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

Technology

Hold pages with elastic bands

Comfortable in hand

Magnet system to open/close

Market // Competitors

Primary market
• Big readers
• Commuters

Secondary market
• Teenagers/students
• Library/bookstore
• The elderly

Business Plan

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

Next steps

• Prototyping
• Concept testing
Our aim is to sell a compact bicycle helmet that people can easily carry around.

**THE NEED**
People don’t like carrying around such a bulky and irregularly shaped object like an usual bicycle helmet.

**TECHNOLOGY**
Our product is a mesh helmet that can be rolled up into a cylindrical shape and easily stored in someone’s backpack.

The key specifications to match are those required by the European safety standard for bicycle helmets, as well as comfort and aesthetical appeal.

**MARKET & COMPETITION**

**Market Size**: about 50 million helmets are sold every year, in a market valued at 820 million US$ in 2018, and set to reach 1170 million US$ by 2025.

**Trends**: Growing habit of cycling inside cities.

**Competitors**: Other foldable helmets aren’t popular in southern Europe.

**BUSINESS PLAN**

**Assumption**: 0.7% of total European market share attained by 2025.

**Helmet retail price**: 30 €, for a production cost of ~15 €/unit (conservative estimate).

**First year funding needs**: 257,590,84€.

**Net free cash flow after 5 years**: 2,869,718,62€.

**NET FCF Estimates**
- $2,869,718,62€
- $1,800,000,000€
- $0,00€
- $-1,800,000,000€

**NEXT STEPS**
1) Prototype helmet
2) Check if it meets safety standards
3) Apply for patent
4) Set up company based on patent rights
Portable outdoor workout station

Team Name - Rhinoppotamus

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

Idea description

Portable outdoor training station

Pull ups
Push ups
Dips
Squats
Elastics
Abs
Bench press

Joe is a bodyweight type workout user

Pain relievers

Bringing required equipment for an outdoor workout

<table>
<thead>
<tr>
<th>Customer need</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portable</td>
<td>5</td>
</tr>
<tr>
<td>Safe to use</td>
<td>5</td>
</tr>
<tr>
<td>Easy to assemble</td>
<td>4</td>
</tr>
<tr>
<td>Flexible/Reconfigurable</td>
<td>4</td>
</tr>
<tr>
<td>Low weight</td>
<td>3</td>
</tr>
<tr>
<td>Price</td>
<td>3</td>
</tr>
<tr>
<td>Comfortable to transport</td>
<td>3</td>
</tr>
</tbody>
</table>

Market & Competition

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

Competitors & Substitutes:

- Foldable bench
- "Tree hugger"
- Foldable mat
- TRX Suspension Training
- Fitness Hut
- Freeletics

Next steps

- Additional concept generation
- Building a full scale prototype

Business plan

Short term

Online sales
Social media
Community presence

Mid/long term

Big client base

Long term

Big sports retailers
Branching to other products
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:

Mission statement:

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

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

Market & competition:

<table>
<thead>
<tr>
<th>Product</th>
<th>Cost</th>
<th>Dimensions (cm Length)</th>
<th>Weight (Kg)</th>
<th>Add Smell</th>
<th>Hours</th>
<th>Patented</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Small Wet</td>
<td>$0.19 - $13.30</td>
<td>10.2 x 25 x 9.2</td>
<td>0.01</td>
<td>Yes</td>
<td>Overnight</td>
<td>No</td>
</tr>
<tr>
<td>2 Newspaper</td>
<td>$1.10 - $3.63</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Dryshoe</td>
<td>$19.95 - $30.00</td>
<td>10.8 x 20.0 x 10.8</td>
<td>0.75</td>
<td>No</td>
<td>4-6</td>
<td>Yes</td>
</tr>
<tr>
<td>4 Adaxx</td>
<td>$4.44</td>
<td>15.2 x 23.8 x 16.2</td>
<td>2.9</td>
<td>Yes</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>5 Shoe dryers</td>
<td>$99.00</td>
<td>49 x 17 x 17</td>
<td>0.22</td>
<td>No</td>
<td>Overnight</td>
<td>No</td>
</tr>
<tr>
<td>6 Peet</td>
<td>$35.96 - $119.00</td>
<td>16 x 11 x 11</td>
<td>0.06</td>
<td>No</td>
<td>3-5</td>
<td>Yes</td>
</tr>
<tr>
<td>7 Trakki Dry Shoe</td>
<td>$30.00 - $55.95</td>
<td>28.9 x 17 x 9.6</td>
<td>0.4</td>
<td>No</td>
<td>3-5</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Next steps:
Design a business plan...
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.

