

empreneurial

The University of Aveiro is an internationally renowned institution that has 16 departments, 4 polytechnic schools and 18 research units, encompassing about 15 thousand students and 900 professors. Over the 40 years since it was born, UA has grown sustainably, not only in the number of students, but also in terms of quality and the variety of courses and research offered, which has consolidated its standing as one of the most innovative and highest placed Portuguese universities in the several world rankings. Elected one of the top 100 young universities in the world (Times Higher Education ranking) it is viewed, according to several rankings, as one of the top 500 universities in the world. UA is also the most prolific publisher of scientific papers and, in recent years has the highest ratio of patents per capita (professors) among the Portuguese universities.

It is a multi-faceted university, focusing on science and technology, innovation and generating wealth. Its organizational framework favors a harmonious interaction between learning and research environments, promoting a variety of different educational paths, whether post-secondary specialty programs or doctorate programs. In what concerns research and innovation, several areas stand out: ICT (Information and Communications Technologies), Materials, Environment and the Sea, Natural and Agri-Food Products, Education, among others. UA is a privileged partner working with businesses and other Portuguese and foreign entities, cooperating in several projects and programs and providing specialist services.

A pioneer in promoting entrepreneurship, the university carries out activities that convert knowledge into economic value, creating innovative products and solutions that contribute towards technological and scientific progress and towards society. This action is dynamized by two operational units: Technology Transfer Unit of the University of Aveiro (UATEC) and the Business Incubator of the University of Aveiro (IEUA).

UISA

entrepreneurial

roadmap

ua entrepreneurial



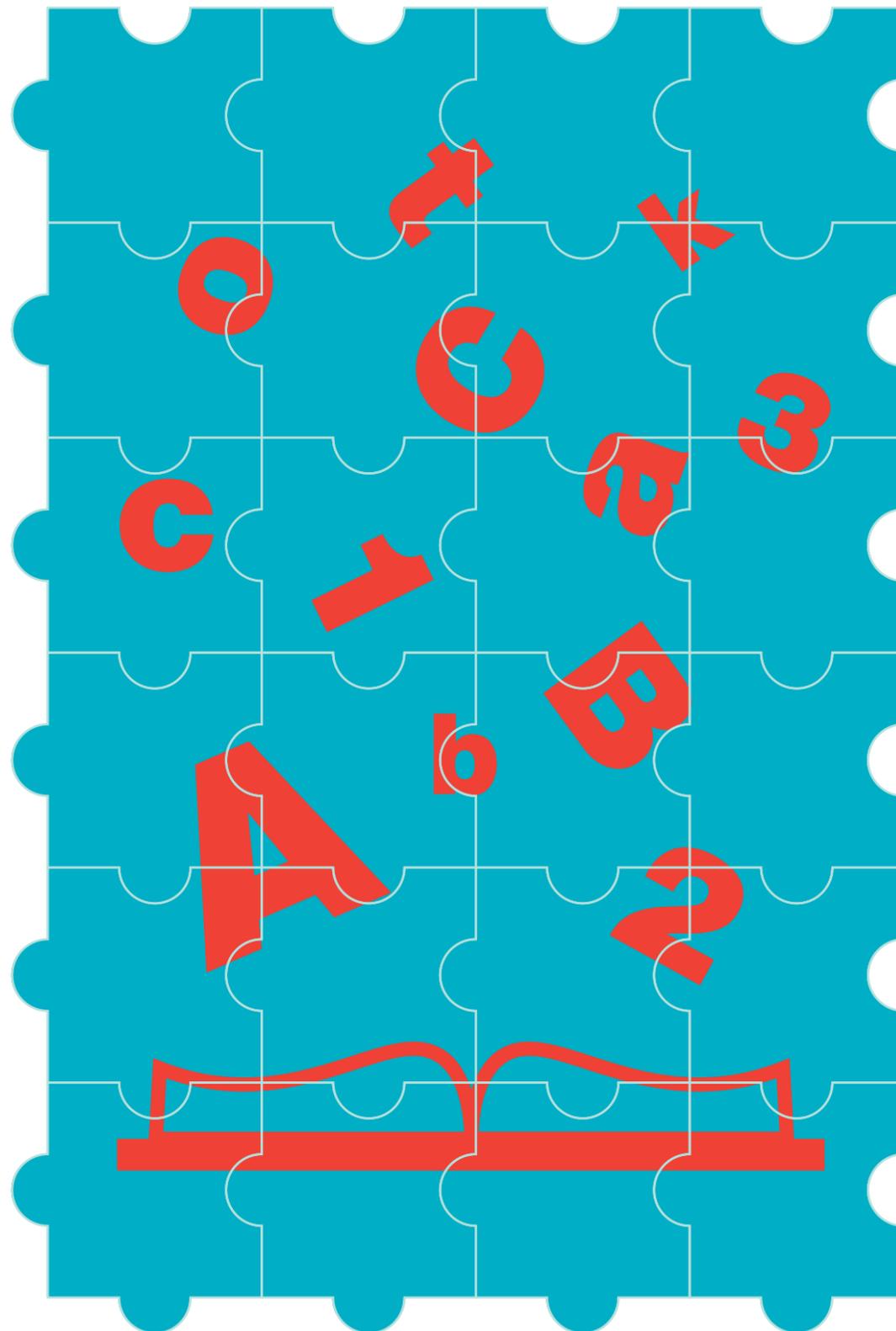
UA offers a vast range of courses that lead to an academic degree, or not, starting with post-secondary level courses to doctorates. These courses, which are taught in its departments and polytechnics, are dedicated to diverse fields of knowledge, reflecting the multidisciplinary appeal of this institution.

The courses offered by UA involve a universe of 15 thousand students who are taught the technical and scientific skills that are required by the business world and society.

1 | Learning

The UA degree programs are organized into three study cycles: the 1st cycle, which lasts 3 years and leads to a Licentiate degree; the 2nd cycle, lasting two years and leading to a Master's degree; and, finally, the 3rd cycle, lasting between 3 and 5 years and which leads to a Doctorate. In some Engineering courses, UA offers integrated master's degrees that combine the 1st and 2nd study cycles.

UA courses include curricular units geared towards entrepreneurship, covering matters of interest and teaching skills needed to implement business ideas and create Start-ups.



Formal learning in Entrepreneurship

Teaching entrepreneurship has been a strategic investment made by UA. During the academic year of 2012/2013, this encompassed 13 course units (CU) taught in 50 courses of the 1st and 2nd cycle degrees (which corresponds to 90% of existing cycles), as well as in a large number of doctoral programs, and involved around 600 students. The great diversity of programs, objectives and teaching approaches applied in these

course units, which stimulate creative and innovative thinking by the students, encourage conceiving new products and services as well as creating new companies. Entrepreneurship course units are taught in classes composed of students from various courses, taking advantage of the multidisciplinary aspect of the university and favoring the interchange of different competencies, and contributing towards a richer learning process.

