



Open Innovation

[grandes empresas X transformação do mercado]

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TAXI



Solar Energy

Cost per unit (MW)

- 1984 - \$30
- 2014 - \$0.16
- 2018 - \$0.09

Drones

Cost per unit

- 2007 - \$100,000
- 2013 - \$700
- 2018 - \$100

DNA Sequencing

Cost per unit

- 2000 - \$2.700.000.000
- 2007 - \$10.000.000
- 2014 - \$1.000
- 2018 - \$10





AT&T

5:08 PM

abovethecrowd.com/w/

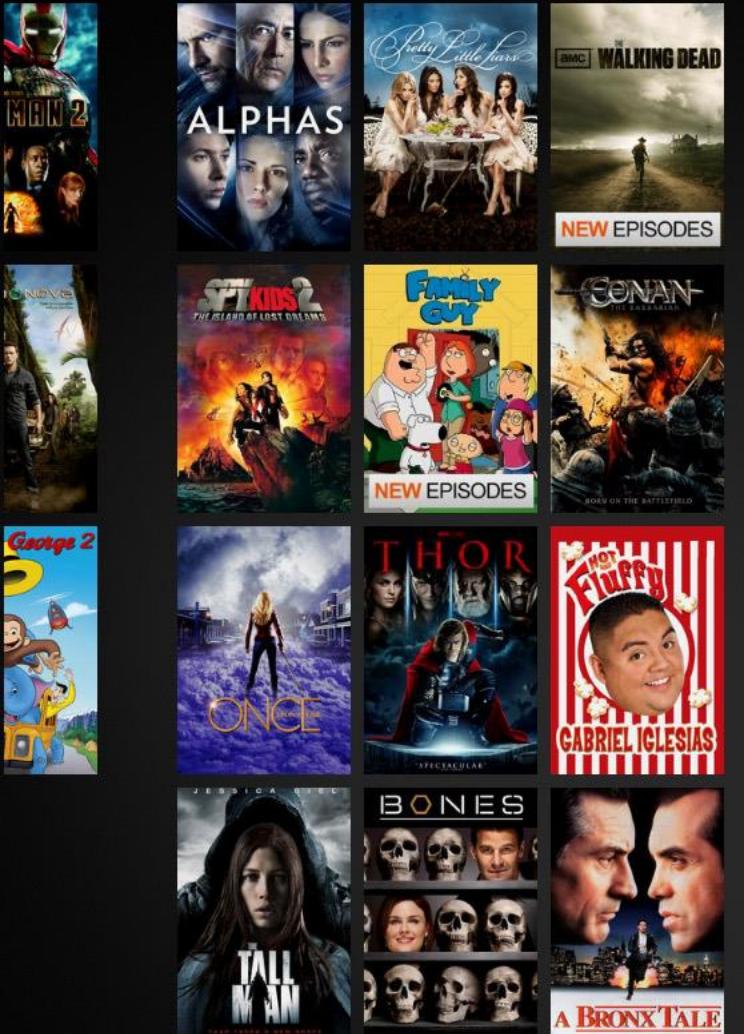


A collage of interior photos from an Airbnb listing. The top half shows a living room with a fireplace, a large white sofa, a wooden coffee table with a floral arrangement, and a large flat-screen TV mounted on a grey wall. The bottom left shows a kitchen area with white cabinets, a stainless steel refrigerator, and a black oven. The bottom right shows a bedroom with a bed, a nightstand, and a lamp. The overall aesthetic is rustic and modern.

airbnb



Popular on Netflix



Dark Movies



Romantic Opposites-Attract...



Emotional Movies



BAD NEWS

How?

Traditional Approaches

- Build
- Buy
- Partner

Additional Approaches

- Invest
- Incubate/Accelerate
- CONNECT



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Nossa missão é inspirar, educar e conectar pessoas brilhantes para fomentar o empreendedorismo no Brasil.

Acreditamos que empreendedores são críticos para o futuro do país e o fruto do seu trabalho pode mudar a vida das pessoas para melhor. Ao promover a intersecção de empreendedores, mentores, pesquisadores, investidores e grandes empresas vamos aumentar as chances de sucesso desta nova leva de empresas inovadoras.

