



Universidade do Minho – Tech Transfer Office

IdeaLab – turning ideas into businesses  
through capacity building

- Marta Catarino



Universidade do Minho 11 schools/faculties :: 20.000+ students :: 1.500 faculty (95% Ph.D)

Founded in 1974

2 Campi  
4 Multifunction poles

53 Graduation Programs  
135 Master Programs  
26 PhD Programs

Mobility:  
700 outgoing students  
900 incoming foreign students  
300 mobility protocols worldwide  
3.000 foreign students

Research:  
35 Research Centers  
65% *Excellent, Very Good*  
(80% of researchers)

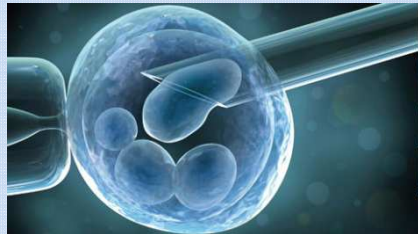
22 projects funded EU-FP7  
35 projects funded ADI  
560 projects national





Universidade do Minho

## *Innovation Ecosystem*



R&D



TecMinho (TTO)



Spinpark (Incubator)



Avepark (S&T Park)










Private not-for-profit association, founded in 1990 as an interface of University of Minho.



## Entrepreneurship @ Universidade do Minho:

- ➡ Supporting the set-up of new knowledge intensive ventures
- ➡ Entrepreneurship as a research topic
- ➡ Promoting an entrepreneurial culture

Including entrepreneurship topics at all levels of teaching:

-  Creativity
-  Leadership
-  Science and Technology marketing
-  Business planning
-  Project-based learning



Through TecMinho:

- 👉 Presentation of success cases
- 👉 Entrepreneur roundtables
- 👉 Seminars (IP, Marketing, Financials, Legal, etc.)
- 👉 Creativity and ideation workshops
- 👉 Entrepreneurship fair and exhibition



- Start@TecMinho – Entrepreneur helpdesk
- SpinUM – Business Idea competition
- Ignition Programme - IdeaLab
- Acceleration Programme - Company lab
- Incubation
- UMinho spin-off program
- Annual Meeting for spin-offs







## What is it?

Idealab is an “ignition” programme, where students, researchers, alumni of UMinho can explore and validate their knowledge-intensive business ideas.



## *Objectives*

- Promote and support entrepreneurial capabilities;
- Support the development and consolidation of business ideas;
- Build capacity in key competencies for starting a new company.



## ***Format***


- 
- Ideation session;
  - Start-up Workshops;
  - Pre-incubation.

## The Business Model Canvas

Designed for:

