



**Unión Europea**  
**Fondo Social Europeo**  
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<b>Name of the Center</b>	<b>Instituto Pedro Nunes (IPN)</b>		
<b>Country</b>	<b>Portugal</b>		
<b>Contact person</b>	<b>Name:</b> Carlos Cerqueira	<b>Email address:</b> vci@ipn.pt	<b>Telephone:</b> + 351 239 700 900
<b>Website</b>	www.ipn.pt		
<b>Address</b>	Rua Pedro Nunes, Coimbra 3030 – 199, Portugal		
<b>Strong areas of expertise</b>	<p>IPN provides support for the early stages of new innovative, technology-based or advanced services business projects (all tech areas). Our strong areas are: ICT, mobile and apps, healthcare, ageing, smart cities, mobility, agro industry and smart materials.</p> <p>IPN's toolbox for startups is a set of 10 workshops (4 hours each session plus 2 hours follow up) essential to launch a startup, reach the market and scale up.</p> <ol style="list-style-type: none"> <li><b>1. Innovation and Value Proposition (Mentor: Carlos Cerqueira)</b> This session discusses the general concepts of innovation and value proposition, based on the latest methodologies such as Value Proposition Design Alexander Osterwalder and Ten Types of Innovation, Larry Keeley and Helen Walters.</li> <li><b>2. Business Model Canvas (Mentors: Carlos Cerqueira, Susana Lourenço, Inês Plácido)</b> Construction and development of the business model and its implementation for each startup, according to the methodology Business Model Canvas (BMC), Alexander Osterwalder.</li> <li><b>3. Customer Development (Mentor: Carlos Cerqueira)</b> The Customer Development is based on a Steve Blank methodology to test hypotheses about the product / service to potential customers. Lean Prototyping aims to create a project demo version that can be tested (or perceived) by potential users - Minimum Viable Product (MVP) - according to the methodologies of Lean Startup (Eric Ries) and Customer Development.</li> <li><b>4. Marketing for Startups (Mentor: Luis Andrade)</b> Exploration of product dissemination tools and services, as well as generation of metrics to gauge the interest of the target market.</li> <li><b>5. Finance for startups (Mentor: Rui Miranda)</b> Preparation of the financial component of the project, i.e. measure accurately the amount actually required investment in what will be used and that milestones are associated.</li> <li><b>6. Investment Programs (Mentor: Susana Lourenço)</b> Exploration of funding programs tailored to startups (H2020, etc.)</li> <li><b>7. Pitch for investors (Mentor Jorge Pimenta)</b> Education and training in making presentations in short format (Elevator Pitch) with demonstrations of products and services (Demos).</li> <li><b>8. Intellectual Property (Mentor: José Ricardo Aguilar)</b> Support on issues of Industrial Property (previous research processes in databases, preparation of patent applications or other industrial property rights).</li> <li><b>9. Management of innovation and creativity (Mentor: Carlos Cerqueira, Susana Lourenço, Inês Plácido)</b> Design ideas management systems and internal creativity and innovation systems management according to NP 4457 - Management of Research, Development and Innovation (RDI)</li> </ol>		

<p><b>Strong areas of expertise</b></p>	<p>10. Network for (your) startup (Mentor: Carlos Cerqueira, Susana Lourenço, Inês Plácido, José Ricardo Aguilar) Exploration of potential contacts and partnerships in the incubator, Coimbra innovation ecosystem and other IPN contacts and partners.</p> <p>IPN's technological infrastructure includes also set of six laboratories in diversified technological areas, namely:</p> <ul style="list-style-type: none"> <li>- Informatics and Systems Laboratory</li> <li>- Automation and Systems Laboratory</li> <li>- Wear, Testing &amp; Materials Laboratory</li> <li>- Electroanalysis and Corrosion</li> <li>- Geotechnical Laboratory</li> <li>- Phytopathology Laboratory</li> </ul> <p>IPN is also an ESA Business Incubation Centre in Portugal (ESA BIC Portugal), which supports companies that implement space technology in sectors such as health, transport, security, or energy</p>
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**Services to be provided**

<p><b>Mentoring</b></p>	<p>Carlos Cerqueira, Inês Plácido, Jorge Pimenta, José Ricardo Aguilar, Luis Andrade, Rui Miranda, Susana Lourenço.</p>
<p><b>Space and infrastructure</b></p>	<p>Logistic Services: working rooms, phone, internet, wi-fi, photocopies, video-projectors, auditorium</p> <p>IPN CREATIVE LAB: workspace geared towards professionals and students that work in creative fields. It provides a set of equipment and tools that help you in the development of the most diverse projects (price not included in basic services). Equipment includes 3D Printer, Laser Cutting Machine, Mini CNC Milling Machine, Lathe, and photographic cameras and tripod.</p> <p>Would the entrepreneur have a free space all day in the center? Only some hours a day? What are the timetables? A room 09:00 to 18:00 would be available from Monday to Friday.</p>
<p><b>Networking with local entrepreneurs</b></p>	<p>Yes, this would be a part of a training module, "Network for (your) startup», where a plan would be devised to explore of potential contacts and partnerships in the incubator, Coimbra innovation ecosystem and other IPN contacts and partners, namely potential clients and investors. This would have a national/european/global scale, as we already do it for our startups</p>
<p><b>Networking with other local agents</b></p>	<p>Please conf. previous point</p>
<p><b>Integration Activities</b></p>	<p>IPN would include the entrepreneur in all social and business events that would occur at that time (sports events, b2b matchmaking, workshops, etc).</p>
<p><b>Is there any assistance in finding accommodation?</b></p>	<p>Yes, we can provide assistance in finding accommodation.</p>

**Other additional services (if any)**

Please briefly describe.