



ENRICH in Brazil:

Webinar on Internationalisation of Startups

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SPI



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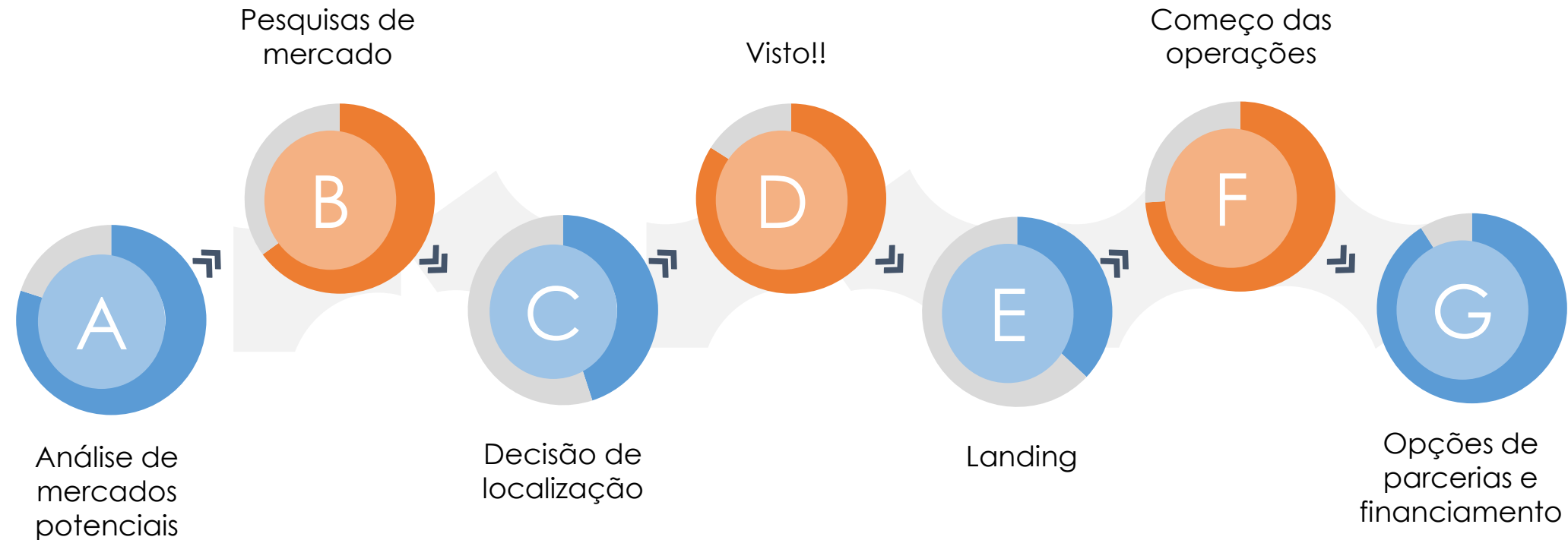


Agenda

Hora	Conteúdos
10h	Descubra o ENRICH in Brazil
10.10h	Internacionalização de startups: Como começar?
10.20h	Potenciais oportunidades de financiamento (diferentes fontes para startups) ✓ Europe ✓ Portugal ✓ Austria
11h	Como o ENRICH in Brazil pode ajudar?
11.10h	Q&A



Internacionalização de startups: Como começar?