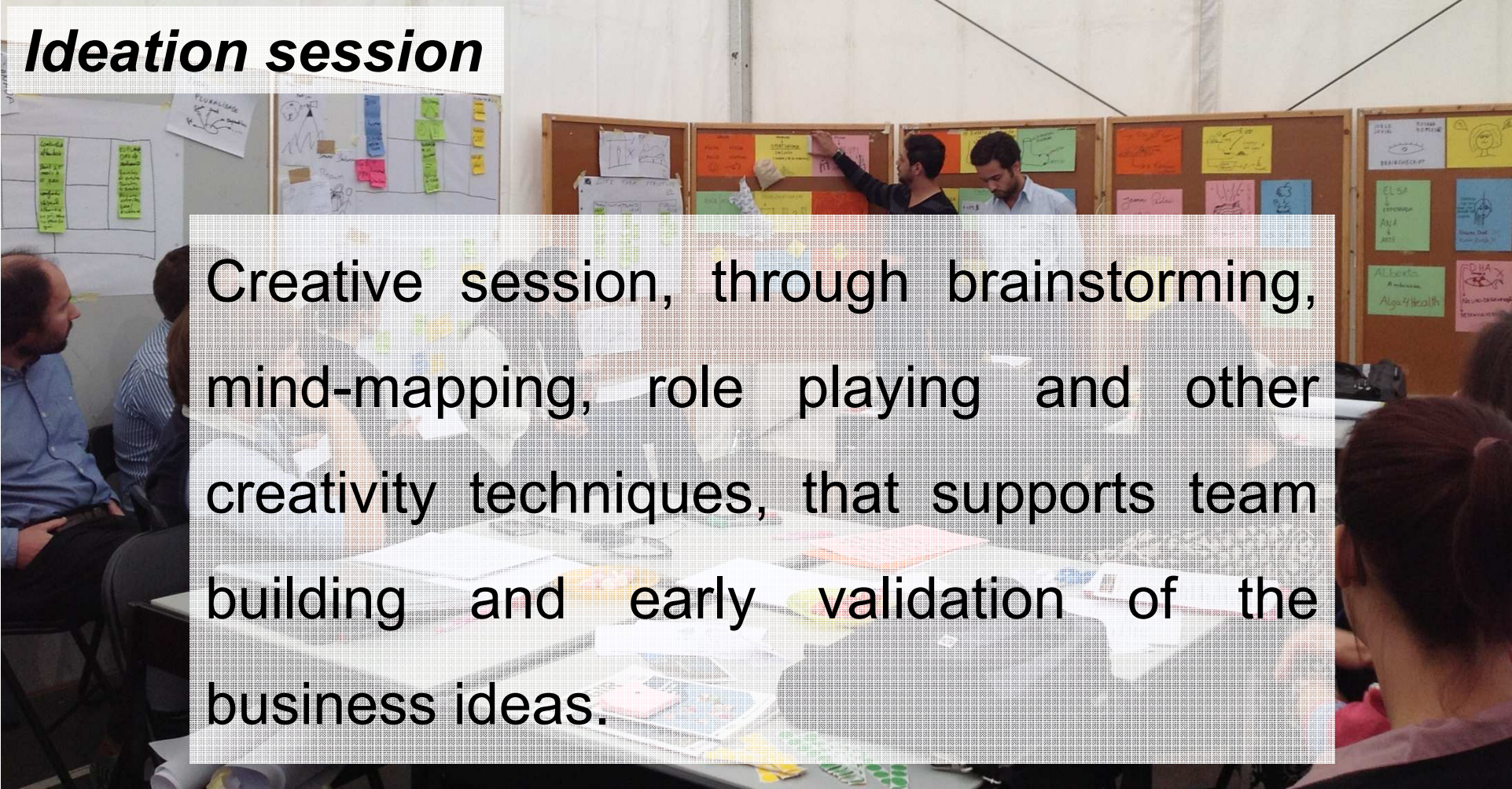
Designed by:

On:  Day  Month  Year   
 Iteration:

 <h3>Key Partners</h3> <p>Who are our Key Partners?          Which Key Resources are we acquiring from partners?          Which Key Activities for partners perform?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>	<h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require?          Which Key Resources are most essential to our Customer Relationships?          Which Key Activities are most expensive?          Which Key Activities are most labor-intensive?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>	<h3>Value Propositions</h3> <p>What value do we deliver to the customer?          What bundles of products and services are we offering to each Customer Segment?          Which customer needs are we satisfying?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>	<h3>Key Resources</h3> <p>What Key Resources do our Value Propositions require?          Our Distribution Channels? Customer Relationships?          Revenue Streams?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>	<h3>Customer Relationships</h3> <p>What type of relationships do we build with our Customer Segments?          Which ones have we established?          How are they integrated with the rest of our business model?          How costly are they?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>	<h3>Customer Segments</h3> <p>For whom are we creating value?          Who are our most important customers?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>	<h3>Channels</h3> <p>Through which Channels do our Customer Segments want to be reached?          How are we reaching them now?          How are our Channels integrated?          Which ones work best?          Which ones are most efficient?          How are we integrating them with customer routines?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>	<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay?          For what do they currently pay?          How would they prefer to pay?          How much does each Revenue Stream contribute to overall revenues?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>	<h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model?          Which Key Resources are most expensive?          Which Key Activities are most labor-intensive?          Which Key Activities are most expensive?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>	<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay?          For what do they currently pay?          How would they prefer to pay?          How much does each Revenue Stream contribute to overall revenues?</p> <p><small>© 2009-2010 Strategy First and Partners          All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Strategy First.</small></p>
--	---	---	--	---	---	--	---	--	---



## ***Ideation session***



Creative session, through brainstorming, mind-mapping, role playing and other creativity techniques, that supports team building and early validation of the business ideas.



