

# Open Innovation with Startups & Ecosystem Management

Map | Rank | Curate | Match

100  
open  
startups



# WE WALKED THE WALK

2008

## Open Innovation Week

- ✓ We build the first Open Innovation community in Brazil with 350 executives from large corporations



## First Open Innovation Grand Challenges and communities of practice

- ✓ Health
- ✓ Education
- ✓ Cities
- ✓ Industry
- ✓ Science

2011

## First Open Innovation and Startups programs

- ✓ Desafio Brasil (Intel, FGV)
- ✓ Inovativa Brasil (Min Economy)
- ✓ Senai Innovation Race (Senai)
- ✓ CISB (Saab)
- ✓ Wayra (Telefonica)



## Congregate the main open innovation and startup programs and called it Open Startups movement

- ✓ 19 Corporations
- ✓ 20 Venture Capital Funds
- ✓ 16 startups programs

2016

## Ranking 100 Open Startups

- ✓ 100+ startups with OI deals
- ✓ Data-based methodology startup ranking published by main Brazilian newspapers Folha de São Paulo, Estadão and Valor Econômico



## 100 Open Startups Technology

- ✓ Matchmaking App
- ✓ Speed-Dating App
- ✓ Dashboard
- ✓ Innovation Challenge Platform
- ✓ Ranking System

2019

## 100 Open Startups Investment Program and Festival

- ✓ 1,000+ startups with OI deals
- ✓ R\$600mi in deals
- ✓ Whow Festival with 6,000 participants



## Volume of Deals above R\$1bi

- ✓ 5<sup>th</sup> Ranking Edition – Special Issue
- ✓ Digital Speed-Dating
  - ✓ 100-10-1
- ✓ Super Desafio Covid-19

