



# Book and pages holder

**Team Name: PDE Group 6**

*Juan Salmoiraghi, Karine Maison, Max Huting, Philip Carvalho, Philip Kröger*

## Product description

« A book holder which makes reading a more pleasant and comfortable activity for the user. »

- Handy
- Hold pages
- Change pages easily
- Easy/fast to use
- Lightweight
- Platform for different sizes
- Doesn't cover words

## Pains relievers

Hold the book:

- easily
- comfortably
- with one hand

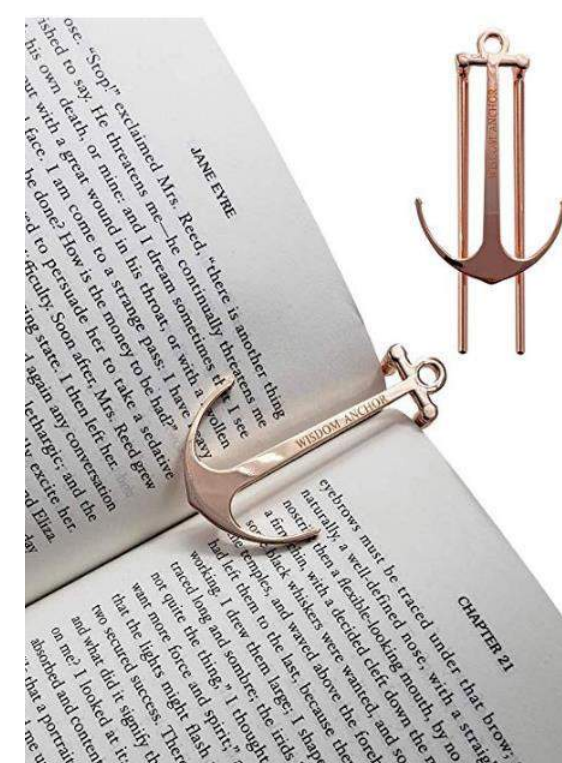
## Market // Competitors

### Primary market

- Big readers
- Commuters

### Secondary market

- Teenagers/students
- Library/bookstore
- The elderly

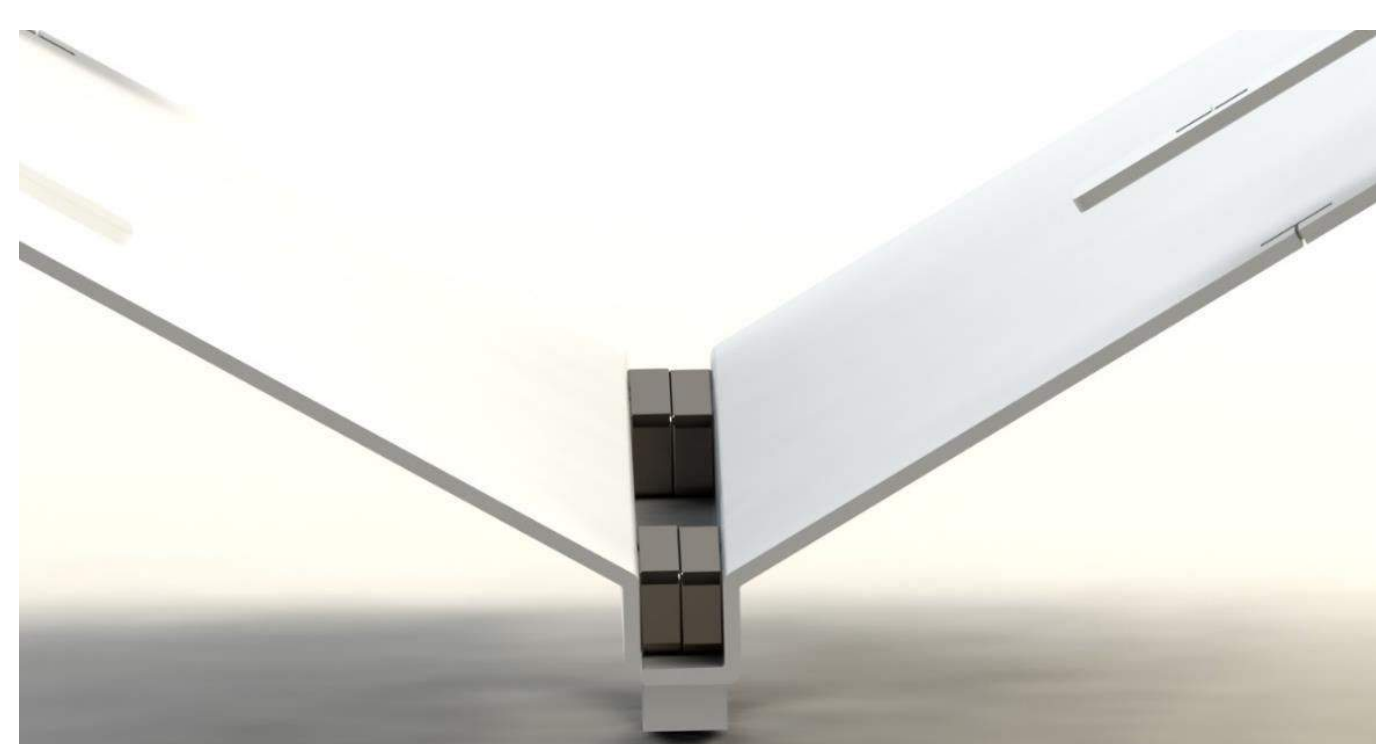
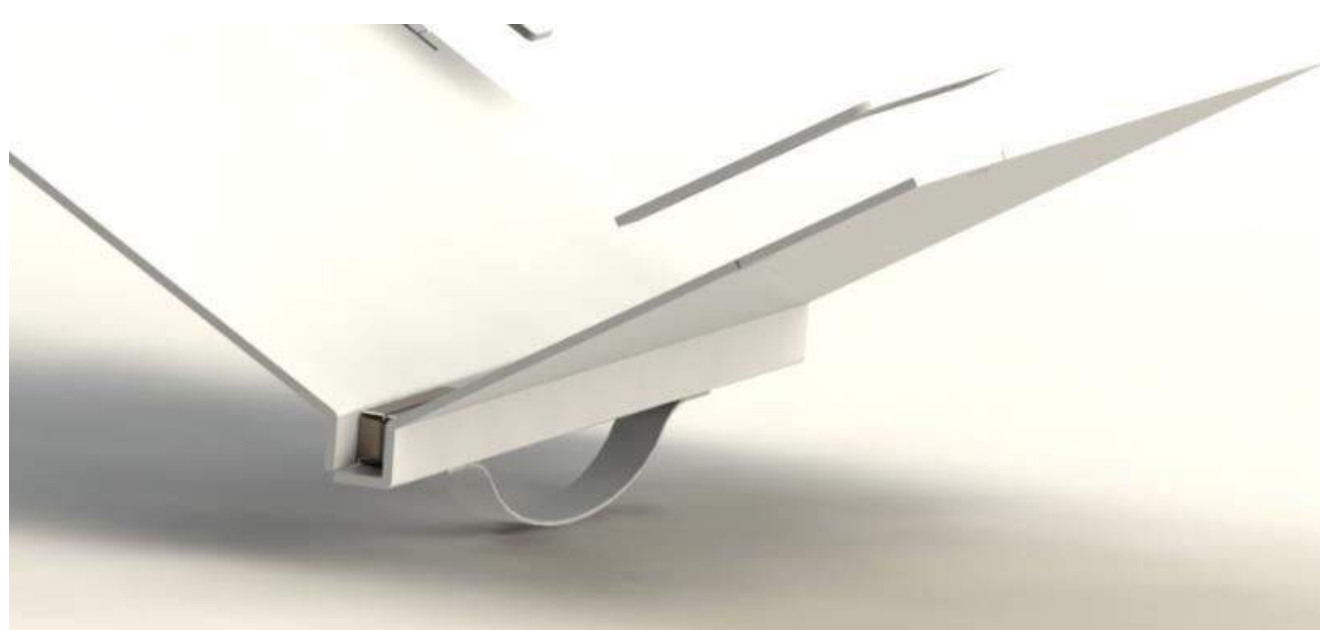


## Technology



*Hold pages with elastic bands*

*Comfortable in hand*



*Magnet system to open/close*

## Next steps

- Prototyping
- Concept testing

## Business Plan

- Durable but still accessible to big market
- World market
- Selling in Amazon marketplace and Fnac
- Introduction date: 2020

**amazon**

**fnac**

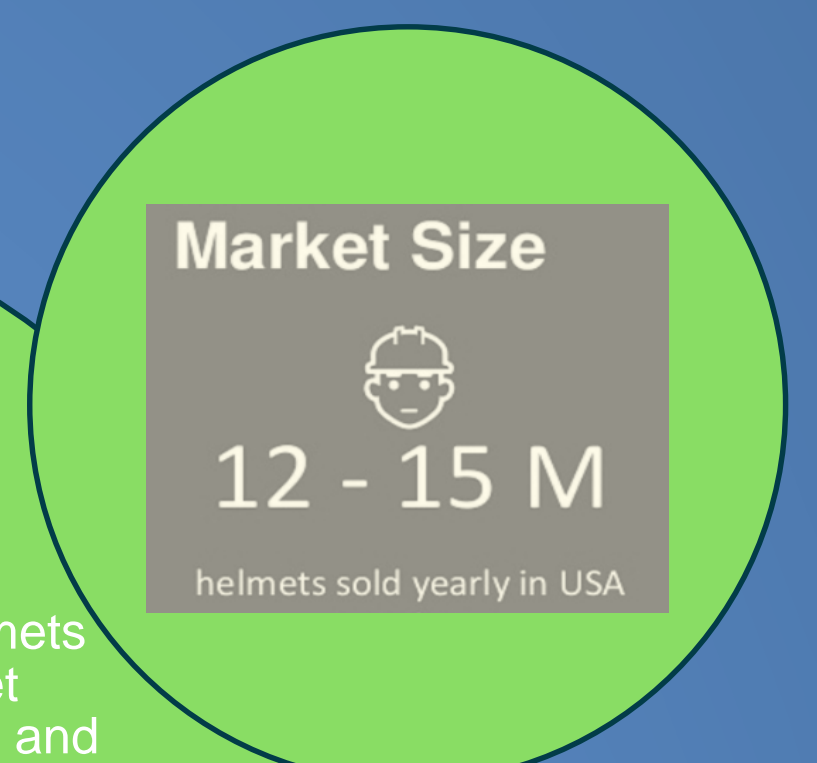
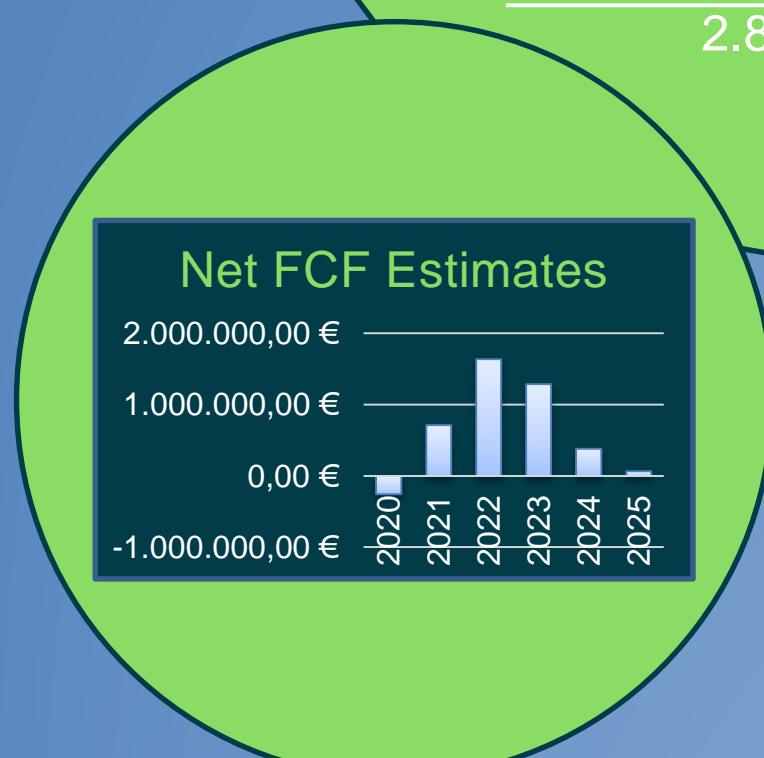
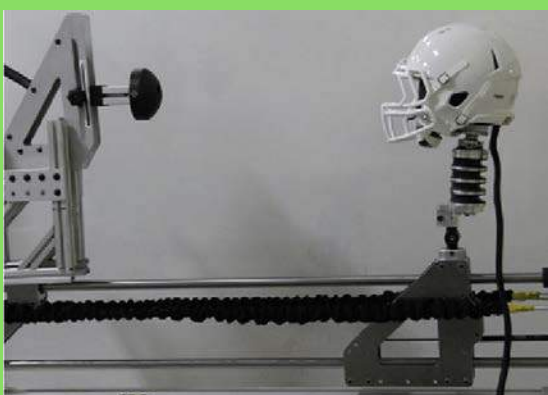
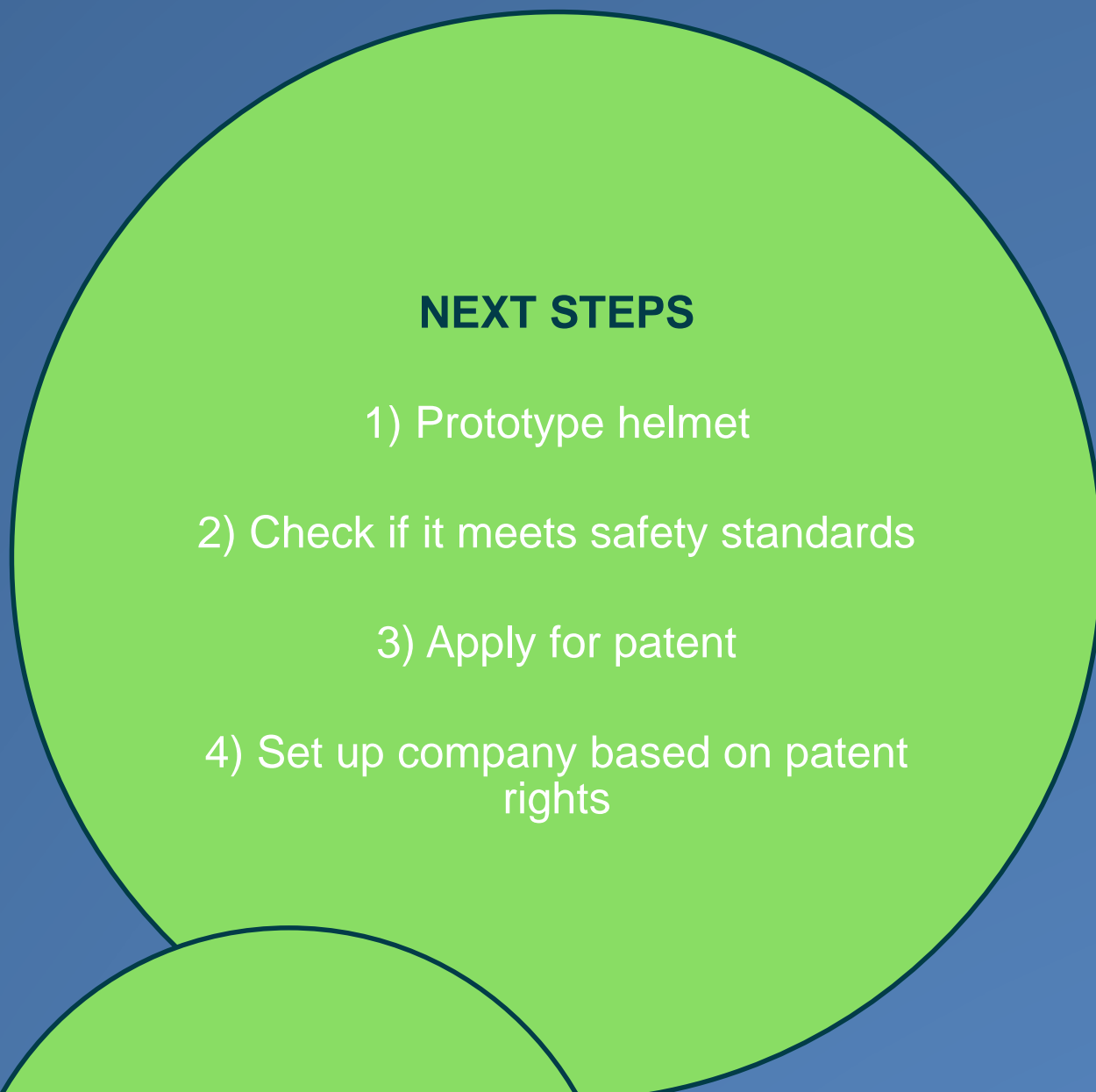
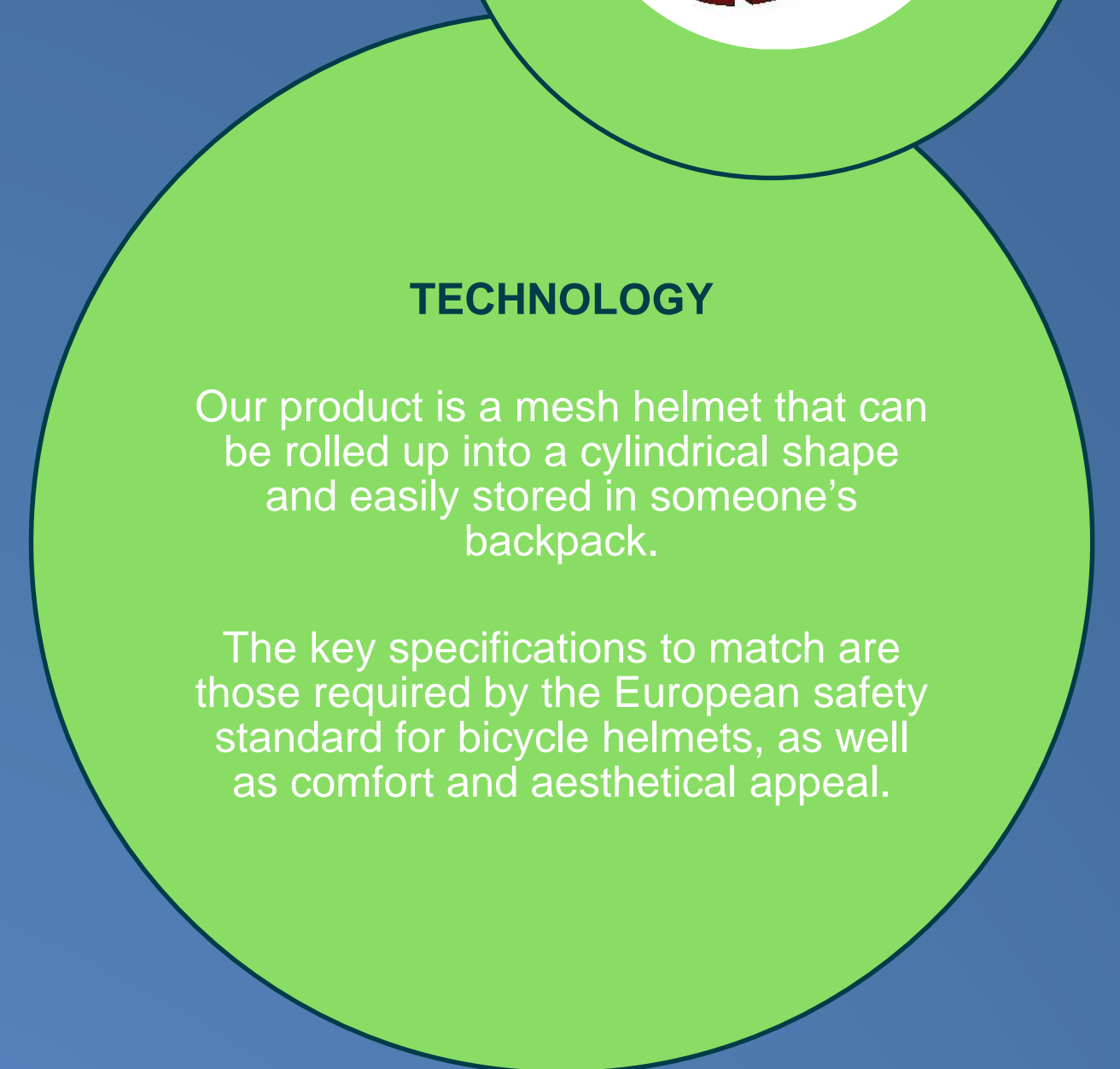
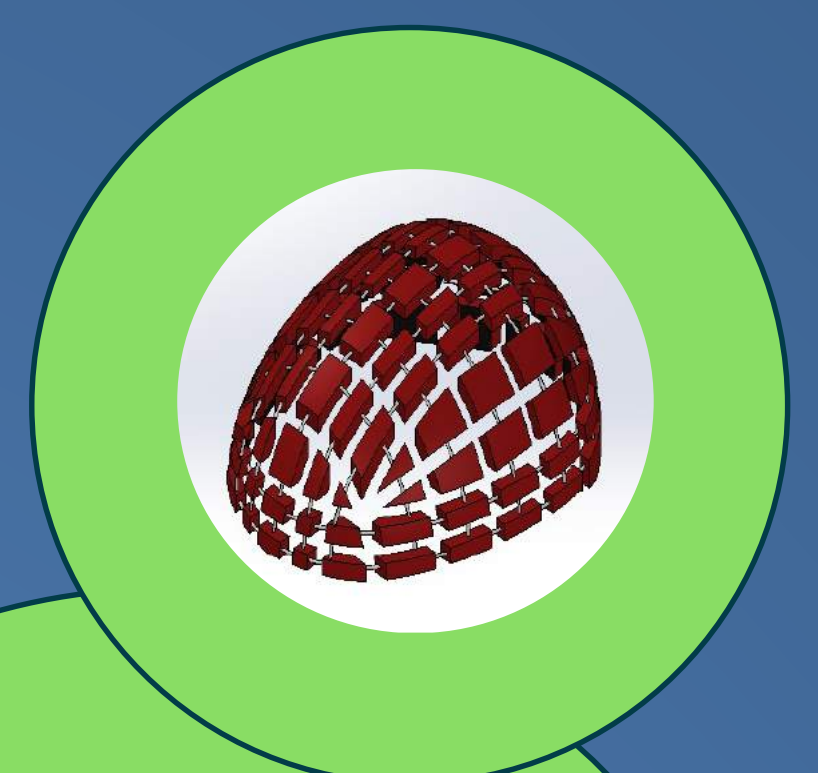