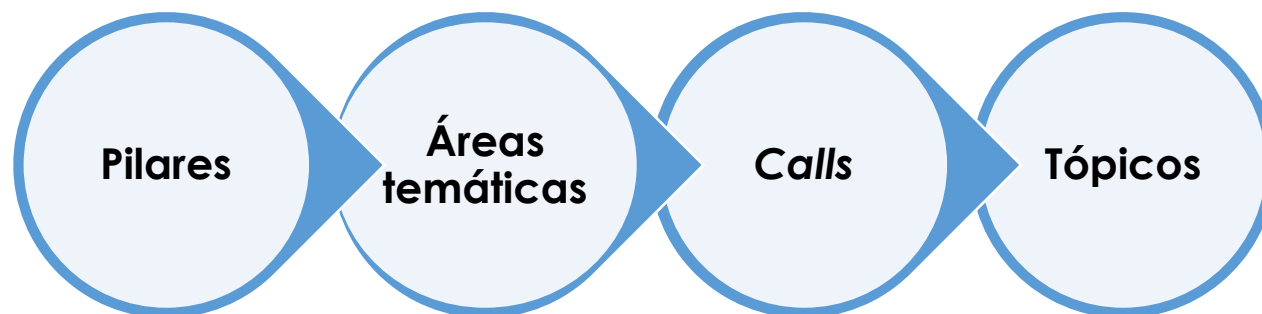


Potenciais oportunidades de financiamento: Europa

Horizonte 2020

O Horizonte 2020 – Programa-Quadro Comunitário de Pesquisa & Inovação, com um orçamento global superior a **77 bilhões de euros** para o período 2014-2020, é o maior instrumento da Comunidade Europeia especificamente orientado para o apoio à pesquisa, através do cofinanciamento de projetos de P&D&I.

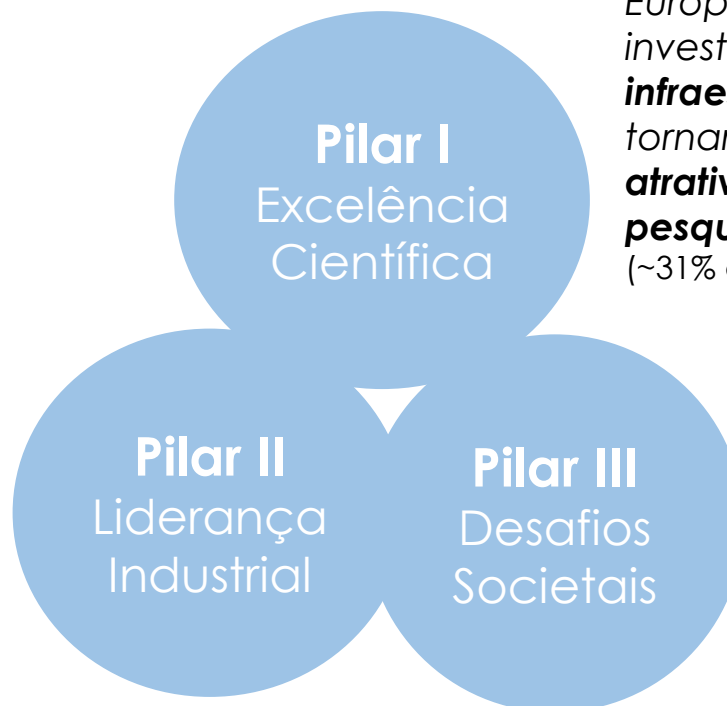
Estrutura do programa:



Potenciais oportunidades de financiamento: Europa

Estrutura em 3 pilares

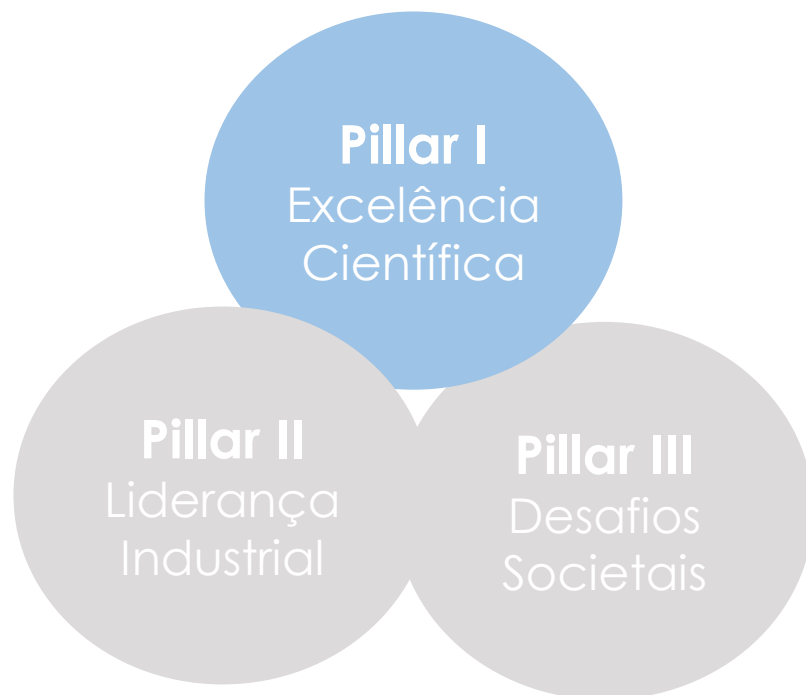
“contribuindo com grandes **investimentos em tecnologias industriais chave** e maximizar o potencial de crescimento de empresas europeias”
(~22% do orçamento)