W1: Voice of the customer

W2: Business strategy

W3: Market analysis

W4: Financials

W5: Marketing and communication



## *Pre-incubation*

Customised support by business coaches and mentors to further define and consolidate the business ideas.

6 working sessions with each team to prepare the business plan.





***Final pitch***



Each (surviving) project is presented to a panel of investors and other entrepreneurship support entities.

2016

março

abril

maio

junho

julho

Seg	Ter	Qua	Qui	Sex	Sáb	Dom	Seg	Ter	Qua	Qui	Sex	Sáb	Dom	Seg	Ter	Qua	Qui	Sex	Sáb	Dom																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31								
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
				SI					SA						VOC														SAVOC		28/04/16	29/04/16							
							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
									M																														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30								
									SAE						AT																								
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
									EP						EP-S																								

- Sessão de Ideação
- Start-Up Workshops
- SA: Sessão de Abertura
- VOC: Voice of the Customer
- M: Mercado
- E: Estratégia
- AT: Apresentação de Trabalhos
- F: Finanças
- EP: Elevator Pitch
- EP-S: Elevator Pitch - Simulação
- EP-F: Elevator Pitch - Final

Pré-Incubação

- BC Sessão de acompanhamento dos promotores das ideias por um Business Coach
- SAVOC Sessão de Acompanhamento Voice of the Customer
- SAM Sessão de Acompanhamento Mercado
- SAE Sessão de Acompanhamento Estratégia
- SAF Sessão de Acompanhamento Finanças
- PN: Entrega da versão final do pré plano de negócios
- TS: Tertúlias e seminários (Propriedade Intelectual, Financiamento, Testemunhos Empreendedores)

