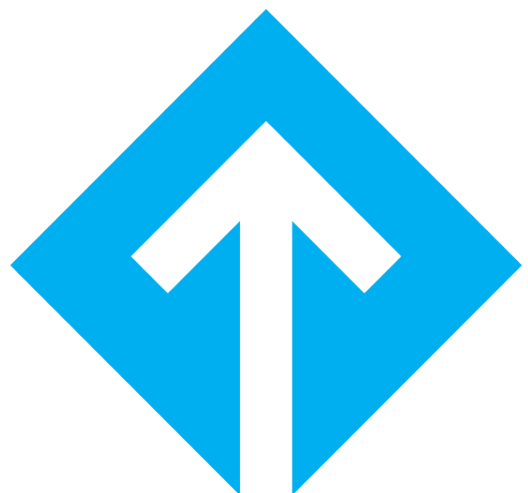




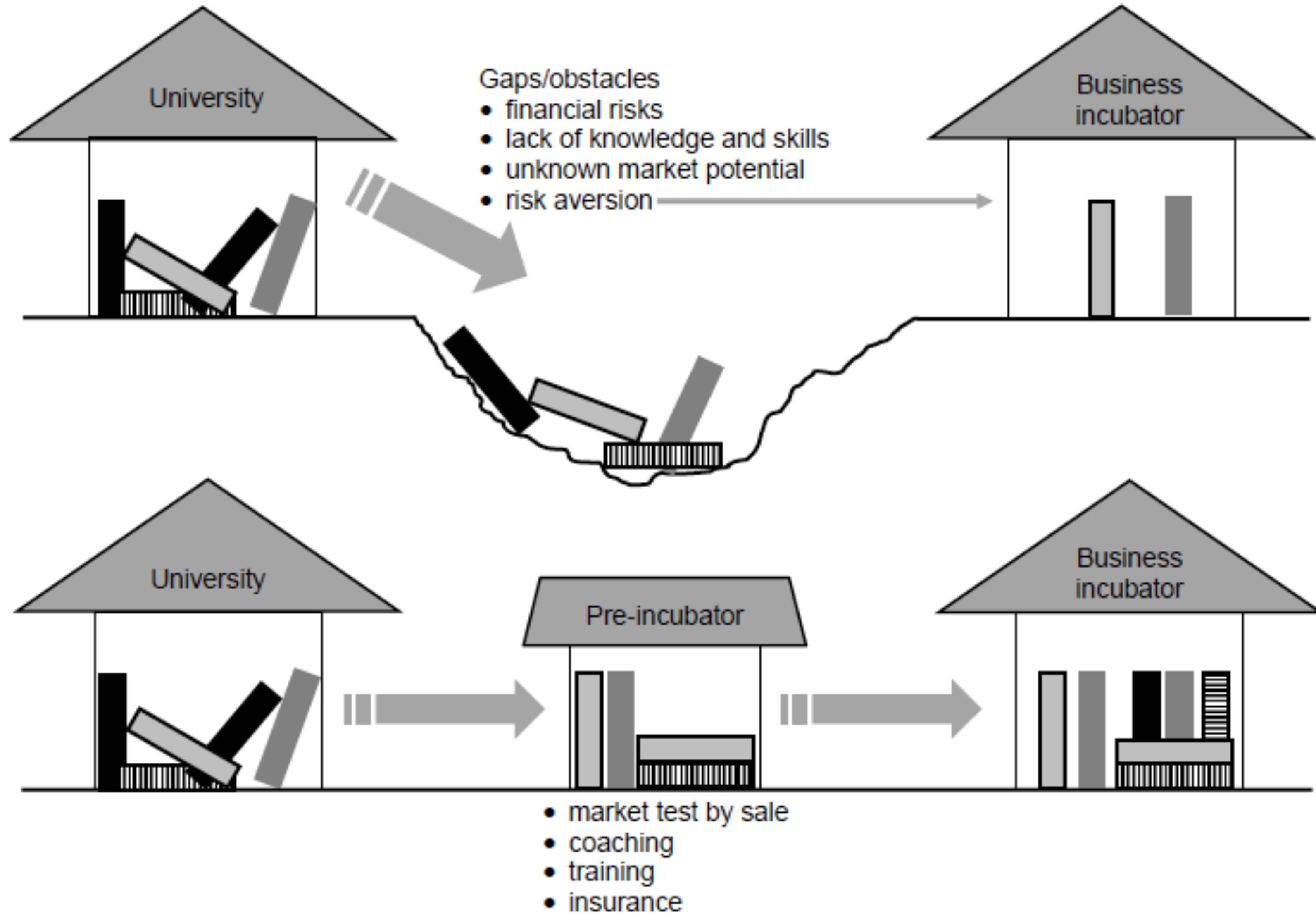
TECNOUCS

PARQUE DE CIÊNCIA, TECNOLOGIA E INOVAÇÃO

Start  UCS

Transformando ideias em negócios.