**FOLD & GO**  
SAFETY MADE EASY

## Product Development and Entrepreneurship 2019/2020

**Filipe Silvestre, João Campos, João Coelho,  
João Martins, Sérgio Ferreira, Vítor Moreno**







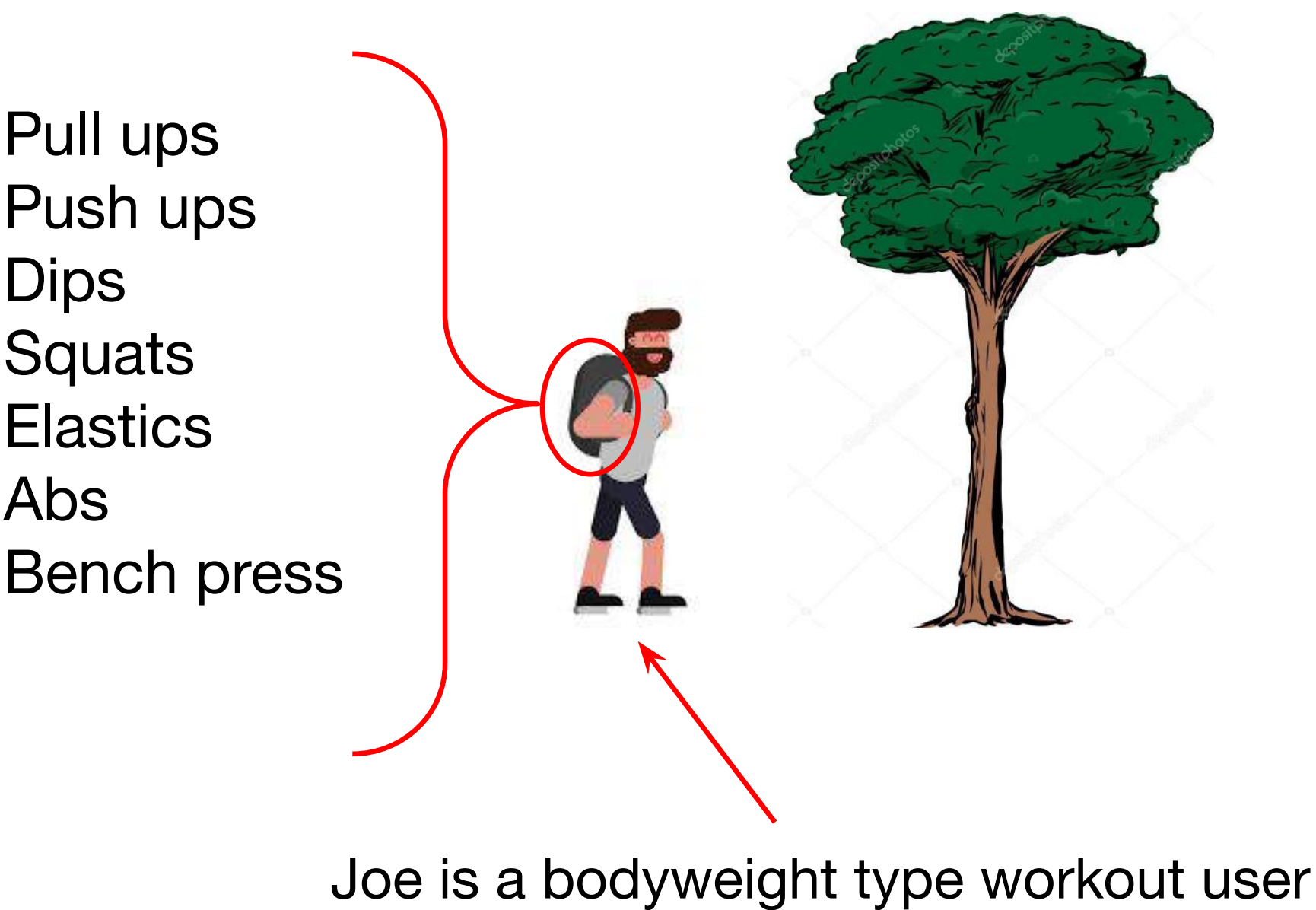
# Portable outdoor workout station

**Team Name - Rhinopotamus**

*Patric Pereira, João Gomes, Samuel Magalhães, João Encarnação, Daniel Deery, Bernardo Barbosa*

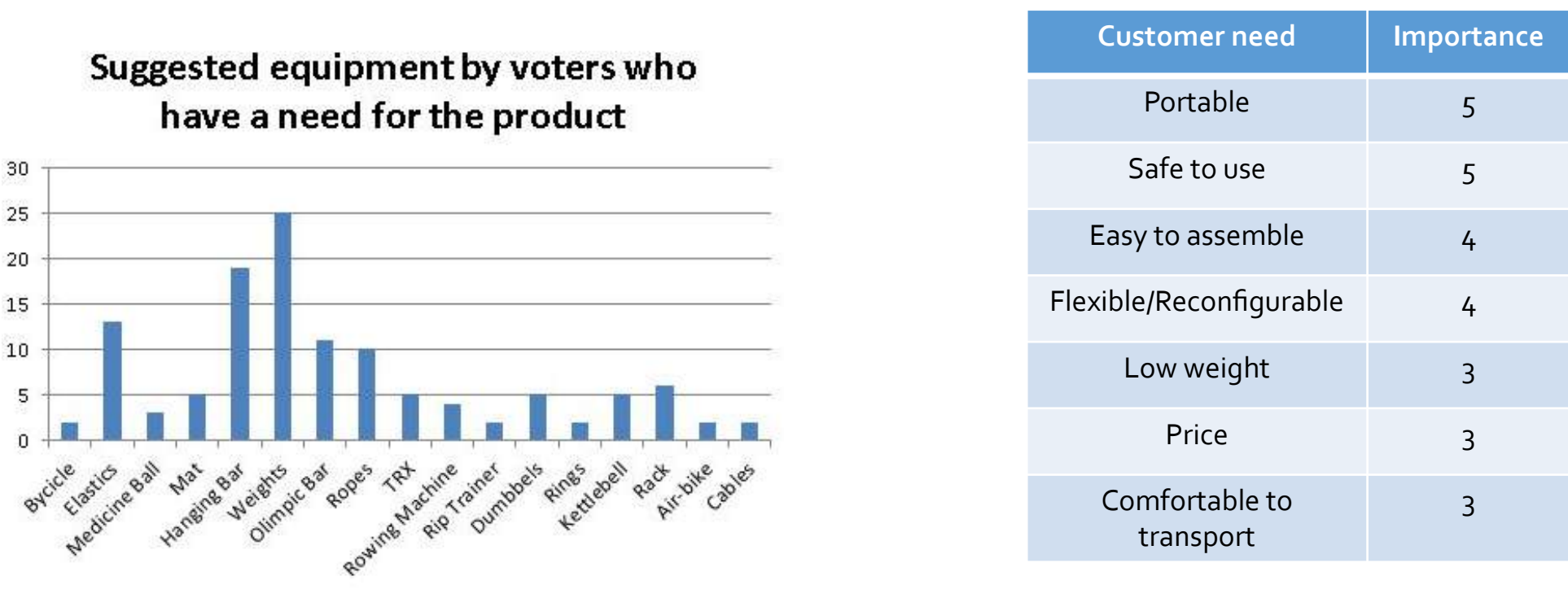
## Idea description

Portable outdoor training station



## Pain relievers

Bringing required equipment for an outdoor workout



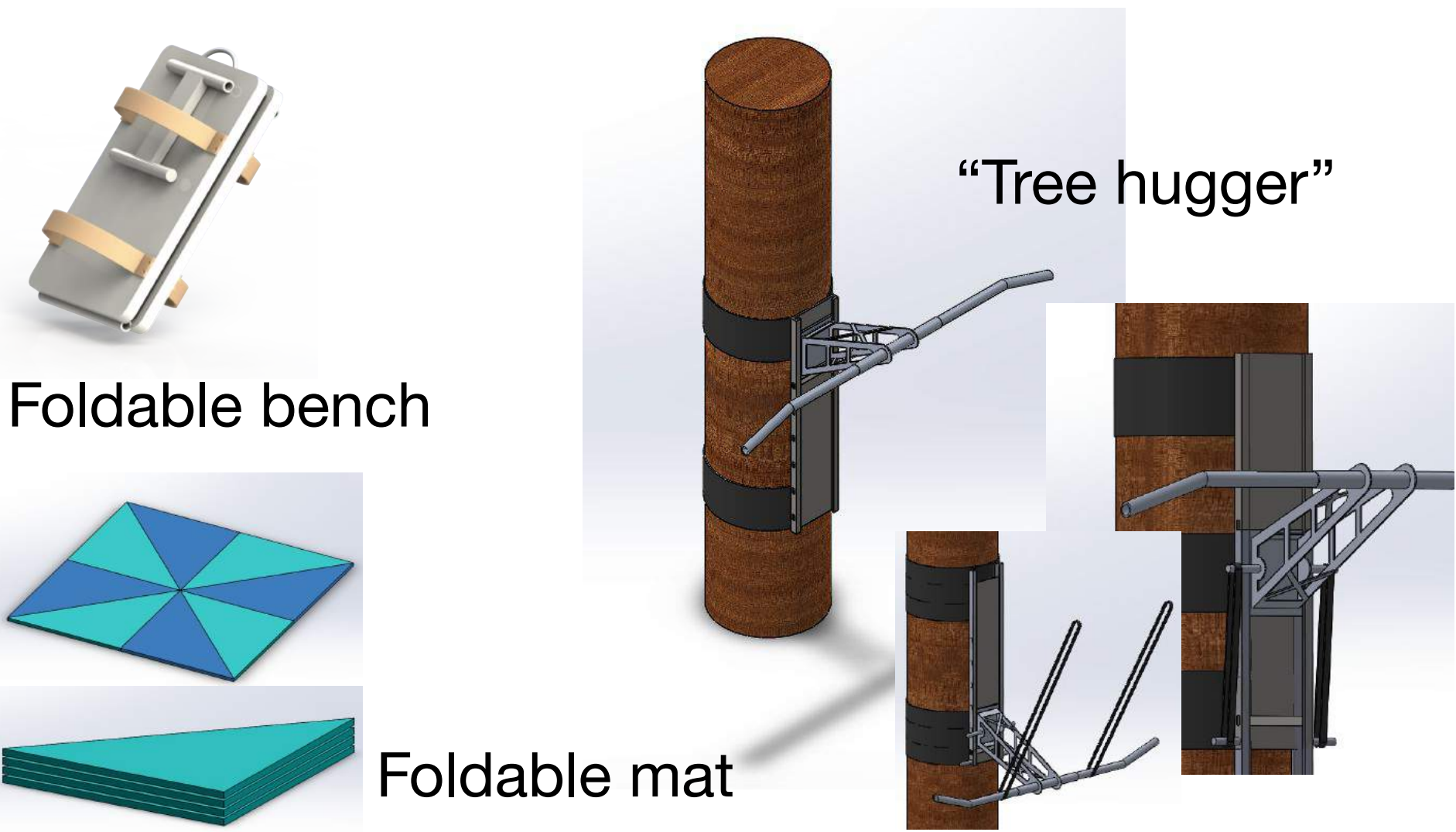
## Market & Competition

**Primary Market:** People who train outdoors, calisthenics, personal trainers, CrossFit

**Competitors & Substitutes:**



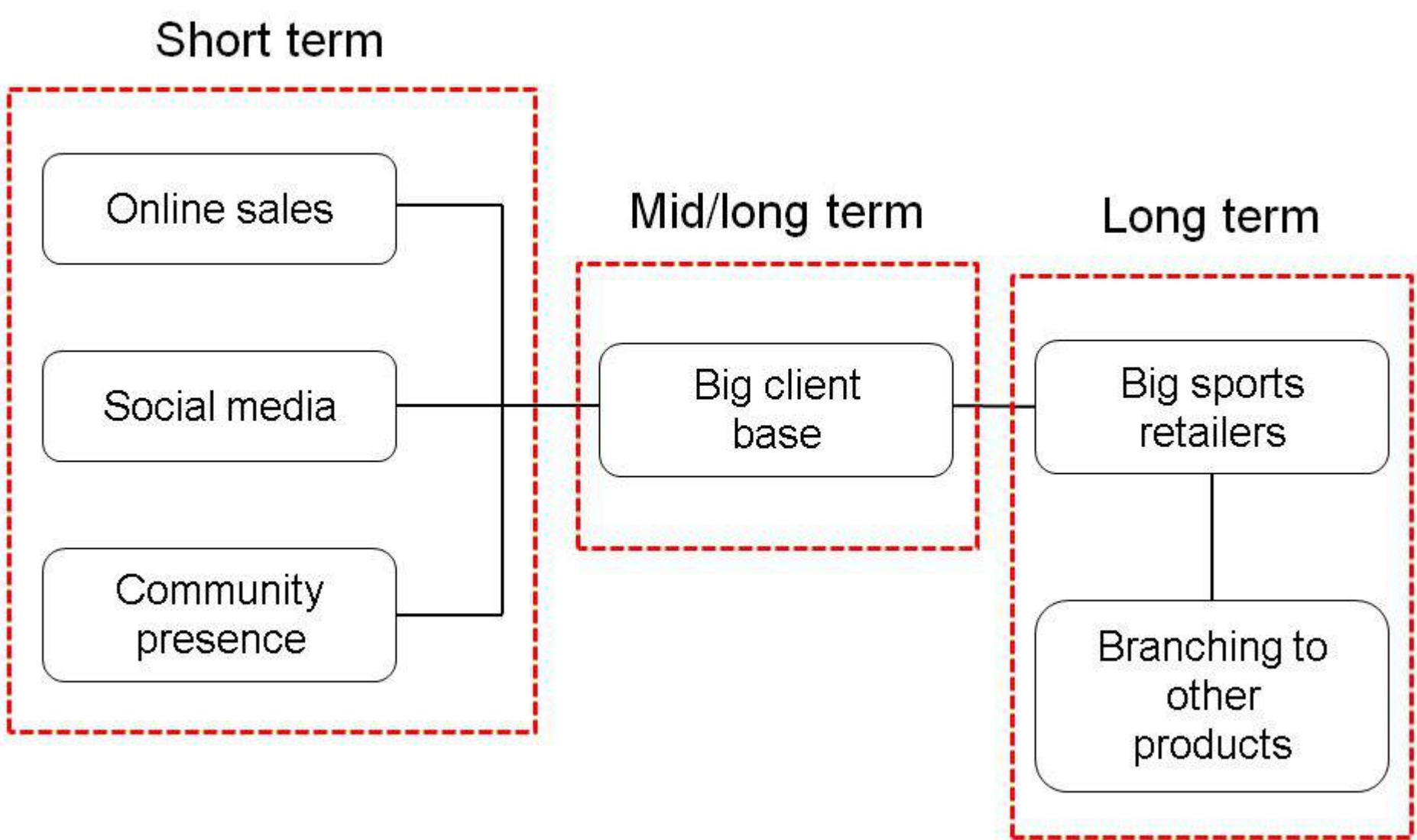
## Product concepts



## Next steps

- Additional concept generation
- Building a full scale prototype

## Business plan







# Drying Device for Sport Shoes

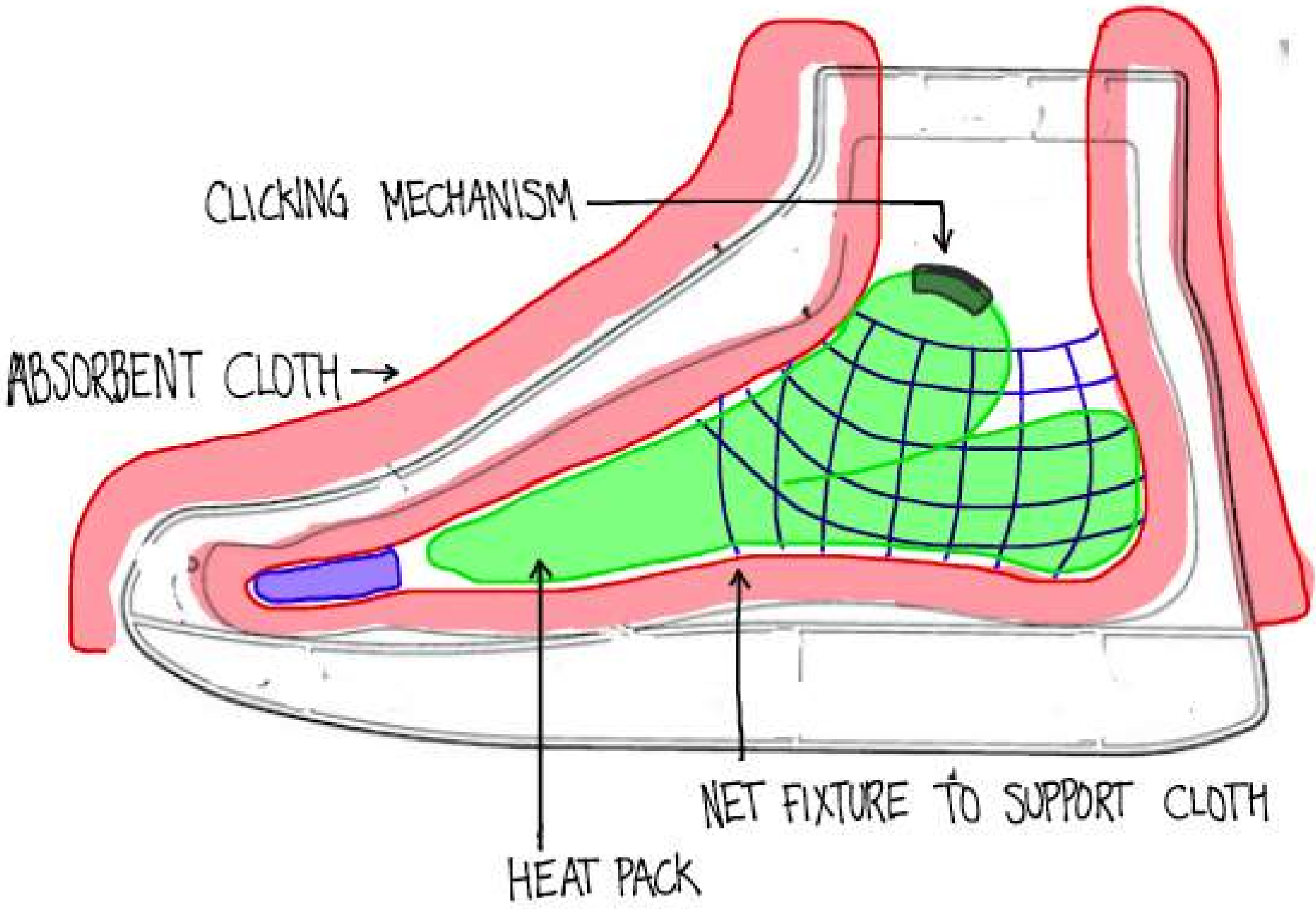
## Team SWEATKIT

Brenda Pampim Nº83393  
Teresa Pereira Nº94025  
João Figueiredo Nº71001  
Ella von Matern Nº95038  
Pernille Jensen Nº95219

### Product description:

Envisioning the product as a portable and lightweight device, with the ability to remove the humidity from sport shoes while or before storing them in your bag, preventing therefore mould and bad smells.