Course units taught during the 2012/13 academic year:

Bio-entrepreneurship (2 CU)

Entrepreneurship (5 CU)

Entrepreneurship and forming companies (1 CU)

Entrepreneurship and innovation (1 CU)

Social entrepreneurship and community intervention (1 CU)

Project management and entrepreneurship (1 CU)

Innovation and entrepreneurship (2 CU)

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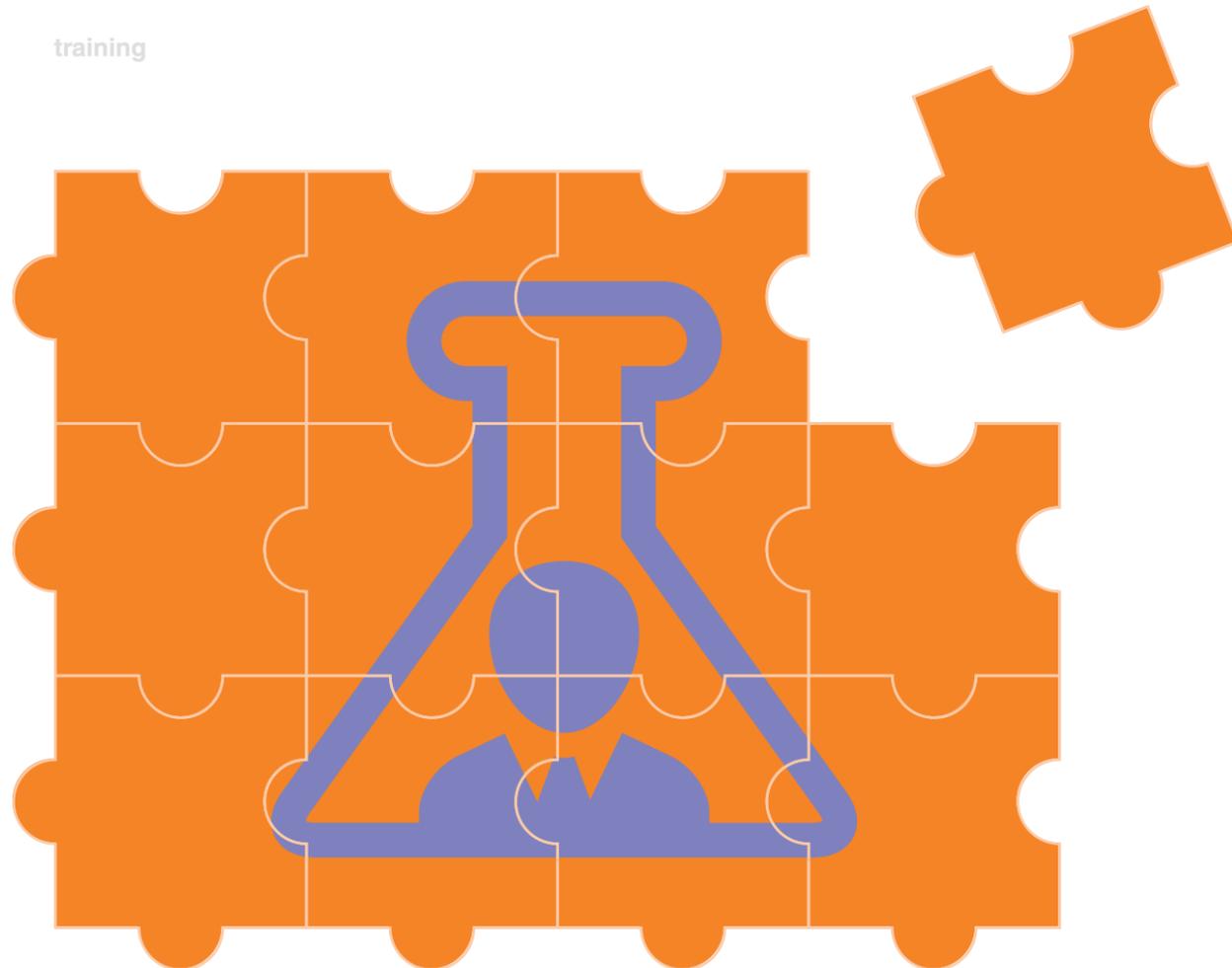
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2 training

UA organizes training with a considerable hands-on component, allowing all the entrepreneurs to acquire knowledge and apply it to new business ideas and technology valuation.



Entrepreneurship Lab (LabE)

The Entrepreneurship Lab offers the services necessary for entrepreneurs to test the viability of their business idea. During the LabE, participants acquire knowledge through modules such as Business Plan, Economic-Financial Analysis, Intellectual Property, Marketing and Strategy and Communication.

In addition to this theory component, given by University staff, participants can also take advantage of the UA Mentors Network (external specialists), who can assist them in defining their business strategy, developing the Business Plan, as well as preparing their pitch, presented in the final session.

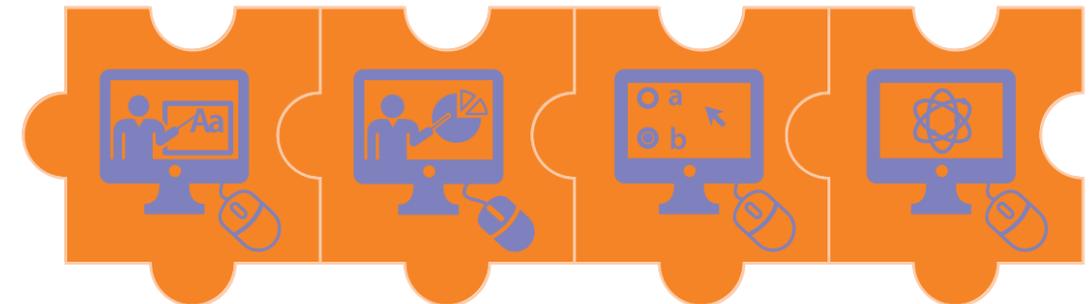
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Technology-based Entrepreneurship Course (CEBT)

The Technology-based Entrepreneurship Course is a joint initiative by UA, the University of Beira Interior, the University of Coimbra and the Center Region Business Council / Center Region Chamber of Commerce and Industry (CEC/CCIC). These entities joined efforts in 2006 for the purposes of stimulating the capacities and skills needed to create technology-based companies. This course has included two Iberian editions (in 2012 and 2014), in association with the Universidad Pontificia de Salamanca, the Fundación General de la Universidad de León y de la Empresa, the Fundación General de la Universidad de Valladolid and the Fundación General de la Universidad de Salamanca. By means of an innovative methodology, based on workshops, mentoring and

coaching sessions, boasting a team of professors and mentor with vast know-how and experience in entrepreneurship and innovation, CEBT has invested in a practical component as a factor for differentiation, in order to develop the Value Proposition and the Business Plan. Participants can explore technologies and projects from laboratories and research departments in partner universities, assessing business potential and eventually their implementation, by creating new companies (spin-offs). CEBT is aimed for higher education students, recent graduates, postgraduate students, senior staff and management in companies.