É por este motivo que o Itaú e a RedPoint eVentures juntaram forças para criar a densidade necessária de talentos que irão colocar o país na rota global de inovação.



for Students

Challenges and Hackatons
Talks and Workshops
Access to new market
Job Opportunities



for Entrepreneurs

Infrastructure & Services
Mentoring & Networking
World-class Education
Business Opportunities



for Investors

Matchmaking
Networking
Best Practices Exchange
Investment Opportunities



for Universities

World-class Infrastructure
Lectures and Workshops
Access to new market
Research Opportunities



for Big Corporations

Open Innovation
New Suppliers
Matchmaking
Deal Opportunities





+5000

área m²

+20000

+5

andares

+14

+50

startups

+200

+250

residentes

+1250

+600

pessoas
por dia

+2000





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+

Your Company



+ Your Company

- Legal
- Supply
- Compliance
- Audit
- Finance
- Logistics
- Human Resources
- Sales
- Marketing
- Customer Support
- Manufacturing
- Agile Projects
- IT
- Digital Transformation

thanks!

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Education
Research & Development

Adoption

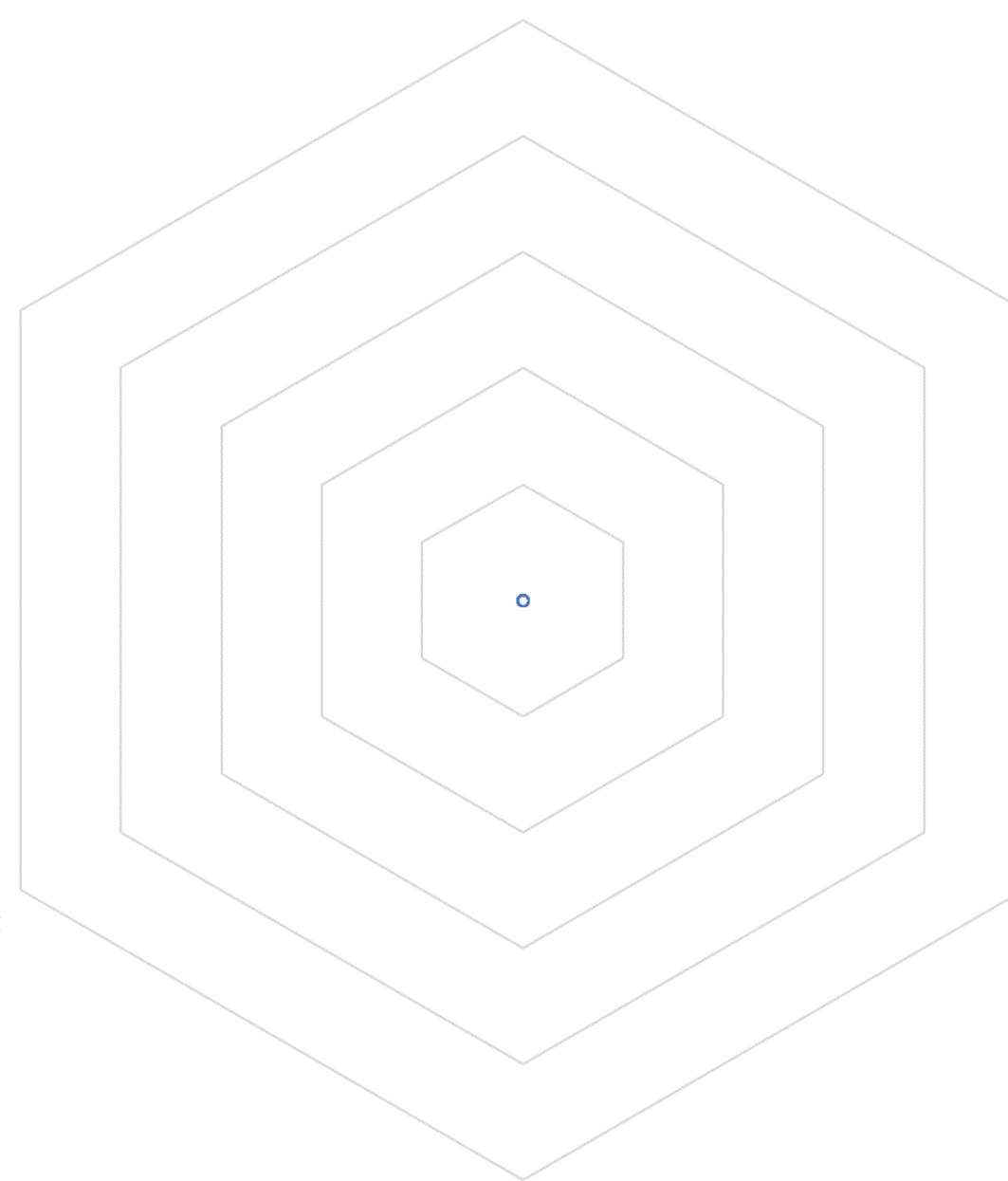
Promotion
Sales

Business Development