### Product design:



### Pains relived:

When you finish exercising, do you need to keep the sport shoes in the sports bag?

- Portable
- Efficiency of removing humidity
- Remove bad smells
- Easy to use
- Suitable for multiple shoe sizes
- Robust
- Reusable
- Low cost

### Mission statement:

|                             |  |
|-----------------------------|--|
| Key business goals          | •Less damaging than using a washing machine;<br>•Low manufacturing cost; |
| Primary markets             | •Athletes who run frequently;<br>•Active people (who exercise);          |
| Secondary markets           | •Home users;<br>•Kids;   |
| Assumptions and constraints | •Easy to store and use, small, reusable;                                 |
| Stakeholders                | •Customers;<br>•Production department;                                   |

### Market & competition:

| Product          | Cost             | Dimensions (cm) LxWxH | Weight (Kg)  | Add Smell | Hours     | Patented |
|------------------|------------------|-----------------------|--------------|-----------|-----------|----------|
| 1 Smell Well     | \$9,95 - \$13,30 | 10,6 x 2,54 x 10,6    | 0,11         | Yes       | overnight | -        |
| 2 Newspaper      | \$1.50 - \$3     | Rumpled               | Neglected    | No        | overnight | -        |
| 3 Drysure        | \$19,95- \$30    | 19.8 x 20.8 x 19.8    | 0,75         | No        | 4-6       | Yes      |
| 4 ADAX           | \$ 66            | 10 x 22,5 x 86,5      | 2 (shipping) | No        | 3         | -        |
| 5 Shoe defenders | \$20,00          | 16 x 8,8 x 0,25       | 0,22         | No        | overnight | Yes      |
| 6 PEET           | \$49,99 - \$119  | 26,6 x 12,1 x 33,5    | 0,90         | No        | overnight | Yes      |
| 7 Travel Dry DX  | \$30- \$39,95    | 28,9 x 17 x 8,6       | 0,4          | No        | 3-6       | Yes      |



### Next steps:

Design a business plan...





# Toilet Saving Water System

## The NextFlush

Augusto Sacramento Nº 32928

Eduardo Torres Nº 83396

João Sempiterno Nº 80880

Marta Ferreira Nº 97083

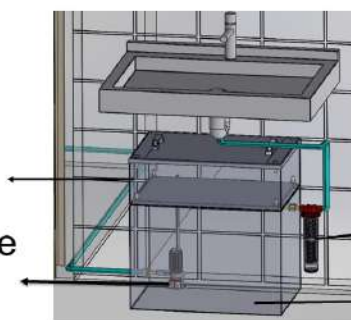
Pedro Rolo Nº 96988

### Descrição da Ideia / Description of the idea and business model (e.g.: text size 48)

Sistema que permite utilizar a água proveniente do lavatório para as descargas da sanita. O sistema será adaptável de forma a que possa ser instalado em qualquer casa de banho. Os componentes principais são: um depósito, um filtro e uma bomba elétrica. A água proveniente do lavatório será filtrada física e quimicamente, sendo de seguida armazenada no depósito. Quando a descarga do autoclismo é acionada, a bomba elétrica levará a água do depósito até ao autoclismo (Ver figura). A ideia será criar um produto com um preço acessível e corresponder às necessidades levantadas junto do mercado primário. O objetivo inicial será comprar os diversos componentes e montar o sistema completo. Será a empresa que vende o produto a realizar a manutenção do mesmo.

Sistema  
Elétrico

Bomba de  
água



Filtro  
Depósito  
Água

### Tecnologia/produto / Technology

O produto será constituído por uma caixa dividida em duas partes: uma para o sistema elétrico e outra para o depósito de água. Fora da caixa está um filtro removível para filtrar a água proveniente do lavatório. Dentro da caixa existe uma bomba para bombear a água para os autoclismos. Sensores de nível de água serão também utilizados. O sistema pode ser aplicável a vários lavatórios e sanitas (Ver figura).

### Próximos passos / Next steps

Os próximos passos passam por apresentar o conceito escolhido aos clientes do mercado alvo, e caso a sua opinião seja positiva, a realização do protótipo físico, à imagem do conceito em CAD (ver figura), sendo a opinião negativa, procederemos a alterações no CAD. Será também realizado um plano de negócios e uma pesquisa aprofundada das patentes existentes.

### Problemas que pode resolver / Pains relievers

O sistema em questão permite poupar água em cada descarga do autoclismo.

Permite uma redução da fatura mensal da água bem como a redução do consumo anual de água, um fator especialmente relevante para as empresas, onde o fator de sustentabilidade é mais relevante e onde a água tem um preço mais elevado.

### Mercado & Competidores / Market & Competition

O mercado foi dividido em mercado primário e secundário. A divisão está relacionada com a facilidade de instalação (possibilidade de colocação de canos por fora da parede) e com a maior poupança de água associada. O mercado primário é constituído por universidades, ginásios e fábricas. O mercado secundário é constituído por centros comerciais e casas particulares. O concorrente principal deste sistema deixou de vender o produto em 2013 (Sloan, Aqus system) e os concorrentes existentes atualmente no mercado apresentam produtos complexos com preços pouco atrativos, como o Hydraloop R, ou limitações estéticas.

### Plano de negócio / Business Plan

O objetivo primário será testar o sistema, em escala piloto, numa fábrica. De seguida pretendemos penetrar no mercado primário, onde o volume de poupança de água é maior. Após uma análise das melhores soluções e alguns melhoramentos no projeto, tentaremos penetrar o mercado secundário, vendendo o produto em lojas como o AKI ou o Leroy Merlin.





# Biodegradable packaging for shampoo

**BioStow**



**BioStow** is a biodegradable, practical and non polluting packaging for shampoo that helps to save the planet without changing our shampoo habits!



Developed by António Mariquito, Diogo Estrela, Érica Vieira, Filipa Moreira, Francisco Landum, Mariana Vinagre, Matilde Narciso, Sofia Grilo

## What's wrong?



LOADING...



Environmental pollution



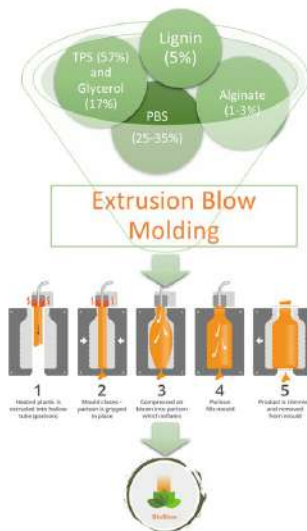
8 MILLION tons reach the ocean each year

## What's our competition?

| Technical Features | Plastic Packs | Refill Bottles | Solid Shampoo | BioPack |
|--------------------|---------------|----------------|---------------|---------|
| Resistant          | 5             | 5              | 3             | 4       |
| Cost               | 5             | 5              | 3             | 4       |
| Waterproof         | 5             | 5              | 1             | 4       |
| Biodegradable      | 1             | 3              | 4             | 5       |
| Practical          | 5             | 3              | 2             | 5       |
| Eco-Toxic          | 1             | 3              | 5             | 4       |

Our product seems to be the better option more ecofriendly!

## What's our technology?



This mix assure the mechanical properties and biodegradability of the bottle

**Legend:** TPS (Thermoplastic starch); PBS (polybutylene succinate) and Lignin.

## Milestones



## What's our business plan?

Do a contract with a shampoo company, in European level, to produce a percentage of its shampoo bottles.







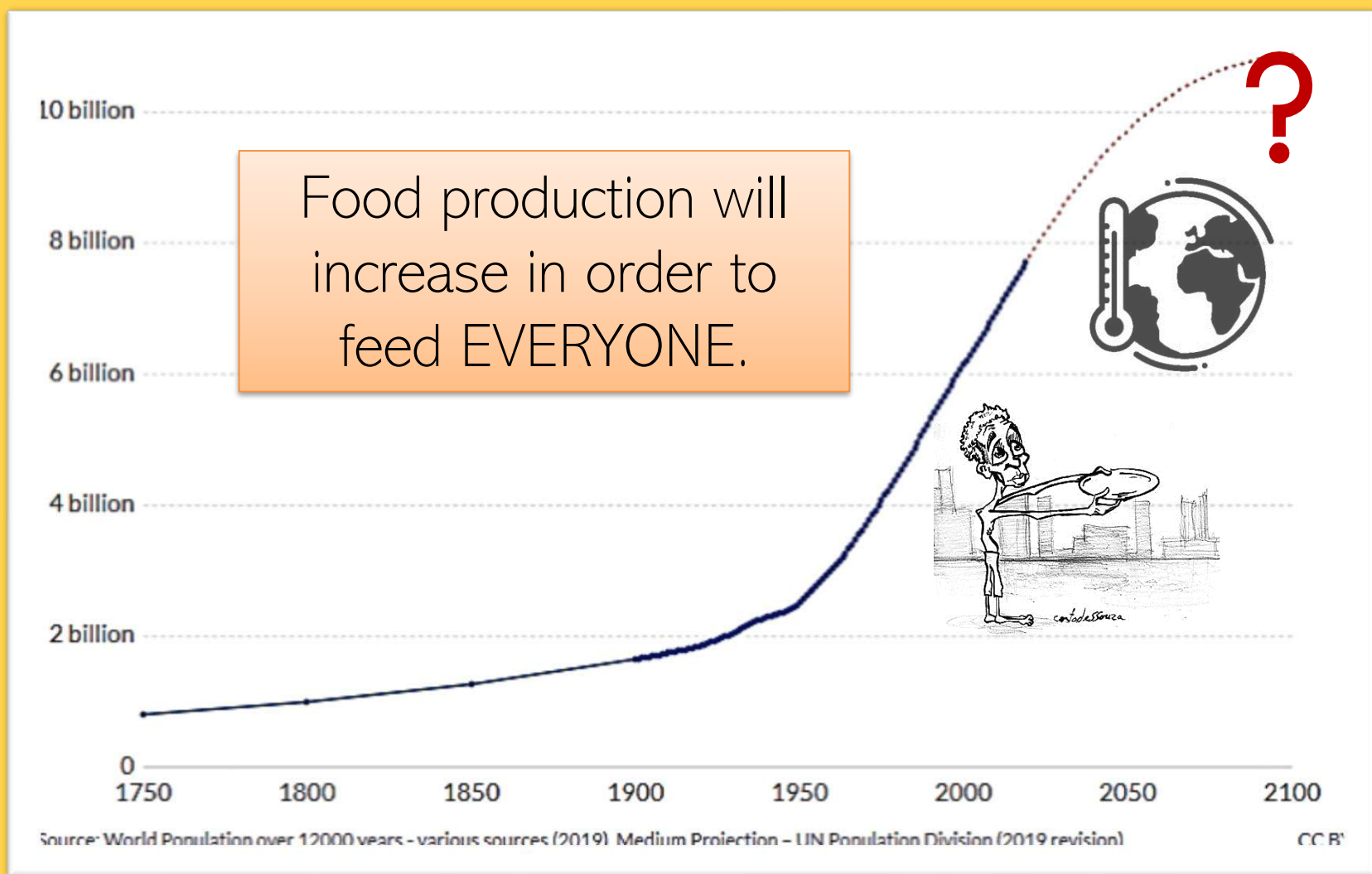
# Lupin products by



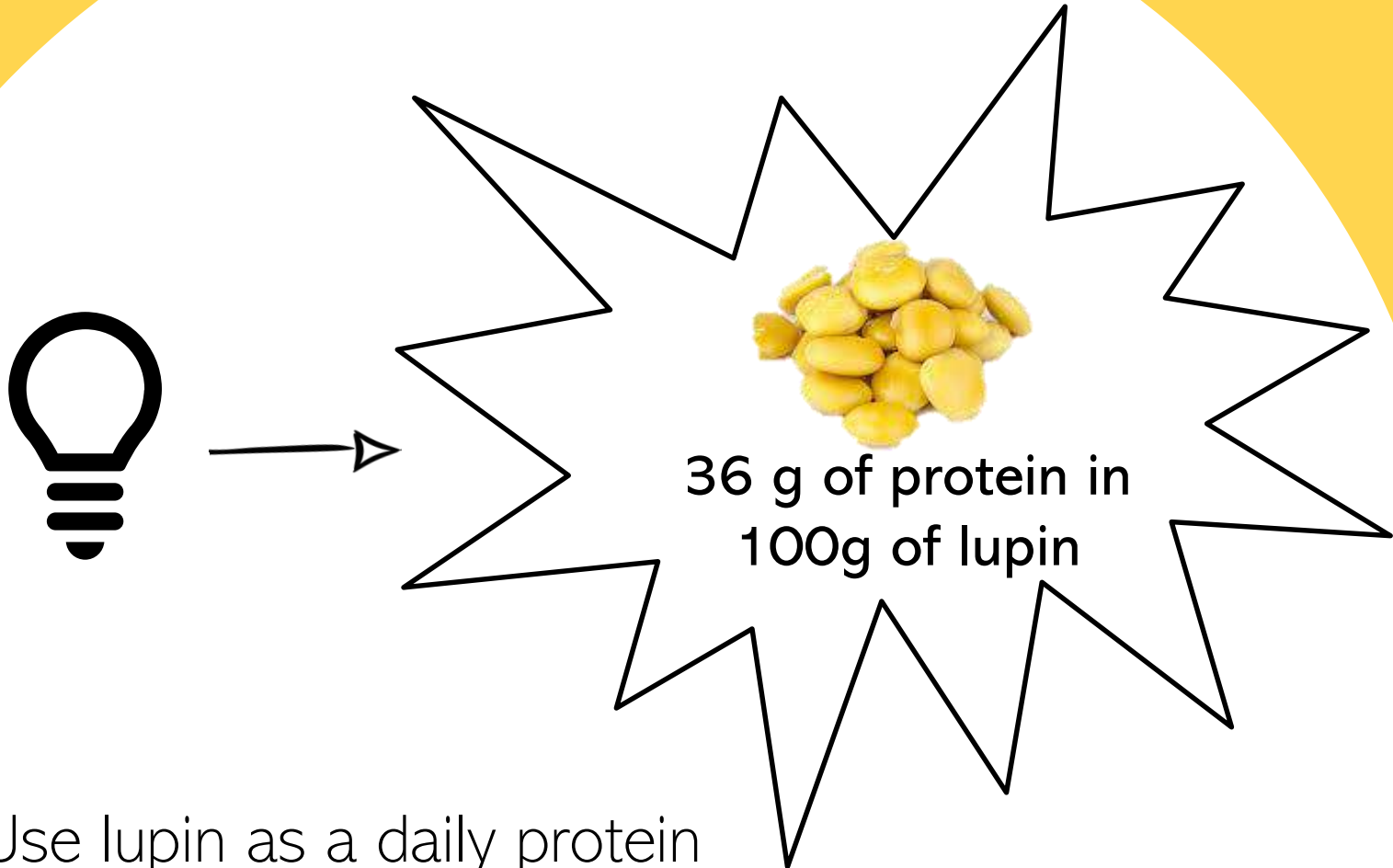
*Adriana Inácio, Ana Quintino, Beatriz Monteiro, Inês Ferreira, Margarida Rolo, Raquel Guerreiro*

## Problem

**!** In 2050 we will be **9,8 billion** on Earth, and it will have consequences.



## Solution



Use lupin as a daily protein source to prevent and decrease the use of animals in food production.

## Products



*Lupi croquettes*



*Lupi samosa*



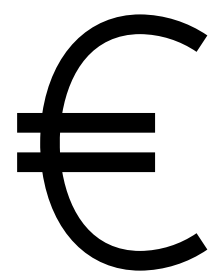
*Lupi pate*

**Other proteins already in the market:**  
**Seitan** - ~30g of protein in 100g of seitan  
**Tofu** - 10g of protein in 100g of tofu.  
**Bean** - 25g of protein in 100g of bean.  
**Soy** - 36 g per 100g of grain

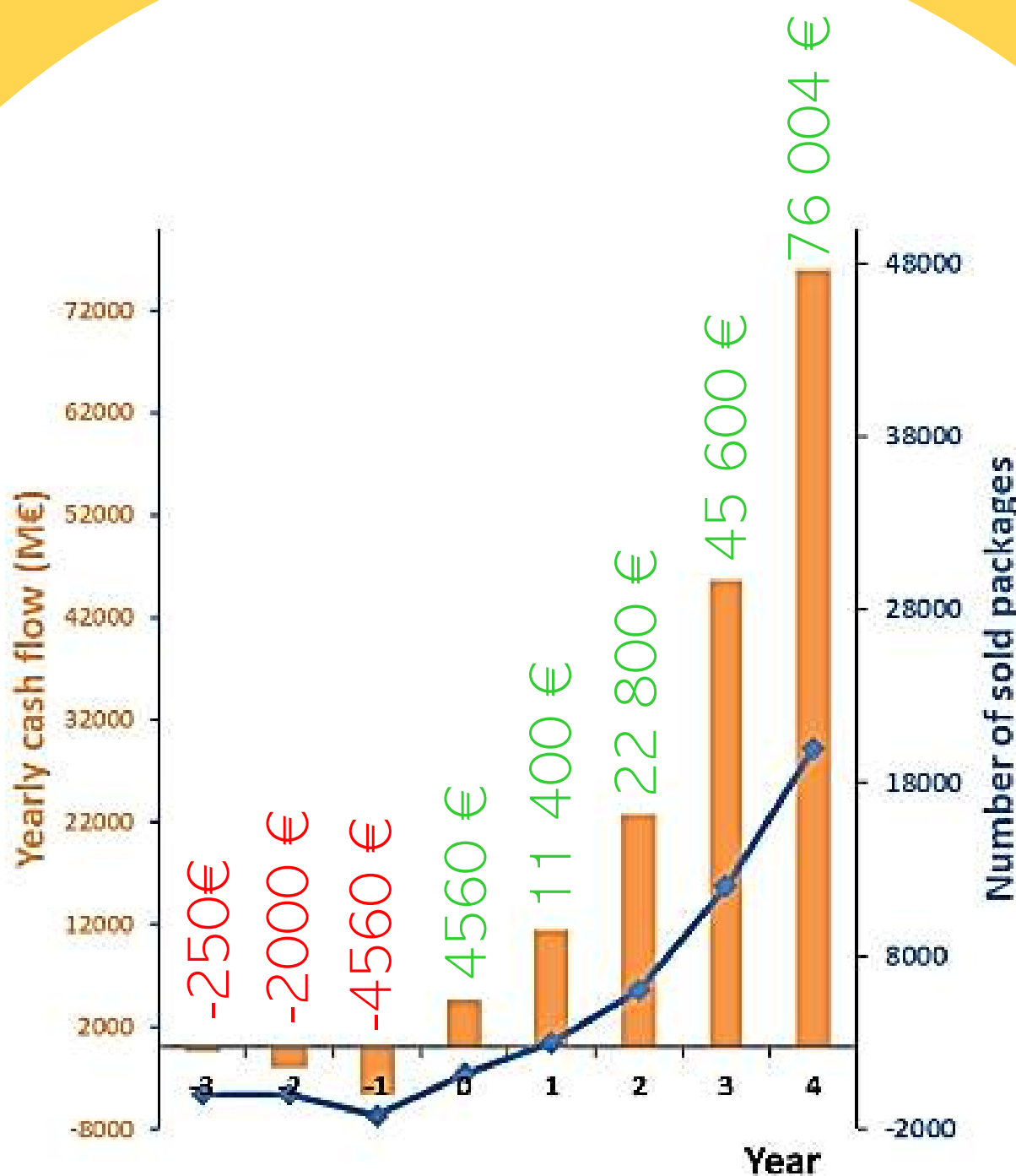
Main products based on lupin that already exist:

