

Start @Portugal,

**creating a culture of
entrepreneurship in universities**

IPN CONTEXT

Coimbra University

- › 720 years old
- › Tradition in Law and Medicine
- › Strong in IT&Electronics, Biotech and Materials
- › 25.000 Students

Fac. Science & Technology

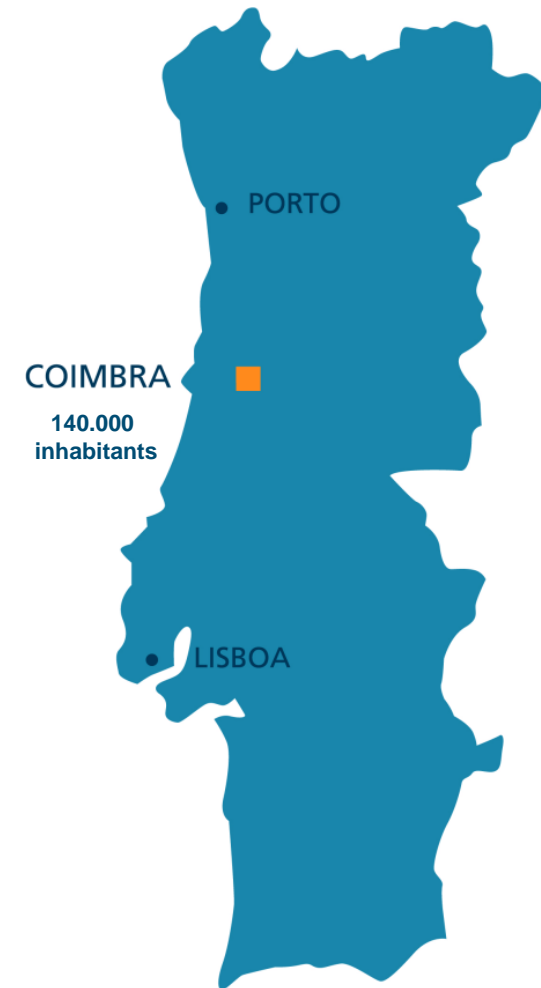
- › 8000 undergraduates
- › 1000 post-graduates
- › 650 teaching & research staff

Business /Institutional Environment

- › Emerging cluster of Tech-based industries
- › Excellence in the Health Sector

IPN location

- › Located in the Technology Campus of Coimbra University (POLO II)
- › Very near to the faculties of engineering and other research institutes
- › In front of Polytechnic Institute of Coimbra



Year 1290







BEM VINDO



Este site tem como objetivo divulgar e promover o microambiente empresarial tecnológico existente na cidade de Coimbra.

O legado científico/tecnológico de Coimbra é inegável e consideramos que esta tem potencial para se tornar a capital portuguesa de referência a nível tecnológico, apresentando as condições e infraestruturas necessárias para fomentar o desenvolvimento de novas empresas.

Filipe Assunção, Ines Coelho, João Almeida, João Sá, Pedro Matias e Sandra Pereira.

(Site otimizado para Chrome)