- PA Mentor Paulo Alves
- PF Mentor Paulo Faria
- JF Mentor João Ferreira

*Figures*

**14 Editions**

**228 Business ideas**

**127 Business plans**

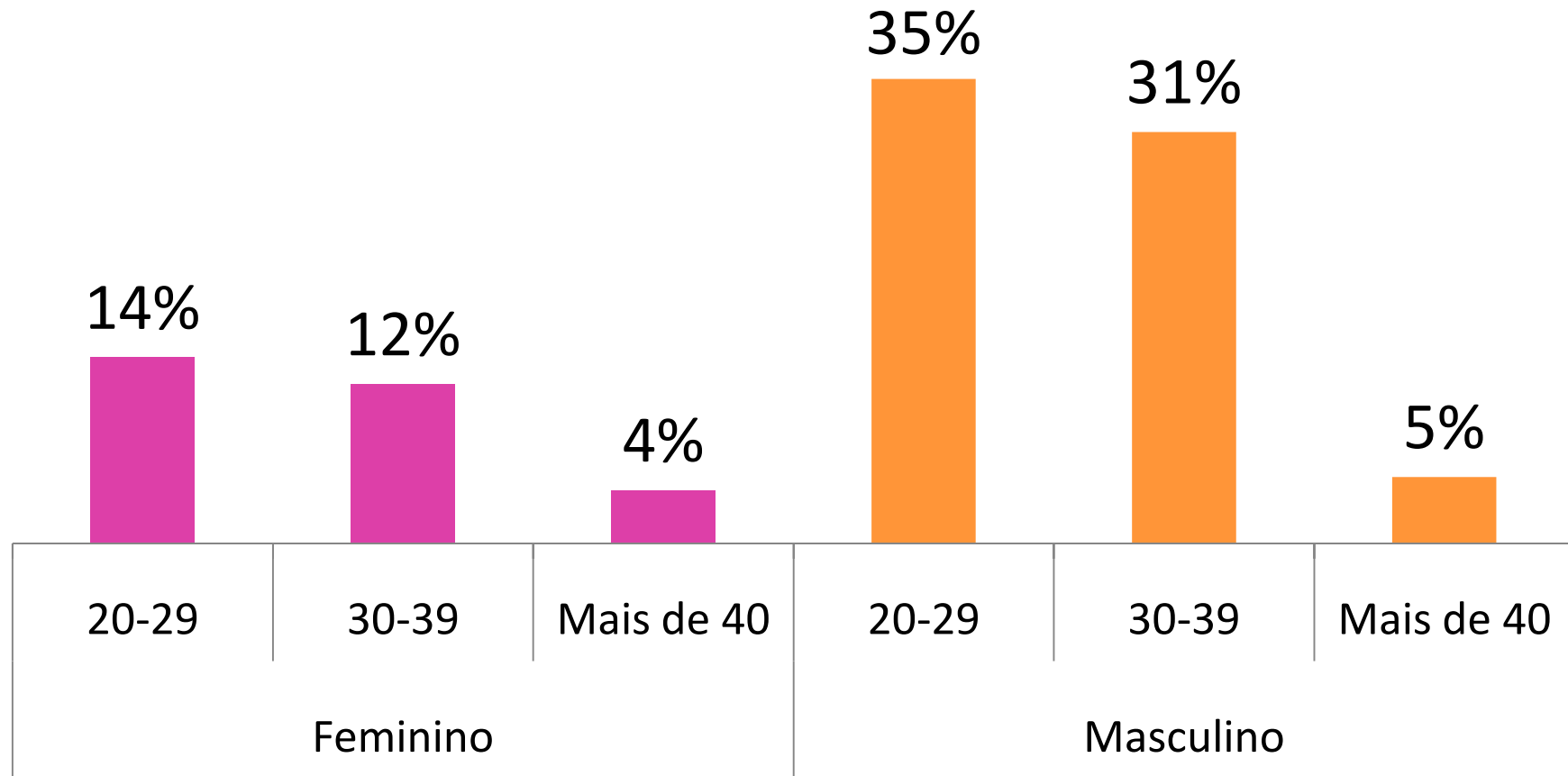
**316h Training**

**221h Consultancy**

**33 Companies**

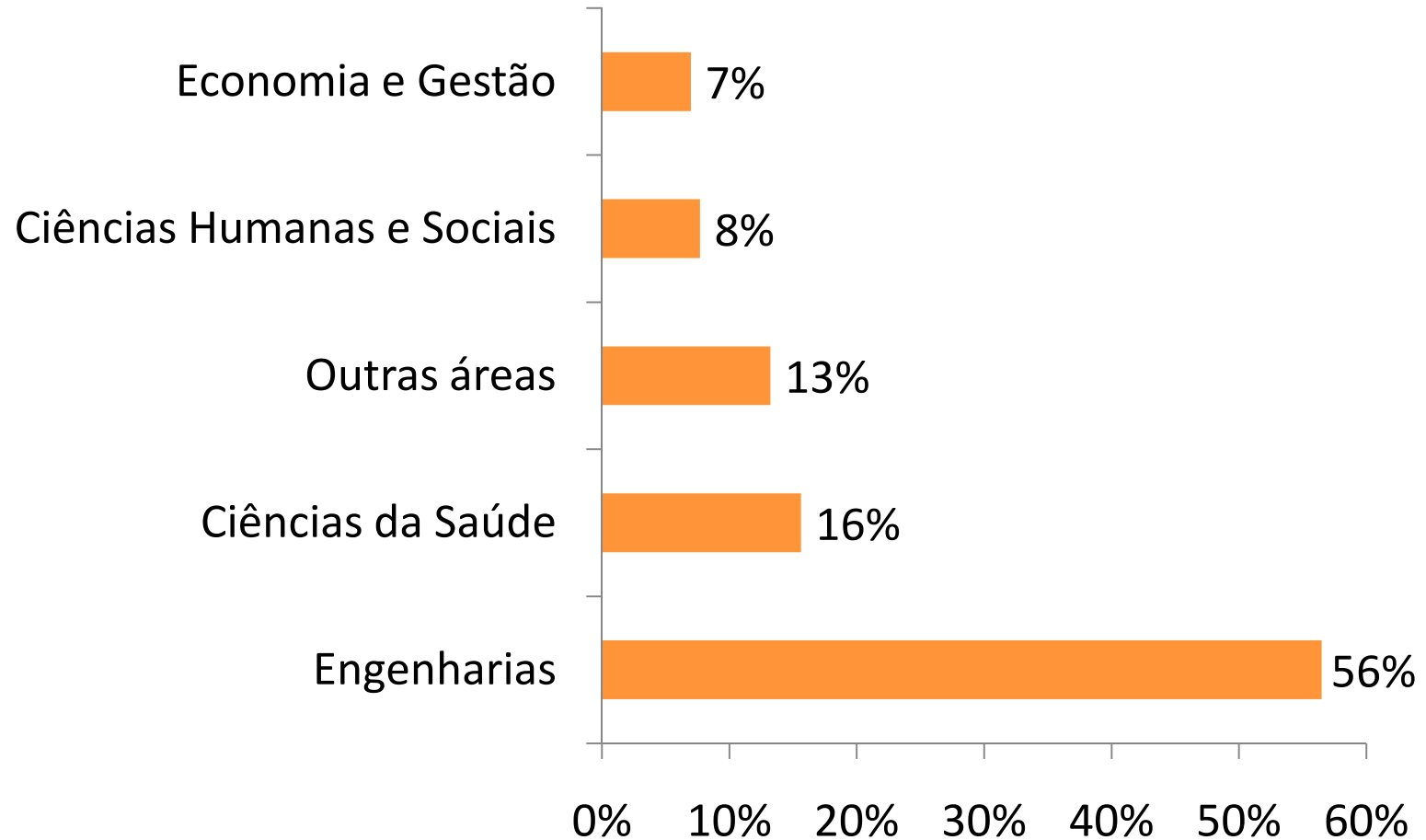


## Participants by gender and age





## *Academic background of participants*





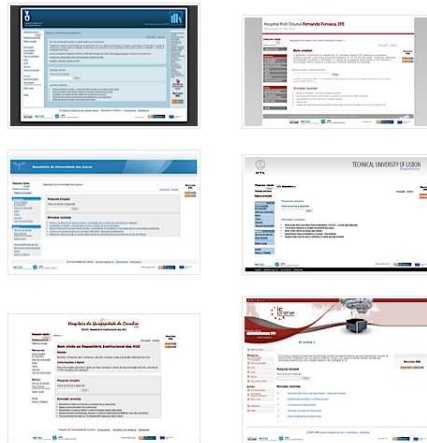
**GEO JUSTIÇA**  
soluções geográficas de apoio à justiça



Universidade do Minho - UMINHO



**KEEP SOLUTIONS**  
University of Minho SPH-OFF



**weadapt.eu**  
The Inclusive Fashion Store

**DIABETIC AND SENSITIVE FEET SOCKS**  
ANTI SEPTIC  
ANTI ODOUR  
ANTI ICHING



- 1 WITHOUT COMPRESSION
- 2 ANATOMICAL FITTING
- 3 FLAT TOE SEAMS

**skintoskin**  
www.skintoskin.com



LISTEN TO YOUR SOUNDTRACK HERE

CONNECT YOUR MUSIC HERE



## Lessons learnt:

- No need for significant prior validation
- Diversity of ideas and participants is essential – but get them out of the building!
- Don't use academics as teachers...
- A lot can be done through volunteers and sponsors
- This is a first step – outcome is entrepreneurial teams, solid business plan... and contacts.



**AJUDAMOS A  
TIRAR AS IDEIAS  
DO PAPEL!**



**The future**

**ECTS accreditation**

IdeaLab as a Specialized Training Course

**“Research track” of IdeaLab**

Business planning for researchers



Interface da Universidade do Minho

Marta Catarino

[mcatarino@tecminho.uminho.pt](mailto:mcatarino@tecminho.uminho.pt)



Tech Transfer & Entrepreneurship

[www.tecminho.uminho.pt](http://www.tecminho.uminho.pt)