- Food supplement
- Lupin flour
- Lupin yeast

## Current biomarkets



-3: Product Development  
 -2: Product Promotion  
 -1 Scale Up  
 0 Product Launch  
 1, 2 Sales in Portugal  
 3, 4 Sales in Portugal & Internationally





# NEW SHORE

## Out of the blue



Gonçalo Fernando- CEO  
Beatriz Leitão- CMO  
Joonas Avik- CTO  
Sofia Dornellas- CMO

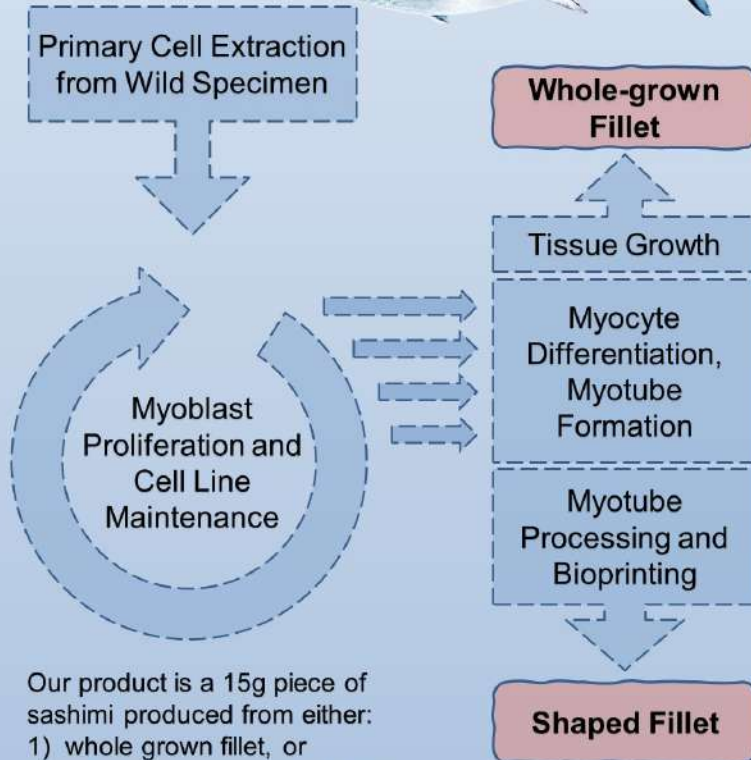
João Costa- CDO  
Diana Marques- CMO  
Rita Gonçalves- COO  
Rosanna Huchzermeier- CTO

### WHAT WE DO:

We will produce a cell-based fish alternative that is:

- ✕ Clean - Free of contaminants
- ✕ Eco friendly – No ecosystem impact
- ✕ For gourmet restaurants initially and end consumers eventually

### HOW IT'S DONE:



Our product is a 15g piece of sashimi produced from either:  
1) whole grown fillet, or  
2) bio-printed, "shaped", fillet to achieve authentic texture and taste.

### PAINS:



Ocean biomass has reached its lowest point, due to intensive and systemic fishing. Studies indicate that biomass of marine animals has lowered as much as 80%. In addition to overfishing, global warming effects may exacerbate these conditions and ultimately decimate entire wild fish populations



Human population is increasing and statistics suggest it will reach 9 billion people globally by 2050. How can the world be fed in the future?



Anthropogenic effects have led to the accumulation of pollutants, environmental toxins and metals in fish and shellfish, both wild and farmed, which may pose safety issues for human consumption

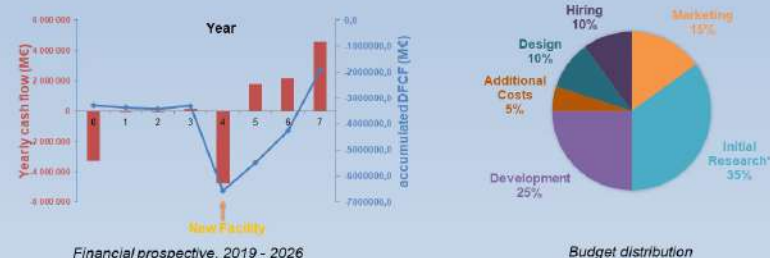
### MARKET AND COMPETITION:



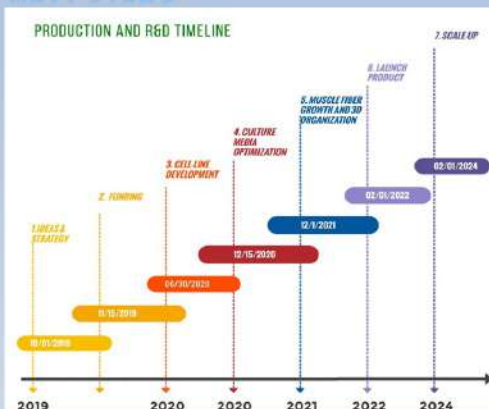
### BUSINESS PLAN:

- Initial R&D phase - 2 years  
We aim to produce the prototype fillet by the end of 2021.
- Product Launch, beginning of 2022
- Second R&D phase for Scale-up, 2022-2024.  
Maintaining low scale production during this period.
- The beginning of 2025 initiates large commercial scale production with new facilities build.

Production goal of ½ million units per year



### NEXT STEPS:



- IDEAS & STRATEGY**  
Interview and contact both scientific and culinary experts. Develop a R&D, Business, and Funding strategy.
- FUNDING**  
- Research grants (UE, New Harvest, Good Food Institute, CellAg, Sprout Accelerator)  
- Private funding, Venture Funding, Business angels.
- CELL-LINE DEVELOPMENT**  
Develop stable cell-lines that may be cryo-preserved.
- MEDIA OPTIMIZATION**  
Optimize media conditions (oxygen, pH, temperature). Develop serum-free media formulation.
- LAUNCH PRODUCT**  
Organize a press dinner, together with first customers - Chef Mariana Vieira.
- SCALE-UP**  
Reach a marketable price for general public.
- MUSCLE FIBER GROWTH AND 3D ORGANIZATION**  
Using 3D bioprinting, achieve a fish fillet.





# viSEAon – Bioluminescent Lamps

Indecisi – IST, Lean Launch Pad

Alexandra Sousa, Ana Martins, Iris Silva,  
João Silva, Leonor Pereira, Marco  
Dionisi, Nuno Torres

**ViSEAon** is a company that provides a renting service of marine bio-based lamps that glows a unique blue light.

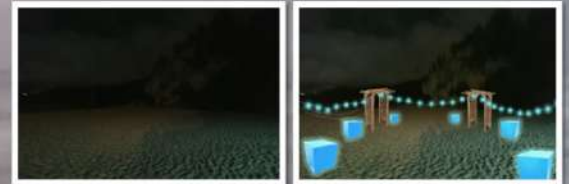
## Technology

To produce the bioluminescent lamps we use the bacteria *Vibrio fischeri*, usually found in marine environments, through a process called quorum-sensing.

**viSEAon**

## Problem solution

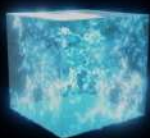
- Renting service
- Unique atmosphere for exclusive events



*Vibrio fischeri*  
acquisition



Liquid  
medium  
cultivation



Bioluminescent  
lamps

## Competitors

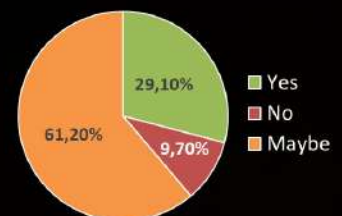


**LUMINART**  
light & colors

**Disadvantage:**  
No renting service

## Market prospection

Would you be willing to pay slightly more for an event with innovative decoration?



**Next step:**  
Build a prototype

## Business plan

|  |   |   |   |
|--|---|---|---|
| <p><b>1</b></p> <p><b>Product development</b></p> <ul style="list-style-type: none"> <li>• Cost 12 114 €</li> <li>• Time 2 months</li> </ul> | <p><b>2</b></p> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Cost 9 600 €</li> <li>• Time 7 months</li> </ul> | <p><b>3</b></p> <p><b>Scale up</b></p> <ul style="list-style-type: none"> <li>• Cost 30 126 €</li> <li>• Time 6 months</li> </ul> | <p><b>4</b></p> <p><b>Set the operation</b></p> <ul style="list-style-type: none"> <li>• Cost 91 000€</li> <li>• Time 3 months</li> </ul> |
|--|---|---|---|



# WhatsDoc

We propose a solution for doctors who need to get back their **free time** without losing **quality of care** for their patients, we offer a platform to create a communication channel that provides an easy way to answer the most common questions.



*Our product saves time and money, while actually **improving patient care** by providing accurate information straight from the doctor to the patient.*



- Lack of time for each patient and for scientific research
- Weak relation between the patient and the doctor
- Frustration out of repeated questions
- Patients that don't follow recommendations
- Anxious, stubborn patients

Our **technology** is a platform to help doctors create their own website easily to act as a communication channel between them and their patients.

## Main competitors:

- Doctor answering services. Done by a random doctor and expensive.
- Nutrium. Similar platform but only focused on nutrition.

**Substitutes:** Generic website providers, online health information.

## Market entry:

- 1st Generation: Gynecologists.
- 2nd Generation: Pediatricians; oncologists.

## Next steps

- 1º - Design Testing
- Contact stakeholders
- Financial evaluation
- Define features:
  - Schedule consultations
  - Submit questions
  - FAQ
- 2º - Platform development
- 3º - Launch Beta version

## Business Plan

Charge for a subscription to the service in 2 modes:  
Basic (public) and  
Premium (public + private)





# Title – Your Business Idea

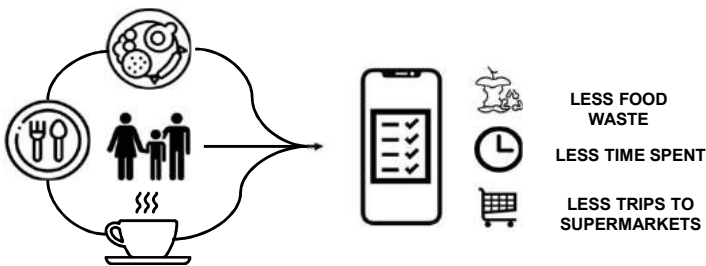
## TBE Group 3

*João Victor de Oliveira Pontes;  
Jorge Marques; Marcin Dolata;  
Piotr Raczkowski; Surya Venkatesh*

### Description of the idea and business model

Our application is a shopping list generator. Based on your food preference/meal plan of the week, our app generates for you a shopping list with the exact number of ingredients that should be bought. This minimizes your time and money spent on shopping.

The premium version has a service that allows the comparison of prices of the products on your shopping between different supermarkets. This way you can shop where it's cheaper for you!



### Technology

MealToShopDeal is a Mobile and Web application.

The technology enables the generation of a shopping list/plan based on the meal choices of the user. It also compares the prices on different supermarkets in real time so the user can know where to buy their items cheaply. For us the real differentiation factor of our app is that it aggregates almost every aspect of the competitors in one place, while keeping it simple.

### Next steps

New paid services for different customer groups.  
Specialised and personalized services for people with diabetes, special dietary needs, etc.  
Partnership with special food products, distributors and supermarkets for better prices for the end user.

### Pains relievers

In EU, every year, almost 50 million tons of food is wasted in households, which results in 93kg per person per year. This translates in hundreds of euros wasted by each family every year (EU Commission, FUSSION report).

Also people usually buy more things from the supermarket than they actually need because their shopping is not planned. This makes them spend more time and money than it's necessary. In addition all this food is wasted.

People don't plan because it takes them too long so it's very time consuming. Our solution would make shopping planning automatic, based on your meals.

### Market & Competition

Our market is people that go shopping, mainly students, young professionals and families that want to be more sustainable while saving money spent on food.

In terms of competitors there are a lot of shopping list apps but they are simple lists without any automation. Plantoeat is the most similar app we found. It generates you a shopping list based on your meal plan.

Kuantokusta website also compares prices of food products between different supermarkets but that yet again has no automation.

In addition to all of this right now there is a bit zero waste movement, and people getting more worried about sustainability issues.

The main barrier of entry for us is the establishment on the market so we need to "show up" on app store and google searches.

### Business Plan

Freemium based product.

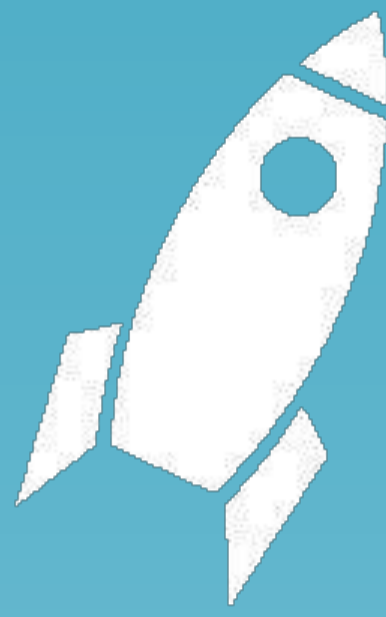
Subscriptions, data selling and ads will be our revenue stream.

Partnership with supermarkets to provide a better premium service.

There will be free trial (1 month) for the specialised services.

There will be a referral program and loyalty program.





19 de novembro, 17h30

## E.Awards@Técnico 2019 Edition Launch Pad

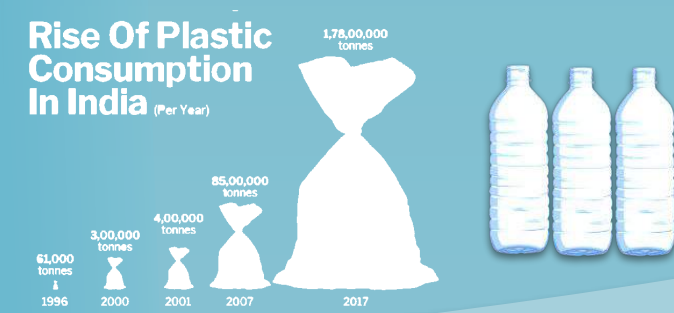
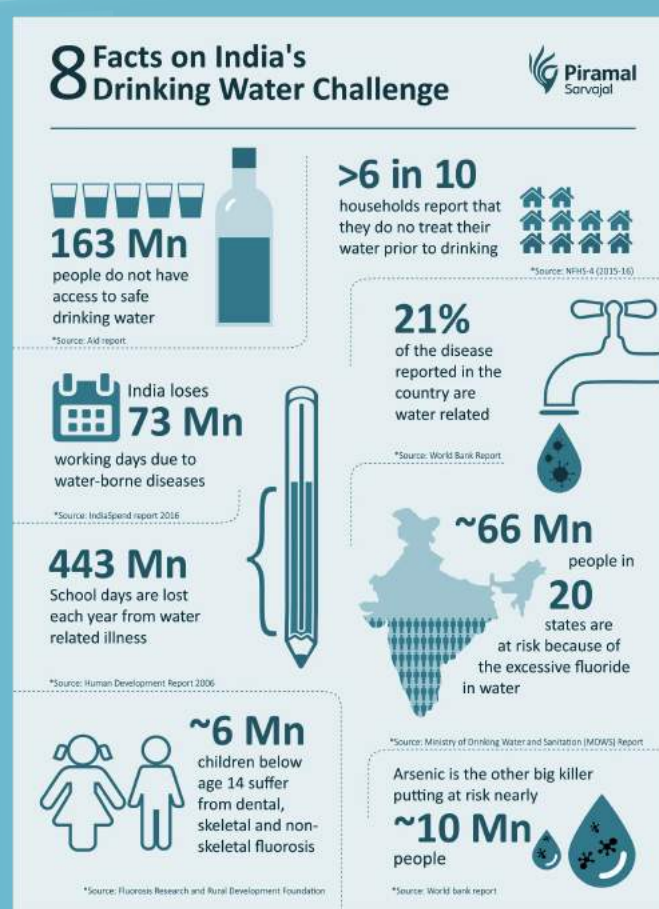
tt.tecnico.ulisboa.pt

Organização  
**TT@Técnico**

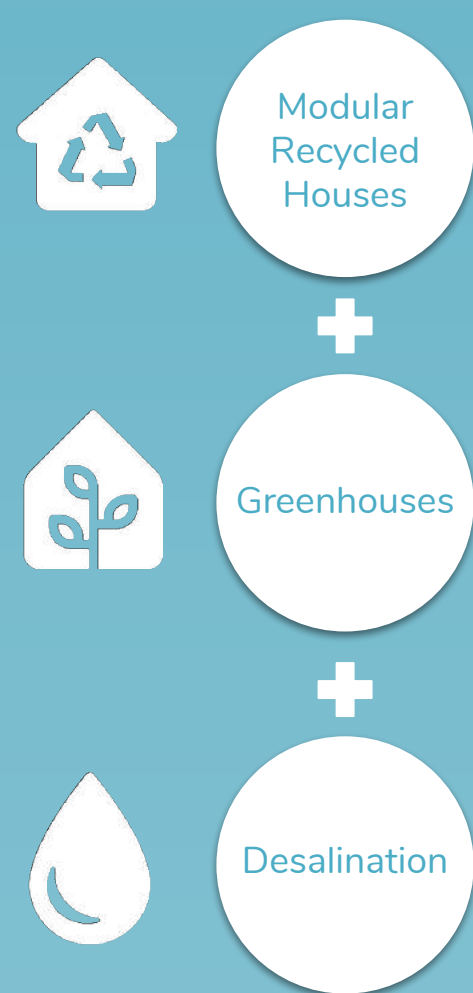
João Santos 84270 | Alexandre Gameiro 93859 | Sofia Bastos 84691 | Mario Ventura 83935