COIMBRA
TECHSCENE 

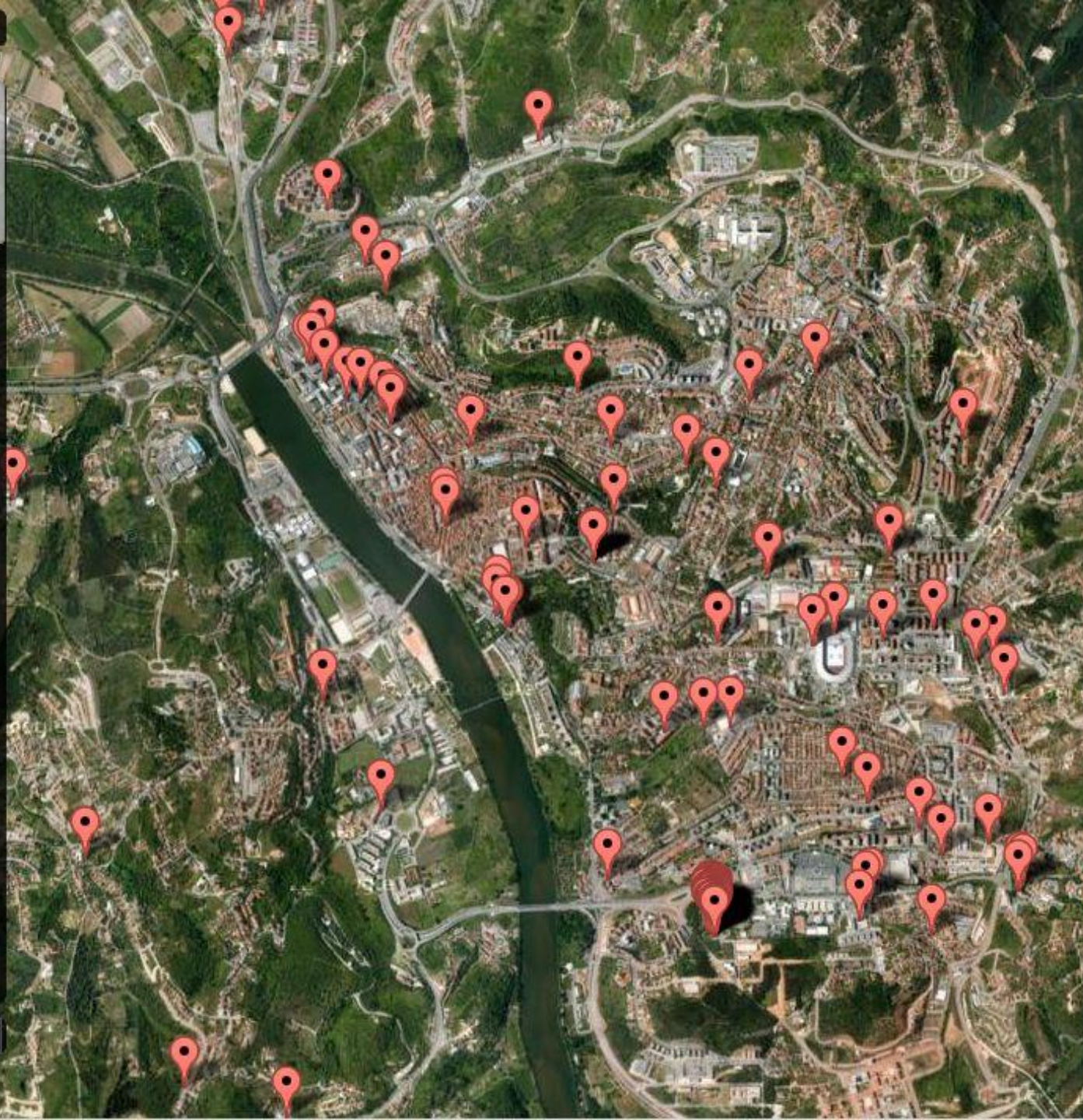
Ordenar por +

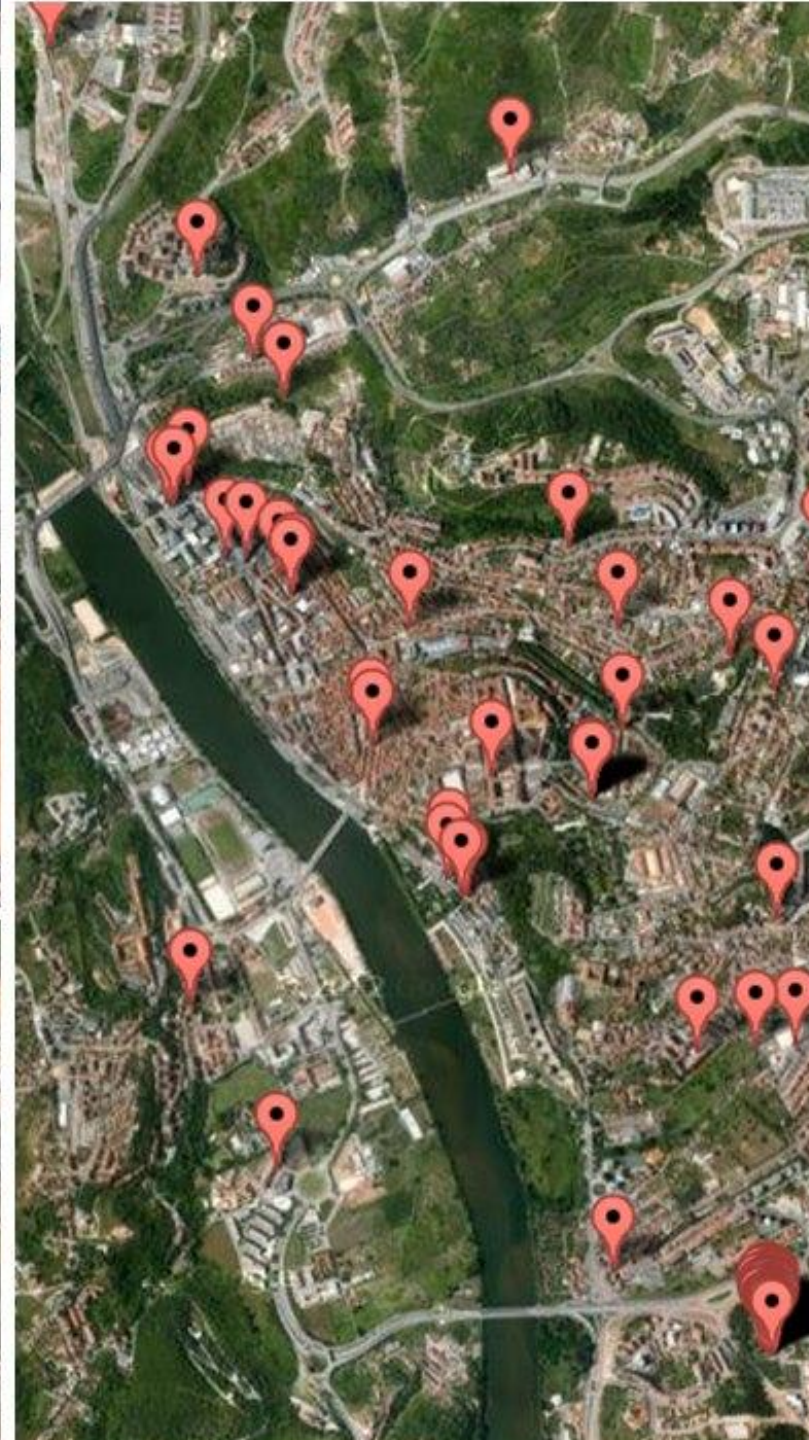
Adicionar Empresa+

A-D ▼

- ACLogik
- Acontrol
- Active Space Technologies
- Artescan - Digitalização Tridimensional
- Atelier 239
- BetterSoft
- BFT Portugal
- BIGAdvantage
- Biocant Ventures
- BioMedical Modeling
- Biosource, Saúde e Tecnologia
- Biotrend
- Bits e Saberes
- Bluepharma
- Bluetrend
- BlueWorks
- BookMARC
- BrainEyes
- Brilho do Tempo
- Broadscope
- BSIM2 - Biomolecular Simulations LDA
- Bundlr
- Bürocratik
- C&H Business Consulting
- Cell2B
- CentralGest
- Ciberbit - Produções de Software
- Cidades Obscuras, Arquitectura e Urbanismo, Lda.
- Ciengis
- Cnotinfor
- COIMFOR
- Colectivo Fósforo
- Comograma
- Connect Coimbra
- Consulfogo, Lda
- CONVERDE/CEV
- Coolhaven

N. Empresas: 215





Instituto Pedro Nunes

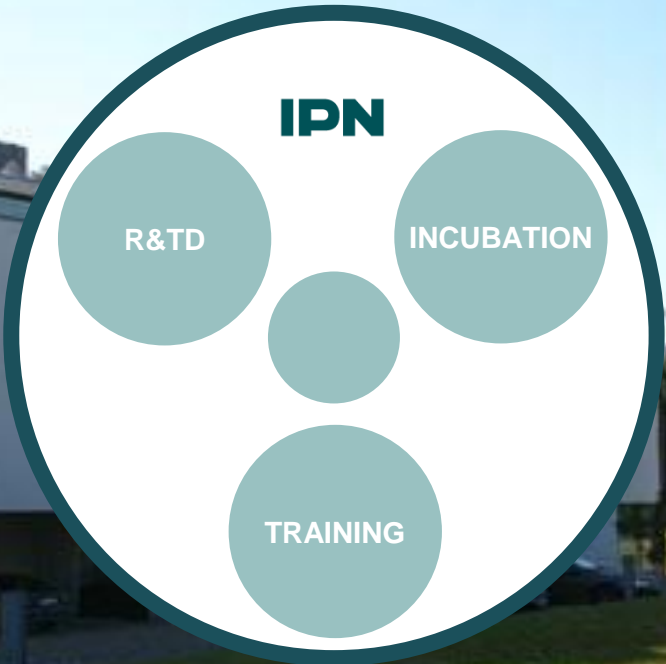
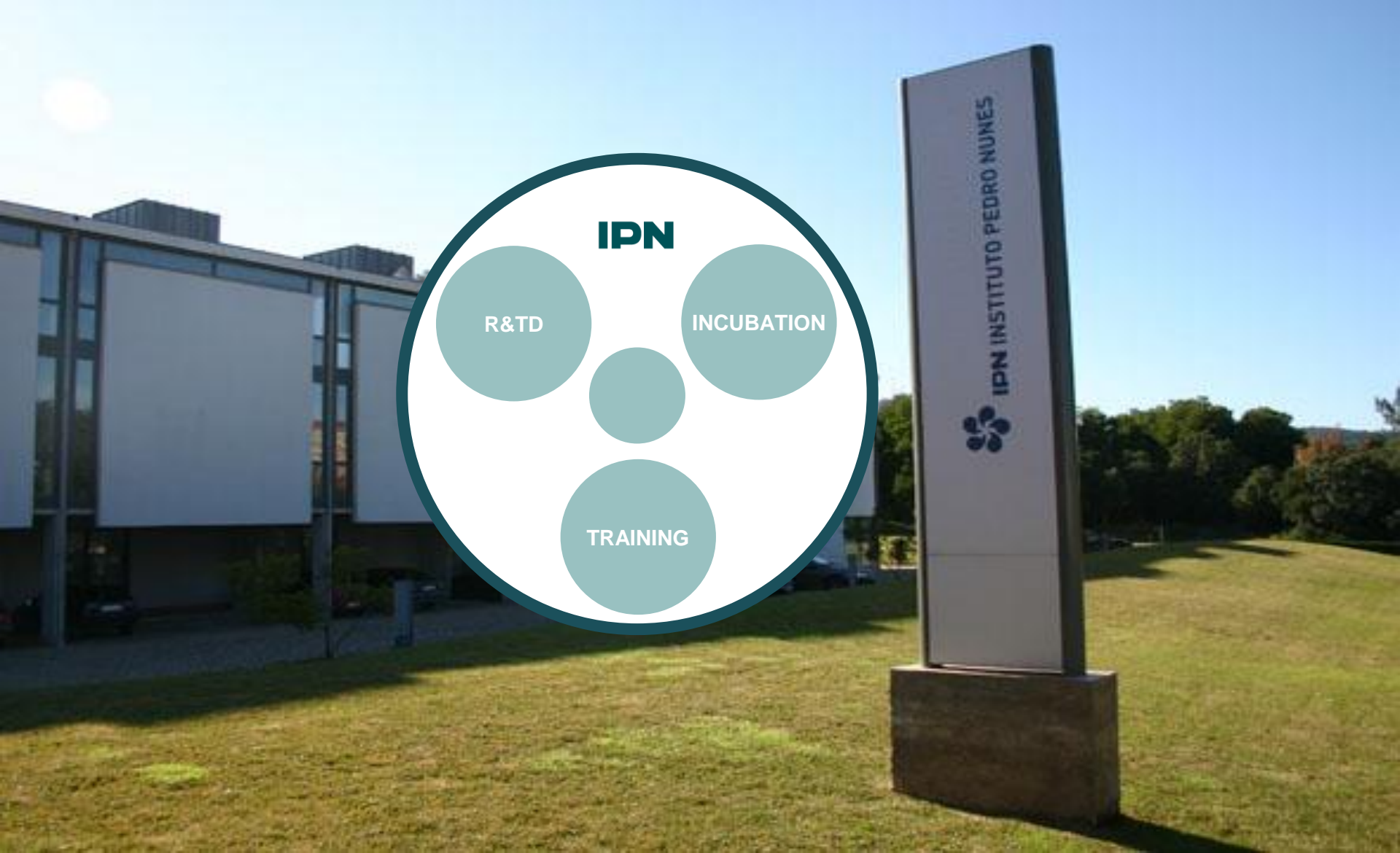