Scenario



Some difficulties to be a successful entrepreneur

gift

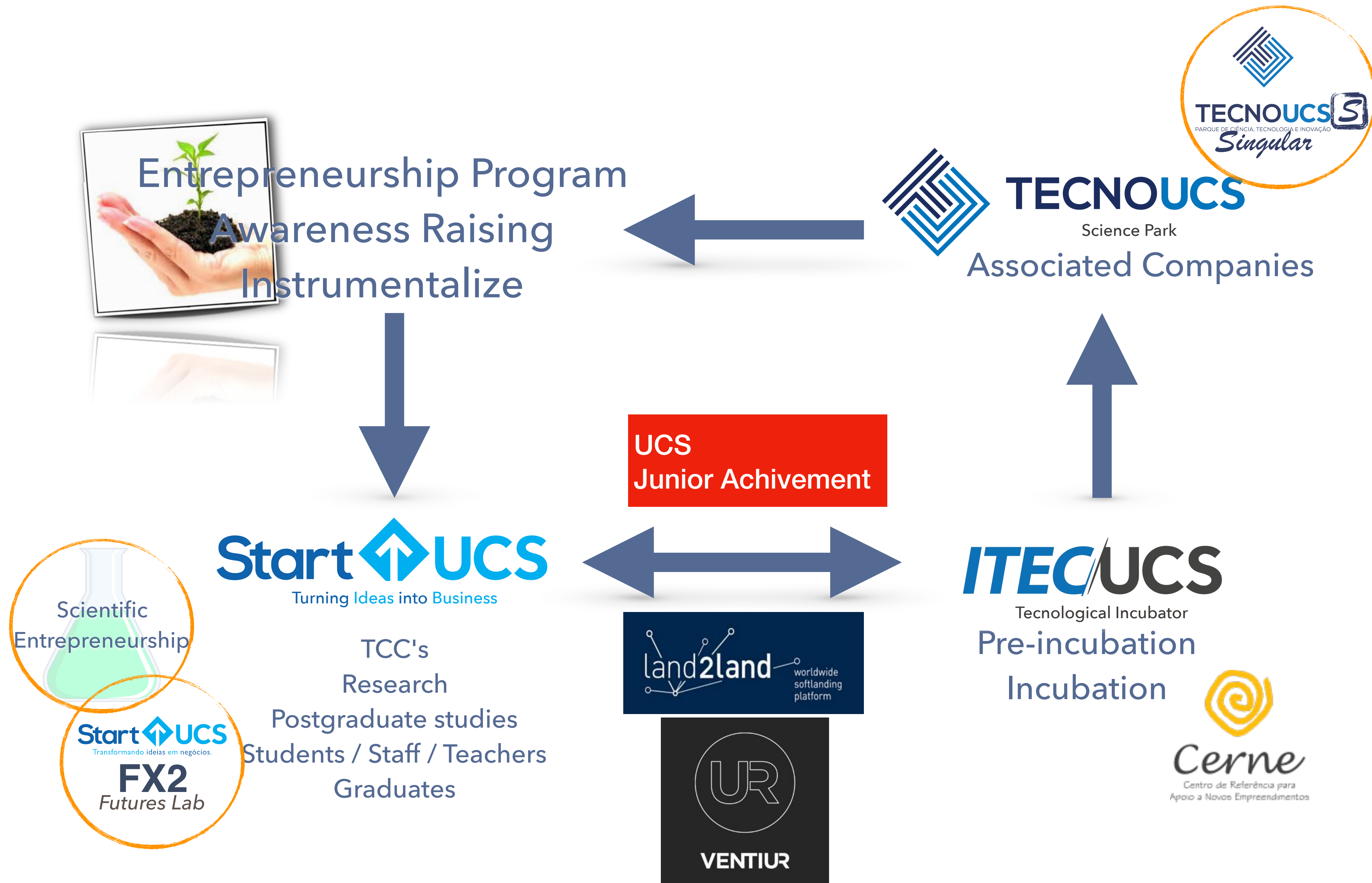
vision

founders

money