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

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

**What's wrong?**

Environmental pollution

8 MILLION tons reach the ocean each year

**What's our technology?**

This mix assure the mechanical properties and biodegradability of the bottle

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

**What's our competition?**

<table>
<thead>
<tr>
<th>Technical Features</th>
<th>Plastic Packs</th>
<th>Refill Bottles</th>
<th>Solid Shampoo</th>
<th>BioPack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resistence</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Cost</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Waterproof</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Biodegradable</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Practical</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Eco-Toxic</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

Our product seems to be the better option more ecofriendly!

**What's our business plan?**

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

**Milestones**

- **2020:** Prototype: Duration: 1 year, Investment: 100,000 €
- **2021:** Contract with L'Oréal, which is the world's largest cosmetic company, providing us a solid entry in the market
- **2022:** Eco-Label certification minimizing the ecological impact making our product a good practice of sustainability standards
- **2023:** Scale-up within a period of 12 years and an investment of 8,000,000 €
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.

Lupin products by

Products

- Lupi croquettes
- Lupi samosa
- Lupi pate

Current biomarkets

- 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

Entrepreneurship in Bioengineering
NEW SHORE
Out of the blue

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

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.

HOW IT'S DONE:
Primary Cell Extraction from Wild Specimen

Whole-grown Fillet

Tissue Growth

Myoblast Differentiation, Myotube Formation

Myotube Processing and Bioprinting

Shaped Fillet

Myoblast Proliferation and Cell Line Maintenance

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

MARKET AND COMPETITION:

SALES FORECAST

Sales
- strong growth (20%)
- full expansion (penetration)
- IoT adoption
- low-cost strategy
- NPD innovation

ENTRY MARKET

- France with highest number of Michelin stars
- Highest appreciation of gourmet food

COMPETITIVE COMPANIES

- No European market
- No released products

MARKET FORECAST

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 built.
- Production goal of ½ million units per year.

NEXT STEPS:

FINANCIAL PROJECTION 2019-2026

Budget Distribution

2020

2021

2022

2023

2024

2025

2026

Initial Investment

R&D

Development

Production

Marketing

Design

Additional costs

Revenue

Production

Gross profit

Profit after tax

Net profit after tax

Working capital

Fixed assets

Total assets

Total debt

Total equity

Total liabilities

Shareholders' equity

Total liabilities and shareholders' equity

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ViSEAn 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.

**Problem solution**

- Renting service
- Unique atmosphere for exclusive events

**Competitors**

- LUMINART light & colors

Disadvantage: No renting service

**Market prospection**

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

- Yes: 61.20%
- No: 29.10%
- Maybe: 9.70%

**Business plan**

1. Product development
   - Cost: 11,114 €
   - Time: 2 months

2. Marketing
   - Cost: 8,500 €
   - Time: 7 months

3. Scale up
   - Cost: 80,126 €
   - Time: 6 months

4. Set the operation
   - Cost: 31,000 €
   - Time: 3 months

**Next step:**
Build a prototype
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.

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

Beatriz Vicente - Inês Carreiras - Mariana Pereira - Thaís Pereira - Tiago Nunes - Guillermina Bond - Ysaline Leman
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!

