

## ACADEMIA INDUSTRY TRAINING: Entrepreneur Training Camp for Swiss and Brazilian Scientists, Oct 5-9<sup>th</sup>, 2015

<b>Title</b>	<b>Key To The Highway</b>	<b>I Still Haven't Found What I'm Looking For</b>	<b>Don't Stop Me Now</b>	<b>From Sweating Blood To Dressing Up</b>	<b>It's A Long Way To The Top</b>	<b>Title</b>
Day/Time	Monday, Oct 5th	Tuesday, Oct 6th	Wednesday, Oct 7th	Thursday, Oct 8th	Friday, Oct 9th	Day/Time
08.00-08.30	Tapioca & Müesli Breakfast					08.00-08.30
08.30-09.00	<b>Cultural Insight into Entrepreneurship in Brazil</b> (Christina Myers, swissnex & Debora Moretti, BioRio) @swx Event Space	<b>Health Landscape in Brazil - Inspiration for Innovation: 'The Instituto D'Or-Case'</b> (Jorge Moll & Daniel Furtado) @I'Dor	<b>Grant Opportunities in Rio de Janeiro</b> (Fabiano Gallindo, FIRJAN) @Espaço NAVE <b>Born Global</b> (Luis Antonio da Rocha Dib & Carlos Carvalho, Coppead UFRJ) @Espaço NAVE <b>Science Applications in Poor Areas: Exploring New Markets</b> (Fernando Filardi, IBMEC) @Espaço NAVE	<b>How It's Done: Entrepreneur Morning</b> Tips from CH and BR Startups in Brazil Health, Cleantech, IT & Urbanism (Moderator: Alexander Steimle, Venerdi) @Botafogo (Olho da Rua)	<b>Breakfast w/Entrepreneurs</b> <b>Incubator Visit: Success Stories</b> @Bunker (Botafogo)	08.30-09.00
09.00-09.30						09.00-09.30
09.30-10.00						09.30-10.00
10.00-10.30						10.00-10.30
10.30-11.00	<b>Doing Business in Brazil : Challenges for small companies + Opportunities in dynamic sectors</b> (Thomas Först, Swiss Business Hub) @swx Event Space <b>Lunch Fumajet: A Fuming Success Startup Story in Brazil</b> Innovation in Agribusiness & Health (Marcelo Machado, FumaJet) @Bistro Ouvidor (Botafogo)	<b>Coffee Network</b> w/Researchers, Professors & Professionals from the Rede D'Or Network @I'Dor <b>Lunch Born at CERN, Raised in Rio</b> Successful Story of an IT Startup (Luiz Evora, Twist, Startup) @Bistro Ouvidor (Botafogo)	<b>Transfer &amp; Lunch, Ilha do Fundão</b> Churrascaria Mocellin, Monica: 13.00 @Ilha do Fundão	<b>Lunch</b> @ La Villa (Botafogo) 12.00-13.30	<b>Lunch</b> @ Tragga (Botafogo) 12.00-13.30	10.30-11.00
11.00-11.30						10.30-11.00
11.30-12.00						11.00-11.30
12.00-12.30						11.30-12.00
12.30-13.00	<b>PUC-Gênesis:</b> <b>1) Entrepreneurship: An Intro</b> (Prof. Daniel Orlean, PUC) <b>2) Pitching Class</b> (Prof. Celso Leonardo, PUC) <b>3) The Creation of Synergistic Startup-Teams: Business Students &amp; Scientists</b> (10-Week Acceleration Program w/the Teams Starting) (Leo Feijó) @PUC	<b>1. Venture Capital in Brazil: How to Be Attractive to an Investor</b> (Robert Binder, CEO Antera) @Swiss Consulate <b>2. From Science to the Market:</b> Celer - an 'Antera' Case (Denilson Laudares Rodrigues) @Swiss Consulate (Skype, 15.00)	<b>Startup Presentations &amp; Incubator Visit: Key Learning &amp; Potential Collaborations with Local Actors</b> (BioRio & COPPE, UFRJ) @Ilha do Fundão 15.00-15.30 Luis Losier: Geovoxel 15.30-16.00 Parque Tecnológico 16.00-16.30 Billy Nascimento: Forebrain 16.30-17.00 ???	<b>Sell Yourself!</b> Pitch Your Research Idea for Market Application in 3min to Investors, Business Angels, Companies, Professors, Initiative Takers, Accelerators, etc. <b>Official &amp; Recorded Event in Collaboration with Rio Negócios &amp; Codin</b> @Rio Negócios	<b>Design Your Research: Creative Ways to Present Research</b> (Adriel Oliveira, A03 & Irene Meier, swx) @Casa Daros Auditorium <b>Wrap-Up &amp; Next Steps w/Business Students</b> (Leo Feijó, CMY, IRE) @ Casa Daros Auditorium	12.00-12.30
12.30-13.00						12.00-12.30
13.00-13.30						12.30-13.00
13.30-14.00						13.00-13.30
14.00-14.30						13.30-14.00
14.30-15.00						14.00-14.30
15.00-15.30		14.30-15.00				
15.30-16.00		15.00-15.30				
16.00-16.30		15.30-16.00				
16.30-17.00		16.00-16.30				
17.00-17.30		16.30-17.00				
17.30-18.00		17.00-17.30				
18.00-18.30	<b>Networking Event w/Key Players in IT, Health, Cleantech &amp; Urbanism</b> @PUC-Gênesis	<b>Individual Time w/Coaches</b> @ Swiss Consulate MedTech: 16.30 Skype w/Mandala's CEO Laurent Hernandez	<b>Networking Event with Scientists and Professors</b> @Ilha do Fundão	<b>Ties and Dresses</b> Formal Networking Event @Casa Daros/MIRA!	17.30-18.00	
18.00-18.30					17.30-18.00	
18.30-19.00					18.00-18.30	
19.00-19.30					18.30-19.00	
19.30-20.00	19.00-19.30	19.30-20.00				

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For questions regarding the program: [irene@swissnexbrazil.org](mailto:irene@swissnexbrazil.org)