UCS - Entrepreneurship and Innovation Ecosystem





TECNOUCS

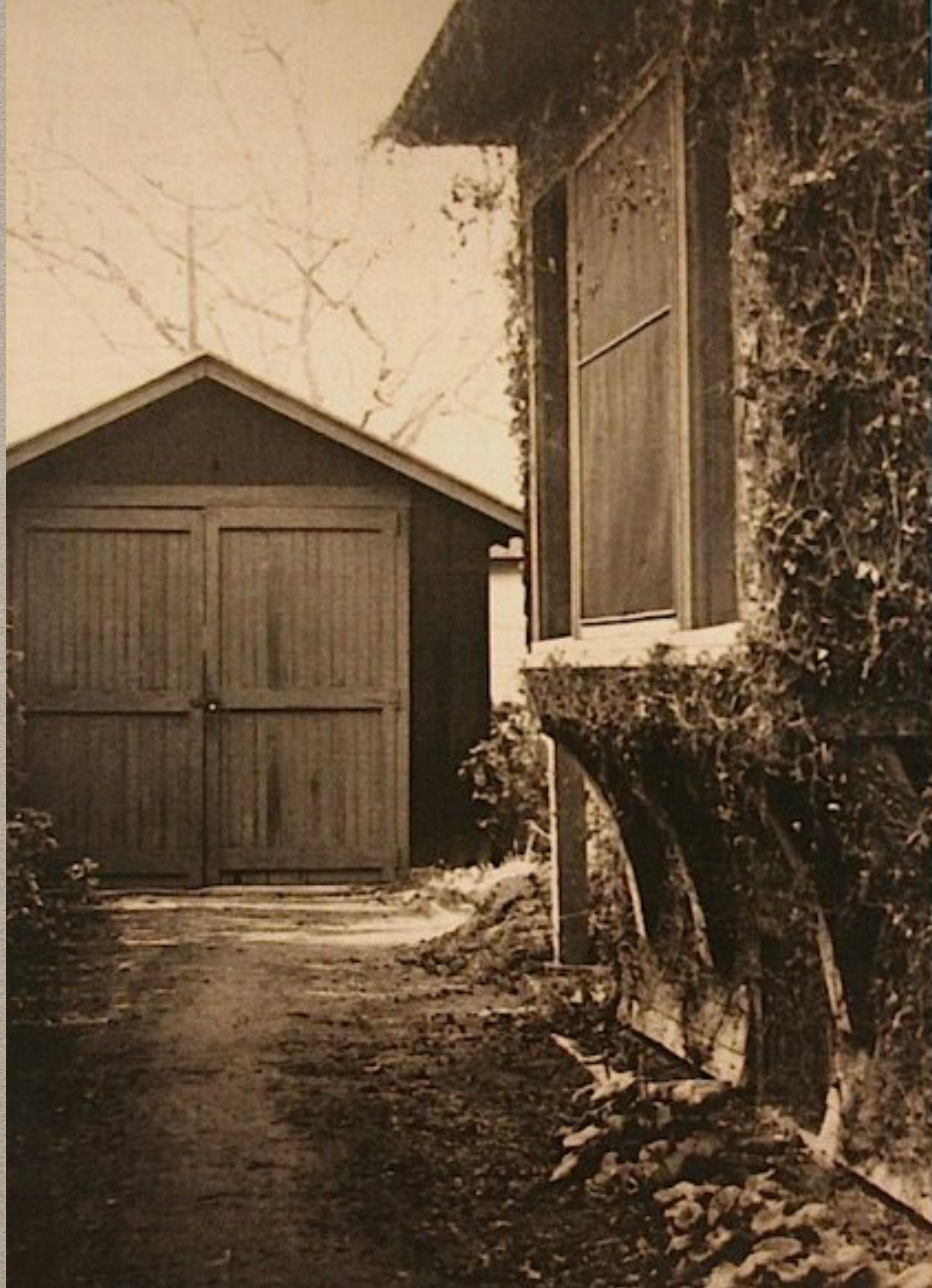
PARQUE DE CIÊNCIA, TECNOLOGIA E INOVAÇÃO