“apoiará as **melhores ideias**, desenvolverá talento dentro da Europa, fornecerá aos investidores acesso a **infraestruturas** prioritárias, e tornará a Europa num **local atrativo para os melhores pesquisadores** do mundo.”
(~31% do orçamento)

“**reflete as prioridades políticas** da estratégia Europa 2020 e atende às grandes **preocupações partilhadas pelos cidadãos** na Europa e noutros locais.”
(~39% do orçamento)

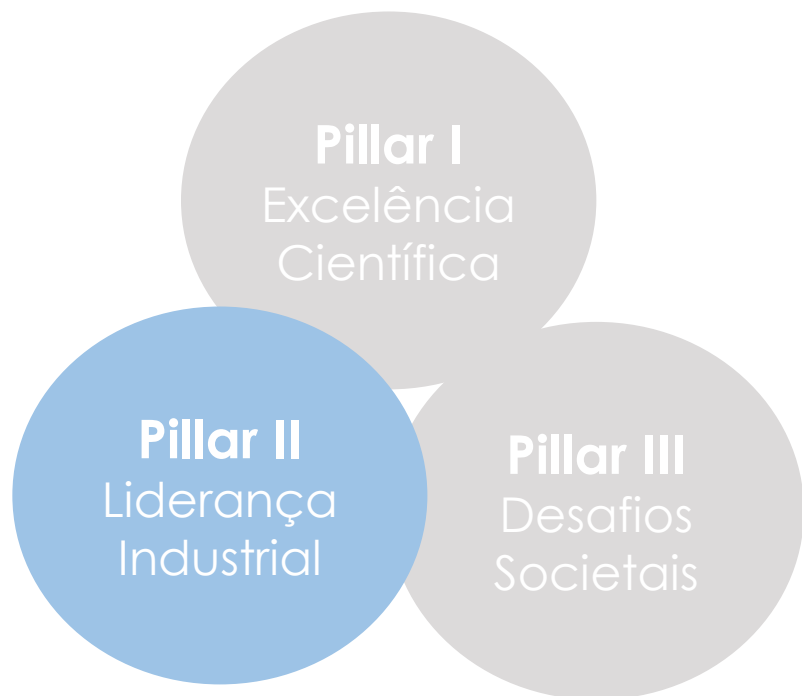
Potenciais oportunidades de financiamento: Europa



- ❑ European Research Council (ERC)
- ❑ Tecnologias Futuras e Emergentes
- ❑ Ações Marie Skłodowska-Curie (MSCA)
- ❑ Infraestruturas Europeias de pesquisa, incluindo e-Infraestruturas