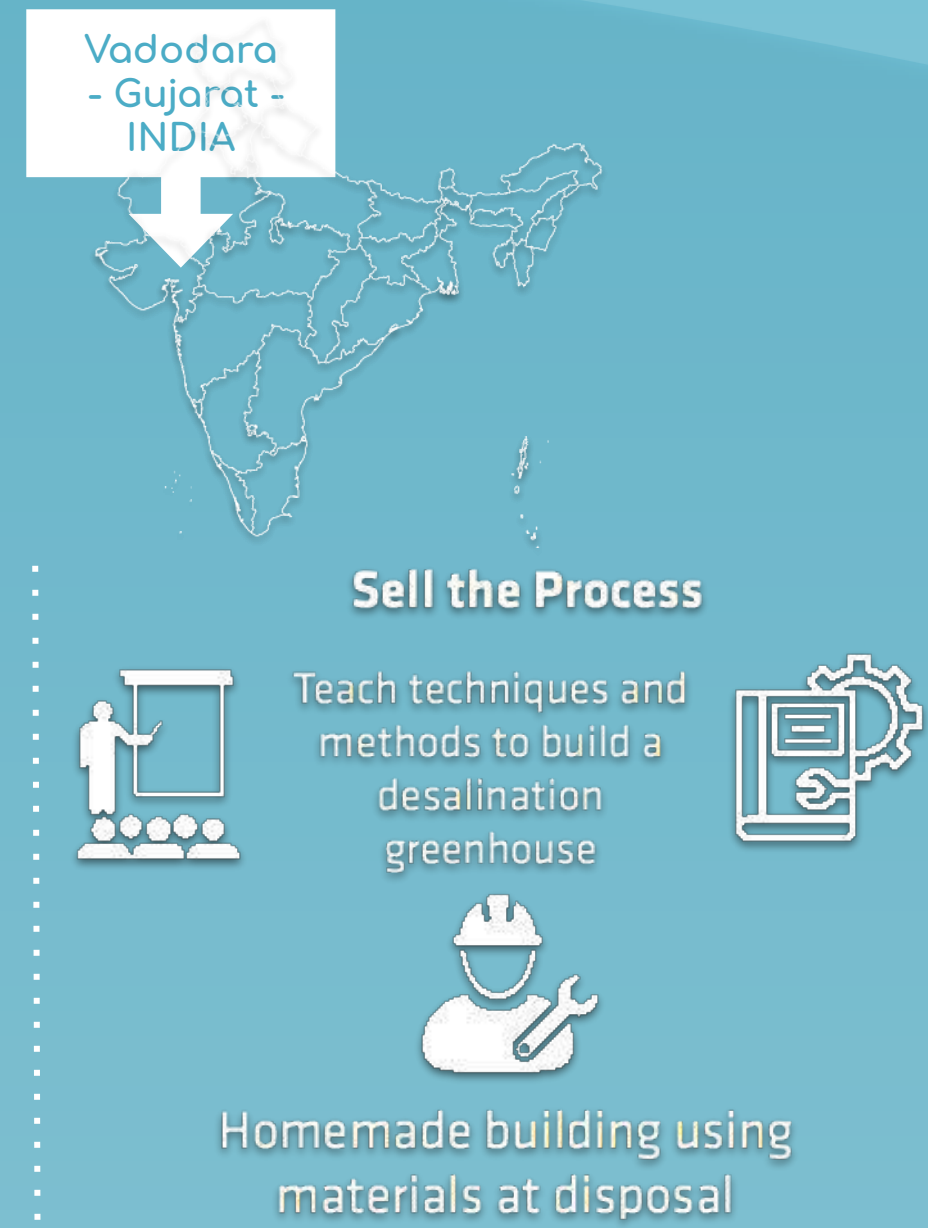
## NEED & GOAL



## OUR SOLUTION IN



Modular Recycled Greenhouses for Desalination



## MARKET

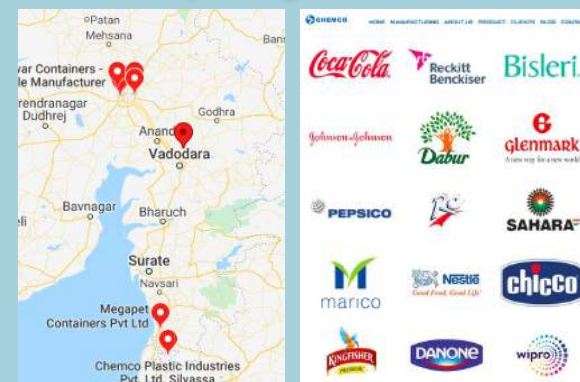
### DESOLENATOR



- 15L / 4G per day
- Remote monitoring
- Big data analytics
- Mobile payments
- BoP model

### Suppliers

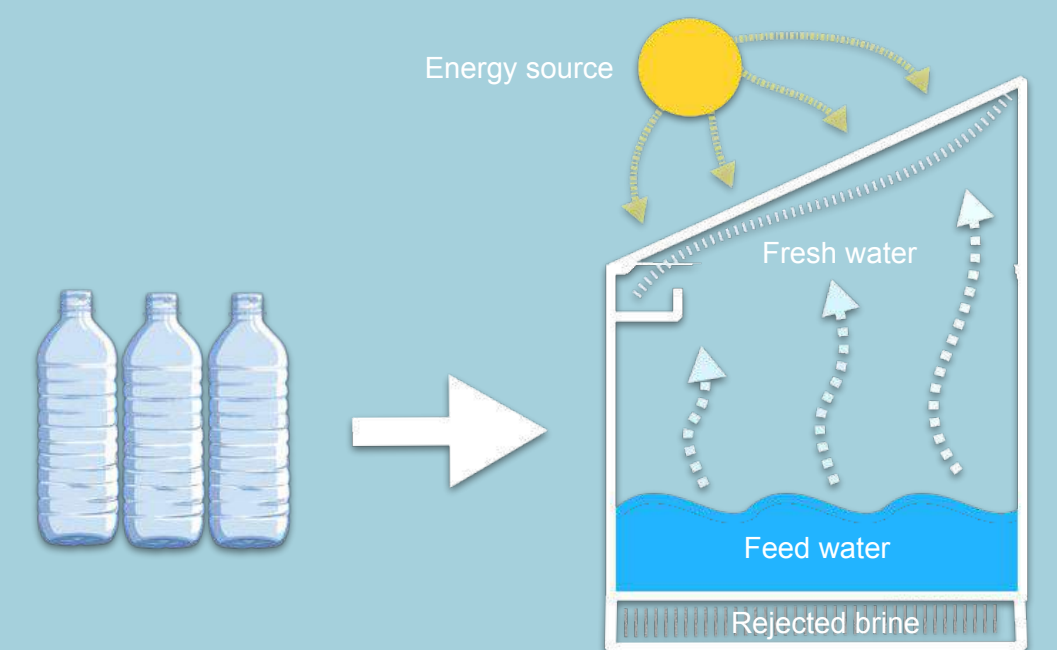
- Plastic Manufacturers
- Supermarkets
- People in general



| CRITERIA    | DESOLENATOR   | AQUALOGIC                              |
|-------------|---------------|--|
| Cost        | Expensive     | Cheap / Free                           |
| Durability  | ± 20 years    | (?) depends on the weather & materials |
| Efficiency  | 15 L / day    | (?) needs testing                      |
| Frugality   | ++            | +++                                    |
| Manufacture | Engineers/LAB | Everyone DIY (do it yourself)          |

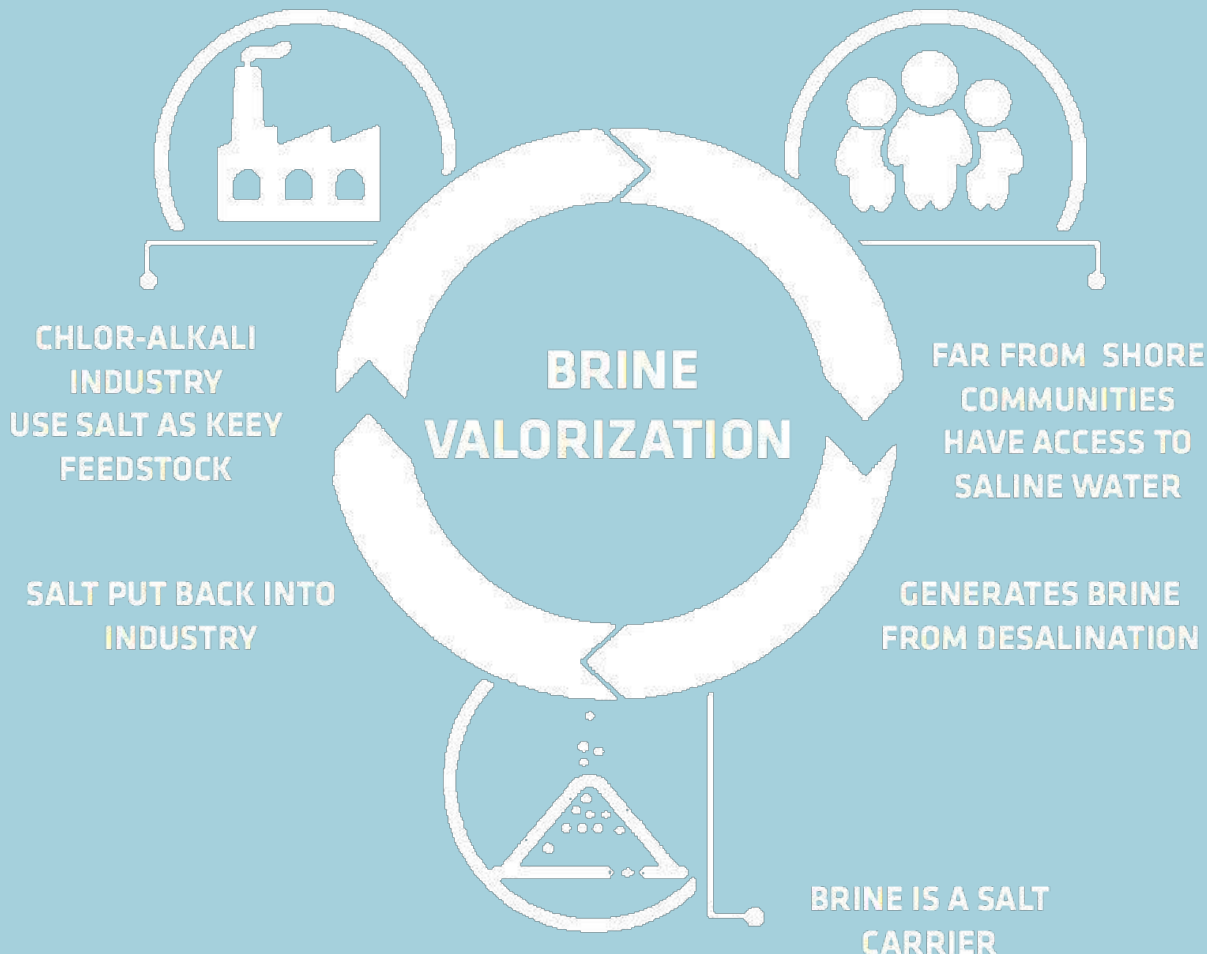


## OUR PRODUCT



## PAIN RELIEVERS

### GENERATES SALINE WATER



## BUSINESS MODEL/PLAN

| Key Resources  | Key activities   | Type of intervention   | Segments   | Value Proposition   |
|--|--|--|--|---|
| <ul style="list-style-type: none"> <li>R&amp;D, Marketing and Procurement teams;</li> <li>Capital;</li> <li>Plastic and other materials collection locations</li> <li>Educational Teams</li> </ul> | <ul style="list-style-type: none"> <li>Collection and processing of plastic (outsourcing);</li> <li>Build educational and informative networks about the process,</li> <li>Search for affected communities to implement the product or to teach the process</li> </ul> | <ul style="list-style-type: none"> <li>Easy-to-build desalinators using recycled plastic and other materials;</li> <li>Provide training and techniques for people to build their own desalinators using materials at their disposal</li> </ul> | <ul style="list-style-type: none"> <li>Local water suppliers;</li> <li>Communities and families with low quality water supply and with low income;</li> <li>Companies and industries with plastic residuals</li> </ul> | <p><b>Social Value:</b></p> <ul style="list-style-type: none"> <li>Solution for the consumption low quality water;</li> <li>Empowering people with knowledge;</li> <li>Environment friendly solution with circular economies for plastic and low energy consumption;</li> </ul> <p><b>Impact Measures:</b></p> <ul style="list-style-type: none"> <li>Number and quality of variations of desalinators built from different people;</li> <li>Estimates of quantities of water and brine generated from the desalinators sold</li> </ul> |
| Partners + Key Stakeholders  | Cost Structure   | Surplus  | Revenue  |   |
| <ul style="list-style-type: none"> <li>Investors and Funding organizations;</li> <li>Active ONG's on the communities;</li> <li>Key players in the supply chain of plastic</li> </ul>               | Collection and Processing of the plastic and the supply chain needed to provide to the affected communities  | R&D for new methods and techniques with a variety of different materials; Branch out to other communities  | <ul style="list-style-type: none"> <li>10% from sales</li> <li>10% from training workshops</li> </ul>  | €   |

## NEXT STEPS

Make Partnerships: **CHEMCO** **WaterAid**



भारत सरकार  
पेयजल और स्वच्छता विभाग  
MINISTRY OF  
DRINKING WATER AND SANITATION

TATA TRUSTS



| 11 NOV   | 12 DEC | 01 JAN                     | 02 FEB                        |
|--|--------|----------------------------|-------------------------------|
| W1   | W1     | W1                         | W1                            |
| W2   | W2     | W2                         | W2                            |
| W3   | W3     | W3                         | W3                            |
| W4   | W4     | W4                         | W4                            |
| Poster E Awards                                  |        |                            |                               |
| Mid Term Presentation                            |        |                            |                               |
| Contact India, Partner Companies and Competitors |        |                            |                               |
| Search & Report + PPT Development                |        |                            |                               |
| FINAL Report                                     |        |                            |                               |
| FINAL PPT  |        |                            |                               |
|  |        | Develop a Prototype & Test | Go to India + Impact Analysis |



# GURU TECH

## BUILDING TRUST and acceptability



### India

Population **1,37 Billion**

**30%** of adults are illiterate

**65%** are women

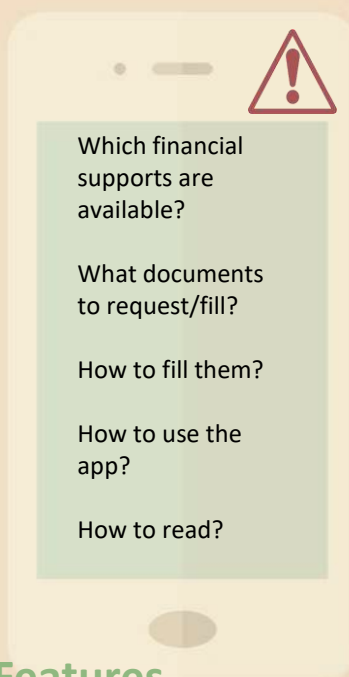
**70%** of its rural households still depend primarily on agriculture

**82%** of farmers being small and marginal

**5.2%** of rural households have computer at home and the computer literacy in rural area is negligible

### Problem

Virtual assistant for computer illiterate farmers of rural **India**



### - What is our solution?



Improve the existing technology



Create a Call-Center

### - Features



Virtual assistance in the app through voice



Diagnosis quiz



Call Center service

### - Barriers



- Lack of trust
- Lack of technological Knowledge
- Financial constraint for better development
- App. and resources needed
- Computer illiteracy
- Illiteracy

### - Next steps for implementation

**Improve** mobile app

**Search for partners and funding**

**Promotion** to the farmers

**Training** to farmers & call center operators

**Pilot test** in Maharashtra, India



### TEAM

Abraham Fernandes  
Cristina Cunha  
Henrique Echternacht  
José Cordeiro  
Mafalda Gaspar

### Business Model

#### Key Partners:

Universities  
Computer manufact.  
Government Humanitarian & Funding agencies

#### Key Activities

App & DM charters design  
Establish partnerships  
Technical Support

#### Value Proposition

Documents accessibility & authentication  
Info provider  
Support to farmers & women  
employment < computer illiteracy

#### Key Activities

Local promotion  
Physical & virtual infrastructure

#### Customer Relationship

Interaction by call & personal contact

#### Channels

Smartphone  
Internet  
Call center/Help Desk  
Local community

#### Customer Segments

Indian farmers  
Illiterate & literate  
Indian women

#### Cost Structure

Training  
Help Desk  
Commodities  
Servers  
Promotion Campaign

#### Revenue Streams

Non-profit Organization  
Self-supporting model



# Decoding diabetes in rural India

## What is diabetes?

Diabetes is a metabolic disorder caused by high blood glucose levels over long periods of time. It is caused by either a deficient insulin production or by the lack of response from the cells of the body to insulin.

1. A silent disease that affects hundreds millions
2. Leading cause of lower limb amputations
3. Diabetics suffer and develop ulcers
4. Kills millions every year

## Diabetics increment

1990 - 2016



## Problem

1. Diabetics in India have been increasing from the past decades and future prospects are concerning.
2. Lack of awareness, access and infrastructure makes rural India vulnerable.
3. Most ongoing and previous social projects focus on education and awareness not being enough to tackle this disease.
4. Late detection causes irreversible damages.
5. No conditions to self and constant glucose measurements.



## Product concept

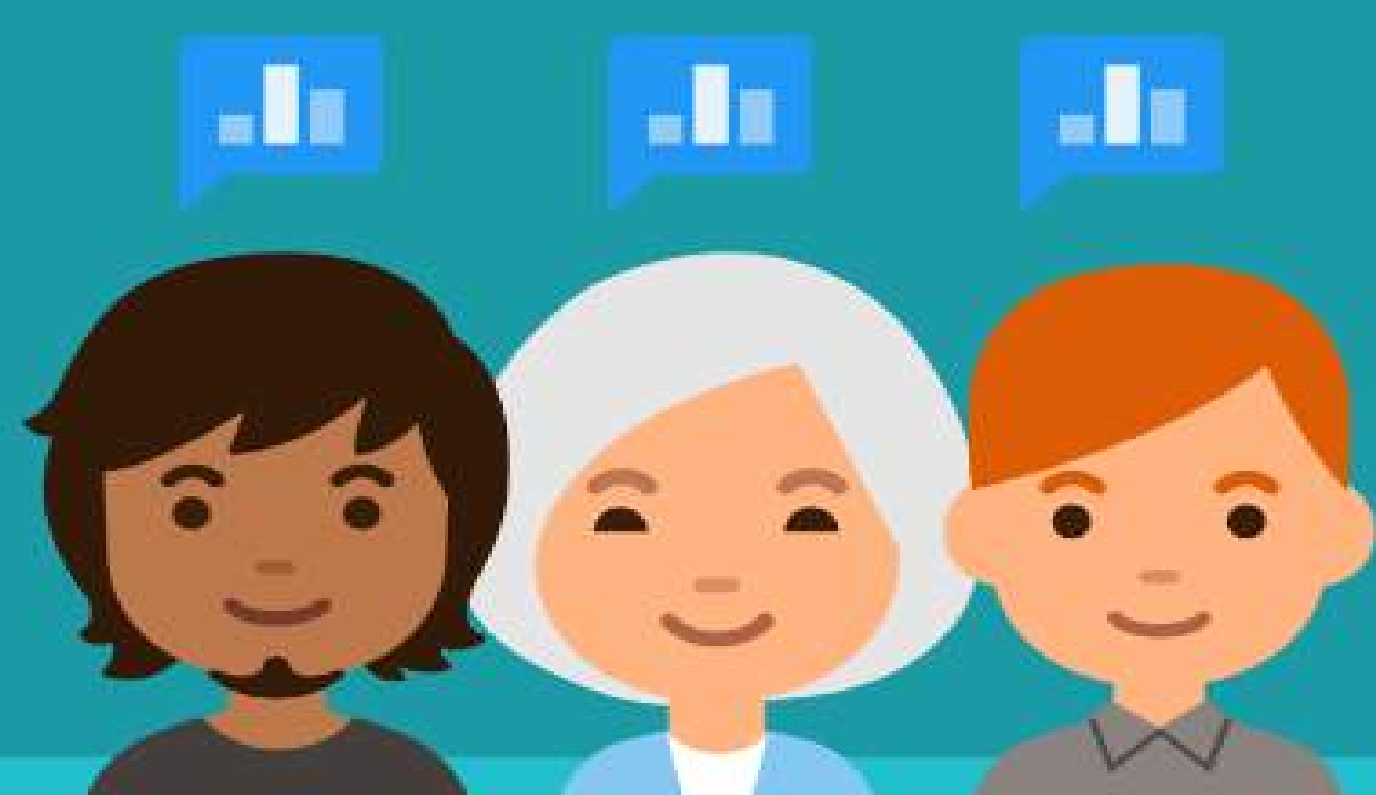
We propose an innovative glucose monitoring device which will increase accessibility to screening and managing this epidemic in rural areas.



1. Non-invasive and pain-free
2. Reusable
3. Record keeping
4. Convenient and discrete

## Business plan

1. Improve Community Life Quality
2. Support & Scan Diabetes
3. Rural Areas (Schools, Convinient Stores)
4. Control & Detection Network in 3 years



## What makes us different

Being the problem of diabetes one of the main health problems in India, there are already different foundations and projects working to mitigate its effects and reduce its growing trend.