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Transformando ideias em negócios.

B.I.P. FASE
BUSINESS IGNITION PROCESS

STEPS FOR VALUE GENERATION



Rules of the Garage

Bill Hewlett and Dave Packard, 1939

Believe you can change the world.

Work quickly, keep the tools unlocked, work whenever.

Know when to work alone and when to work together.

Share tools, ideas. Trust your colleagues.

No Politics. No bureaucracy. (These are ridiculous in a garage).

The customer defines a job well done.

Radical ideas are not bad ideas.

Invent different ways of working.

Make a contribution every day.

If it doesn't contribute, it doesn't leave the garage.

Believe that together we can do anything.

Invent.

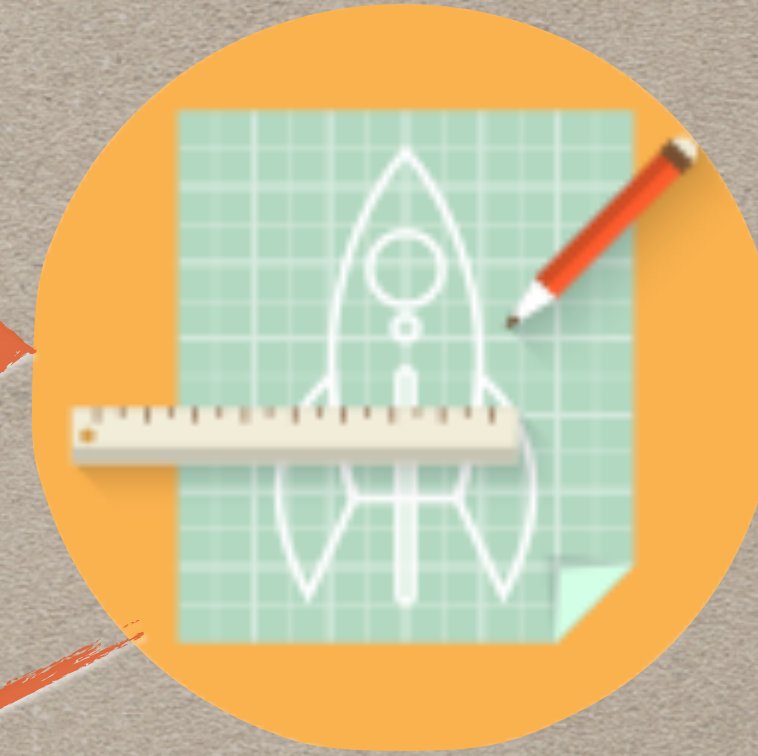
rockstart.accelerator



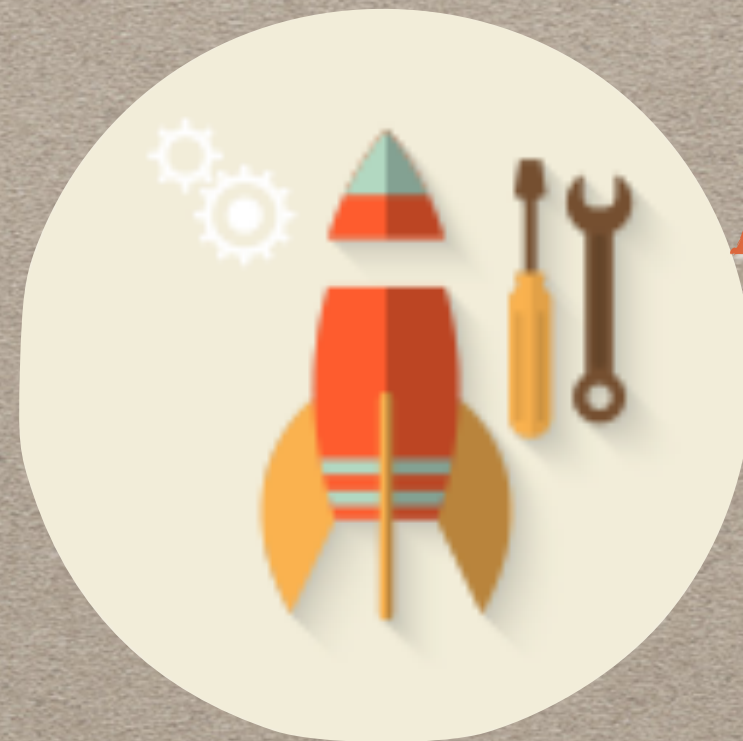
Concept



BIP
Business Ignition Process



Incubation
Acceleration



Pre-incubation
Go Big



STEPS



BIP

Workshop 1 | Welcome Aboard

*Presentation, alignment of expectations,
knowledge about the participants.*

Workshop 2 | Business Modeling

Canvas, Canvas Value Proposition, Hypotheses Canvas.

Workshop 3 | Profile of the Entrepreneur

*Transactional psychology tools and techniques
team management and belief raising.*

BIP

Workshop 4 | Legal

Legal aspects of the company, taxes and contracts.

Workshop 5 | Financial

Investments, cash flow, financial projection, etc.

Workshop 6 | Pitch Winner

*How to convince someone in 5 minutes,
Design of presentations and oratory techniques.*

Evaluation Criterion

Selection Criteria

Permanency Criteria

Knowledge/abilities about the proposal

Analysis of the entrepreneurs team

Potential to scalability

Team availability

Potential of social/technological impact

Team execution capacity

Capacity of execution of the team

Quality of deliveries

Leadership/engagement/confidence

Team performance

Capacity to build the MVP and validate the
business model proposition in the pre-
acceleration period

Robust and reliable deliveries

Benefits and Behaviors

Benefits

Expected Behaviors

Training

Commitment

Mentoring

To be present, at least two members of the team, in training, lectures and mentoring.

Access to accelerators and potential investors

Quality deliveries

Participation in events

To be available to attend the meetings.