Next steps

New paid services for different customers 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.

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.

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.
**NEED & GOAL**

**OUR SOLUTION IN**

**MARKET**

**OUR PRODUCT**

**BUSINESS MODEL/PLAN**

**PAIN RELIEVERS**

**RESOLVENATOR**

**NEXST STEPS**

<table>
<thead>
<tr>
<th>Key Resources</th>
<th>Key activities</th>
<th>Type of Intervention</th>
<th>Segments</th>
<th>Value Proposition</th>
</tr>
</thead>
<tbody>
<tr>
<td>R&amp;D, Marketing and Procurement teams;</td>
<td>Collection and processing of plastic (including):</td>
<td>• Easy-to-build desalinators using recycled plastic and other materials;</td>
<td>• Local water suppliers;</td>
<td>• Solution for the consumption of low quality water;</td>
</tr>
<tr>
<td>• Kits;</td>
<td>• Build educational and informative networks about the process;</td>
<td>• Provide training and techniques for people to build their own desalinators using materials at their disposal</td>
<td>• Communities and families with low quality water supply and with low income;</td>
<td>• Empowering people with knowledge;</td>
</tr>
<tr>
<td>• Plastic and other materials collection locations</td>
<td>• Search for affected communities to implement the product or to teach the process</td>
<td>• Companies and industries with plastic residuals</td>
<td>• Environment-friendly solution with circular economies for plastic and low energy consumption;</td>
<td>• Environment-friendly solution with circular economies for plastic and low energy consumption;</td>
</tr>
<tr>
<td>Educational Teams</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Next Steps**

Make Partnerships:
**Problem**

Virtual assistant for computer illiterate farmers of rural India

- Lack of trust
- Lack of technological Knowledge
- Financial constraint for better development

- Features

  - Virtual assistance in the app through voice
  - Diagnosis quiz
  - Call Center service

- What is our solution?

  - Improve the existing technology
  - Create a Call-Center

- Barriers

  - 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

---

**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
- Iliterate & literate
- Indian women

**Cost Structure**

- Training
- Help Desk
- Commodities
- Servers
- Promotion Campaign

**Revenue Streams**

- Non-profit Organization
- Self-supporting model

---

**T E A M**

Abraham Fernandes
Cristina Cunha
Henrique Echternacht
José Cordeiro
Mafalda Gaspar

---

**India**

Population 1,37 Billion

30% of adults are illiterate

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

**Population 1,37 Billion**

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

---

**India**

Population 1,37 Billion

30% of adults are illiterate

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
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

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, Convenient 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.

Team HealthLabs
Rodrigo Santos 75314 / Luis Guerreiro 93836 / Rodrigo Salgueiro 93835 / Pablo Mielgo 99917
**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

**EQUALIST**

Reduced mobility, poor people in remote areas → limited access to healthcare & hospitals

ONE PROBLEM

Volunteers & equipped doctors

Take healthcare directly to people

ONE SOLUTION

We designed it for you
YOU will become its producer and seller

FIRST IN THE MARKET

Weighing more than 1 ton, it is easy to carry and fits into any bag you own. It is designed for use in the most remote areas of the world, providing healthcare where it is needed most.

**MAKE IT WORLDWIDE**

There are too much poor countries or in development ones:
EXPANSION in the BRICS

<table>
<thead>
<tr>
<th>Key Resources</th>
<th>Key Activities</th>
<th>Type of Intervention</th>
<th>Segments</th>
<th>Value Proposition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineers</td>
<td>Our organization is responsible for the design of the backpack. However, we’re not responsible for supplying the medical equipment nor the fabrication.</td>
<td>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.</td>
<td>Poor people who live in remote areas of Rio and are not able to walk to the hospitals</td>
<td>Helping doctors to work in difficult areas by giving them some of the necessary conditions</td>
</tr>
<tr>
<td>Partners + Key Stakeholders</td>
<td>Government as they are paying Doctors to have their feedback</td>
<td></td>
<td>25% of the population in Rio</td>
<td></td>
</tr>
<tr>
<td>NGO</td>
<td></td>
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</tr>
</tbody>
</table>