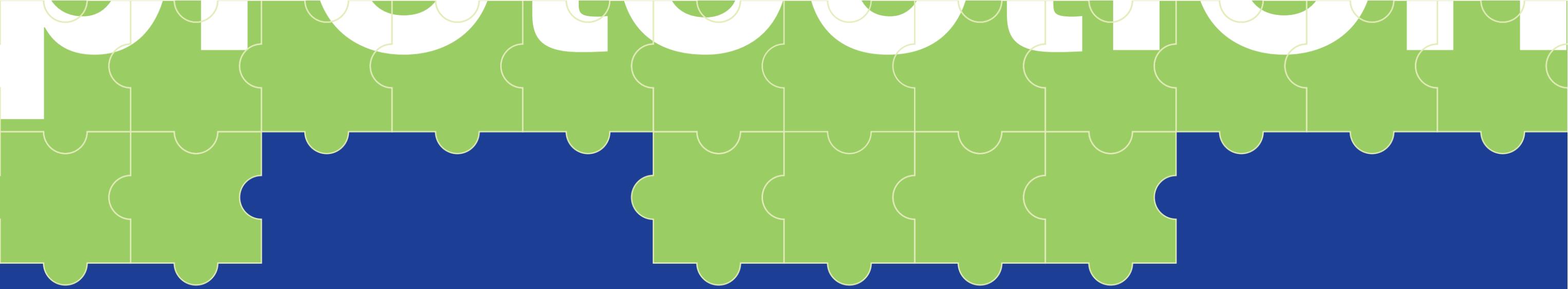
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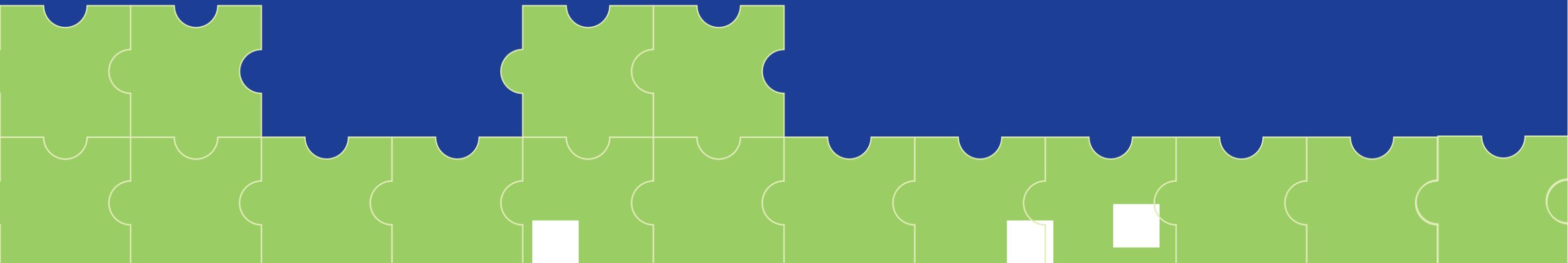
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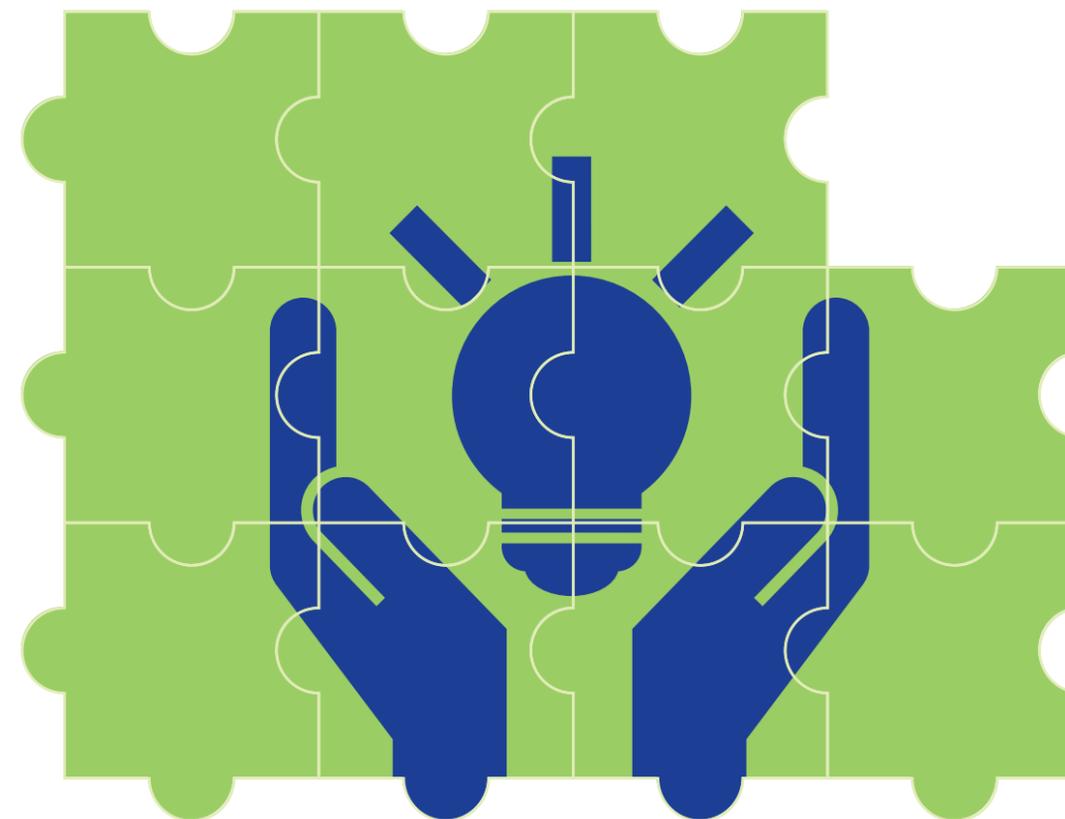
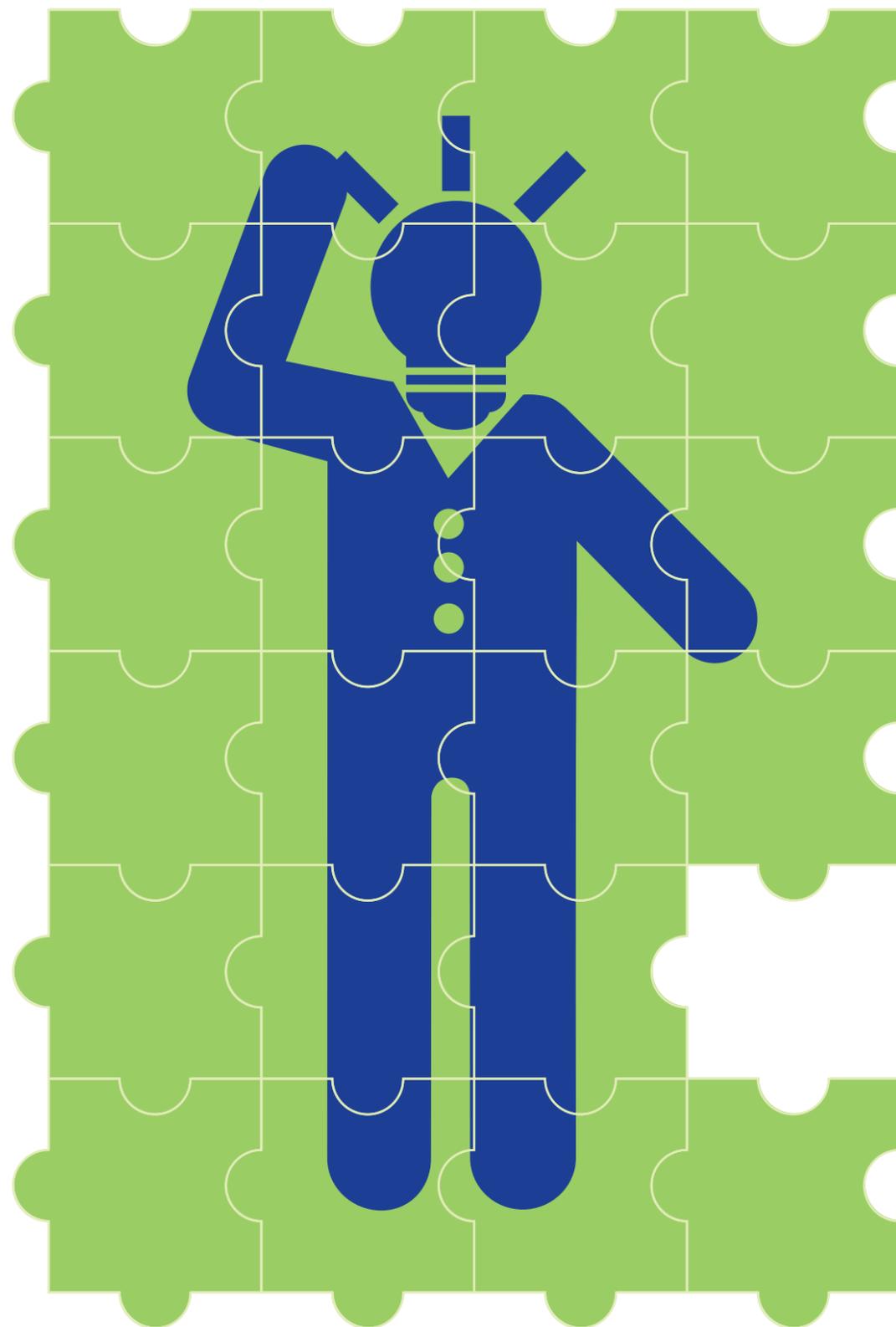
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For projects that involve a considerable innovation factor, which may require protection, UA offers support in analysis and defining the best strategy for their protection.



innovation



Intellectual Property Bureau

In order to assist the academic community in defining the best strategy for protecting intellectual property, there is personalized assistance for students, researchers and professors. This initiative is regularly supported by the Technology Transfer

Unit of the University of Aveiro (UATEC) team, as well as the Portuguese Industrial Property Institute (INPI), the General Inspectorate for Cultural Activities (IGAC) and Official Industrial Property Agents (AOPI) on specific occasions.

