



# STARTUP RESEARCH NOVA



UNIVERSIDADE  
**NOVA**  
DE LISBOA



## 2021 EDITION . Mar 13 > May 14 . **Module 2 & 3**

**Sat Mar 13** **Market Analysis & Insight** Bernardo Pimentel (NOVA SBE)  
online

**Fri Mar 19** **Market Analysis & Insight** Bernardo Pimentel (NOVA SBE)  
presential @ SBE

**Sat Mar 20** **Corporate Finance** Fábio Santos (NOVA SBE)  
online

**Fri Mar 26** **Market Analysis & Insight** Bernardo Pimentel (NOVA SBE)  
online

**Sat Mar 27** **Corporate Finance** Fábio Santos (NOVA SBE)  
online

**Fri Apr 09** **Intro to business Model Design - Business Model Canvas (BMC)** Aníbal López (NOVA SBE)  
presential blended @ SBE

**Sat Apr 10** **Customer Development Model - Practical BMC** Aníbal López (NOVA SBE)  
presential blended @ SBE

**Fri Apr 16** **Presentation of BMC** Aníbal López & Teresa Mannebach (NOVA SBE), Miguel Santos (ITQB NOVA)  
online

**Sat Apr 17** **Customer Segment & Value Proposition & Validation** Teresa Mannebach (NOVA SBE)  
online  
**Workshop: Questionnaires & Interviews with the Focus on Market Analysis** Teresa Mannebach (NOVA SBE)

**Fri Apr 23** **Presentation of Validations by Students** Teresa Mannebach (NOVA SBE)  
online

**Sat Apr 24** **Pitch workshop** Aníbal López (NOVA SBE)  
online  
**Pitch Preparation by Students**

**Fri Apr 30** **Surprise Practice** Aníbal López & Teresa Mannebach (NOVA SBE), Miguel Santos (ITQB NOVA)  
presential @ SBE

**Fri May 07** **Stress Management, Emotional Intelligence & Leadership** Aníbal López (NOVA SBE)  
online

**Sat May 08** **Pitch Rehearsals** Aníbal López & Teresa Mannebach (NOVA SBE), Miguel Santos (ITQB NOVA)  
presential blended @ SBE

**Fri May 14** **FINAL PITCH & GRADUATION SESSION**  
presential @ ITQB