However, differentiating ideas that we try to contribute are:

1. Distribution of glucose measurement systems to the affected population.
2. Non-invasive and reusable systems.
3. Prevent the spread of infectious diseases.
4. Explanations of how to keep track of the disease with the distributed systems.





# MedPack – A frugal BackPack

- FERREOL Alban
- LUBRANO Julien
- REIS Bernardo
- VEGGIO Rheubert



## A SOCIAL BUSINESS MODEL

- Creating a **unique equipment** which allows healthcare organization to treat each patients **equally**.
- All medical basics equipment should be contained in a backpack which itself could turn into a hard surface.
- A **low-cost creation** using durable material as the same used in international travel luggage
- **Simple idea, huge achievements**



**THE MEDPACK** → A Next Generation **convertible backpack**

→ Designed to contain all the **common medical equipment** (stethoscope, syringe, scalpel, scissors, gloves, ...)

and providing a **hard surface** to work on

We designed it for you

**YOU** will become its **producer** and **seller**

**FIRST IN THE MARKET**

**MAKE IT WORLDWIDE**

There are too much poor countries or in development ones :

**EXPANSION in the BRICS**

| Social Business Model Canvas   |   |   |  |  |
|--|---|---|--|--|
| <b>Key Resources</b><br>Money<br>Feedback from the users<br>Engineers  | <b>Key Activities</b><br>Our organization is responsible for the design of the backpack<br>However, we're not responsible for supplying the medical equipment nor the fabrication   | <b>Type of Intervention</b><br>Design of a backpack with all the necessary equipment to examine people and which can be transformed into a chair in order to help the doctors | <b>Segments</b><br>Poor people who live in remote areas of Rio and are not able to walk to the hospitals<br><b>25% of the population in RIO</b><br><br>Beneficiary       | <b>Value Proposition</b><br>Helping doctors to work in difficult areas by giving them some of the necessary conditions<br><br>User Value Proposition   |
| <b>Partners + Key Stakeholders</b><br>Government as they are paying<br>Doctors to have their feedback<br>NGO                     | <b>Channels</b><br>First, we will contact the hospitals of Rio in order to find doctors who are willing to push our projects.<br>Thanks to them, we'll have their feedbacks and their help to convince the Brazilian government |   | <b>Customer</b><br>Brazilian hospitals of huge cities which will buy the backpack to help their doctors to examine people in remote and poor areas<br><br>Health Workers | <b>Impact Measures</b><br>Rate of people without access to health system in remote areas divided.<br>Good feedbacks from the users.<br><br>Customer Value Proposition<br>Make sure to help every Brazilian living in a remote areas (first in Rio)<br>Having more information about people in remote areas |
| <b>Cost Structure</b><br>Engineers responsible of the conception<br>Marketing & Sales Department<br><b>YOU DECIDE YOUR COSTS</b> | <b>Surplus</b><br>Design & Development of new products<br>Improvement of the current backpack   | <b>Revenue</b><br>Financial support from the Brazilian government<br>NGO<br><b>Patented IDEA, we sell the idea, the design updates + part in the industry</b>                 |  |  |





# Radio Waves of Awareness InFrugal

Konstantin Metzger | Martijn Bot | Matilde Micchinelli | Thomas Kiss

## Idea

Combine two nowadays simple technologies, the radio and the car. With the so called “Radio Waves of Awareness” we build a mobile radio station. A small truck is equipped with radio tools such as mixers and microphones and a transmitter. The chosen radio technologies address the issue of illiteracy and reachability. Because the message via radio is delivered as spoken words thereby illiterate people are included. Also radio reaches a vast amount of people in India. By providing help for the scheme registration process directly at the bus, we create an easy solution for the rural community.

## Technology



+



Radio

Vehicle

Radio is a cheap and low maintenance technology, available in almost every populated area of the world.  
Vehicles are a well-known technology for decades and well handled.

## Next steps

- Field research regarding scheme details, characteristics of the population of the Vadodara District
- Evaluating potential partnerships with other similar businesses
- Developing detailed cost and revenue structure
- Research regarding governmental restrictions on broadcasting

## Pain Relievers



Rural development crucial for nations progress



Rural community’s unawareness of welfare schemes



High illiteracy rate and lack of modern technologies



Spoken words tackle illiteracy problem



Radio technology is cheap



Radio reaches over 98% of the population



Moving truck creates awareness



Bypass governmental restrictions

## Market

- 60+ Governmental
- 450+ private schemes
- Increasing trend of schemes
- Governmental restrictions on community radio stations

## Competition

- Radios broadcast
- Newspaper
- TV
- Governmental information
- Existing Webplattforms
  - The Indian Iris
  - Haqdarshak
  - Schemopedia

## Business Plan

|   |   |   |  |  |
|---|---|---|--|--|
| <u>Key Partners</u> <ul style="list-style-type: none"><li>- Government</li><li>- Investors</li><li>- Experts about government schemes</li><li>- Technicans</li></ul>  | <u>Key Activities</u> <ul style="list-style-type: none"><li>- production (broadcasting information, driving, analyze strategic places, collect data, generate a broadcasting structure, marketing)</li><li>- indiv. information, help for scheme registration</li></ul> <u>Key Resources</u> <ul style="list-style-type: none"><li>- phisical (car/truck, radio equipment, radio transmitter, fuel)</li><li>- human (driver, educated workers, data analyst, CMR manager for government &amp; NGOs)</li><li>- intellectual ( know-how, relationships)</li></ul> | <u>Value Proposition</u> <ul style="list-style-type: none"><li>- provide useful information about governmental schemes</li><li>- offer a registration service</li><li>- make the schemes the most reachable possible (target every dialect in india, ease the registration process and offer individualized help)</li></ul> | <u>Customer Relationships</u> <ul style="list-style-type: none"><li>- personal assistance for registration and further information</li><li>- self-service registration</li><li>- expert information on the schemes</li></ul> <u>Channels</u> <ul style="list-style-type: none"><li>- radio (to spread information)</li><li>- human communication (to offer support and assistance)</li></ul> | <u>Customer Segments</u> <ul style="list-style-type: none"><li>- rural people living in the area of Vadadora, in Gujrat district (India)</li><li>- illiterate and unemployed women (about 42% of the total female rural population in this area)</li></ul> |
| <u>Cost Structure</u> <ul style="list-style-type: none"><li>- Human resources (driver, experts, operators)</li><li>- Equipment (truck, radio transmitter, fuel) (20.000 + 4000 + 200/month)</li><li>- Marketing</li></ul> |   | <u>Revenue Streams</u> <ul style="list-style-type: none"><li>- Initial one-time registration fee</li><li>- Companies CSR - expenses</li><li>- Advertisement through radio</li></ul>   |  |  |



## Marketing Strategy



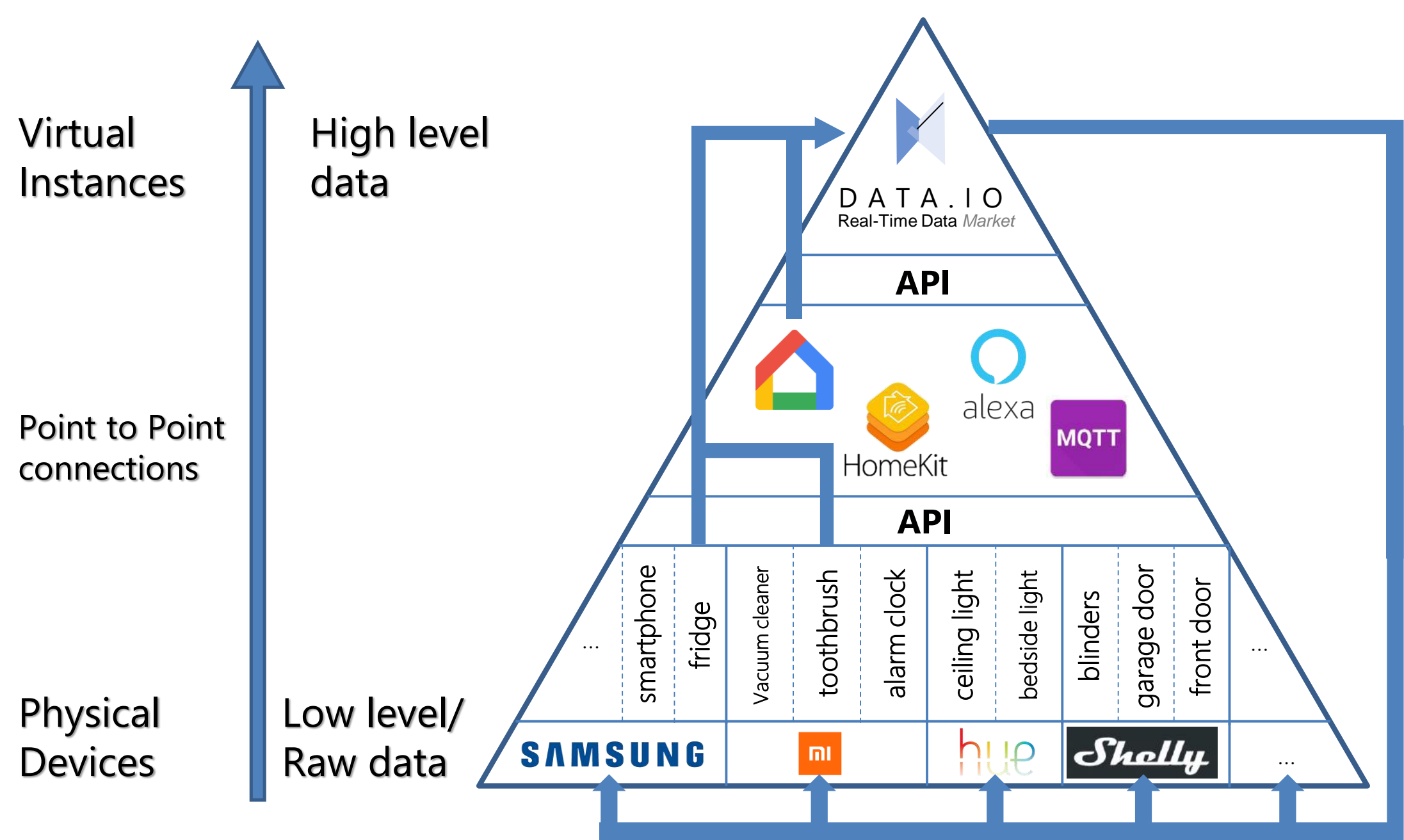


## Vision

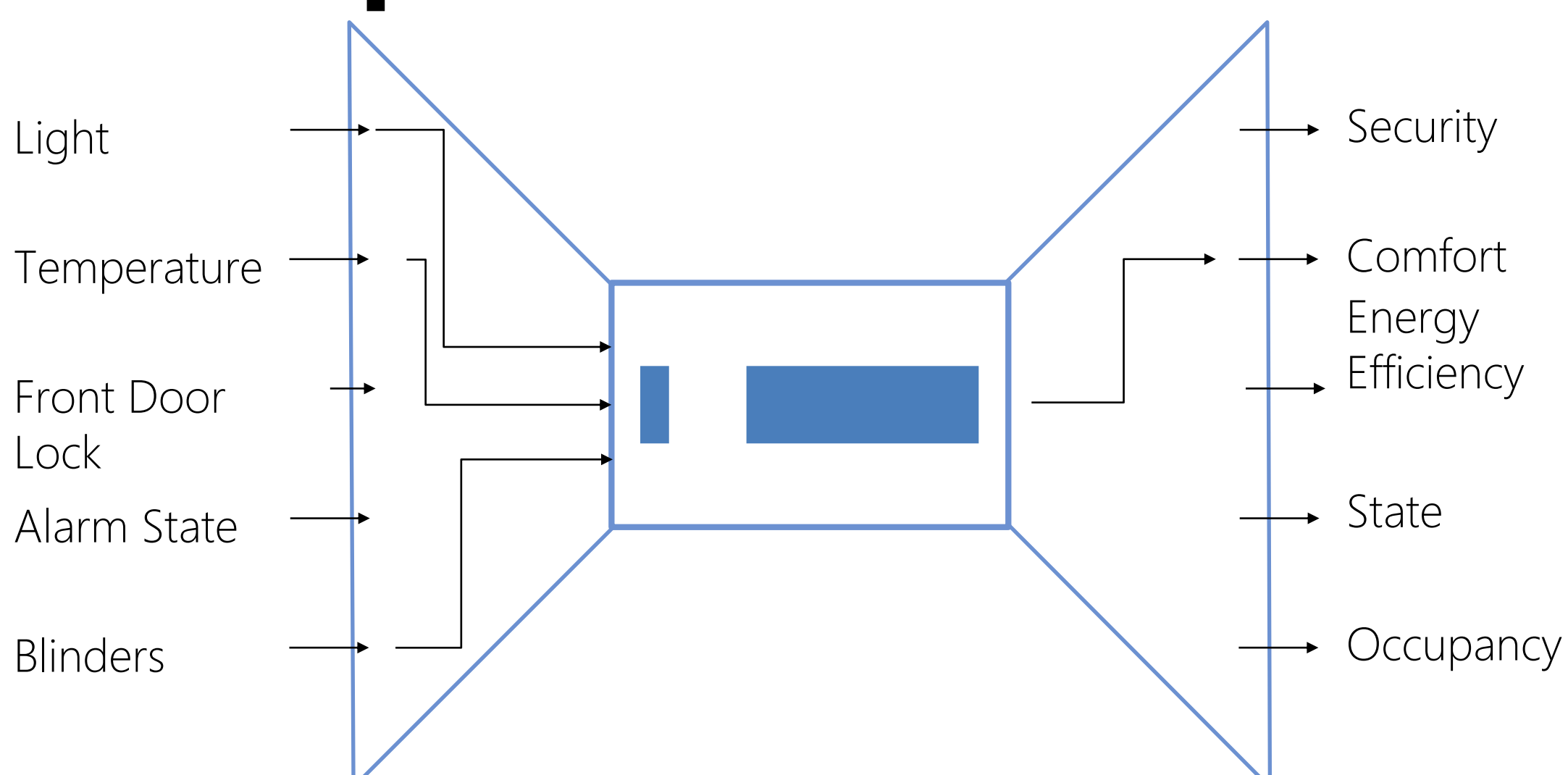
In an ever-changing world, we envision a place where data becomes a commodity that is used and shared in **real-time** to enhance people's and companies' lives.

## Solution

DATA.IO is a Business to Business (B2B) platform as a service that allows data producers to **advertise** streams of data, which are aggregated and enhanced, creating **higher level** data that is **sold in real-time** to data consumers.



## Example



Project by: André Meneses Edgar Pasadas  
Francisco Mendes Gonçalo Cunha

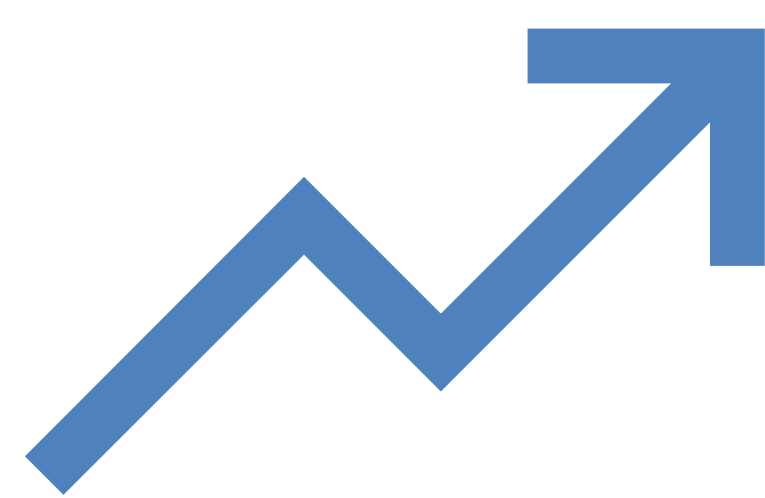


Our houses are becoming **full of connected devices**, but my smart lights still don't understand if there's no need for them to be on

## Problem

There is no effective, simple and reliable way for Smart Device vendors to get **real-time data** that they need to construct truly smart environments.

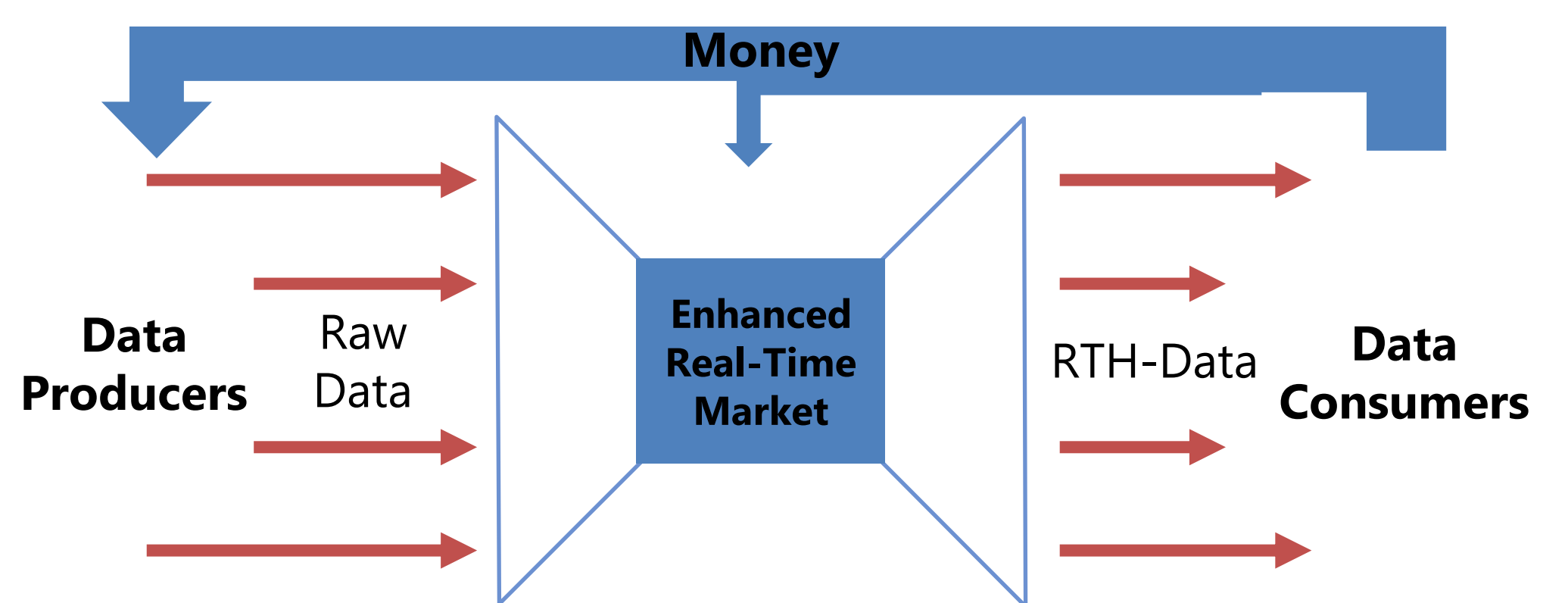
## Market



The streaming analytics market is expected to grow from **5 billion USD** in 2018 to **29 billion USD** by 2024.

By Mordor Intelligence - STREAMING ANALYTICS MARKET SIZE - GROWTH, TRENDS, AND FORECAST (2019 - 2024)

## Business Idea



**DATA.IO** Sells Real-Time Data-Services:

- Aggregated;
- Higher-level;
- Anonymized.