Created in 1991 by the
University of Coimbra

Promotes innovation and
technology transfer between
academia and business.



Instituto Pedro Nunes



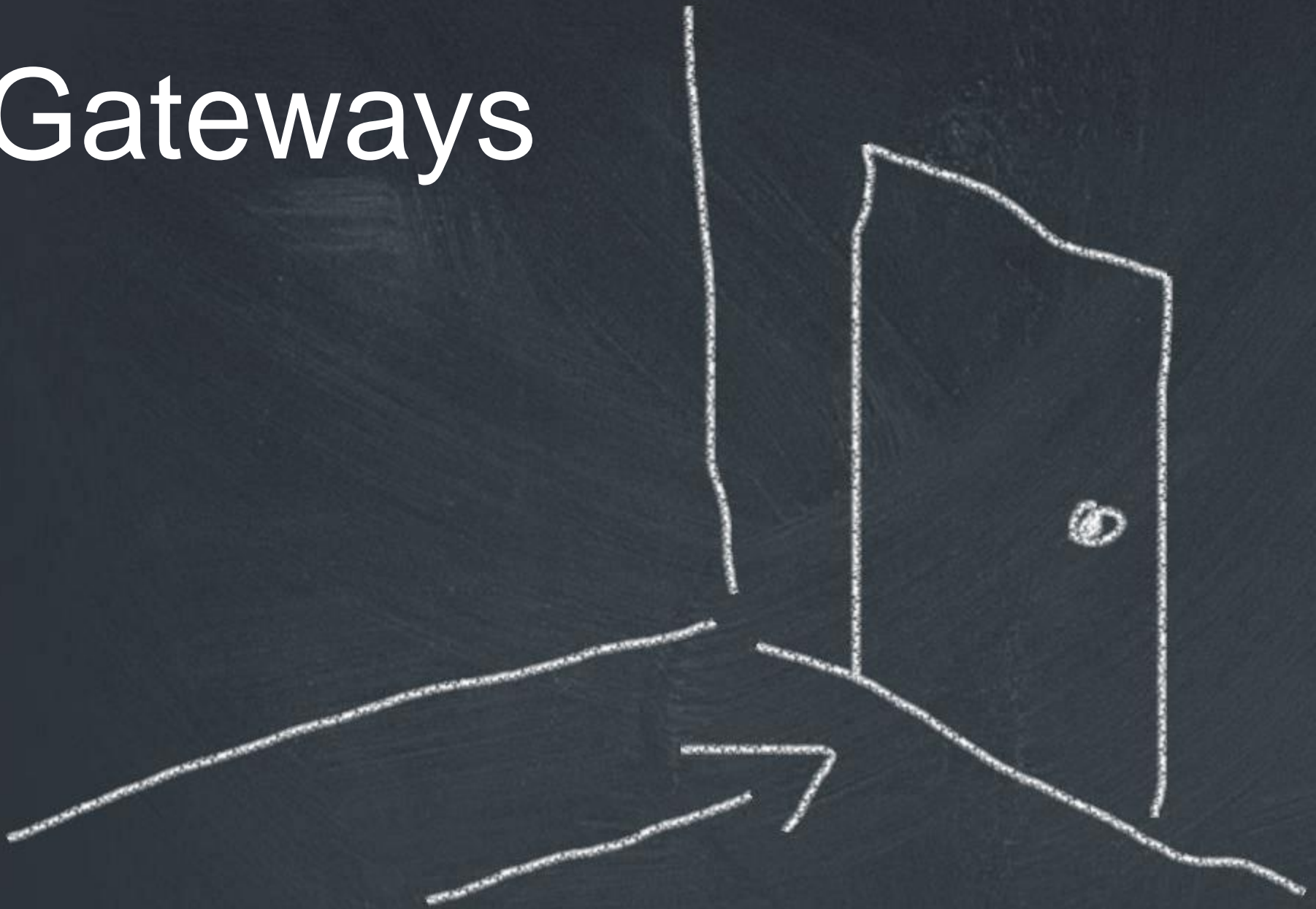
**What do we do to
create a culture of
entrepreneurship?**

Gateways

Loop(s)

Role Models

Gateways



Entrepreneurship education

Business plan competitions

Accelerator programs

Business incubators

Entrepreneurship education

IPNs Staff as lecturers in Faculty

DEI

DEI » Home

Home

Who we are

Informatics Engineering

Design and Multimedia

Doctoral Program

Research

Technology Transfer

Information for Visitors

Information for Companies

Services

Contacts

Awards & Honors

DEI Academy

Job Offers

Erasmus@DEI

TOEFL Testing Centre

Department of Informatics Engineering



http://cisuc.uc.pt

ISSUE #2 JULY - SEPTEMBER 2012

DEI/CISUC

NEWSLETTER
OF THE
DEPARTMENT OF INFORMATICS ENGINEERING/
CENTRE FOR INFORMATICS AND SYSTEMS
OF THE UNIVERSITY OF COIMBRA

CONTENTS

DEI/CISUC newsletter

The second issue of the new DEI/CISUC newsletter is already available.

More info

Share   

Design and Multimedia

Become a creator of the future. Learn how to use the new digital media on par with information technologies and design processes. [Learn more](#)

Informatics Students Association (NEI/AAC)

NEI promotes activities of great interest for all DEI community.

[Learn more](#)

Informatics Engineering

Methods and practices of Informatics Engineering and Computation in training addressed to a modern and proactive generation. [Learn more](#)

DEI Academy

If you're a High-school student interested in learning IT in a fun and simple way, DEI Academy waits for you. [Learn more](#)

Software Engineering

The Master of Software Engineering (MSE), offered by the Carnegie Mellon University and the university of Coimbra, prepares tomorrow's Agents of Change. [Learn more](#)

CISUC

Come visit the Centre for Informatics and Systems of the University of Coimbra, our Department's R&D research centre. [Learn more](#)

Envia o teu projecto de PGI para ser apresentado nesta página. Contacta apcosta@student.dei.uc.pt com informação básica do projecto (nome, website, facebook, pequena descrição, imagem, categoria...)