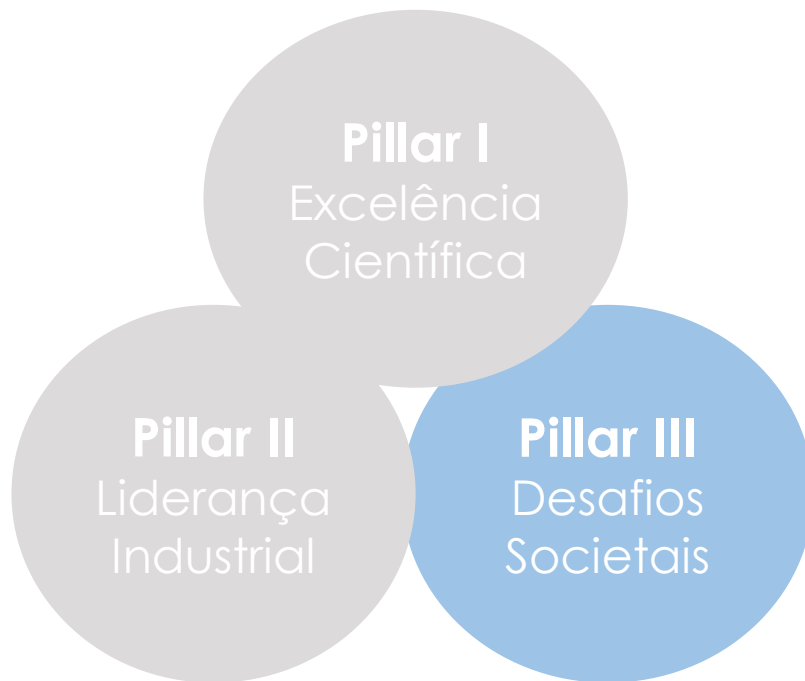


Potenciais oportunidades de financiamento: Europa



- ☐ Liderança em tecnologias facilitadoras e industriais
 - ✓ TIC
 - ✓ Nanotecnologias, Materiais Avançados, Processos e Fabrico Avançados, Biotecnologia
 - ✓ Espaço
- ☐ Acesso ao financiamento de risco
- ☐ Inovação em PMEs

Potenciais oportunidades de financiamento: Europa



- ❑ Saúde, mudança demográfica e o bem-estar;
- ❑ Segurança Alimentar, Agricultura e Florestas sustentáveis; Investigação Marinha, Marítima e de Águas Interiores e a Bioeconomia;
- ❑ Energia Segura, Limpa e Eficiente;
- ❑ Transportes inteligentes, verdes e integrados;
- ❑ Ação climática, Ambiente, Eficiência de Recursos, e Matérias-primas
- ❑ Europa num mundo em mudança – sociedades inclusivas, inovadoras e reflexivas;
- ❑ Sociedades seguras – Proteger a liberdade e segurança da Europa e dos seus cidadãos

Potenciais oportunidades de financiamento: Europa

Exemplos de Tipologias de Ações



**Research and
Innovation
Action (RIA)**



**Innovation
Action
(IA)**



**Coordination
and Support
Action (CSA)**



SME Instrument



Potenciais oportunidades de financiamento: Europa

Exemplos de Tipologias de Ações

- **Research and Innovation Action (RIA):** Pesquisa básica e aplicada; Desenvolvimento de tecnologia e de integração; Teste e validação de um protótipo em pequena escala, em laboratório ou ambiente simulado;
- **Innovation Action:** Protótipos, testes, demonstradores, pilotos; Validação do produto em grande escala e replicação no mercado.
- **Coordination and Support Action (CSA):** Criação de redes de coordenação ou de apoio; Diálogo político e exercícios mútuos de aprendizagem incluindo os estudos de conceção de novas infraestruturas; Uniformização, divulgação, sensibilização e comunicação
- **SME Instrument:** Instrumento específico para apoio a PME, estruturado em 3 fases.



Potenciais oportunidades de financiamento: Europa

Vantagens de participar no Horizonte 2020

- ❑ Integração em redes europeias de ciência e tecnologia
- ❑ Acesso a financiamento para atividades de investigação e desenvolvimento
- ❑ Acesso a conhecimento e tecnologia de ponta
- ❑ Colaboração com diferentes entidades da cadeia de valor
- ❑ Aumento da competitividade internacional
- ❑ Aumento do conhecimento sobre outras realidades e mercados



Potenciais oportunidades de financiamento: H2020 Guideline



Download

ENRICH IN BRAZIL

*Enhancing business connections between Europe and
Brazil*

UM GUIA PRÁTICO PARA A PARTICIPAÇÃO DE ENTIDADES BRASILEIRAS NO PROGRAMA
HORIZONTE 2020



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https://ebn.eu/sharedResources/users/5764/H2020%20Guidelines_V2.docx.pdf

Programme for Environment & Climate Action (LIFE)

The LIFE programme is the EU's funding instrument for the environment and climate action. LIFE contributes to the implementation, updating and development of EU environmental and climate policy and laws by co-financing projects with European added value.