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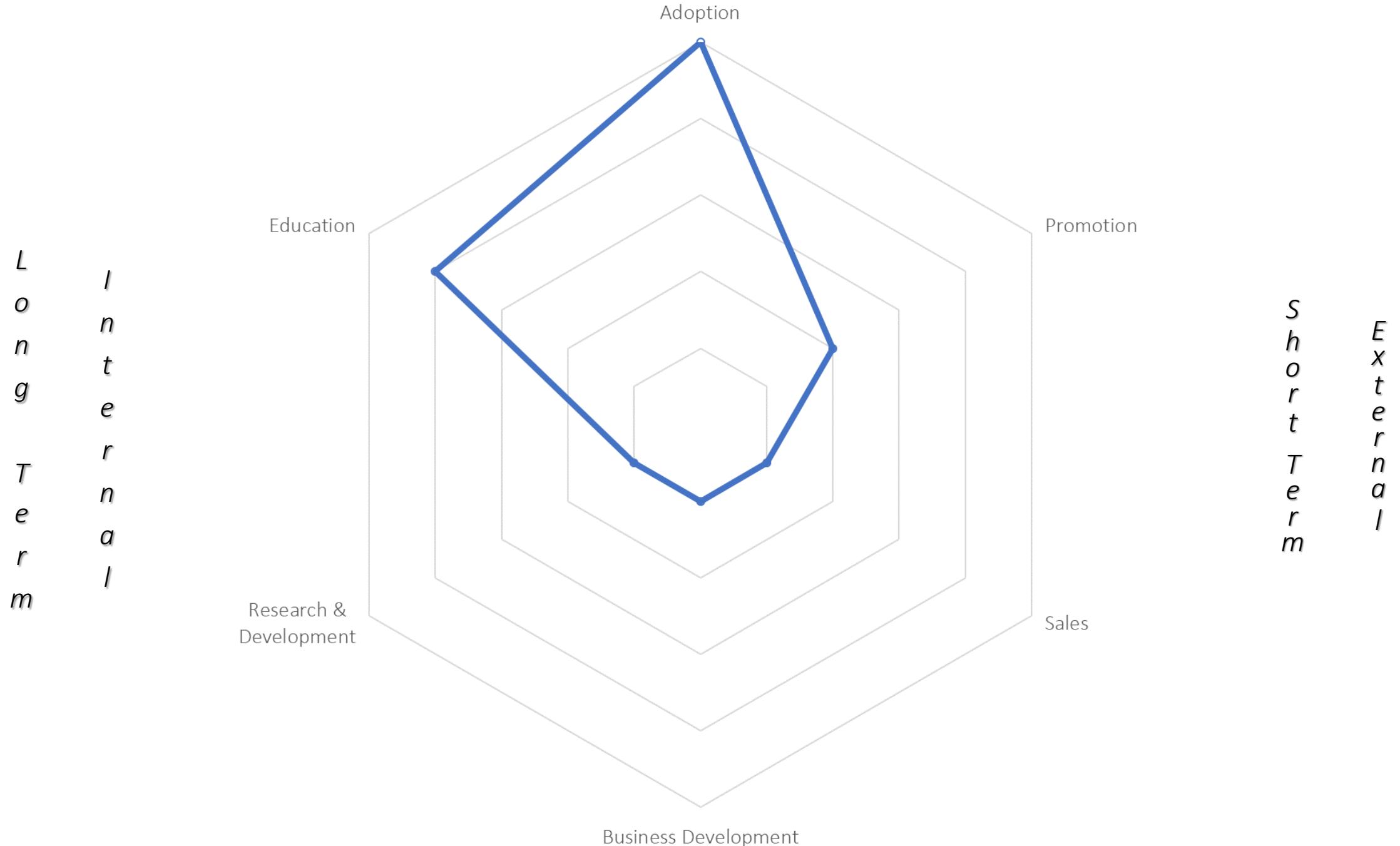
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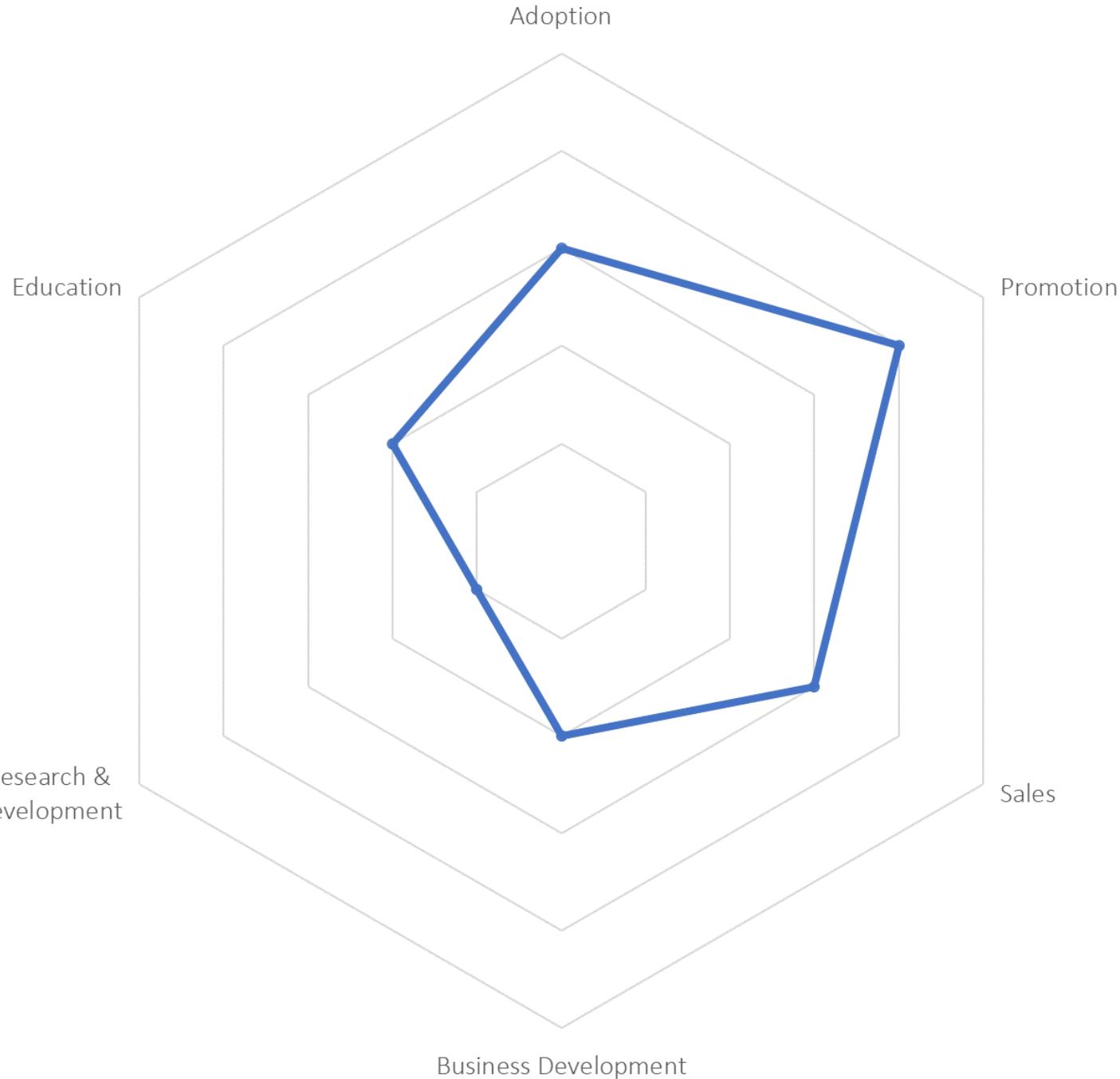


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Long
Term
Internal

Short
Term
External



A photograph of Seth Godin, a middle-aged man with a shaved head and yellow-rimmed glasses, wearing a purple sweater over a grey t-shirt. He is holding a black clarinet in his hands, looking upwards and to the right with a thoughtful expression. The background is dark.

The cost of being wrong is less
than the cost of doing nothing..

Seth Godin

thanks!

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