Processos de Gestão e de Inovação 2012/2013

2012/2013



Ordenar por Nome

ROTADIRETA



Aplicação

Facebook

Link

Mário Pereira, José Grilo, João Sousa e Francisco Sousa

Rota Direta é uma aplicação Android que visa auxiliar os utentes dos transportes públicos dos SMTUC a movimentar-se em Coimbra. Participação no concurso TICE Mobilidade.

SMTUC UBIQUE



Aplicação

Facebook

Link

Alexandre Santos, Daniel Bastos, Guilherme Santos e João Carvalho

Aplicação Mobile, em desenvolvimento, para melhorar a experiência na utilização dos transportes públicos de Coimbra.

COIMBRA TECH SCENE



Comunidade

Facebook

Filipe Assunção, João André, João Almeida, Maria Inês Coelho, Pedro Matias e Sandra Pereira

Não conheces as empresas de base tecnológica existentes em Coimbra? Tens interesse neste assunto? Não procures mais...



Bundlr

Create and share bundles of content

Start now

or know more

What's being bundled by the community



Marketing
by Liudas · Business



João Correia

16 bundles

See more



Marco Simões

5 bundles

See more



Marco Neiva

1 bundle

See more

dozeo 

STOP COLD CALLING
START WARM SELLING

FREE
TRIAL

 ANNOUNCEMENT

"You don't need to be a genius to craft a brilliant user experience, you need to be observant"

Apps ▾

 Popular

 Latest

TNM

There's a new Web curation tool on the block – meet Bundlr

 28

Use ← → keys to navigate

NEXT 



Students in 2009/10...talking to their
colleagues in 2012/13 about their startup!



Business plan competitions

Arrisca C em 2012...

156
Projetos



Arrisca C

Concurso de Ideias,
Planos de Negócio
e Provas e Conceito **2012**

www.arrisca-c.pt

www.facebook.com/ArriscaC

114

Ideias Negócio



34

Ideias Negócio
Finalistas

24

Planos Negócio



10

Planos Negócio
Finalistas

18

Provas de Conceito



11

Provas de Conceito
Finalistas



Accelerator programs, Part I



40 EMPREENDEDORES, 3 DIAS, A TUA EMPRESA

O 3 Day Startup é um programa de educação em empreendedorismo criado para estudantes universitários com ênfase na filosofia *aprender fazendo*. A ideia é simples: começar empresas de base tecnológica durante este período de 3 dias.

CRIAR STARTUP

38 eventos nos 4 continentes deram origem a 28 empresas a receber cerca de \$8 milhões em financiamento. 13 empresas criadas no 3DS foram aceites por incubadoras como a YCombinator, TechStars, 500 Startups e Capital Factory.

UM EVENTO GRATUITO DIRECCIONADO A TODOS OS ESTUDANTES DO ENSINO SUPERIOR.





THE SOLUTION

Foursquare for public/private transportation (mobility check-ins)

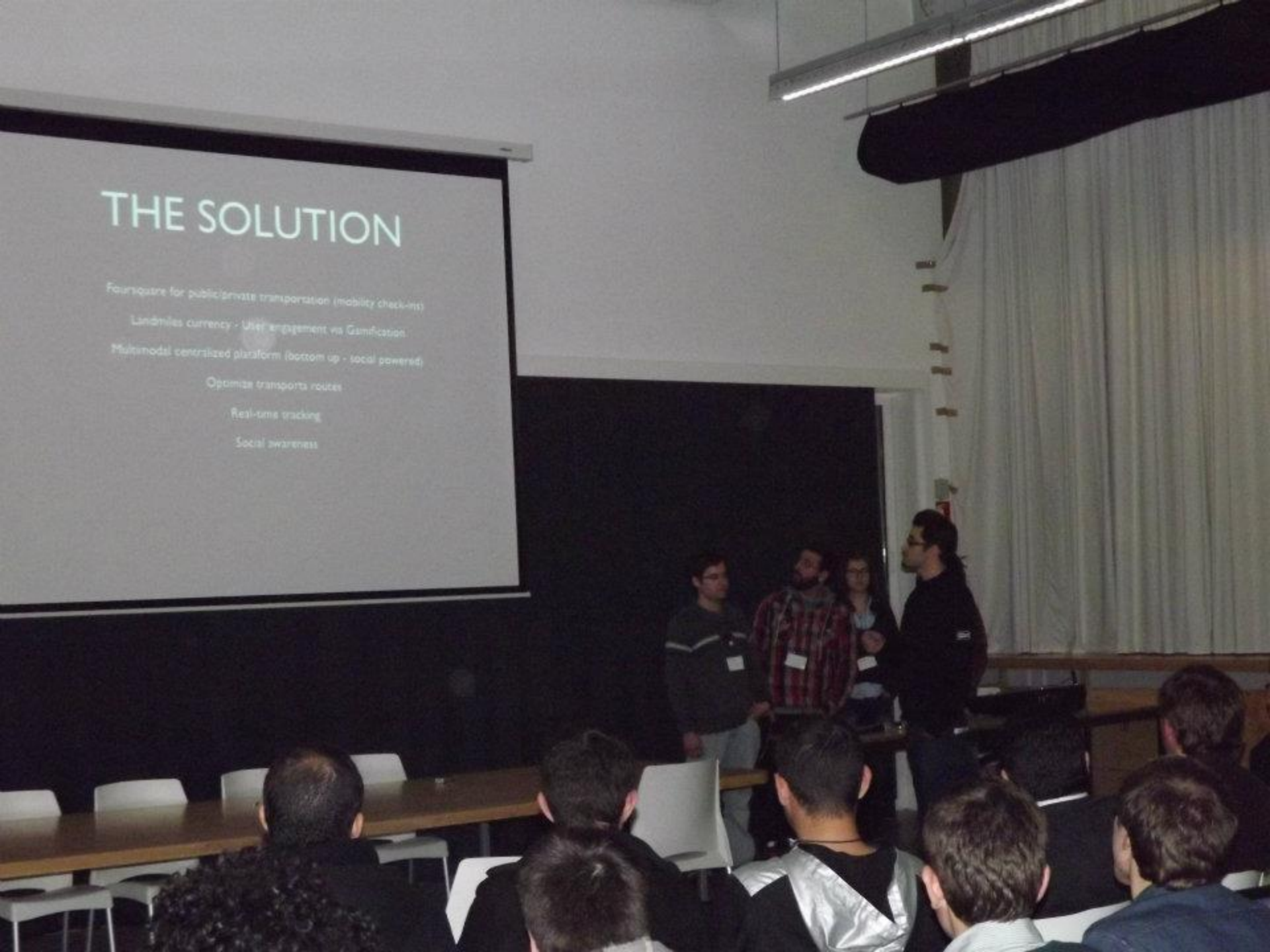
Lind Miles currency - User engagement via Gamification

Multimodal centralized platform (bottom up - social powered)

Optimize transports routes

Real-time tracking

Social awareness



Accelerator programs, Part II

É um fim de semana para começar

O ineo Weekend não é um evento de estímulo ao empreendedorismo, um workshop, nem um evento de networking.

É tudo isso: é um evento para abrir empresas.

Um fim de semana onde as equipas têm a oportunidade de trabalhar nas suas ideias com apoio de mentores e apresentá-las a investidores, ficando prontas a lançar-se no mercado.