The programme is divided into two sub-programmes, one for **environment** (representing 75% of the overall financial envelope) and one for **climate action** (representing 25% of the envelope).

It is also composed by four different typologies of projects: Traditional Projects / Integrated Projects / Preparatory Projects / Technical Assistance.

Information: <https://ec.europa.eu/easme/en/life>



Potenciais oportunidades de financiamento: Europa

Europe's programme for small and medium-sized enterprises (COSME)

COSME is the **EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises** running from 2014 – 2020. With this programme the European Commission aims to promote entrepreneurship and improve the business environment for SMEs to allow them to realise their full potential in today's global economy.

The COSME programme addresses four main priorities:

1. Ease access to finance for SMEs by providing loan guarantees and risk capital (access to finance)
2. Help companies access new markets, within and outside the EU (access to markets)
3. Create a business-friendly environment by reducing the administrative burden on SMEs (improving conditions for businesses)
4. Encourage an entrepreneurial culture (encouraging entrepreneurship).

Information: <https://ec.europa.eu/easme/en/cosme-0>

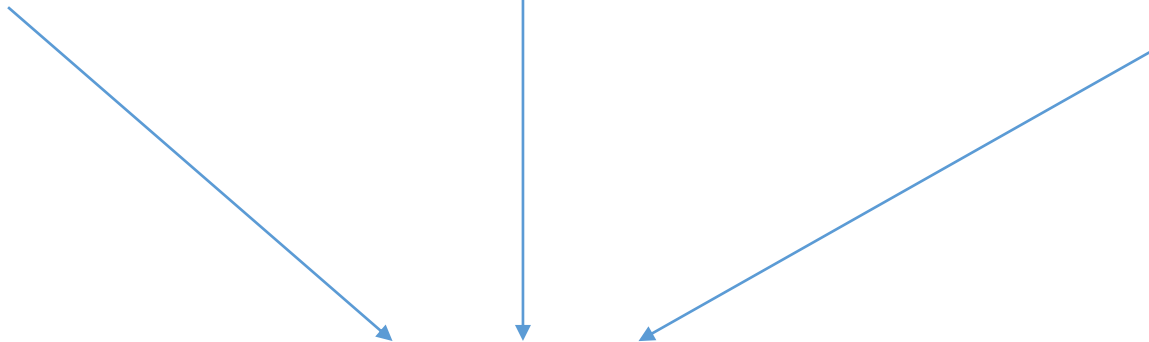


Potenciais oportunidades de financiamento: Portugal

Principais players



Agência para a Competitividade e Inovação



Políticas e oportunidades
de financiamento



Potenciais oportunidades de financiamento: Portugal

Sistema de Incentivo à Inovação Produtiva e ao Empreendedorismo Qualificado e Criativo

Funding: European Regional Development Fund (ERDF)

Target group: Companies of any nature and in any legal form (Productive Innovation); Small and Medium Enterprises (SMEs) of any nature and in any legal form, **created less than two years ago** (Qualified and Creative Entrepreneurship)

This funding programme includes two typologies: **Productive Innovation and Qualified and Creative Entrepreneurship**.

Productive Innovation projects are focused on technological innovation based in competitive factors such as the sophistication and use of marketing, the control of distribution and marketing, the entry into added-value markets, the focus on customer relationship and the construction of strong and high-profile brands.

In turn, Qualified Entrepreneurship projects intend to support entrepreneurs, enhancing new business opportunities, namely in creative and innovative domains, and the creation of companies in high and medium-high technology sectors.