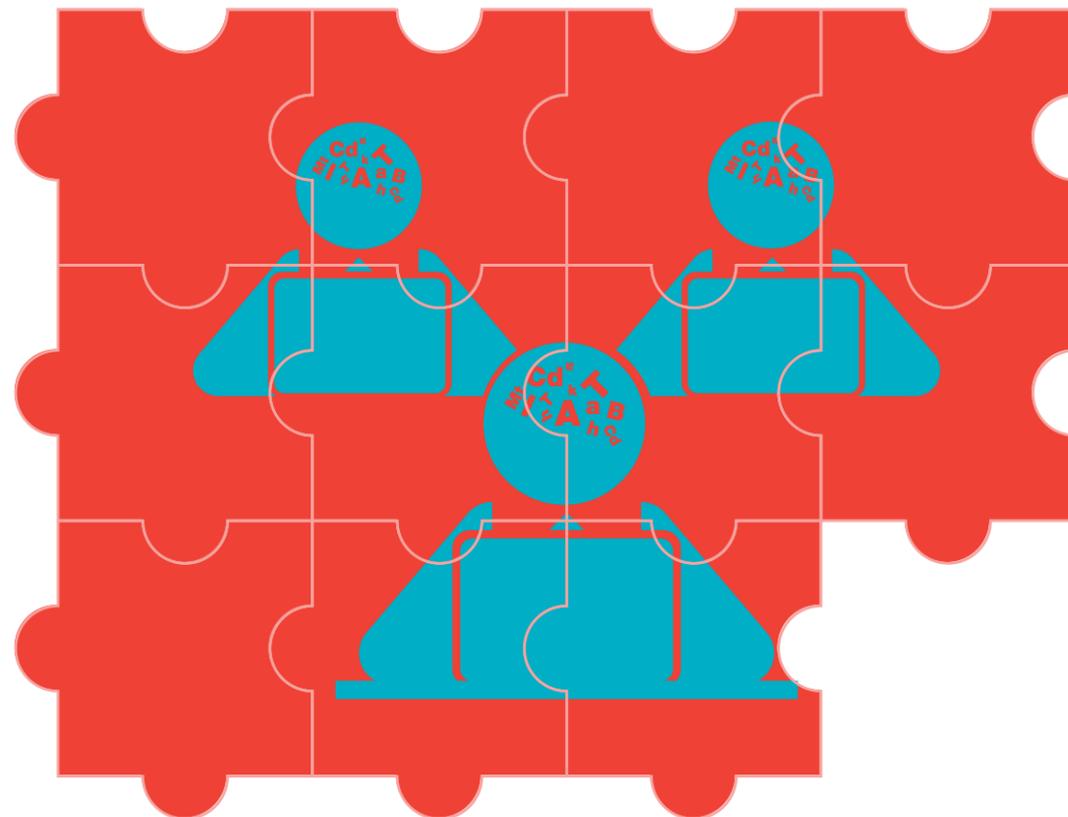
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Together with teaching, UA also promotes capacity building and networking, in order to stimulate shared experience and knowledge in relevant fields, and supports potential entrepreneurs in identifying the resources they need to implement their business ideas.

4 Capacity building



Intellectual Property Workshop

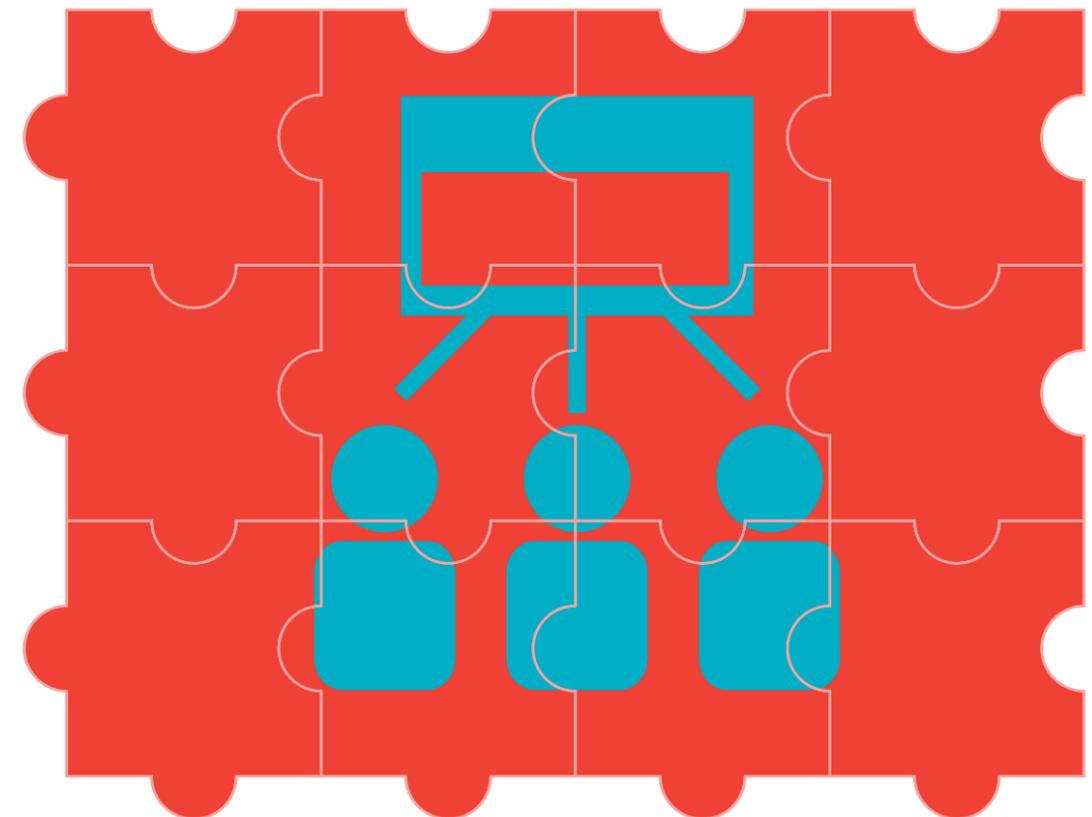
The Intellectual Property workshops aim to raise awareness and inform the academic community regarding the different types of protection available (patent, utility model, trademark, design, copyright, etc.), the respective advantages and procedures.

These workshops also involve the cooperation of the Portuguese Industrial Property Institute (INPI), the General Inspectorate for Cultural Activities (IGAC) and Official Industrial Property Agents (AOPI), which are UA partners.

