental dimensions, a heterogeneous federative regime and a dynamic society. The lecture will address actions that state entities that promote research and legal advice have been carrying out to stimulate scientific research, technological development and innovation activities - RD&I in the country. from Brazil, the National Council for Scientific and Technological

Development (CNPq), and from the Union's legal advisory body, the Federal Attorney General (AGU).



Foto: Davi Crepalde Medeiros

Juliana Crepalde - Juliana Crepalde holds a PhD in Technological Innovation and a Master's degree in Public International Law, both from UFMG. She is the Executive Coordinator of the Coordination for Transfer and Technological Innovation - CTIT at UFMG. She is also the Technical Director of the Forum of Innovation and Technology Transfer Managers – FORTEC and a Member of the Innovation Council of the Commercial and Business Association of Minas Gerais - ACMinas and of the Biotechtown Council on the topics of Intellectual Property and Technology Transfer.

Title: Innovation policies of universities and university-company partnerships in Brazil

Abstract: Universities play an important role in the context of the National Innovation Systems. The seminar will focus on strategies to foster university-company interactions as a way to increase the results of technological innovation. It will be demonstrated how universities can organize policies and practices to maximize the contribution of their capabilities in intellectual capital, technologies and research infrastructure in innovation arrangements. The seminar will approach as well the context of the Legal Framework for Science, Technology and Innovation in Brazil and the experience of the Federal University of Minas Gerais (UFMG) from the perspective of its Technology Transfer Office, the Coordination for Transfer and Technological Innovation – CTIT.



Liliam Sanchez Carrete - PhD in Administration from the University of São Paulo (2007). Master in Business Administration from Fundação Getulio Vargas - SP (2001). Graduated in Business Administration from the University of São Paulo (1993). She served as Professor of MBA Programs at the Fundação Instituto de Administração-FIA, at the Saint Paul Institute of Finance. Professor of Finance at the Faculty of Economics, Administration, Accounting and Actuaries - FEA of the University of São Paulo - USP of the undergraduate and Professional Master's in Entrepreneurship, working in research and teaching venture capital investment: Angel Investors and Venture Capital. She works at the USP Innovation Agency - AUSPIN, as Advisor to the Coordination in the area of entrepreneurship, fostering the creation of startups and private investment connecting Angel and Venture Capital Investors with the created startups, in addition to presenting the solutions developed by startups to the companies with challenges technological. Chairman of the FEA USP Equity Fund Investment Committee. She is the author of books: Brazilian Financial Market, Financial Calculation and Valuation. She served as a consultant with Valuation, Investment Appraisal, Fixed Income Asset Pricing, Bankruptcy Forecast. She worked in the banking area in international operations with international fundraising and product structuring.

Title: Challenges of the Entrepreneur Scientist

Abstract: Scientists have sought innovation through the creation of startups, partnerships with companies and the provision of services. Unfortunately, a large part of scientists still face great challenges to innovate: bureaucracy, lack of knowledge, lack of experience in dealing with companies and entrepreneurship are factors that restrict the realization of innovation.



Egas Caparelli Moniz de Aragão Dáquer - Graduated in Medicine at the State University of Rio de Janeiro (1990), Master in Biophysics (Neurobiology) at the Federal University of Rio de Janeiro (1992) and Doctorate in Medicine (Neurology) at the Federal Fluminense University (2005) and Post-Doctorate at NINDS-NIH (National Institute of Neurological Disorders and Stroke - Bethesda, USA - 1990). He currently holds the position of Adjunct Professor of Physiology at the State University of Rio de Janeiro (UERJ), where he

coordinates the Laboratory of Electrical Stimulation of the Nervous System (LabEEL), and Associate Professor of the Discipline of Clinical Medicine at the School of Medicine and Surgery from the Federal University of the State of Rio de Janeiro (UNIRIO), where he coordinates the Traffic Medicine Residency Program. Titular member of the Brazilian Academy of Neurology, he also holds the title of Specialist in Forensic Medicine (ABMLPM) and in Traffic Medicine (ABRAMET). He works professionally in Neurophysiology and Neuromodulation and in Forensic Medicine. He develops academic research in the areas of non-invasive stimulation of the nervous system, Traffic Medicine and Traffic Psychology.

Title: Structuring a Spin-off at UERJ with support from the CNPq - MAI/DAI Program

Abstract: In this lecture we will talk about the experience in the formulation of a Spin-off model in the Biomedical area, at the State University of Rio de Janeiro (UERJ), with the support of National Council for Scientific and Technological Development - CNPq through the Academic Master and Doctorate Program for Innovation – MAI/DAI Program. Technical issues will be addressed, as well as administrative barriers and the business environment in the academia, the motivation to undertake at the University. Also, it will be commented the potential benefit of this model on academic research, on favoring the training of highly qualified professionals, and the impact on development economic and social development of regions.



Foto: Sérgio Campos

Branca Terra - : Full Professor at the Faculty of Administration and Finance at UERJ, PhD in Production Engineering from the Federal University of Rio de Janeiro - UFRJ / COPPE (1999) with a sandwich doctorate from the State University of New York at Purchase - SUNY (1998), supervised by professor Henry Etzkowitz. She was Visiting Professor at State University of New York - SUNY at Stony Brook (2006) and has a postdoctoral degree from the Faculty of Economics and Administration of the University of São Paulo (2007). She is currently a researcher in the Prociência program

and leader of the Innovation and Society and Innovation in Public Management research

groups. It implemented the Innovation and Entrepreneurship Laboratory, the Pre-incubation, Incubation and Post-incubation Program of the UERJ Business Incubators Network and the Innovative Business Laboratory-LANI. She coordinates the Institutional Extension Program and Technological Development Unit - Observatory of Innovative Business - ONI / UERJ. She coordinates the Postgraduate Program in Controllershship and Public Management, a professional master's degree, teaching the discipline of Innovation in Public Management. He has experience in technological innovation and industrial organization, working on the following themes: triple helix, S & T & I management, entrepreneurial university, local development, entrepreneurship, technology, technological innovation, research, planning and development of innovative products in micro, small and medium companies, academic management and public policies of S T & I.



Andre Ribeiro de Oliveira - Associate Professor in the Department of Industrial Engineering at UERJ, holds a degree in Electronic Engineering from UFRJ, holds an MBA in Integrated Management Systems from UFRJ, a master's and a doctorate in Production Engineering with a concentration in Management and Innovation from UFRJ / COPPE (2010). He is currently Professor of the permanent staff of the Pos-Graduate Program in Design at the High School of Industrial Design at UERJ, where

he researches and supervises students in Business Design and Innovation. He has experience in Production Engineering, with an emphasis on Business Strategy, working mainly on the following topics: Strategic Management, Innovation Management, Entrepreneurship, Product and Service Design and Business Design.