**Surplus**

Design & Development of new products, Improvement of the current backpack

**Revenue**

Financial support from the Brazilian government NGO

**Patented IDEA**

we sell the idea, the design updates + part of the industry
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

Business Plan

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Proposition</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Government</td>
<td>- Production broadcasting information, driving, analyzing data, creating a broadcasting campaign, marketing</td>
<td>- Provide useful information about governmental schemes</td>
<td>- Offers information and assistance for scheme registration</td>
<td>- Rural people living in the area of Vadodara, in Gujarat district (India)</td>
</tr>
<tr>
<td>- Investors</td>
<td>- Equipment and software, radio equipment, radio transmitter, fuel</td>
<td>- Make the schemes more reachable, facilitate information dissemination, support department and government</td>
<td>- Governmental information dissemination and further assistance</td>
<td>- Rural and unemployed women (about 42% of the total female rural population in the area)</td>
</tr>
<tr>
<td>- Experts about government schemes</td>
<td>- Help for scheme registration</td>
<td>- Offer a registration service</td>
<td>- Self-service registration and further information support</td>
<td></td>
</tr>
<tr>
<td>- Technicians</td>
<td></td>
<td>- Assistance for registration processes</td>
<td>- Support for scheme registration</td>
<td></td>
</tr>
</tbody>
</table>

Key Resources

- Physical equipment, radio equipment, radio transmitter, fuel
- Human skills: educated women, data analysts, data manager for government & NGOs
- Intellectual (knowledge, relationships)

Channels

- Radio (to spread information)
- Human communication (for support and assistance)

Cost Structure

- Human resources (driver, experts, operators)
- Equipment (truck, radio transmitter, fuel) [12000 + 4000 + 200/month]
- Marketing

Revenue Streams

- Initial one-time registration fee
- Company CSR expenses
- Advertisement through radio

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 dissemination
- Existing Web platforms
  - The Indian Iris
  - Haqdarshak
  - Schemopedia
The Wheat Kit

Wheat4U

Gabriela Gomes, Inês Vieira, Joaquim Marques, Patrícia Mansinho

Indian Facts

- 23 X higher than the recommended hazardous fine particles concentration in New Delhi
- 48,000 + Agricultural burns in Punjab & Haryana
- 2025 Deadline to ban single-used plastic
- 14.3 % People live with less than 1.9 $/day

Crop burning done illegally

22 Million Additional tons/year of plastic by 2020

50 % New Delhi’s pollution due to crop burning

30.9 % Illiteracy rate

The Making Process

Wheat straw > Collection > Production

Using waste to create value!

Our Business Model

Key Resources

- Wheat straw
- Initial investment

Key Activities

- Machine rental
- Material collection & transportation
- Kit production outsourcing
- Kit sales
- Kit post-sales distribution to NGOs

Type of Intervention

- Product: Wheat-made sustainable school kit
- Wheat components: pen, ruler, sharpener & pencil case
- Non-Wheat components: pencil, rubber & notebook

Channels

- Stores
- Online sales
- Social media

Segments

- Farmers
- Local communities
- Indian government

Value Proposition

- Benefits: Know your impact
- Customer: Indian government

Cost Structure

- Machine rental
- Kit production & distribution
- Marketing

Revenue

- Machine acquisition
- Marketing & advertisement
- New sales

Profit

- Product sales
- Proceeds from social enterprises

The Next Steps

1. Seek for investment
2. Approach farmers
3. Machine rental & material collection
4. Align products specifications
5. Company outsourcing
6. Marketing strategy

Our Proposal

A School Kit!

Pen

Wheat Made!