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IEUA Sharing

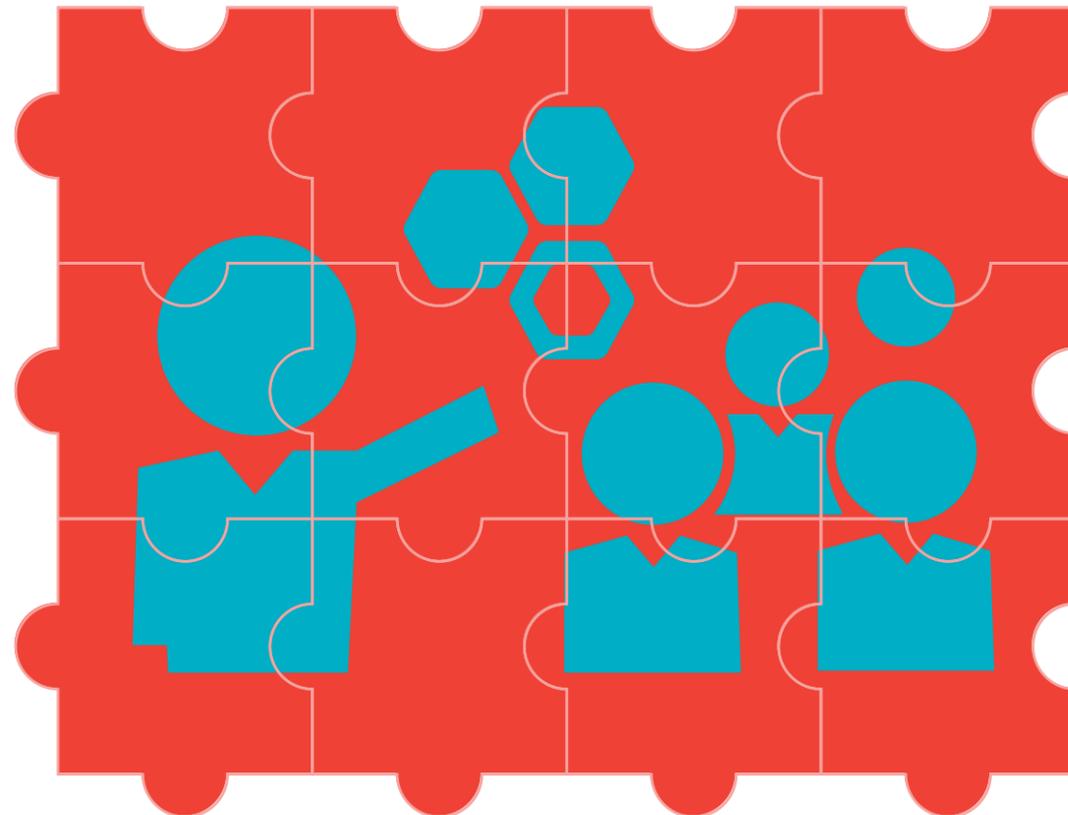
IEUA Sharing is a consolidated entrepreneurship experience and knowledge-sharing initiative that takes place in an informal environment, with the participation of the University of Aveiro Business Incubator (IEUA) and companies associated to this entrepreneurial ecosystem. Visiting speakers, who are well known for their contribution towards the development of entrepreneurship and

innovation, stimulate networking between the academic community and citizens interested in the subjects addressed. Simultaneously, business experiences are shared, including any mistakes that might have been made and the reasons behind them, as well as a variety of useful information helping entrepreneurs develop their business idea or project.

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Entrepreneurship Workshop

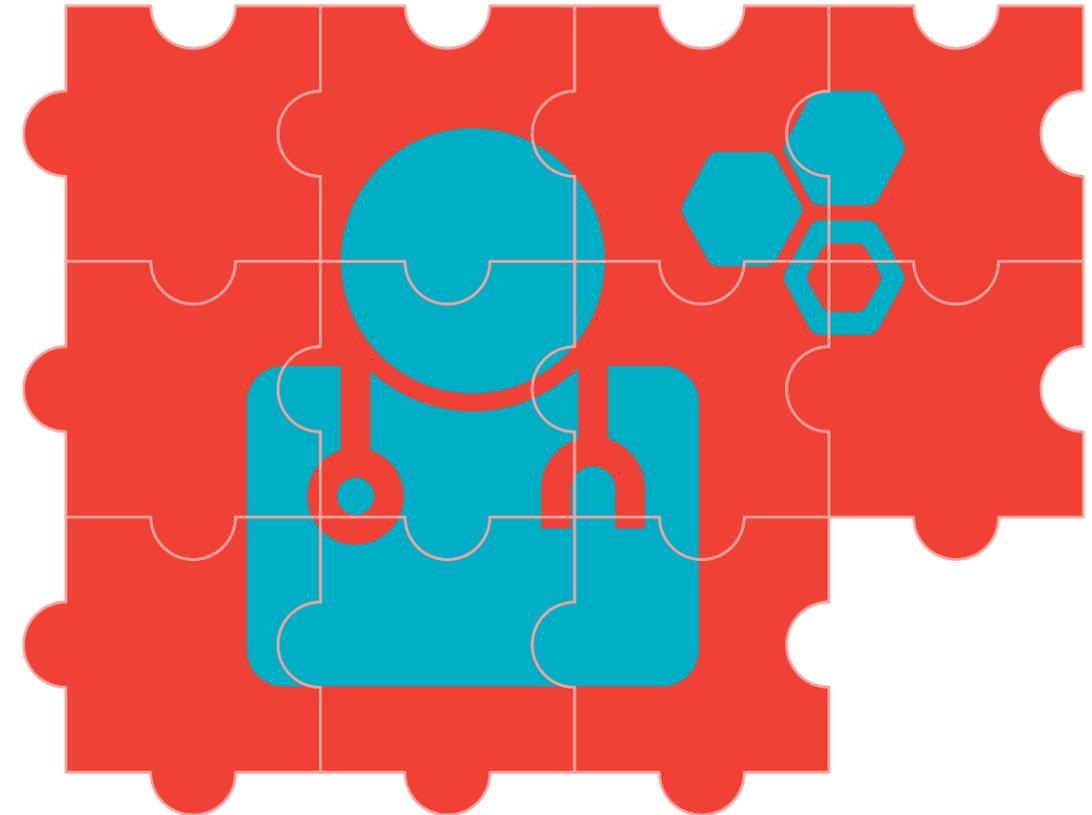
UA holds entrepreneurship workshops that address issues such as the business plan, internationalization, and financial support available for businesses, among others. These workshops also involve former UA students who have created their own business and have offered to share their insight on the path taken until it was formed.

In addition to these workshops, there are sessions staging specific events supporting entrepreneurship, such as the Entrepreneurship Passport, Ideas Competitions and capacity building actions, performed by UA or outside entities.

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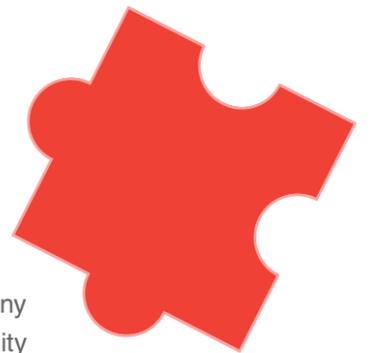
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Entrepreneurship Bureau

The Entrepreneurship Bureau is an UATEC and IEUA initiative that aims to clarify and accompany potential entrepreneurs in the development of their project and in implementing their business idea. During this personalized service, the support services and competencies offered by

UA are presented, the value propositions for the business idea/company are analyzed by community members, and the resources needed for their market implementation/consolidation are identified.



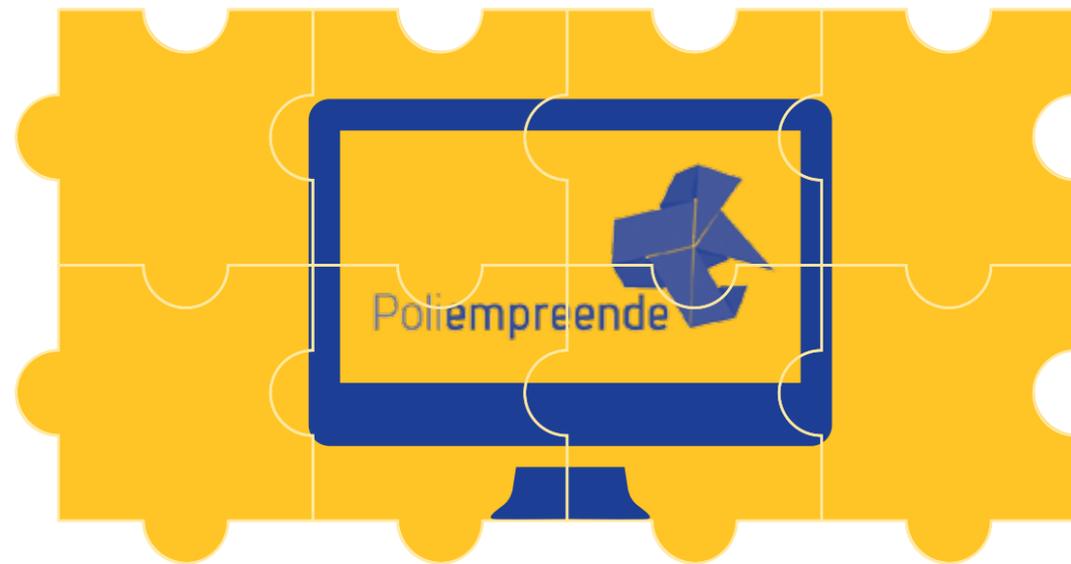
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The purpose of the ideas competitions organized by UA is to validate business ideas and obtain resources, including fundraising, and offer support in the development of a Business Plan, Communication Plan and Incubation.

