

## **Open Innovation Week (Olweek) will bring together 150 startups and 100 large-sized companies and propose new business models for innovation**

*The event will take place in Sao Paulo on February 21 and 22 and select companies to be part of the 100 Open Startups Raking in 2017*

**Sao Paulo, February 2017** – Open Innovation Week, the main entrepreneurship and open innovation event between startups and large-sized companies will bring together entrepreneurs, executives and scientific community researchers with the aim to engage and propose new business model practices and methodologies for innovation.

With the central theme “**New Business Models for Innovation,**” the 9<sup>th</sup> edition of the Open Innovation Week will take place in Sao Paulo on February 21 and 22 and bring to life the importance of combining scientific and technological based companies together with digital companies to openly collaborate with companies across different industry sectors.

Over 150 startups and 100 large-sized companies have been selected this year, including IBM, 3M, Accenture, HP, Microsoft, Cemig, Atlas Schindler, Johnson & Johnson, Grupo Algar, AES Brasil, Votorantim, Whirlpool, BRF, Roche, Senai, Catho, Natura and Grupo Oncoclinicas. With this, the Olweek consolidates itself as the main worldwide arena to connect and generate open innovation business between small and large-sized companies.

“In 2016, the 8<sup>th</sup> edition of the Olweek held over 1,000 meetings between top startups and large-sized companies. Since then, more than 100 contracts and partnerships have been entered into. For this reason, our main objective is to show that it is possible to connect such distinct models and company sizes to generate business that directly impact various areas of the society such as health and well-being, education, energy, finance, construction and innovative cities,” explains Bruno Rondani, co-founder of the Open Innovation Week.

Isabela Botelho, the co-founder of Pin People, a recruitment and selection platform, was able to speak with about 20 large-sized companies during the two days of the 8<sup>th</sup> edition of the Olweek. “It would have probably taken us a year to be able to talk to the executives of all these companies if we had not attended the event,” explained Botelho. As a result of these meetings, the entrepreneur worked on at least ten pilot projects.

Lean Survey, a participant of the 7<sup>th</sup> and 8<sup>th</sup> editions of the Olweek, led the list of the most innovative startups of 2016. The application created by the entrepreneurs Alessandro Andrade and Fernando Salarori in 2014 enables companies to use mobile technology and crowdsourcing to carry out on-site market research. Dell and Ambev are among the companies that have acquired the application Lean Survey so far. “We are very proud to be part of a movement that connects startups and large-sized companies creating the future of our country together,” states Andrade.

## 100 Open Startups Movement

The final stage of the movement, which has already set a record in the number of evaluations, will occur during the 9<sup>th</sup> edition of the Olweek. In the last semester, over 2,100 evaluators represented 317 large-sized companies that classified online (4,356 evaluations) and on-site (2,287 evaluations) with approximately 2,700 startup projects. The stages included meetings and demo days in various cities of Brazil, including Campinas, Curitiba, Rio de Janeiro, Sao Jose dos Campos, Recife, Porto Alegre, Sao Paulo, Florianopolis and Belo Horizonte, in addition to cities abroad such as Bangalore, in India, and Pittsburgh, in the United States. The 150 startups selected for the event will go through new meetings, evaluations and pitches with investors and executives. The companies that perform well in the Open Innovation Week will be part of the **100 Open Startups Raking in 2017**.

The event will also house the 5<sup>th</sup> edition of the Academic Meeting in Collaborative Innovation that brings together researchers, professors and aspirants to a doctor's degree that study corporate entrepreneurship and innovation networks. The participants will be able to visit the "**Observatory of Startups**," an initiative that gathers and provides data on innovation and entrepreneurship for academic purposes, as well as make a guided tour on categorization methodology/startup classification.

"With the maturity of the adoption of open innovation practices in the country and the digital transformation process, the last editions of the event included the connection with digital startups in the agenda. With the consolidation of the 100 Open Startups Movement in 2017, the Olweek has as its focus bringing back the generation of business and establishment of partnerships among medium and large-sized companies, the scientific community, digital startups and technological based companies, says Rondani.

### Schedule

The 9<sup>th</sup> edition of the Open Innovation Week will once again exclusively promote a debate that has served as a reference for the sector. With the central theme "New Business Models for Innovation," the event will introduce new practices and show how they have impacted the co-creation in different sectors: corporate, academic and entrepreneur.

Day 21	Day 22
"The Future of the Job Market and Opportunities for Innovation," by Eduardo Thuler, CEO of Catho	"Innovation Ecosystems and the Future of Work," by Rafael Prikladnicki of Tecnopuc
"Innovation Integrating the Corporation Strategy," by Ricardo Kahn of AES Brasil	"Innovating with Startups," by John Bell of Johnson & Johnson
"Innovation Models and Business at Instituto Butantan," by Marcelo de Franco of Instituto Butantan	"Plant – How We Hold a Transactional World," by Fernando de Jesus of Duas Rodas
"African Teachings: Undertaking without Power," by	"Innovation for Growth and Sustainability: The Key

Newton Campos of FGV-EAESP

"Industrial Entrepreneurship – Connecting Startups with National Manufacturing Companies," by Marcelo Prim of Senai

"The History of Building an Innovative Ecosystem in Santa Catarina," by Silvio Kotujansky of Acate

"How Multinational Companies Innovate in the Modern Business World," by John Biggs of DOW

of the Development," by Felipe Cassapo of C2i

"New Technologies for Retail – Highlights of NRF Big Show," by Rodrigo Ribeiro of Grupo Boticario

"Innovation Models and Business at Instituto Butantan," by Marcelo de Franco of Instituto Butantan

"Startups and Large-Sized Companies – Challenges and Best Practices," by Paulo Costa of Accenture

"The Startup Ecosystem at USP: Practices and Cases of Success," by Andre Fleury of Poli-USP

### **Event: 9th Edition of the Open Innovation Week**

Days: February 21 and 22 – From 8:00am to 7:00pm

Venue: Centro de Convenções Rebouças: Avenida Rebouças, 600 – Sao Paulo

#To learn more: [www.Olweek.com.br/2017/](http://www.Olweek.com.br/2017/)

# Get to know the 100 Open Startups Movement: <http://www.openstartups.org.br/>

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