RTH-Data: Real-Time Higher





HeartAid  
THE GREATEST WEALTH  
IS HEALTH

José Nobre  
Pedro Santos  
Pedro Custódio  
Daniel Fortunato  
José Lopes

## The Problem

Some statistics about cardiovascular diseases (CVD)

**17.9 Million → 85%**

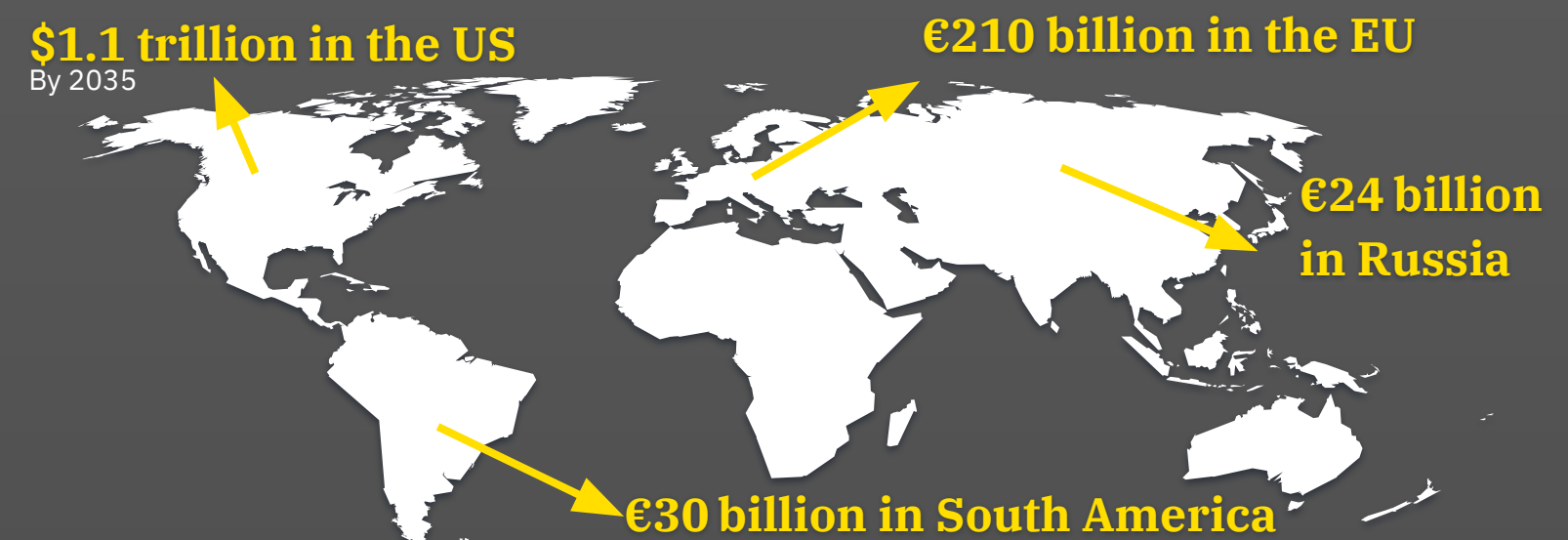
People who died from CVD in 2016 worldwide

Died from Heart Attack

**11.2 Million**

Americans who will die from CVD in 2035

Annual spending rates by region



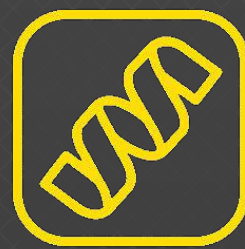
CVDs are the number 1 cause of death globally: **more people die annually from CVDs than from any other cause.**

People with cardiovascular disease or who are at high cardiovascular risk **need early detection and medicines,** as appropriate.

## The Solution

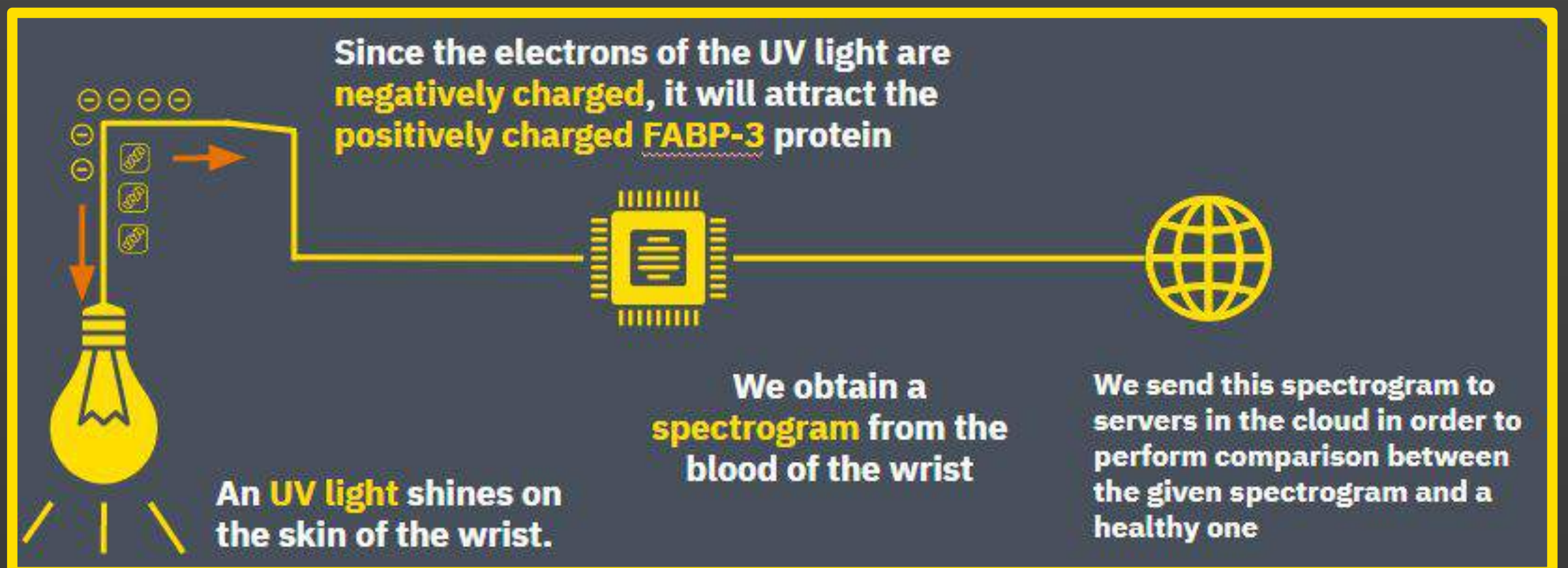
### FABP-3

- Small positively charged Protein
- Biomarker of myocardial injury.



### Server

- One server for each type of person
- Each server has a “normal” spectrum for the correspondent type of person
- Compares the obtained spectrum and the ideal spectrum
  - Checks correlation coefficient
  - **Correlation < threshold -> imminent heart attack**



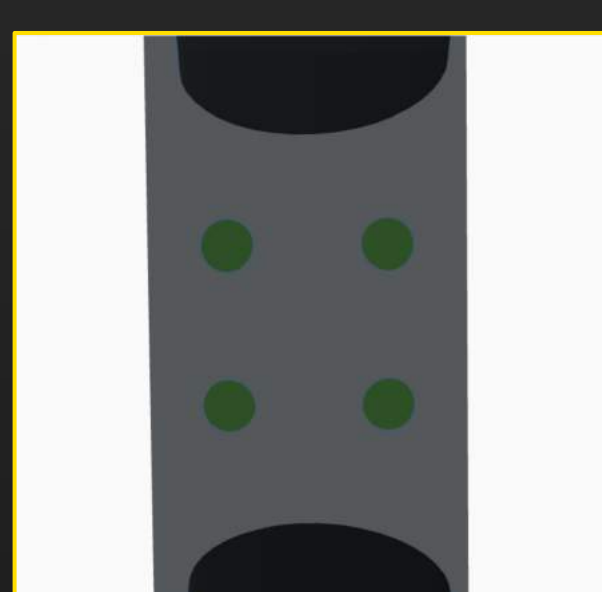
Idea: By measuring the concentration of the FABP- 3 protein we can detect if an **heart attack is going to happen up to 5 hours prior to it happening**

## The Product



- Bracelet with small module on top.
- The module has the UV light source, the RAM memory, the mobile web and bluetooth modules and light sensor
- It checks for risk every hour.
- When a person is at risk the bracelet beeps and vibrates for 1 minute and the timeframes for checks goes from one hour to every half hour.

- The bracelet is rechargeable using USB-C (autonomy of 5-7 days) and reusable.
- 4 UV light sources
- RAM memory
- UV Light Sensor
- Mobile Web and Bluetooth modules







# Vienna

Carlos Silva - ist81323

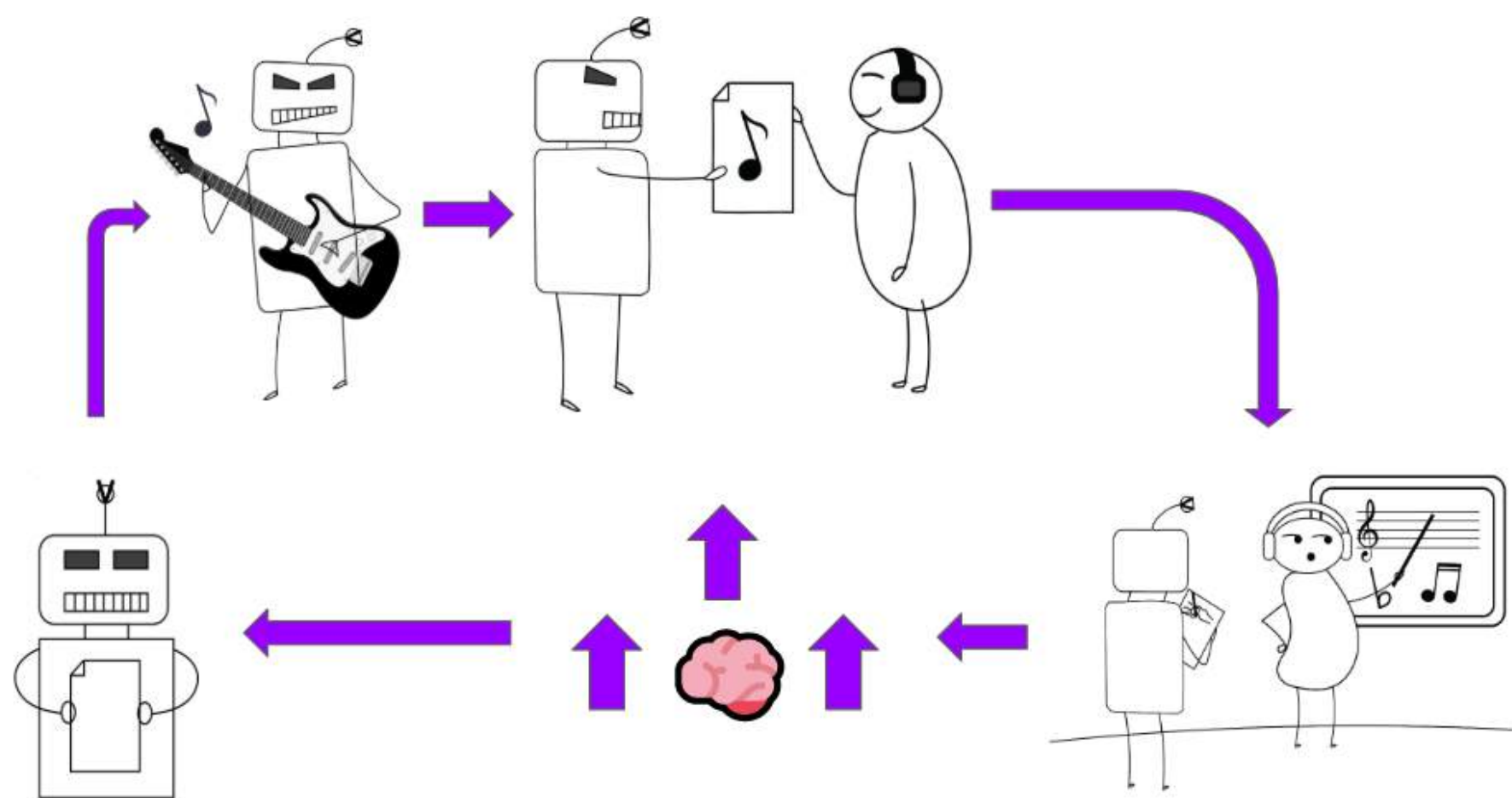
José Correia - ist81570

Gonçalo Santos - ist84070

Ricardo Espadinha - ist84178

Aditya Vikram Jain - ist95329

We deliver music for your needs with **Human Quality** and **Machine Speed**.

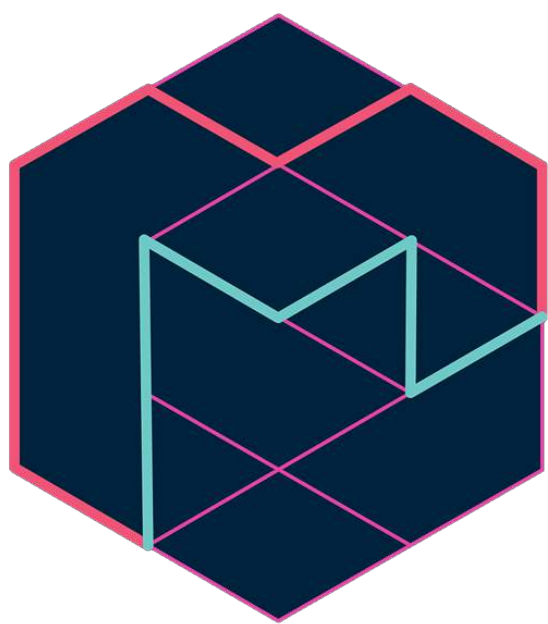


Just tell us what message you want your tune to have and our **Artificial Intelligence** will create it.

Then it will be reviewed and adjusted by one of our **Music Experts**.

## Technology

**AI Powered** Music Generation based on open source models, research and datasets enables the creation of **Thousands** of **Good** Quality music samples to be created with **Zero** cost.



- Magenta;
- GANSynth;
- Music Transformer;
- WAVE2MID2WAVE.

## Next Steps ...

- Research Client and Editor **Financials**;
- Editor Tasks **Distribution System**;
- Network based **Quality Assurance**;
- Custom **Editing Software**;

It's **HARD** to find the **RIGHT MUSIC** for a **LOW PRICE, QUICKLY**.

- \$400M in fees for licensing existing music in media;
- \$15,000 - \$500,000 cost of fees per existing music;
- \$100 - \$10,000 per minute of custom music.

GLOBAL RECORDED MUSIC INDUSTRY REVENUES 1999-2017 (US\$ BILLIONS)



### SYNCHRONISATION REVENUE

↑ **9.6%**

The revenue from the use of music in advertising, film, games and television programmes increased by 9.6%. Synchronisation maintained its 2% share of global recorded music revenues in 2017.

## What Exists ?

Music **Marketplaces**



**AI Music Assistants**



## Business Plan



### Advertising

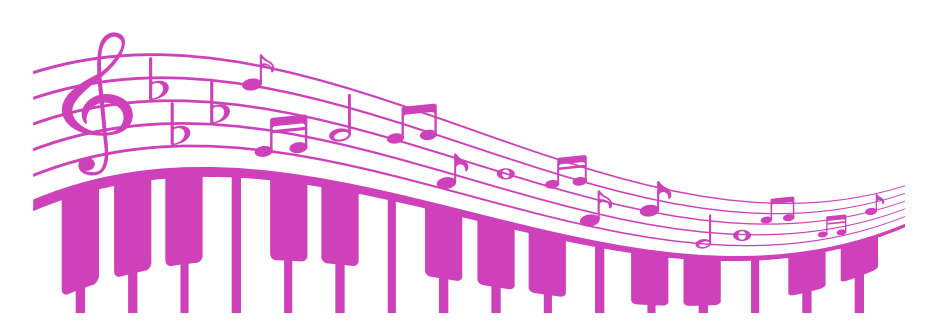
Game Developers  
Other Content Creators

### Music Students

Music Freelancers  
'Gig Economy'

### Music Price based in:

Client needs  
Editor availability  
Complexity and Duration



### Editor Network:

Work anywhere, anytime  
Work at your own pace

Help us **translate feelings to music!**



Giving music to your context.





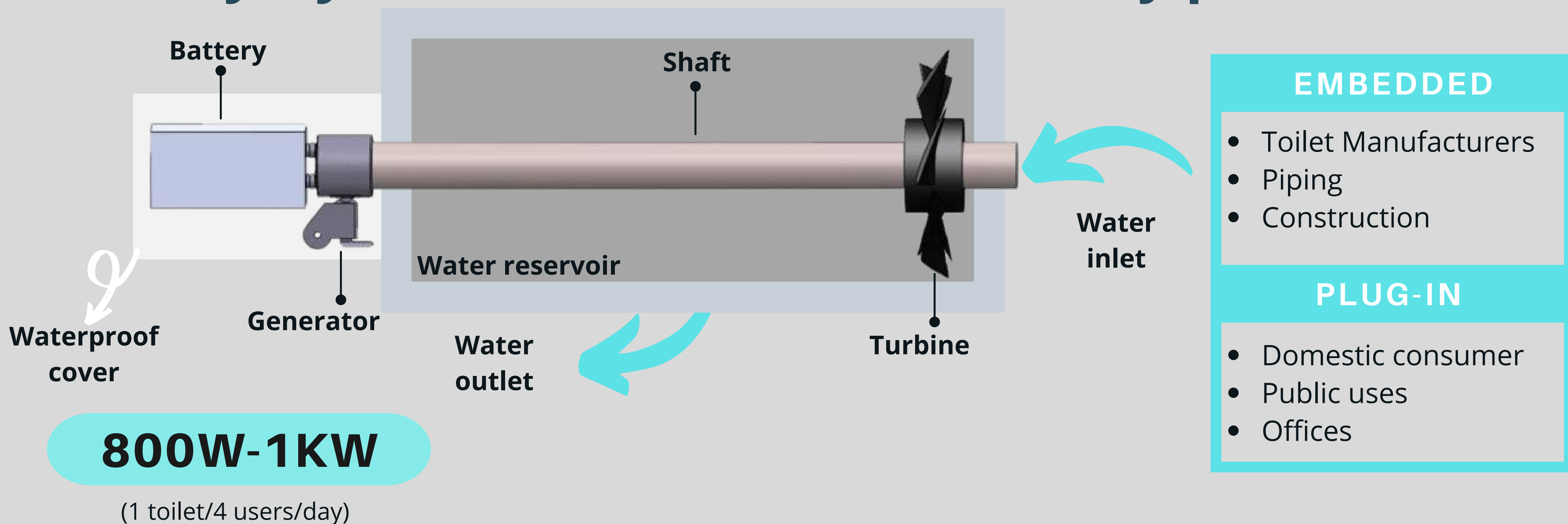
Diogo Tomás  
Gonçalo Araújo  
Inês Bernardino  
Miguel Morgado  
Sara Pedro



How about transforming the  
**VAST AMOUNT** of domestic  
water into a new source of  
**RENEWABLE ENERGY?**

WaTter designs, develops and sells domestic hydroelectric units, that make use of water flows to generate energy that otherwise would be wasted, for a variety of domestic applications.

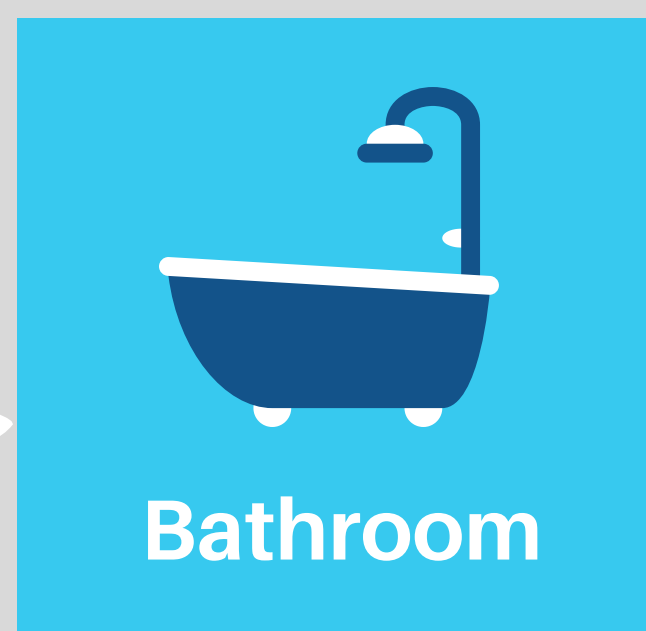
## Sanitary Hydroelectric Generator - entry product



## Applications



## Future Hydroelectric Generators



**Total Power**  
**2KW-10KW**



# AUTO CLOAK

## Innovative Easy Fast

We make people's lives easier, and  
establishments' appeal bigger



### Our concept:

Automatic cloakroom without the need of employees, more efficient and without queues.