5 competitions



Poliempreende

Poliempreende is an ideas and Business Plan competition that evaluates and gives prizes to the top projects developed and presented by polytechnic students, graduates or professors.

The competition has a regional component and a national component. At regional level each institute/school implements a process that leads to giving awards to the top three projects. Afterwards, the winners at each institution are submitted to a jury, which will choose the best three projects in the country.

This competition includes the countries polytechnics, independent university colleges and polytechnic schools within universities. UA participates in this competition via its four polytechnic schools (School of Technology and Management, Águeda – ESTGA, School of Design, Management and Production Technologies, Northern Aveiro – ESAN, School of Health – ESSUA and Higher Institute for Accountancy and Administration – ISCA). The competition is coordinated on a rotational basis, but is always jointly organized.

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IEUA Start Ideas Competition

The IEUA Start ideas competition is intended to stimulate the development of innovative business ideas with high potential, award prizes for those ideas and support the implementation of services and products that contribute towards the economic development of the Region of Aveiro. The competition is split up into several stages which include: capacity building and support in promotion,

disclosure and fundraising projects via a crowdfunding platform; support in defining the Business Plan and model; and participation in an event presenting the respective value propositions. The first edition of this competition took place between January and April 2013 and the finalist business ideas raised funds (a total of 12,909€) on the Massivemov Crowdfunding platform.

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Empreende + Business Ideas Competition

The *Empreende + Business Ideas Competition* aims to appraise the innovative potential of business ideas, and foment entrepreneurship and the creation of new companies.

Prizes are awarded to the best projects in different categories: Regional Entrepreneurship, Technology-based Entrepreneurship, Creative Entrepreneurship, among others.



Natural persons, individually or as a team with up to 5 members, can participate in *Empreende +*. The jury in this competition is composed of representatives from Venture Capital companies, Business Angels and public or private entrepreneurship support entities.

The prizes can include financial support to include in the share capital of the future companies.

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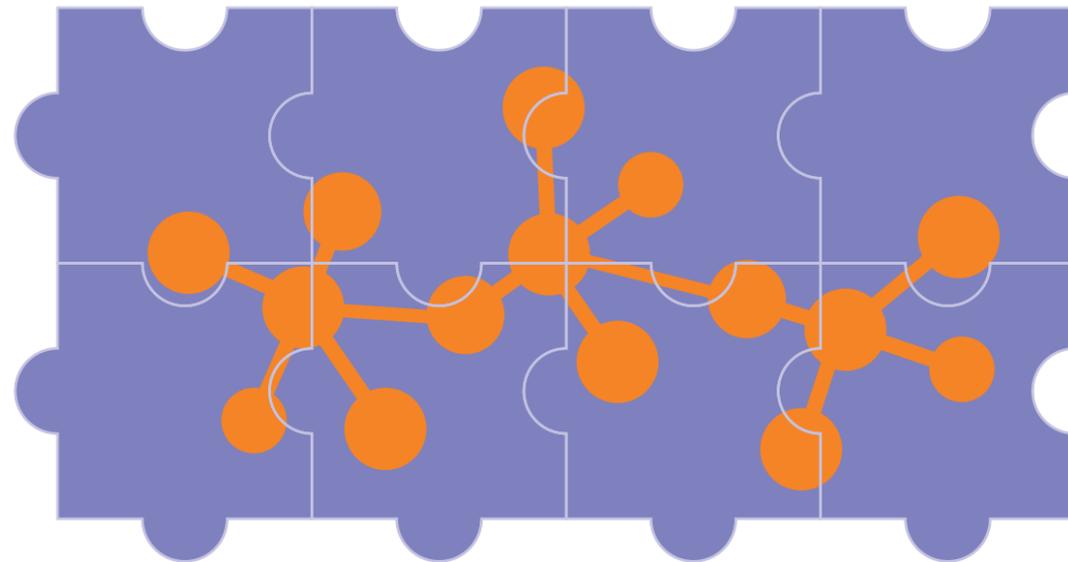
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Validation

UA offers incubator and accelerator programs for companies that are adapted to specific needs in each stage of the entrepreneurship process, from the creation of the business idea up to when the company gains its independence and is consolidated in international markets.



IEUA Start Incubation Program | business ideas

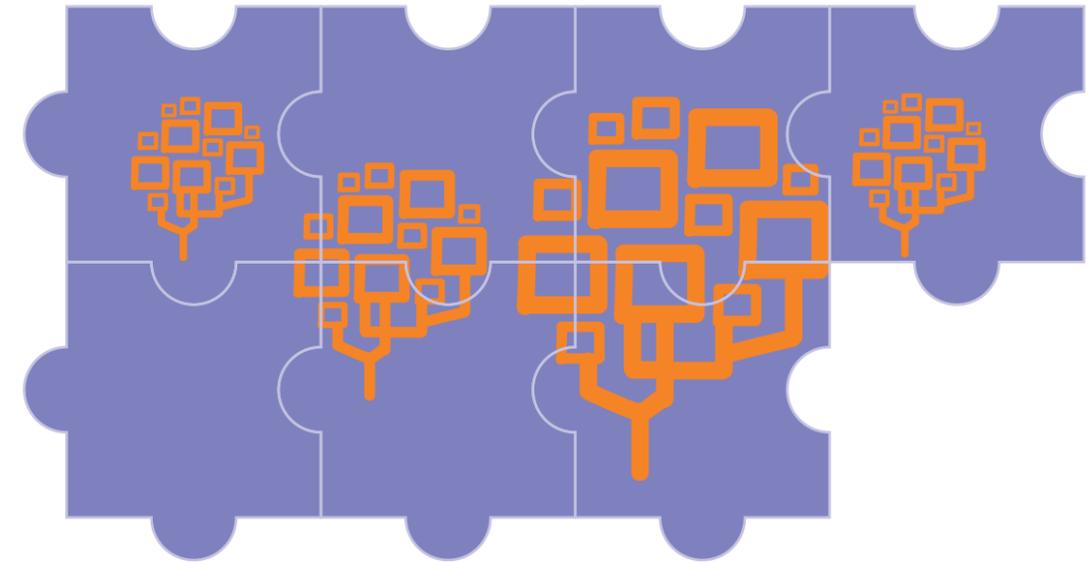
Support for pre-incubation of business ideas generated from knowledge acquired at UA is developed via IEUA Start, an incubator program divided into four stages: the first, pre-incubation (PRE START) of business ideas, and three (START UP, START PLAY and START GO) for companies. During the pre-incubation stage, the promoters of a business idea can access areas, equipment, capacity building services and a network of partners

geared towards creating value and closing businesses deals. During this stage, which lasts 1 year at the most, the business idea and the creation of the product, process or service is supported, together with the development of the business model, the Business Plan, proof of concept, prototypes and market validations, which means that the promoters can test and evaluate if forming a company is viable.