Ready to launch

Robust and reliable deliveries

SCHEDULE

Caxias do Sul

23/04 - Welcome Aboard

07-14/05 - Canvas

21-28/05 e 04/06 - Team

11-18/06 - UX

25/06 - Startups

02/07 - Ventiur

09/07 - Check Point

16-23/07 - Financial

30/07 e 06/08 - Legal

07-14/08 - Pesq. Mercado

27/08 e 03/09 - MKT

10-17/09 - Account

24/09 - Design

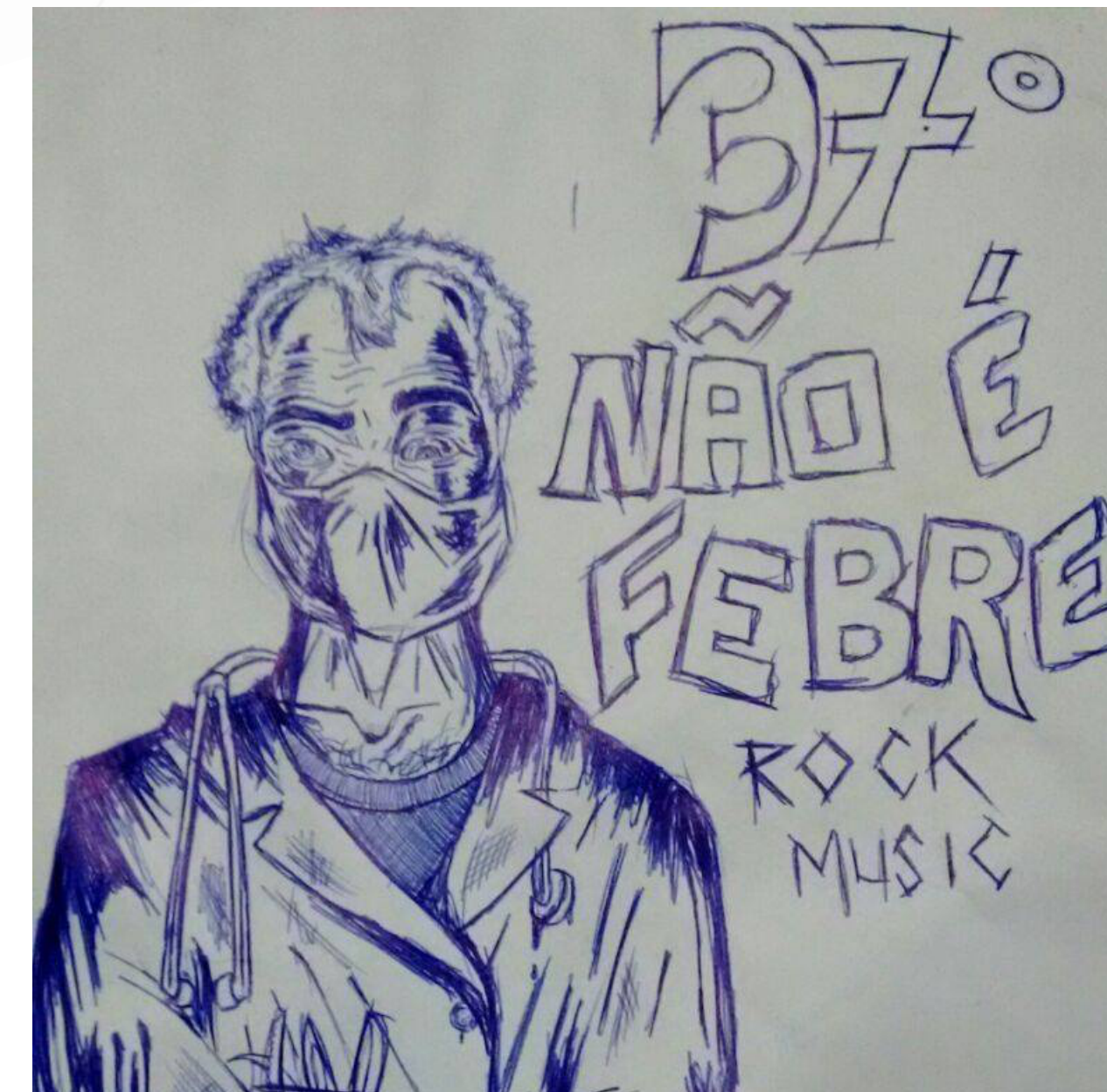
01-08/10 - Incubator

22-29/10 e 05/11 - Pitch

08/11 - Pitch Day

BIP Business Ignition Program

Start UCS



Networking, Integration, Conviviality and Collaboration

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Transformando ideias em negócios.