Veja a página da edição anterior

If you can dream it, you can do it - easywine

Dia 16, Sexta

14:00 - Recepção

14:30 - Mentoring

Dia 17, Sábado

9:30 - Recepção

10:00 - Talk sobre Apresentações

Data

16 e 17 de Março, 2012

Local



Figures & Facts

4 editions

> 60 startups

> 800 participants

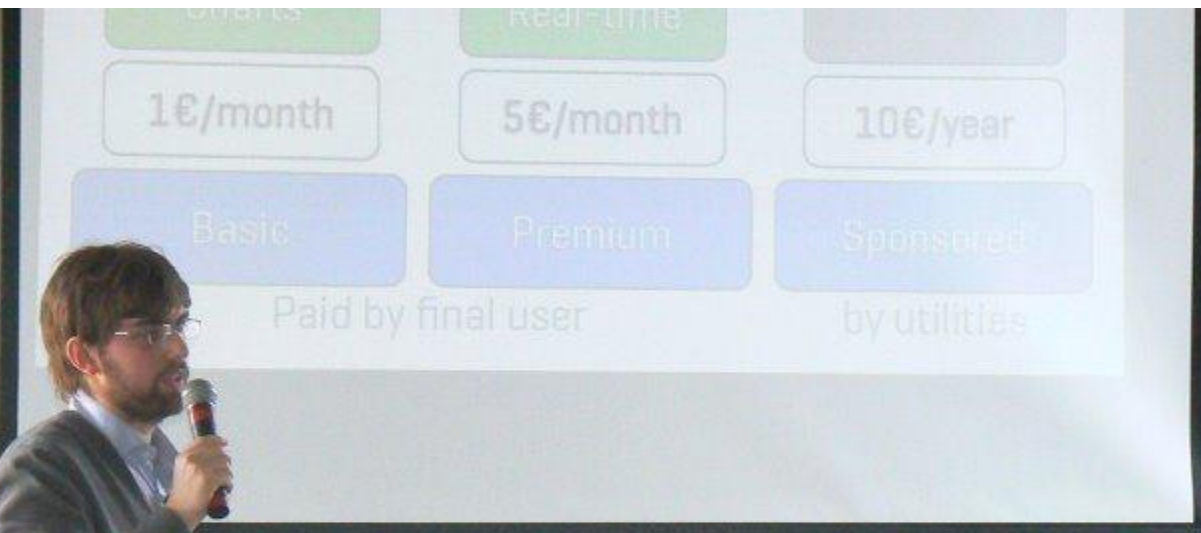
CEO's and the most importante
VC's and business angels

7 m para o pitch no #ineo...somos generosos!

Os pitches já começaram.

7 minutos é o tempo que eles vão ter para seduzir os investidores #ineo







Track your **energy**. Reduce your **bills**.

Save Money

You can easily save more than 10% of your electric bill with little effort. Studies have shown that a simple feedback system is enough for achieving reasonable savings. We offer you the right tool for the job.

Use your own

We support the top meters out there, so anyone can use our service. If we don't support yours yet, just tell us and it might end up on our roadmap. And if you're into hacking, there's an open API for that.

Your energy, online

Put your home energy online and join us while we build your energy Internet of things. See your consumptions anywhere, anytime. Control remotely or let us maximize energy efficiency for you.



Instituto Pedro Nunes - Association for Innovation and R&D in Sc. and Tech. partilhou uma ligação.



Sábado

Unplugg, lusoled e innovare: conheça 3 empresas do ineoweekend #ineo



Três ideias que vão gerar empresas em 2012

www.dinheirovivo.pt

Ineo Weekend ferve em ideias de produtos e serviços, mas os mentores e empresários alertam para os erros e apresentam soluções

Gosto · Comentar · Partilhar

1

3 pessoas gostam disto.

Escreva um comentário

No fim de semana ouviu-se de tudo. Que o Presidente endoidou. Que faz "maus" discursos (a...

LEIA TUDO



RADAR

- | O que mudou no Pingo Doce desde a mega campanha de 1 de Maio
- | Aeroporto de Lisboa vai ter um avião de chocolate. Mas, atenção, não é para...
- | Qual a diferença entre uma Coca-Cola clássica e uma Zero? Nenhuma, dizem os...
- | ZenithOptimedia. Investimento publicitário mundial aumenta 3,9% este ano
- | A campanha de sonho de... José Pedro Sousa

Página Inicial » Buzz » Eles vão revolucionar o Facebook



TEXTO



IMPRIMIR



AVALIAR



GUARDAR

Por Pedro Araújo



1

"Que métodos é que são usados na recolha dos dados? É que nos termos e..."

COMENTAR

PUB

Campanha válida até 31 de maio de 2013.
A partir de €2,99.



Três "miúdos" de Coimbra criaram um algoritmo que faz os perfis dos consumidores, cruzando a informação presente nas redes sociais

Eles vão revolucionar o Facebook



Daniel Faria e Vasco Patricio, Tradedare D.R.