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IEUA Start Incubation Program | companies

In addition to the PRE START stage, geared towards business ideas, the IEUA Start program involves another three stages (START UP, START PLAY and START GO) for companies, lasting 2 years at the most, including access to incubation areas, equipment, capacity building services and a network of partners geared towards creating value and closing businesses deals.

The START UP stage, which requires the definition and prior validation of the Business plan and model, is designed to support starting business activities,

implementing the business strategy and defining the communication strategy. The START PLAY stage is designed for increasing sales, the number of clients and organizing the internationalization process and attracting investors. During the final stage, START GO, the internationalization process, financial sustainability and business autonomy is consolidated, without the assistance of the incubation program. By virtue of this program, UA contributes towards the creation, development and sustainable growth of innovative companies.

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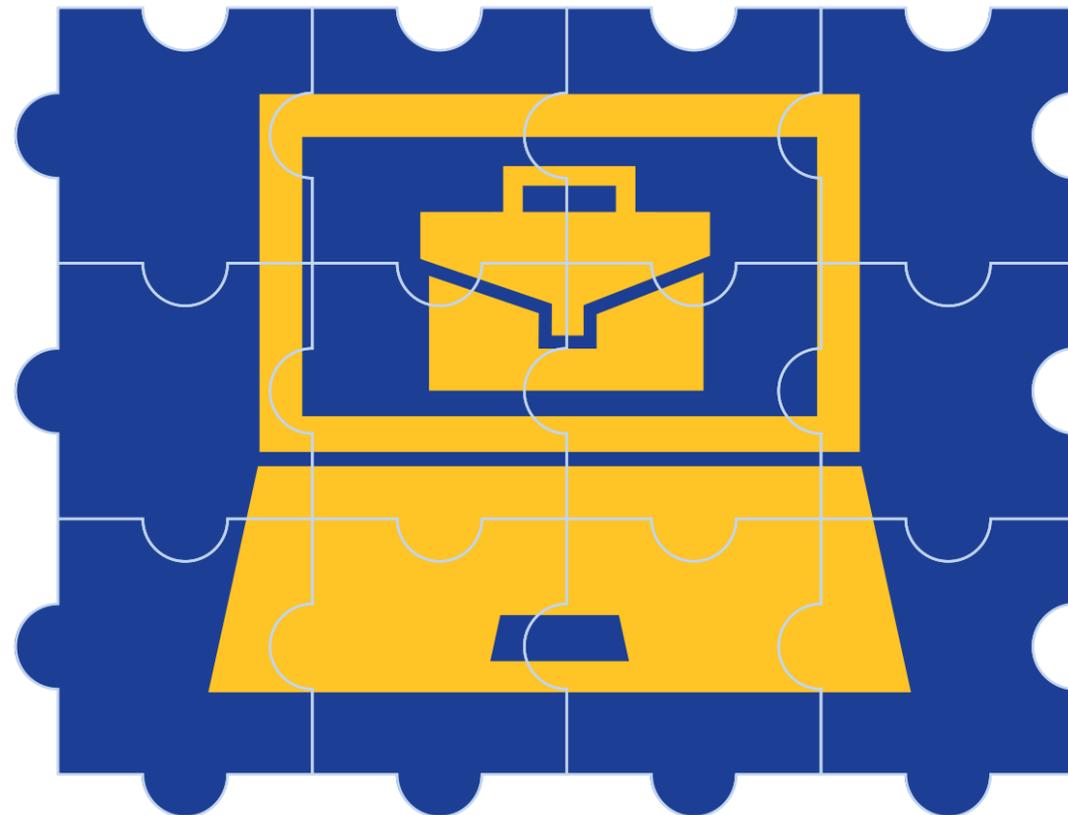
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7

growth

Companies can resort to the competencies and services offered by UA to leverage their resources, develop R&D projects, stimulate additional activities and accelerate their growth in international markets.



UA Competences and Services Portfolio

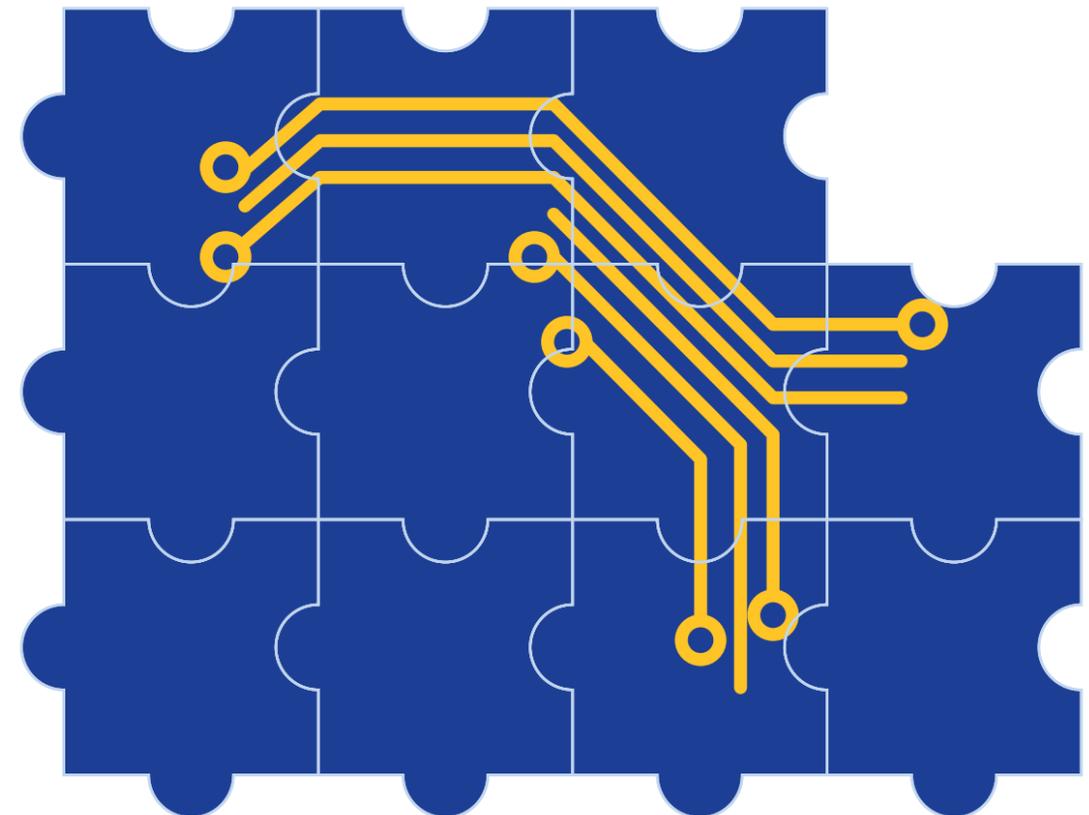
The UA Competences and Services Portfolio combines the vast range of competences and services offered by UA. It is an integrated and easily accessible catalogue of all the resources existing at the university, available in paper version and online.

This Portfolio is directed to companies, local authorities and other private or public entities that want to find out about and benefit from the competences and services offered by UA. This tool will facilitate and stimulate interaction between UA and outside entities.

