



STARTUP RESEARCH NOVA



2020 EDITION . Jan 10 > Apr 9. Module 2 & 3

Fri **Feb 14** **Intro to Biotech Entrepreneurship** Nuno Arantes Oliveira (NOVA SBE)

Fri **Feb 21** **Market Analysis & Insight** Bernardo Pimentel (NOVA SBE)

Sat **Feb 22** **Market Analysis & Insight - Practical** Bernardo Pimentel (NOVA SBE)

Fri **Feb 28** **Market Analysis & Insight - Practical** Bernardo Pimentel (NOVA SBE)

Sat **Feb 29** **Finance** Fábio Santos (NOVA SBE)

Fri **Mar 6** **Corporate Finance** Fábio Santos (NOVA SBE)

Sat **Mar 7** **Intro to Business Model Design - Business Model Canvas (BMC)** Aníbal López (NOVA SBE)

Fri **Mar 13** **Customer Development Model - Practical BMC** Teresa Mannebach (NOVA SBE)

Sat **Mar 14** **Presentation of BMC** Teresa Mannebach (NOVA SBE), Miguel Santos (ITQB NOVA), Invited Mentor

Fri **Mar 20** **Customer Segment & Value Proposition & Validation** Aníbal López (NOVA SBE)

Sat **Mar 21** **Exercise about Validation Strategy** Aníbal López (NOVA SBE), Miguel Santos (ITQB NOVA), Invited Mentor

Fri **Mar 27** **Lessons learned – Workshop: Pitch** Aníbal López & Teresa Mannebach (NOVA SBE)

Sat **Mar 28** **SURPRISE**

Fri **Apr 3** **Stress Management, Emotional Intelligence & Leadership** Aníbal López (NOVA SBE)

Sat **Apr 4** **Rehearsals** Aníbal López & Teresa Mannebach (NOVA SBE), Miguel Santos (ITQB NOVA)

Thu **Apr 9** **FINAL PITCH & GRADUATION SESSION**