Business incubators



IPN

R&TD

INCUBATION

TRAINING

15 YEARS OF INCUBATION (1996-2012)

Total Firms > 200

Spin-offs U. Coimbra > 65%

Survival Rate > 80%

Turnover (2012) > 75 M €

Export > 35%

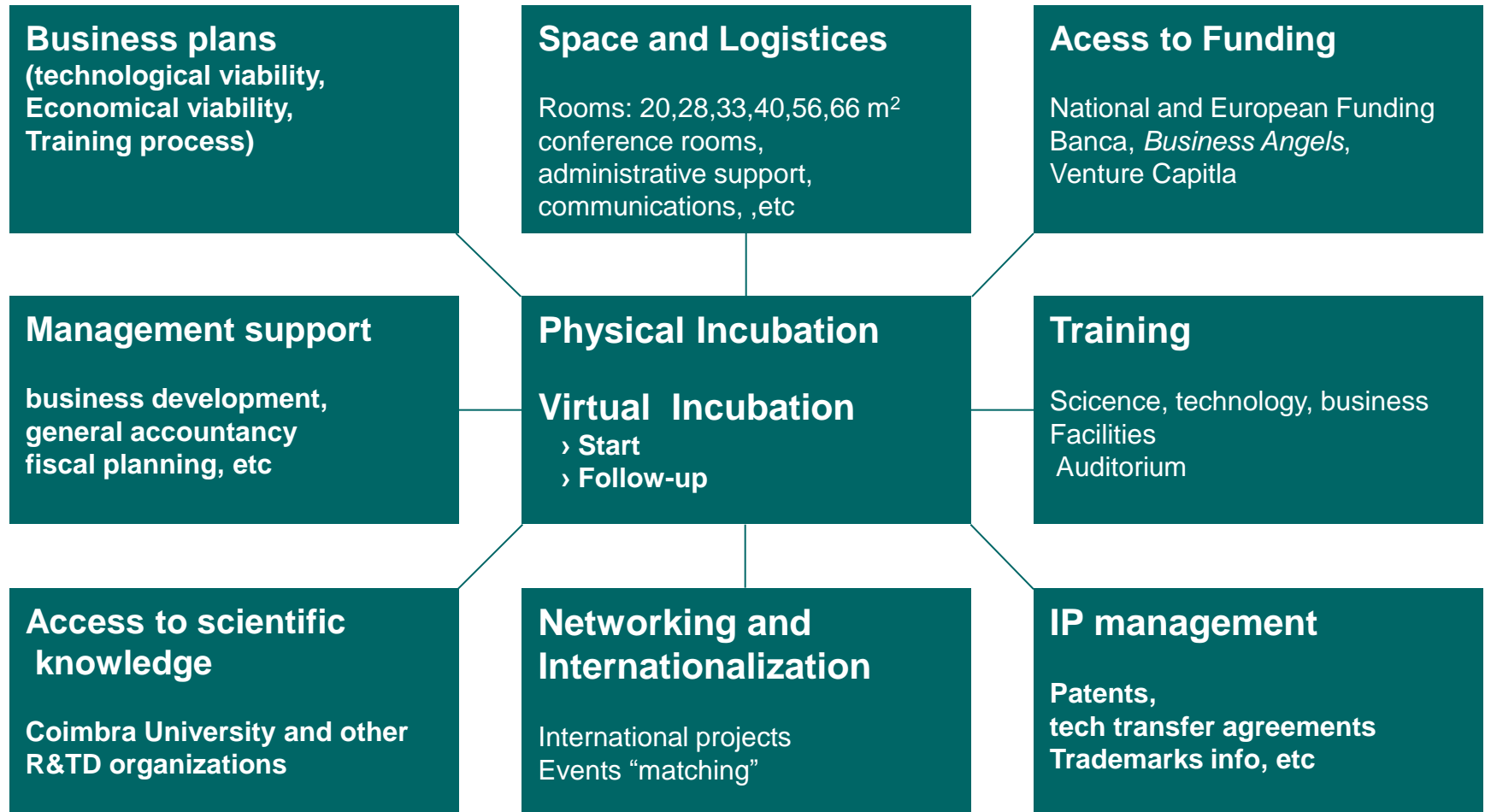
Direct Employment Qualification > 2.000





INCUBADORA

INCUBATOR SERVICES



ARE YOU THE *BEST SCIENCE BASED INCUBATOR* OF 2010?

Join the award competition!

Since 2002, The Technopolicy Network and the Centre for Strategy and Evaluation Services (CSES) are organizing the *Best Science Based incubator award*. This worldwide leading incubator award is based on a benchmarking study and jury evaluation. The theme of this year's award is *Combining Technological Entrepreneurship with Creativity and Culture*. Incubators will be awarded that show excellence or best practices in supporting their clients in the field of creativity and culture. Award categories include Best Science Based Incubator (first, second, third place) and Best Upcoming Incubator. Winners will be announced during the award ceremony on the second day of the conference.



Do you know which incubator should run for Best Science Based Incubator 2010? Then do not hesitate and [nominate](#) this incubator for this year's award!

Expert Jury

Dinah Adkins (NBLA, USA)

R.M.P. Jawahar (Trec-STEP, India)

Peter Harman (UKBI, UK)

Heinz Fiedler (SPICE group, Germany)

Mikael Hult (Innovationsbron, Sweden)

Jack Malan (CSES, UK)



Past Winners Include...

Tsinghua Science Park, China (2002)

Oxford BioBusiness Centre, United Kingdom (2003)

I3P (Politecnico di Torino), Italy (2004)

Symbion Science Park, Denmark (2005)

First Flight Venture Center, North Carolina, USA (2006)

Wallonia Space Logistic, Belgium (2007)

Incubator d'Impresa di Città della Scienza Spa, Italy (2008)

@Wales Digital Media Initiative, UK (2009)

Loop(s)



365
DAYS













SUMMER



SPRING

FALL

WINTER





SUMMER



SPRING

IPNs Staff as lecturers in Faculty

FALL

WINTER







Role Models





HOME

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R & D

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QUALITY

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DEPENDABLE TECHNOLOGIES FOR CRITICAL SYSTEMS

Aeronautics ' Space ' Defence
Transportation

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Manufacturing ' Telecom
Government ' Energy ' Finance

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CRITICAL WORLD

INDUSTRIES SERVED ▾

PRODUCTS & SERVICES ▾

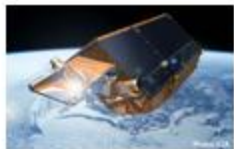
TECHNOLOGY

CRITICAL GROUP ▾

Search



NEWS & PRESS



6 Apr 2010
Critical Software validates
critical systems in...

Coimbra, 6th of April, 2010 - CryoSat-2 is a satellite whose mission is to precisely measure alterations in the thickness of ice floating in the oceans and variations in the thickness of ice caps ...

[more](#)

PRODUCTS & SERVICES



PMO



COSE



XCEPTION

XCEPTION

OFFICES

Use the drop list below to locate an office

Select a Country ▾



CAREERS

GET TO THE EDGE [JOIN US](#)



BUSINESS INCUBATOR – CASE STUDY #1



CRITICAL SOFTWARE

Information Technologies for Critical Systems

PROMOTORS

- 3 PHd students
Informatics Department –
University of Coimbra

CONTEXT

- Software for critical systems
- Projects for industry - national
and international (NASA)

RESULTS

- Jobs created > **400**
- % exports / Revenue **70%**
- R&D Expenses / Turnover 12%
- N^o *spin offs* created: **5**
- Delegations in **EUA, UK, Brasil,
Roménia, Mozambique**

Special Feira do Empreendedor • Nova Economia • Franchising

Ideias & Negócios



Ainda não
tem um?

Três jovens
engenheiros
doutorandos
de Coimbra
vencem
prémio nacional
e já facturam
com a NASA



João Carreira,
Gonçalo Quadros e Diamantino Costa
**Empreendedores
do Ano**

FUTURO JÁ!

Sucesso: a história do médico-empresário da BIAL

Innovation in Vision and Mobility Loss Prevention

Vision



Health Monitoring



RetmarkerDR
Biomarker for Diabetic Retinopathy progression

RetmarkerC
Automatic detection of retinal changes over time

medisoft
Specialized Electronic Medical Record solution

RetmarkerAMD RESEARCH
Computer - Assisted AMD grading tool

wisedome
Increases seniors' quality of life and autonomy while saving care-givers time

Welcome to Critical Links



Developing Innovative Networking Solutions for Small Businesses & Schools

Choose from one of following the websites:

education appliance

Education Appliance Website
Critical Links' Next Generation ICT Solution for Schools.

edgeboxx

Unified Communications Website
Critical Links' Award-winning Solutions for Small and Medium Businesses.



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- R&D
- NEWSROOM
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Critical Manufacturing

provides innovative, high value-added software solutions and services to the advanced manufacturing markets of semiconductor, solar and electronics, through state-of-the-art technology and strong manufacturing know-how

MES cmNavigo
Know more about our Next Generation Manufacturing Execution System

Twitter Feed
"Do you have outstanding software development & innovation skills? Don't lose time: Critical Manufacturing is hiring: http://bit.ly/8egLvj"
Posted 15th November, 2010
follow us on twitter

INFOCOM Ltd
3 Nov 2010
Critical Manufacturing and Infocom enter...

Kiev /Ukraine, Oporto/Portugal, 15th November 2010 – Critical Manufacturing, an enterprise which creates leading edge software

cmNavigo
Product: cmNavigo

cmNavigo is a Manufacturing Enterprise System that leverages more than one hundred man years of experience in the semiconductor industry



- HOME
- COMPANY
- INDUSTRIES
- PRODUCTS
- SERVICES
- R&D
- MEDIA
- CAREERS
- CONTACTS



Critical Materials

Critical Materials is a company focused in the development of solutions and products in the field of advanced materials for critical applications. Critical Material's PRODDIA™ is an innovative structural health monitoring and management system for the Aeronautics industry.

Farnborough AIRSHOW
19 - 25 JULY 2010

Halla/E3
Visit us at Farnborough International Airshow, 19-25 July, 2010, and get to know PRODDIA
More info

Twitter Feed

29 Oct 2010
Microsoft Gold Certified Partner
Critical Materials is a Microsoft Gold Certified Partner for the first time in 2010. Microsoft Gold Certified Partners receive a rich set of benefits.

Service High Value Consulting



Real-time insight across the board

FeedZai Pulse is a revolutionary next-generation real-time business intelligence platform.