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Technological Platforms

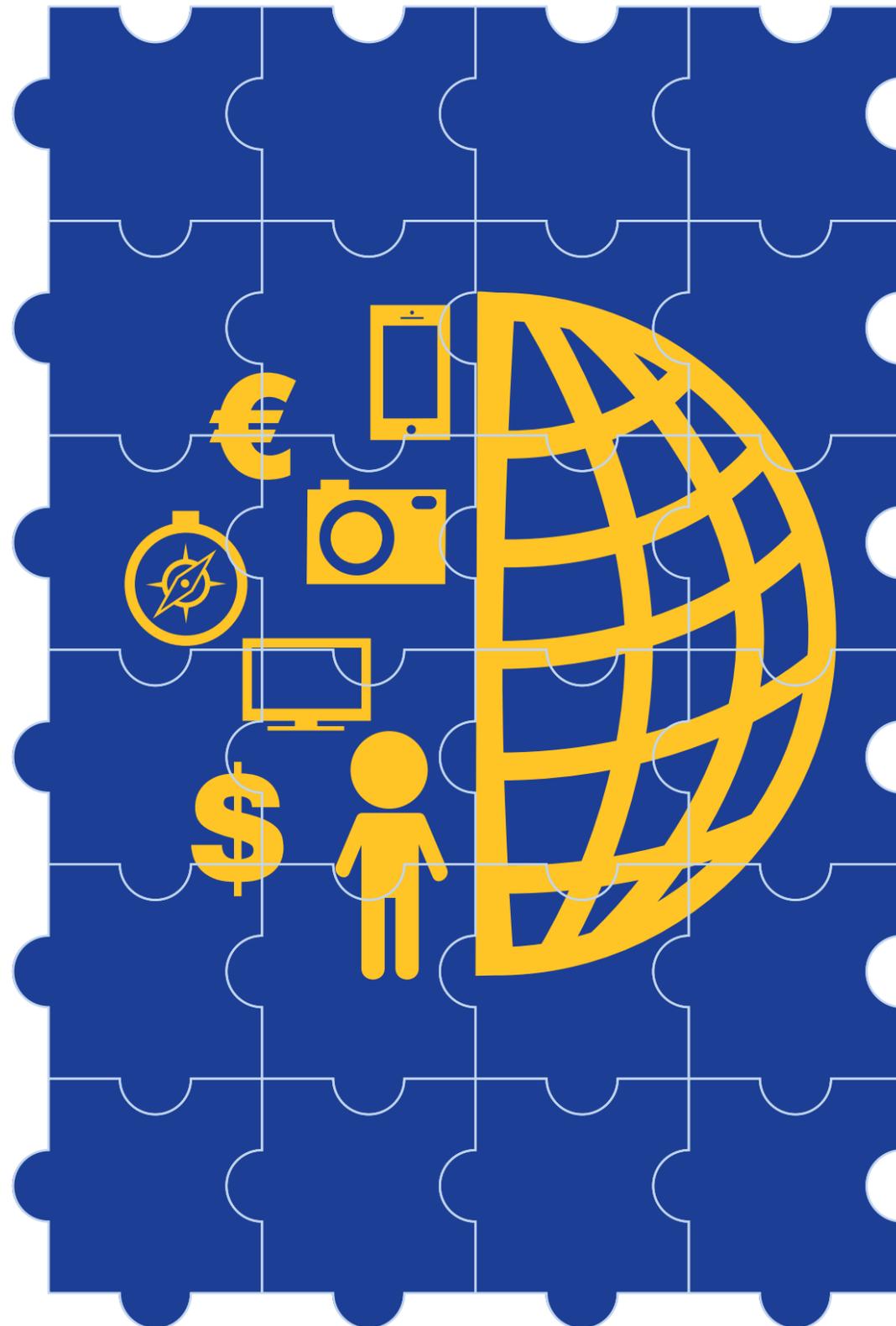
The purpose of the technological platforms created for key sectors in the national economy is to strengthen the bond between the University and Businesses, promoting the appearance of R&D projects and stimulating complementary activities,

integrated in business hubs, clusters and associations. These partnerships result in economic benefits, both for UA and for the companies, therefore achieving the third mission of universities: transferring knowledge and cooperation with society.

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IEUA Graduate Program

Support for the acceleration of companies that successfully conclude the IEUA Start incubation program is developed by means of IEUA Graduate, a program lasting 2 years at the most, which promotes acceleration and growth in international markets. This program offers companies access to areas, equipment, acceleration services and a network of partners geared towards creating value and closing businesses deals, at a cost in proportion to the size of the chosen area.

The IEUA Graduate program is geared towards the consolidation of the Business Plan and model, of the internationalization process, increasing the value of intellectual property rights and attracting institutional and private investors, thus contributing towards the maturity, sustainability and scalability of innovative companies.

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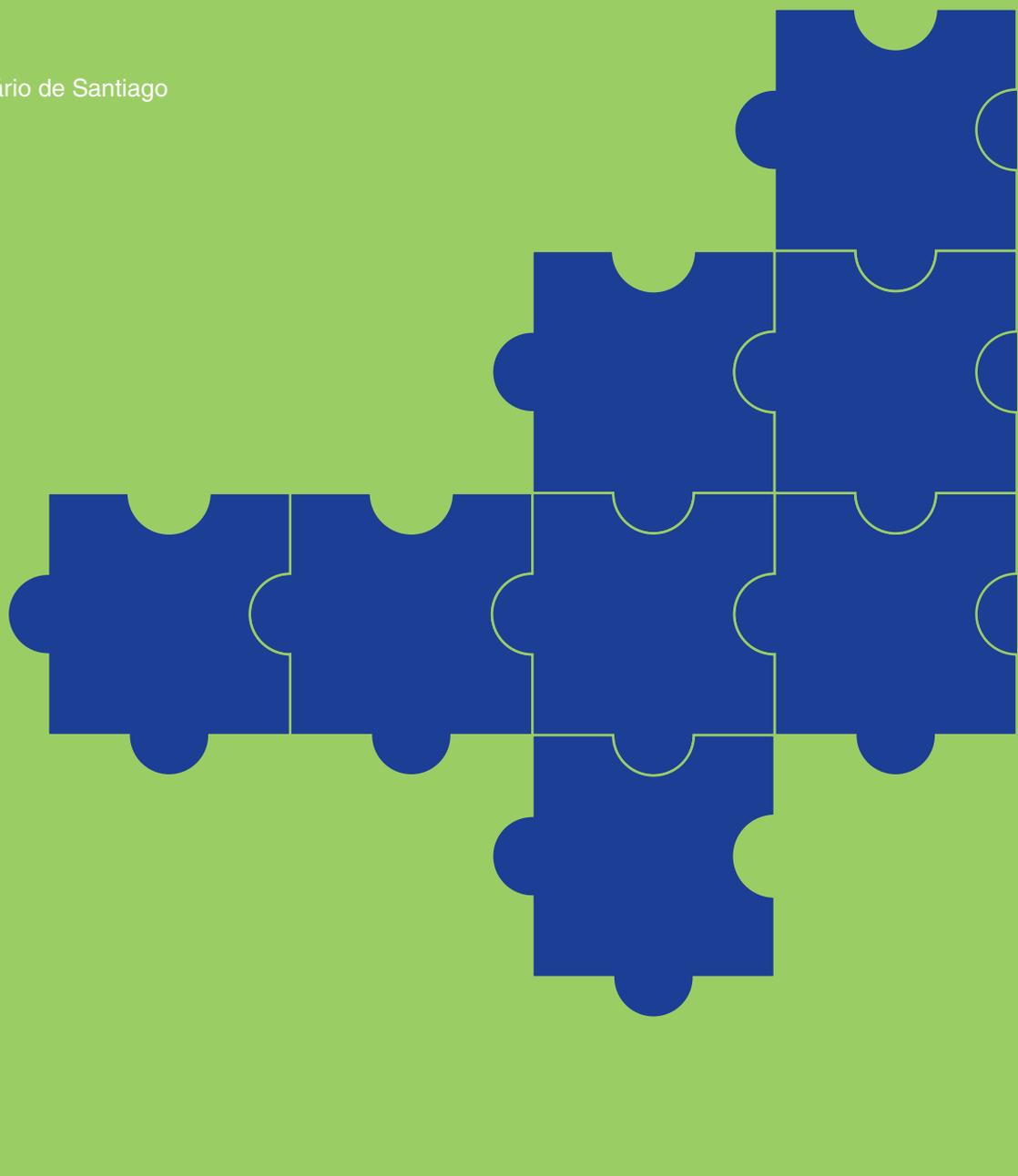
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