### How does it work?

It's a locker structure with a built-in electronic system that allows automatic check in/check out, combined with a free mobile app for payment without need of cash.



### What do the establishments gain?

No need to hire employees (often seasonal);  
It's a one-time investment;  
Their appeal to the client increases, since the clients have a better service.



### What do the users gain?

No need to wait in queues;  
No need to carry cash;  
No risk of losing the receipt or key.

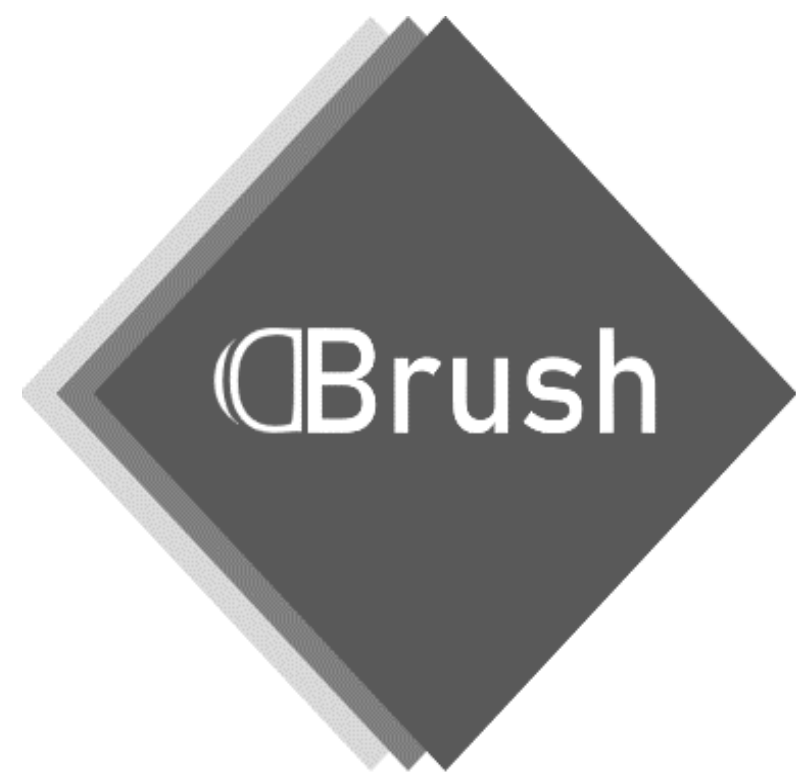
|  |   |   |   |   |
|--|---|---|---|---|
| <b>Key Partners</b> <ul style="list-style-type: none"> <li>Retail establishments with cloakrooms that would like to save on salaries and diminish the queues by investing in technology;</li> <li>Festivals interested in having a cloakroom system for client commodity</li> <li>Payment processors.</li> </ul> | <b>Key Activities</b> <ul style="list-style-type: none"> <li>App and algorithm development;</li> <li>Marketing;</li> <li>Establishment of deals.</li> </ul> | <b>Value Propositions</b> <ul style="list-style-type: none"> <li>Diminishing of the queues for cloakrooms;</li> <li>No need for the clients to carry change;</li> <li>No risk of losing the plastic coin always associated with traditional cloakrooms, because it would be registered on the app.</li> </ul> | <b>Customer Relationships</b> <ul style="list-style-type: none"> <li>Self service structure;</li> <li>Access to discounts when buying the premium app.</li> </ul> | <b>Customer Segments</b> <ul style="list-style-type: none"> <li>Establishments / events interested in having the cloakroom;</li> <li>Clients of those establishments / events.</li> </ul> |
| <b>Key Resources</b> <ul style="list-style-type: none"> <li>Qualified personnel in the different areas (app development, management, marketing, sales).</li> </ul>   |   | <b>Channels</b> <ul style="list-style-type: none"> <li>Mobile app;</li> <li>Direct pitching;</li> <li>Social media advertisement (campaigns with the establishments/ festivals)</li> </ul>  |   |   |
| <b>Cost Structure</b> <ul style="list-style-type: none"> <li>App/ platform development;</li> <li>Lockers supplier;</li> <li>Marketing;</li> <li>Taxes.</li> </ul>  |   | <b>Revenue Streams</b> <ul style="list-style-type: none"> <li>Payment from the establishments / events;</li> <li>30% of each transaction would revert to the company;</li> <li>Premium version of the app.</li> </ul>   |   |   |

Project developed in  
EITT course

Project by:

Beatriz Gamelas, 83752;  
Beatriz Almeida, 83753;  
Sofia Belém, 83803;  
Inigo Diaz, 95117;  
Nolwenn Abalain, 95211.





**Team D+ :** *Bruna Soares, Francisca Lé, Margarida Durão, Maria Vieira e Miguel Guedes*

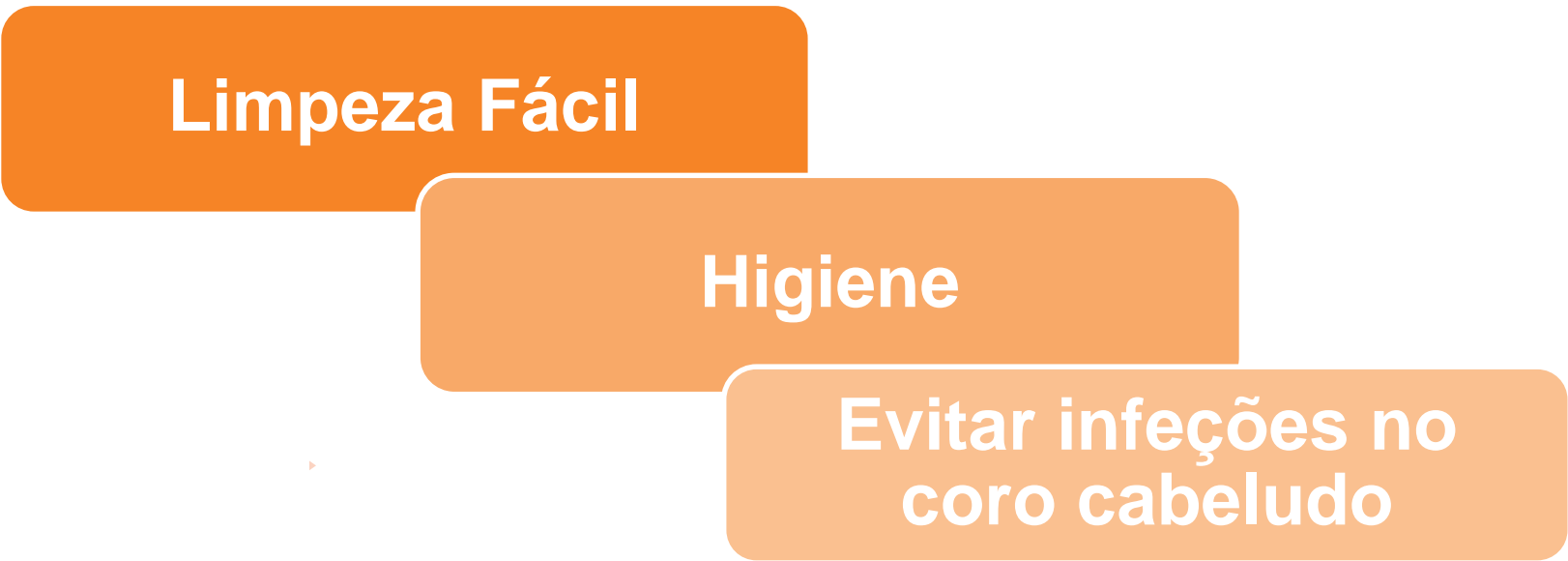
A **DBrush** é uma escova revolucionária, com um sistema de aspiração e limpeza incorporado.

Este sistema permite que os cabelos e resíduos que ficam presos na escova, e que muito transtornam os utilizadores, sejam aspirados para um reservatório. Este pode ser facilmente removido e limpo de forma mais prática e higiénica.

**Problemas que pode resolver**

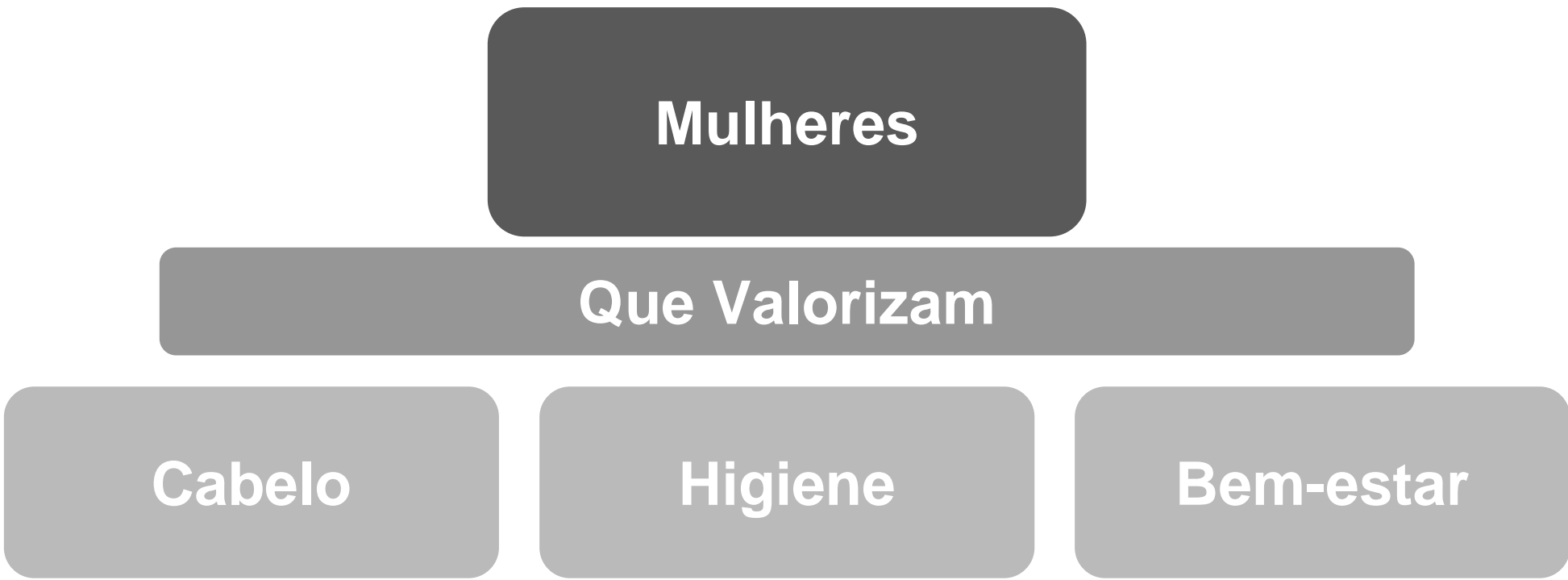
Todos os dias, o nosso corpo está em constante contacto com inúmeros microrganismos, e o nosso cabelo não é exceção.

A **DBrush** possibilita:

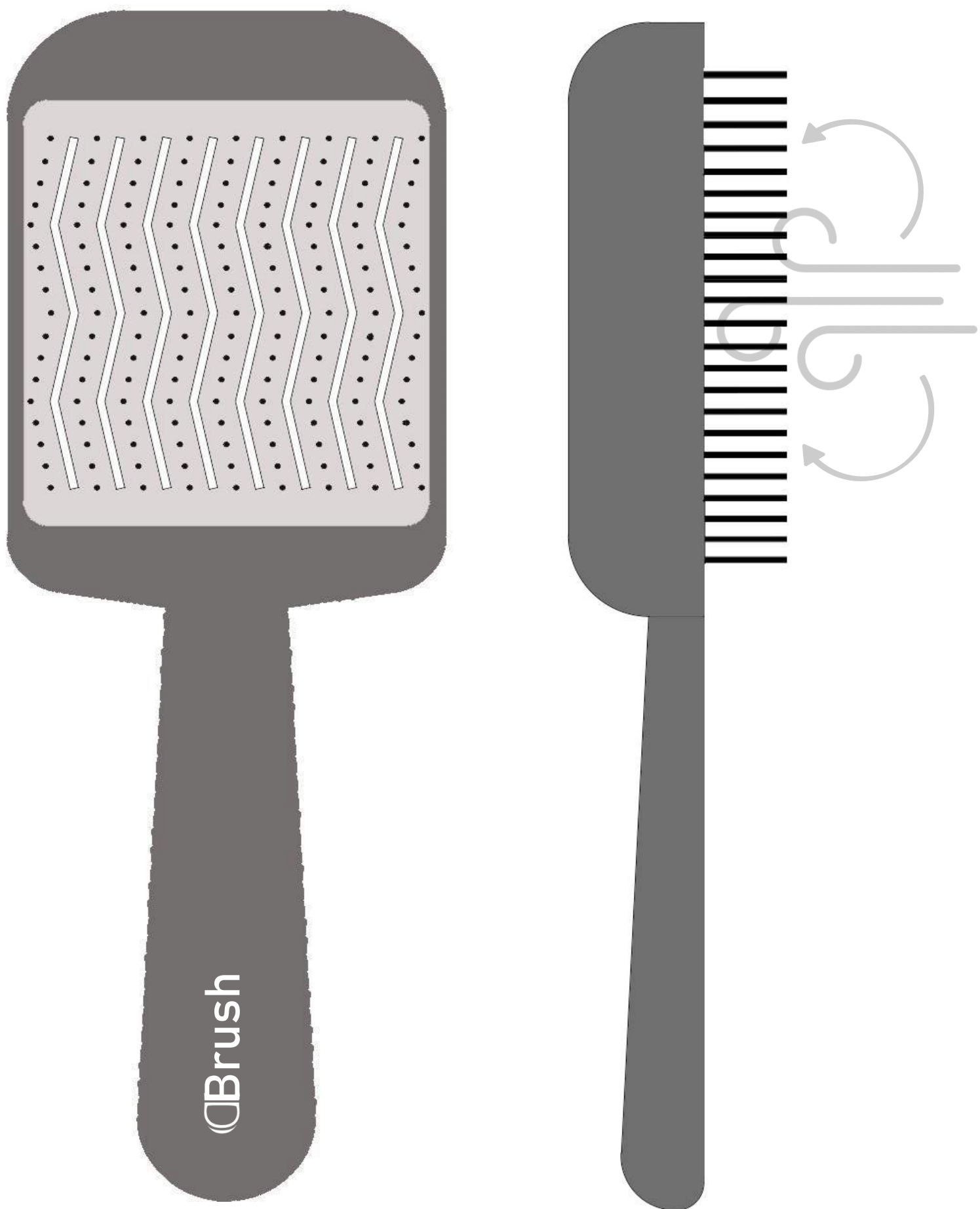


**Mercado**

**Perfil do consumidor**



**Produto**



**Legenda:** Esboço 2D da escova **DBrush**

**Competidores**

Atualmente, a **DBrush** tem como competidores: a escova comum, um utensílio exterior à escova semelhante a um ancinho, uma base amovível de silicone.

**Plano de Negócio**



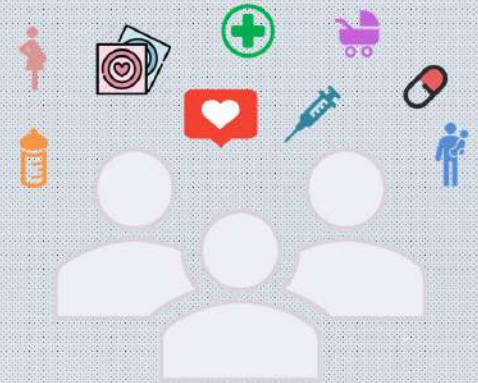




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# What's our idea?

Our idea is an app that establishes contact between young people and professionals, allowing them to ask various questions.

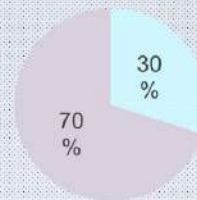


The main goal is to provide young people with credible and secure support to face their struggles.

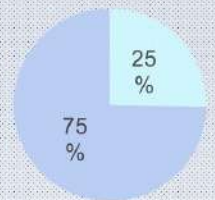
## Business Plan



## Did you know that...



70% of young people feel uncomfortable to talk with an adult about their sexual life?



Only 25% of young people went to a familiar planning appointment?



More than 75% of young people are willing to expose their issues with professionals in anonymous way!



LET'S SOLVE THE PROBLEM!!!

| Partners  | Activities   | Value Proposition   | Customer Relationship  | Customer Segments                            |
|---|--|---|--|--|
| Doctors<br>Nurses<br>Psychologists<br>Psychotherapists  | Platform development and maintenance<br>Marketing<br>Clarification of doubts and advice<br>Psychological support | <b>For customers:</b><br>Direct contact with a specialist<br>Fast, convenient and accessible advice through a digital platform (app)<br>Service free of charge<br>Full discretion<br><br><b>For professionals:</b><br>Career starter for recently graduated students<br>Skills development<br>Career progression<br>Dissemination of your work and professionalism<br>Placing young finalists on the market | Quality advice according to customer needs<br>Trust and close relationship with the specialist<br><br><b>Channels</b><br>Digital Platform (app)<br>Marketing<br>Recommendation from clientes, family and friends<br>Recommendation among professionals | Young people (between the ages of 13 and 25) |
| Costs   |  | Revenues  |  |  |
| Platform Development<br>Income from coworking space<br>Salaries<br>Server<br>App development improvements |  | Clinics and Health Centers<br>Publicity (e.g. Contraceptive Brands)   |  |  |

## What comes next?

- ☐ Address psychological issues such as stress, anxiety and depression;
- ☐ Support for future decisions, such as university entrance, labor market entry, among others.
- ☐ Association with social projects and causes, schools, universities and volunteer programs;
- ☐ Extend the age range.



## Market & Competition

Our target market will focus on young people between the ages of 13 and 25.

**Competition:** Public and private health groups and free helplines





# ONIVA

by Diogo Pires & Marta Oliveira

Want to go on vacation but you're not sure where to take your friends and family?

Too busy to find time to plan the holiday of your dreams? Just log in and *on y va* !

**Tell us what you like, and we'll tell you where to go.**

**ONIVA** suggests the use of AI to bring you your own personalized itinerary – places, activities, accomodation and travel – perfectly adjusted to your needs and wishes, with as much or as little specification as you want.

**Next steps**

- Iteratively develop our concept based on customer feedback
- Create the first content database
- Develop the underlying algorithm

### Market & Competition Landscape

Lots of search engines out there...But they all assume that you know where you are going in the first place

|   |   |  |                                    |   |
|---|---|--|------------------------------------|---|
| Content creators                                  | Create, review and expand network/content | <b>Travel planning made easy</b><br><br><b>Personalized itinerary in all-in-one process</b><br><br><b>Risk reduction and quality assurance</b><br><br><b>Information gatherer and useful travel content</b><br><br><b>Connection of people</b> | Trustworthy reviews and ratings    | Type of traveller (family, solo, friends, couples, companion – seekers) |
| Accomodation and Transportation booking platforms | Website development                       |  | Hypercustomizable                  | Travel purpose (leisure, business, etc)                                 |
| Activity providers                                | Technology tapping                        |  | Ease of interaction                | Demographics (age, budget, etc)   |
| Search engines                                    | Rich content (user data and experience)   |  | Website                            | Geographics   |
| Social media                                      | Algorithms/Mathematical model             |  | App                                |   |
| Technological accomplishment                      | Software/Hardware                         |  | Ad channels                        |   |
|   |   |  | Direct e-mails                     |   |
| Website/platform development and maintenance      |   |  | Click-based and display-based ads  |   |
| Marketing   |   |  | Transaction revenues (commissions) |   |
| Content acquisition                               |   |  | Subscription model                 |   |