Further information:

Productive Innovation

<https://www.iapmei.pt/PRODUTOS-E-SERVICOS/Incentivos-Financiamento/Sistemas-de-Incentivos/Incentivos-Portugal-2020/SI-Inovacao.aspx>

Qualified and Creative Entrepreneurship <https://www.iapmei.pt/PRODUTOS-E-SERVICOS/Incentivos-Financiamento/Sistemas-de-Incentivos/Incentivos-Portugal-2020/SI-Empreendedorismo.aspx>

Potenciais oportunidades de financiamento: Portugal

SI Qualificação e Internacionalização

Funding: European Regional Development Fund (ERDF)

Target group: Small and Medium Enterprises (SMEs) of any nature and in any legal form

This funding program includes two types of projects dedicated to SMEs: Qualification and Internationalization.

The SME Qualification projects purpose to strengthen SME entrepreneurship through organizational innovation, applying new organizational methods and processes, and increasing flexibility and responsiveness in the global market, with the use of intangible investments.

In turn, in SME internationalization projects, SME's entrepreneurial capacity is to be strengthened through the development of qualification processes for internationalization, valuing immaterial factors of competitiveness and boosting its export capacity.

Further information:

Qualification

<https://www.iapmei.pt/PRODUTOS-E-SERVICOS/Incentivos-Financiamento/Sistemas-de-Incentivos/Incentivos-Portugal-2020/SI-Qualificacao-Individuais.aspx>

Internationalization

<http://portugalglobal.pt/PT/Internacionalizar/GuiaPraticoApoiosFinanceirosInternacionalizacao/Paginas/concurso-candidaturas-aviso-32-SI-2018-sistema-incentivos-internacionalizacao-pme.aspx>

Potenciais oportunidades de financiamento: Portugal

SI I&D Empresas

Funding: European Regional Development Fund (ERDF)

Target group: Companies of any nature and in any legal form (Individual projects); companies of any nature and in any legal form as the leading beneficiary of the operations, and non-corporate entities of the Research and Innovation (R&I) system (Joint projects).

This funding program aims to support SMEs, creating or reinforcing the internal competencies and capacities in R&D, through the foundation of an internal R&D Unit.

Types:

- ☐ R&D in enterprises (individual or joint projects)
- ☐ Demonstrators (individual or joint projects)
- ☐ Internationalization of R&D (joint projects)
- ☐ Protection of Intellectual and Industrial Property (individual or joint projects)
- ☐ Mobilizers (joint projects)

Further information:

Individual projects

<https://www.iapmei.pt/PRODUTOS-E-SERVICOS/Incentivos-Financiamento/Sistemas-de-Incentivos/Incentivos-Portugal-2020/SI-IDT.aspx>

Potenciais oportunidades de financiamento: Europa e Brasil

Soon available

Funding opportunities in Brazil

<http://brazil.enrichcentres.eu/publications>

Funding opportunities in Europe

Internacionalização de startups: Como começar?

01

STARTUP VOUCHER

Support for the development of projects in the idea phase by entrepreneurs from 18 to 35 years.



02

MOMENTUM PROGRAM

Support for recent graduates who have benefited from social action grants and who want to develop a business idea.



03

INCUBATOR VOUCHER

Support to companies with less than 1y in the area of entrepreneurship, by having services provided by certified incubators.



04

INTERNATIONALIZATION SUPPORT MISSIONS

Support for the participation of PT startups in major international tech events and in state visits with Government members.



05

ROAD 2 WEB SUMMIT

Create a digital platform for mapping startups and national incubators, which includes information on the supports available to the ecosystem.



Internacionalização de startups: Como começar?

06 STARTUP HUB
Create a digital platform for mapping startups and national incubators, which includes information on the supports available to the ecosystem.



07 PITCH VOUCHER
The Pitch Voucher allows companies to launch technological challenges and startups can respond with innovative solutions.



08 TRAINING FOR ENTREPRENEURS
This measure allows to increase the training offer of incubators and accelerators to respond to the needs identified by entrepreneurs.



09 INOVGOV
Bringing startups to the public sector, promoting their services and products to public managers and disseminating to startups how to access and bid for public tenders.



10 OPEN KITCHEN LABS
Provision of facilities and equipment in the network of 12 Tourism Schools to startups who wish to test products, services and concepts in the area of catering and food tech.



Internacionalização de startups: Como começar?

11

INOVCOMMERCE

Launching of competitions to present entrepreneurship projects in the area of commerce, which contribute to stimulate innovation in the sector.