FeedZai Product Overview

FeedZai creates software solutions that uncover and manage business anomalies in real-time so that companies can grow revenues from positive anomalies, and control costs and risks by managing negative anomalies.



Case-Study Wind Farm [download](#)



Case-Study Telco [download](#)



Case-Study Financial [download](#)

Overview

FeedZai Fraud Prevention

FeedZai Business Monitoring

Como estamos hoje? Copo meio-cheio!

Top 3 em competição mundial
Começou com 800 startups



2x vendas em 2012

~2M€ volume de negócios

30 colaboradores

Escritório em Silicon Valley
com 5 pessoas!

Financiamento internacional
SAP Ventures, DCVC

+e+i
Programa Estratégico
para o Empreendedorismo,
a Inovação
e o desenvolvimento
e inovação

+ empresas

e+i

Financiamento para as melhores ideias
do ciclo de vida das start ups





PRESS RELEASE

Telefónica Launches JOYN in Spain with WIT Software App

Lisbon, 13th June 2012: Telefónica today launched its “JOYN” RCS service across Spain, confirming its choice of WIT Software’s as provider of the downloadable applications for Telefónica. Spain is the first territory to go live with the RCS service, with the JOYN software now available for download in the Spanish Android Market, using WIT Software’s RCS Android application. This latest announcement follows on from the GSMA’s confirmation of WIT Software as the global winner of its RCS-e client selection process in February 2012, at the Mobile World Congress.

Located in Portugal, USA and UK, WIT Software is an innovative mobile communications and convergence solutions provider, with a proven track record in RCS, Mobile VoIP and IMS applications. WIT Software will provide the downloadable RCS-e apps through the Apple AppStore and Android Market. This will enable mobile phone users to experience a brand new set of enhanced and intuitive services, working seamlessly across any mobile network and any device - including instant messaging (IM), image sharing, live video sharing and file transfer.

Commenting for Telefónica, Javier Arenzana Arias, said: *“Our JOYN service is all about providing customers with a better and more exciting user experience of our core communications services. JOYN will be optimised for every smartphone in the same way as voice and SMS is today. WIT Software clearly demonstrated to us during extensive trials that its downloadable client applications provide the best platform for this new service, meeting the GSMA’s stringent requirements for performance and interoperability. Spain is our first launch of JOYN. It is the start of an important new phase in mobile phone services and we expect WIT will have a significant role in our journey.”*



Latest News

[NEWS ARCHIVE](#)

- [30 Nov](#) Bluepharma wins innovation award
- [30 Nov](#) Bluepharma recruits 80 new employees
- [13 Jul](#) Bluepharma wins Insead's
- [23 May](#) Bluepharma obtains RDI certification

Industrial Activities



Bluepharma is prepared to produce solid oral dosage forms, making use of up-to-date techniques and the latest offer in equipment, while also observing the highest demands of the good manufacturing practices.

Public and Health Professionals



Bluepharma commercializes its own brand of products, offering an extensive portfolio of generic medicines that provides affordable, highly reliable and quality solutions.

Research & Development



Bluepharma's R&D team is on the brink of innovation, providing services ranging from the galenical and analytical development to the design of novel nano-base technologies for drug delivery.

NOTÍCIAS NO MINUTO

COTAÇÕES

MERCADOS

ECONOMIA

EMPRESAS

ESPECIAIS

OPINIÃO

MULTIMÉDIA

PRIMEIRO

ASSINAR >>

PME

BANCA & FINANÇAS

ENERGIA

TECNOLOGIAS

TELECOMUNICAÇÕES

MEDIA

VER MAIS...

Home > **Empresas**

MAIS NOTÍCIAS

O que é a nova oferta da PT?

Airbus poderá receber encomenda de 150 aeronaves da Turkish Airlines

Teixeira dos Santos: "Controlo das PPP deve estar centralizado nas Finanças"

Portugal entre os países europeus com mais empresas inovadoras

Governo de Sócrates "fez esforço grande de racionalização do projecto TGV"

"PPP são favoráveis ao Estado em 460 milhões"

Patrões do Turismo participam na monitorização do Plano Estratégico

Metalurgia contesta termos da diluição dos subsídios

Expansão na Polónia impulsiona crescimento da Jerónimo Martins

"Modelo de PPP permite controlar riscos das derrapagens"

Bluepharma prevê expansão para Alemanha e Estados Unidos

21 Novembro 2012, 18:17 por Lusa

🗨️ 🔄 ⭐ 🖨️ ✉️ 🚩  Gosto 0  Enviar  Tweet 0  Share  Share 0

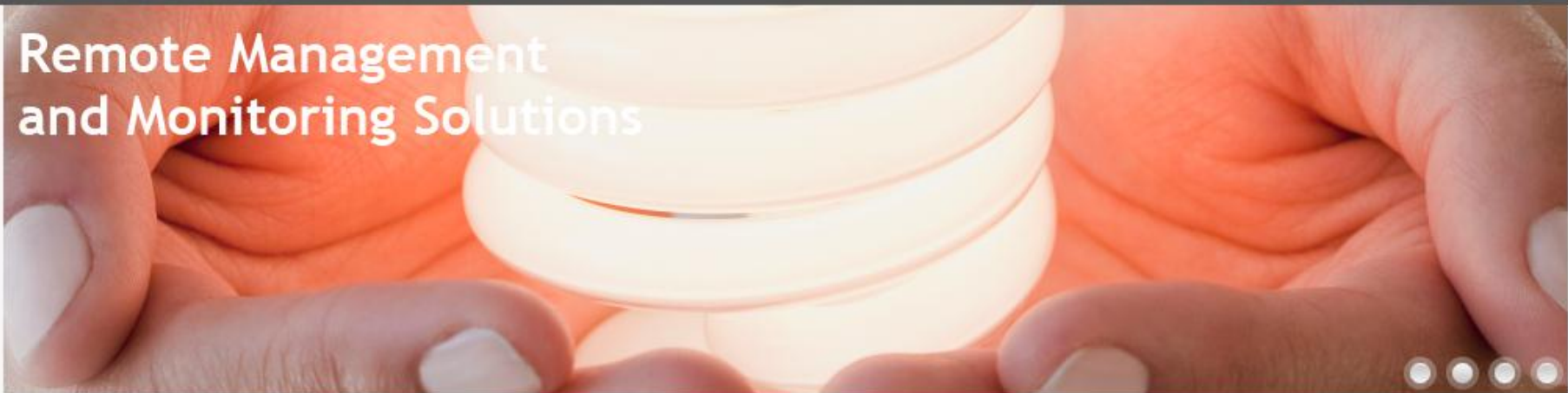
Criada em Coimbra em 2001, a empresa exporta 75% dos medicamentos que produz, essencialmente genéricos, para mais de 30 países.

A farmacêutica Bluepharma espera expandir-se para a Alemanha e Estados Unidos da América e obter um volume de negócios de 26 milhões de euros este ano e crescer 30 a 40% em 2013, disse o presidente do conselho de administração.

Criada em Coimbra em 2001, a empresa exporta três quartos (75%) dos medicamentos que produz, essencialmente genéricos, para mais de 30 países.



Remote Management and Monitoring Solutions



ISA

Energy Efficiency

Oil & Gas Telemetry

Healthcare

Distinguished specialist in development of M2M technology for Smart Cities

ISA- Intelligent Sensing Anywhere is an internationally recognised technology-based company, providing "turnkey" solutions from the development of software and hardware, to providing services.