Sharpener

Pencil Case

Ruler

Eraser

Add-Ons

Notebook

When you buy one

You give one to a child in need

Our Market?

- Gen Z 16 – 21
- Millennials 22 – 35
- Gen X 36 – 54
- Baby Boomers 55 – 64

The ones willing to buy eco-friendly products!

58%

61%

55%

46%

Our Key Partners

- Farmers
- Government & NGOs
- Investors
- Key Outsourcers

Impact Measures

- Number of kits sold
- Number of trees in India
- Reduction in plastic usage

Beneficiary Value Proposition

- Sustainable school kit
- For every product sold, one is given to a needed child in India

Customer Value Proposition

- Sustainable product
- Crop burning & plastic usage reduction

Value Proposition

- Sustainable school kit
- For every product sold, one is given to a needed child in India

Our Proposal

A School Kit!
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.

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.

Example
- Light
- Temperature
- Front Door Lock
- Alarm State
- Blinders
- Security
- Comfort
- Energy Efficiency
- State
- Occupancy

Business Idea
DATA.IO Sells Real-Time Data-Services:
- Aggregated.
- Higher-level.
- Anonymized.

© 2019 André Meneses Edgar Pasadas Francisco Mendes Gonçalo Cunha
The Problem

Some statistics about cardiovascular diseases (CVD)

17.9 Million → 85% [210 billion in the EU
85% Died from Heart Attack
11.2 Million [1.1 trillion in the US
Americans who will die from CVD in 2035
By 2035
4 €24 billion in Russia
10 €30 billion in South America

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

Server

Since the electrons of the UV light are negatively charged, it will attract the positively charged FABP-3 protein.

We obtain a spectrogram from the blood of the wrist.

We send this spectrogram to servers in the cloud in order to perform comparison between the given spectrogram and a healthy one.

An UV light shines on the skin of the wrist.

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
Vienna

Carlos Silva - ist81323
José Correia - ist81570
Gonçalo Santos - ist84070
Ricardo Espadinha - ist84178
Aditya Vikram Jain - ist95329

We deliever 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.

What Exists ?

Music Marketplaces

AI Music Assistants

- audiojungle
- Bensound
- amper
- iZotope

Business Plan

Vienna

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.
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**
- Washlets
- Lighting
- Personal Use
- Heating

**Future Hydroelectric Generators**
- Bathroom
- Pipes Optimization
- Kitchen

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

**3 TRILLION LITERS/DAY**
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.

---

**Key Partners**
- Retail establishments with cloakrooms that would like to save on salaries and diminish the queues by investing in technology;
- Festivals interested in having a cloakroom system for client commodity;
- Payment processors.

**Key Activities**
- App and algorithm development;
- Marketing;
- Establishment of deals.

**Value Propositions**
- Diminishing of the queues for cloakrooms;
- No need for the clients to carry change;
- No risk of losing the plastic coin always associated with traditional cloakrooms, because it would be registered on the app.

**Key Resources**
- Qualified personnel in the different areas (app development, management, marketing, sales).

---

**Customer Relationships**
- Self service structure;
- Access to discounts when buying the premium app.

**Channels**
- Mobile app;
- Direct pitching;
- Social media advertisement (campaigns with the establishments/festivals).

---

**Cost Structure**
- App/platform development;
- Lockers suppliers;
- Payment;
- Marketing;
- Taxes.

**Revenue Streams**
- Payment from the establishments/events;
- 30% of each transaction would revert to the company;
- Premium version of the app.

---

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

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Project developed in EITT course
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 higiênica.