12

ENERGY CHALLENGE

Funding of tech-based startups to develop innovative ideas in the energy field that help solve existing challenges and have strong market and internationalization potential.



13

INTERNATIONAL COINVESTMENT FUNDS

Creation of an international co-investment fund to promote the attraction of venture capital funds from international multilateral institutions.



14

STARTUP DNA LINE

Creation of a financial support line for startups and micro-enterprises under the age of 4 and a minimum of 15% of equity funding.



15

KEEP- KEY EMPLOYEE ENGAGEMENT PROGRAM

Tax incentive to support the retention of workers in technology companies under 6 years.



Internacionalização de startups: Como começar?

16 CO-INVESTMENT INSTRUMENTS WITH INCUBATORS AND ACCELERATORS

Co-financing lines with incubators and accelerators.



17 CAPITAL + ACCELERATION

Creation of a financing line for capital inflows to accelerate the growth of startups.



18 TECH PROJECTS IN TOURISM

Creation of financing for tech projects in Tourism, innovative solutions in the digitalization of tourist experiences, virtual reality, augmented reality and AI.



19 CALL MVP

Call for projects of new ideas, technologies, products or services that foresee the creation of an Minimum Viable Product - MVP and its commercialization in the global market.



20 METRO ACCELERATOR FOR HOSPITALITY

International acceleration program with Techstars focused on the use of technology in the hospitality industry (accommodation & catering).



Internacionalização de startups: Como começar?

20

COMPANY SPACE FOR STARTUPS

Creation of a point of service for foreign entrepreneurs ensuring a simple and fast process of company creation.



21

TECH VISA

Creation of a visa for tech and innovative companies, aimed at the global market, wishing to attract highly qualified staff from countries not included in the Schengen area.



22

HACKATHONS IN TRADE AND TOURISM

Realization of hackathons to accelerate the digital transformation in the sectors of Commerce and Tourism calling startups to startups to solve tech challenges in the identified sectors.



23

CENTER FOR INNOVATION IN TOURISM

Creation of a center to stimulate innovation in tourism, involving the various national and international stakeholders in the sector.



24

THINK TANK FOR THE DSM

Create a think tank to analyse and design measures for startups to scale inside Europe, significantly speed up and support the establishment of a Digital Single Market (DSM).



Potenciais oportunidades de financiamento: Portugal

STARTUP Portugal VISA

É um novo tipo de visto que permite cidadãos de todo o mundo se candidataram para abrir uma empresa inovadora em Portugal e obter permissão de residência no país.

Requisitos do Startup Visa

Para se candidatar a esse novo programa de vistos, é preciso preencher os seguintes requisitos, segundo o Ministério da Economia:

- ☐ Desenvolver atividades empresariais de produção de bens e serviços inovadores OU desenvolver produtos inovadores;
- ☐ Criar emprego QUALIFICADO;
- ☐ Ter potencial para atingir um valor de 350 mil euros em três anos OU um volume de negócios superior a 500 mil euros/ano;
- ☐ Ser aprovado na avaliação de potencial econômico.
- ☐ Se você já tem uma Startup, pode se candidatar ao programa também e mudar para Portugal, passando pelo mesmo processo de avaliação que as novas empresas passarão, com a vantagem de ter um projeto mais estruturado para apresentar.



Potenciais oportunidades de financiamento: Portugal

STARTUP Portugal VISA

Avaliação de potencial econômico

O seu projeto terá que ser aprovado em uma avaliação do potencial económico e inovação, onde os principais requisitos são:

- ☐ Ser um negócio inovador;
- ☐ Ser um negócio escalável;
- ☐ Criar empregos qualificados;
- ☐ Qual a SUA relevância / conhecimento para a criação desse negócio.
- ☐ Todo o processo de avaliação/aprovação será fiscalizada pelo IAPMEI (Agência para a Competitividade e Inovação), que também deve garantir que nenhuma incubadora possui mais do que 20 startups ao mesmo tempo.

Inscrições online: <http://startupportugal.com/startup-visa>



Obrigada!



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<https://www.linkedin.com/company/11125511>

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