We are specialized in two distinct business areas- **ISA Energy** and **ISA Oil & Gas**- which provides and implements innovative solutions and services in order to improve efficiency and processes in the areas of energy, environment, gas and other fuels. **Intellicare** is an ISA´s company specialized in healthcare solutions.

Smart cities together with intelligent communication are becoming a reality- and we are here to help you become a part of this.



NOTÍCIAS NO MINUTO

COTAÇÕES

MERCADOS

ECONOMIA

EMPRESAS

ESPECIAIS

OPINIÃO

MULTIMÉDIA

PRIMEIRO

ASSINAR >>

PME BANCA & FINANÇAS ENERGIA TECNOLOGIAS TELECOMUNICAÇÕES MEDIA

VER MAIS...

Home > **Empresas**

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Portuguesa ISA encaixa 2,6 milhões de euros com estreia em bolsa (act)

19 Junho 2012, 16:48 por Paulo Moutinho | paulomoutinho@negocios.pt

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Decorreu esta tarde na Euronext Lisbon a cerimónia de toque do sino que marca a estreia da ISA na bolsa portuguesa.

A companhia portuguesa Intelligent Sensing Anywhere (ISA) vai entrar na bolsa de Lisboa na sessão de amanhã, tendo esta tarde decorrido o "toque do sino" nas instalações da Euronext Lisbon.

A entrada da empresa de telemetria em bolsa será a primeira em quatro anos, depois da estreia da **FDP Renováveis** em



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YoubeQ, a 3D social network in Google Earth

OCTOBER 21, 2011

While we've seen various 3D social networks in the past, such as Second Life and [Google Lively](#), YoubeQ is the first social network that exists inside of Google Earth (via the Google Earth Plug-in). We've see things like simple [discussion forums](#) and a [simple MMORPG](#), but this is the first one I've seen that allows such live interactions inside of the Google Earth environment.

YoubeQ puts you on a Segway to drive around the globe, with the option to quickly teleport to any location that you wish to visit. You can click on other users to chat with them, collect stamps as you travel the globe, and it has a variety of other features (with many more coming). When you start the game, you're placed in front of some billboards in New York's Central Park that show you the basics of the game:



beta 2

> 70.000 users



Maps with Life

What's going on around you?



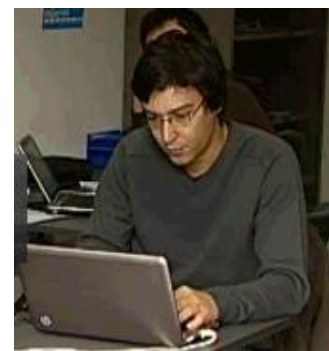
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
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Google earth



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PORTUGAL'S
50 HOTTEST
STARTUPS

STARTUP
magazine

BLING

Social media
[bling.com](#)

In a nutshell, Bling is a "social network for people who buy things," said Fred Oliveira to Lusa, a Bling founder. The initial idea was to create a platform where people can find deals nearby, but that evolved into Bling's current iteration after observing a saturation in the market for travel sites. By enrolling in the social network, you can explore objects that have been purchased to create a wishlist, and discuss individual purchases with other users. Eventually, the creators of Bling want to interact with brands through data collection, so that buyers feel themselves closer to the shops. Bling has been operational since November 2011 and has thousands of website and mobile app subscribers (Android, iOS, and Windows Phone 7).

FEEDZAI

IT Services
[feedzai.com](#)

Feedzai is a business intelligence company that delivers software solutions for corporate clients to uncover and manage anomalies in real-time. It empowers companies to 'know the past, measure the present and predict the future', controlling costs and risks by predicting negative irregularities such as fraud, and capitalizing on revenue growth opportunities created by positive anomalies. In the era of Big Data, the amount of data managers have to deal with and sort through increases every day at an incredible pace. Also the pace at which business decisions need to be made is growing faster, leaving managers with shorter time spans to organize more data and make informed decisions that can be the cutoff for a company to "sink or swim". In this context, the importance of management software is undeniable, especially those that help sort through overwhelming amounts of data to drive analytical insights on the business itself. Integrated in enterprise resource systems or as stand-alone platforms, these kind of software look at several Key Performance Indicators and other data generated by business activity, organize the information in comprehensible dashboards and analyzable visual tools, and allow managers to draw insights regarding their business performance and potential problems and/or opportunities.

Feedzai does this. But more. And better. Its high performance technology platform *Feedzai Pulse*, launched in 2011, adds enormous value to clients through ultra-efficient analytics that sort, organize and analyze on a sub-second basis hundreds of thousands of KPIs to generate live-data and very low reaction times. It starts generating critical business information from the moment it is connected to one or more databases and customers typically start realizing value within 2 weeks. The major strengths of this software are the ease of development, high scalability and the ability to see past, present and future in the same interface. Built on the platform's capacities, *Feedzai Fraud Protection* provides payment processing companies and other financial institutions the highest quality sub-second fraud blocking, at the same time with the lowest false positive percent rate. Simultaneously, Feedzai Business Monitoring gives managers the chance to proactive control the business, by combining all the data (structured and unstructured, old and new), identifying patterns and trends, establishing a history of the company's performance and then delivering alerts that predict future anomalies in networks and applications. Founded in 2009 as a spinoff of the University of Coimbra, Feedzai's innovative value creation method granted the company the *Gartner Cool Vendor Award*, making it one of the five

companies in the world (and the only non-American) Gartner recognized as a specialist in the area of business intelligence software. It is currently located in Redwood City, USA and in London, UK, where the company won a business competition in 2010. The customer base includes Coca-Cola, Logica, Vodafone, Ericsson, SIBs Payment Solutions, Horizon Wind Energy, BES, EDP and Servebase Credit Card Solutions. When interviewed at Strata London 2012, Nuno Sebastião, Co-Founder and CEO of the company, referred the current value of this type of software - "There's business value to all of this. Not only a new possibility of dealing with data, [...] but you're actually deriving a lot from all this data". Following this and the fact that "companies can do these assessments at a much finer level than several years ago", Nuno believes Feedzai's high quality product can place the company at the fore front of the Big Data revolution.

BUNDLR

Social bookmarking
[bundlr.com](#)

Bundlr is a digital clipping tool, created in September 2011, which allows users to group information on the topics via a button integrated into the browser. Founders Filipe Santos and Sergio Batista are pleased with their growth this past year - over 11 million people, one-third of them Americans, have used Bundlr. Pages are aggregated so they can be shared with others or on social networks. Some main competitive advantages over sites like Pinterest include the ability to support all types of files: images, YouTube videos, Tweets, or podcasts.

GOCLAPP

Mobile advertising
[goclapp.com](#)

GoClapp is a platform where you get paid apps for free for trying promoted apps. It helps the developers to get more users inside their apps, with a new concept called Pay-per-Attention, where the developer only pays after the user downloads and interacts with your app for 30 Secs.

GoClapp is an app promoting platform that delivers more downloads to developers within a user community. For downloading and interacting with promoted apps users will be rewarded with paid apps for free and local deals and developers can reach the tops easily.

UNPLUGG

Energy management
[unplugg.com](#)

Energy and savings are the buzz words on a platform that aims to reach the other side of the Atlantic with maximum energy. Unplugg aims to help every citizen to manage their own energy consumption. For nearly a year, four young men decided to join the best they knew how to do: designers and engineers become entrepreneurs. They formed a team with a common goal and prepared to face and overcome the challenges they had and still have ahead. Unplugg is a service that treats information collected by counters and electricity smart meters in homes and presents that information to the user in a useful way. The platform enables analysis of patterns of energy consumption and, at the same time, helps people find answers to improve their energy efficiency. The ultimate goal is to keep people

Gateways

Loop(s)

Role Models



& Other stuff



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Thank You!