**Mercado**

**Perfil do consumidor**

- Mulheres
- Que Valorizam
  - Cabelo
  - Higiene
  - Bem-estar

**Competidores**

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

**Produto**

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

**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:

- Limpeza Fácil
- Higiene
- Evitar infeções no coro cabeludo

**Plano de Negócio**

<table>
<thead>
<tr>
<th>Parceiros Chave</th>
<th>Atividades Chave</th>
<th>Propostas de Valor</th>
<th>Relação Marca-Cliente</th>
<th>Mercado</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investidores</td>
<td>Marketing</td>
<td>Escova com Limpeza</td>
<td>Apoio ao Consumidor</td>
<td>Mulheres</td>
</tr>
<tr>
<td>Fornecedores</td>
<td>Produção e Montagem</td>
<td>Automática Mais Higiênico Poupança de Tempo</td>
<td>Vendas Diretas</td>
<td></td>
</tr>
<tr>
<td>Pontos de Venda</td>
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<tr>
<td>Recursos Chave</td>
<td>Atelié</td>
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<tr>
<td>Marca</td>
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</table>

**Custos Estruturais**

- Produção
- Influência Digital
- Desenvolvimento do Site

**Meios de Receita**

- Salários
- Preço do Equipamento

**Transações de Venda**

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

<table>
<thead>
<tr>
<th>Partners</th>
<th>Activities</th>
<th>Value Proposition</th>
<th>Customer Relationship</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors</td>
<td>Platform development and maintenance</td>
<td>For customers: Direct contact with a specialist</td>
<td>Quality advice according to customer needs</td>
<td>Young people (between the ages of 13 and 25)</td>
</tr>
<tr>
<td>Nurses</td>
<td>Marketing</td>
<td>Fast, convenient and accessible advice through a digital platform (app)</td>
<td>Trust and close relationship with the specialist</td>
<td></td>
</tr>
<tr>
<td>Psychologists</td>
<td>Clarification of doubts and advice</td>
<td>Service free of charge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychotherapists</td>
<td>Psychological support</td>
<td>Full discretion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources</td>
<td>Digital Platform (app)</td>
<td>For professionals:</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Career starter for recently graduated students</td>
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<td></td>
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<td>Skills development</td>
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<td></td>
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<td>Career progression</td>
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<td></td>
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<td>Dissemination of your work and professionalism</td>
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<tr>
<td></td>
<td></td>
<td>Placing young finalists on the market</td>
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</tbody>
</table>

Costs

- Platform Development:
- Income from co-working space
- Salaries
- Server
- App development improvements

Revenues

- Clinics and Health Centers
- Publicity (e.g., Contraceptive Brands)

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 an anonymous way!

Let's solve the problem!!!

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

ONIVA
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

<table>
<thead>
<tr>
<th>Content creators</th>
<th>Accomodation and Transportation booking platforms</th>
<th>Activity providers</th>
<th>Search engines</th>
<th>Social media</th>
<th>Technological accomplishment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create, review and expand network/content</td>
<td>Website development</td>
<td>Technology tapping</td>
<td>Rich content (user data and experience)</td>
<td>Algorithms/Mathematical model</td>
<td>Software/Hardware</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Travel planning made easy</th>
<th>Personalized itinerary in all-in-one process</th>
<th>Trustworthy reviews and ratings</th>
<th>Hypercustomizable</th>
<th>Ease of interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk reduction and quality assurance</td>
<td>Information gatherer and useful travel content</td>
<td>Website</td>
<td>App</td>
<td>Ad channels</td>
</tr>
<tr>
<td>Connection of people</td>
<td></td>
<td></td>
<td></td>
<td>Direct e-mails</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of traveller (family, solo, friends, couples, companion – seekers)</th>
<th>Travel purpose (leisure, business, etc)</th>
<th>Demographics (age, budget, etc)</th>
<th>Geographics</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Website/platform development and maintenance</th>
<th>Marketing</th>
<th>Content acquisition</th>
<th>Click–based and display–based ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transaction revenues (commissions)</td>
<td>Subscription model</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Website development
Technology tapping
Rich content (user data and experience)
Algorithms/Mathematical model
Software/Hardware

Click–based and display–based ads
Transaction revenues (commissions)
Subscription model