

OIC USP

Founded in 2007, OIC is a multidisciplinary research group of the Institute of Advanced Studies (IEA), University of São Paulo. OIC is engaged in developing comprehensive research, studies and analysis on innovation and competitiveness. Its aim is to further the creation of knowledge and, through it, engender discussion of public policy and innovation-promoting business strategies.



WHO'S WHO

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www.oic.nap.usp.br

PROGRAM INOVA SUSTAINABILITY

- INOVA EMPRESA is a group of innovation program launched by Federal Government in March 2013 in a total of US 16 Billion
- Inova Sustainability had initially US 1 Billion. Due to a high demand increased it to nearly US 2 Billion.
- Unique program with Impact Indicators
- 167 Business plan approved involving 126 firms
- Executed by FINEP and BNDES



PROGRAM INOVA

SUSTAINABILITY

MAIN LINES

- 56% - is directed to line *Sustainable Production*
- **Highlight Energy Efficiency in the Industrial Sector 18%**
- 35% to line *Environmental Sanitation* (second largest demand).
- **Highlight Municipal Solid Waste 16%**
- 5% to "Recovery biomes and promotion of sustainable production of forest-based activities".
- 4% to projects monitoring environmental disasters.



INOVA SUSTAINABILITY DEMAND

- The distribution per size of firms and Brazilian regions:
- 72% are classified as large, medium, and large average
- 28% micro and small enterprises
- 57% in the Southeast.
- 25% in the South .
- 9% in the Northeast.
- 6% in the Midwest.
- 3% North.



References

- www.mcti.gov.br
- www.bndes.gov.br
- www.finep.gov.br
- www.anpei.org.br



HOW TO TRANSFORM SCIENTIFIC RESEARCH IN BUSINESS?

- University of São Paulo has 1824 academic research groups.
- How many of the scientific research can be converted in business?
- How many environmental impact projects can be created in the University for the society?



HOW TO TRANSFORM SCIENTIFIC RESEARCH IN BUSINESS?

- University of São Paulo has 1824 academic research groups.
- How many of the scientific research can be converted into potencial business activities at a technological basis with social impact?



USP AS A PIPELINE RESOURCE FOR INVESTORS

Pipeline sourcing in Brazil remains a challenge, with investors having difficulty identifying potential investee companies that fulfill their investment criteria.

Pipeline sourcing remains largely focused on a few states where entrepreneurship is more developed such as Sao Paulo, Rio de Janeiro, Minas Gerais.



TOP AREAS FOR INVESTORS

Water and
Sanitation
47%

Waste
Management
47%

Biodiversity
Conservation
26%

Education 84%

Renewable
Energies
53%

Financial Inclusion 89%



Contact

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Danke schön!

Thank you !

Obrigado !