Start *JUNGLE* UCS

Networking, Integration, Conviviality and Collaboration



Start UCSFX2

Future Lab



Start UCS FX2

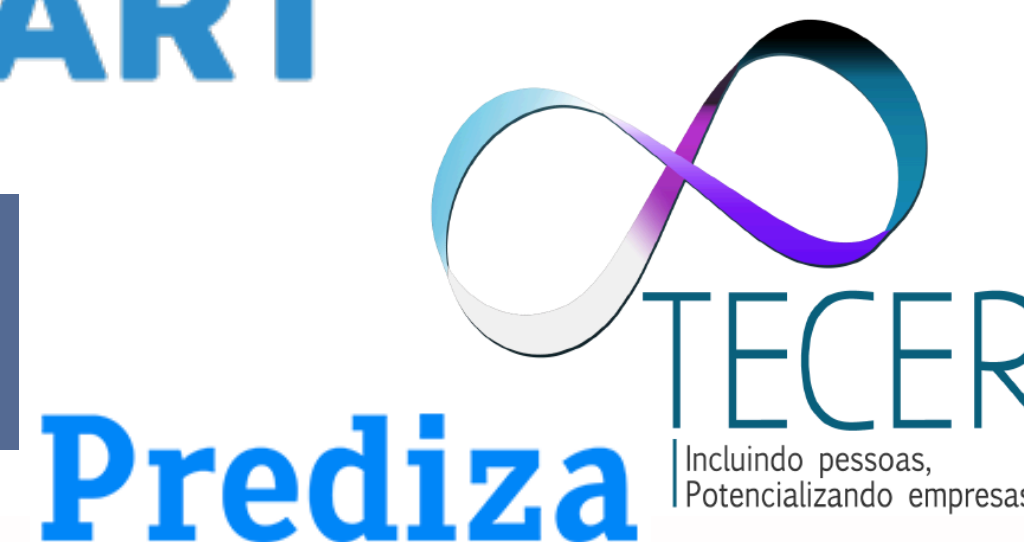
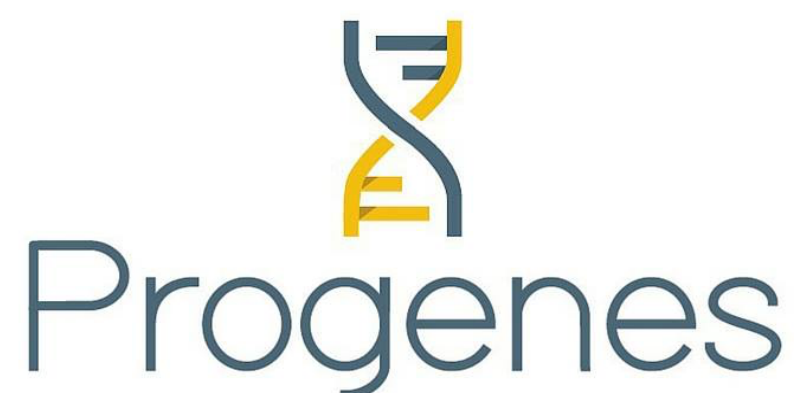
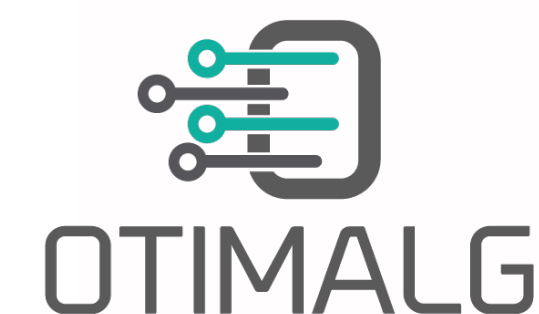
the **F**uture being e**X**plored and e**X**perienced

FX2 Futures Lab guiding the creation of innovative business models and generation of future value.



Start UCS

Transformando ideias em negócios.



TEAM

Our team consists of highly qualified professionals.



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