2020



# 2000's DEFENSIVE





# 2010's CHAOTIC





**2020's  
MANAGEABLE**





# MORE THAN 100 CORPORATIONS JOINED!



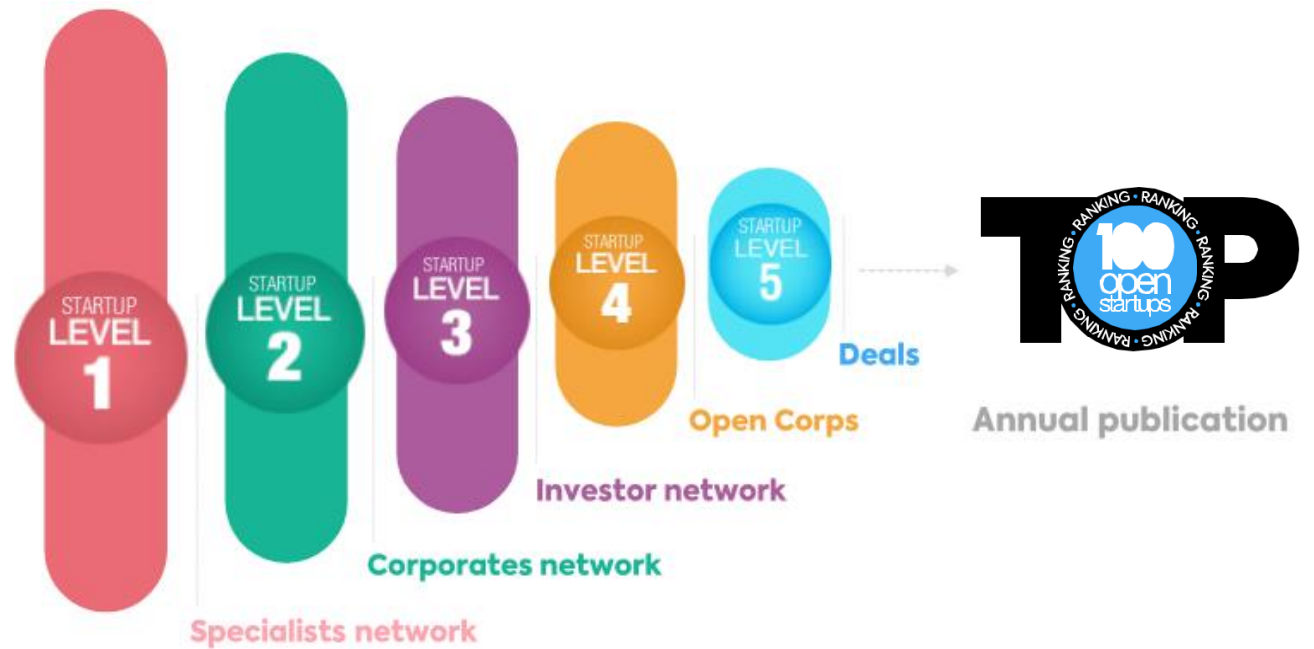


# THE LEAPFROG 100 OPEN STARTUPS RANKING SYSTEM

Data-driven methodology that validates startup performance by measuring their relationships with corporate market



Annual definition



case study

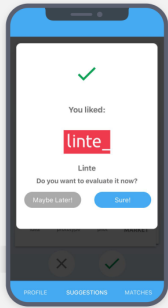


# OUR ONLINE TOOLS



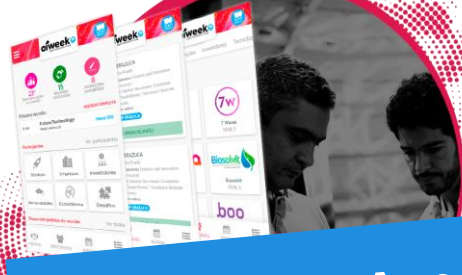
## Matchmaking App

Evaluate  
Match  
& Chat



## Innovation Challenge Launching System

Map  
Rank  
& Select



## Speed-dating App

Schedule  
Date  
& Engage



## Open Innovation Dashboard

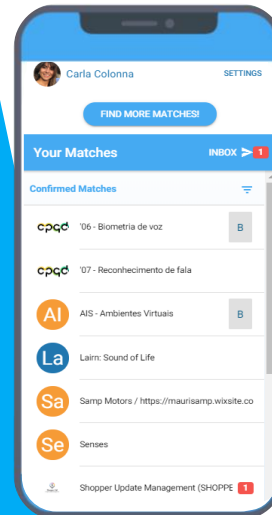
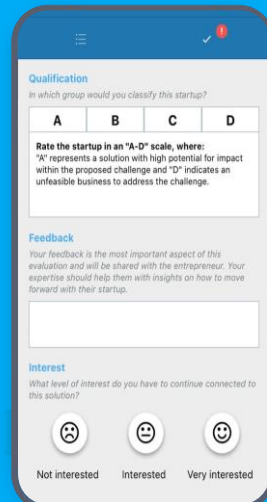
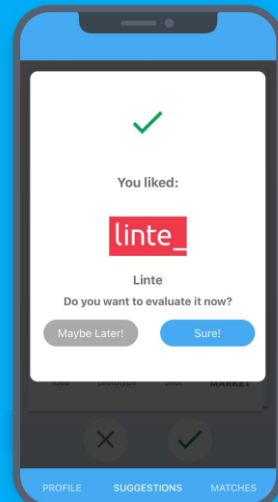
Strategize  
Analyze  
& Manage





# Matchmaking App

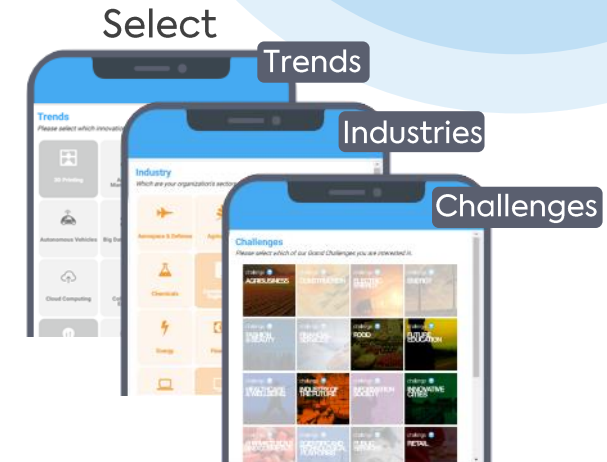
## Evaluate Match & Chat



**100,000+**  
Matches

**13,200+** Startups  
**2,900+** Companies

**OUR  
ONLINE  
TOOLS**



- Individual level of matchmaking
- Quick evaluations of startups
- Evaluator's contribution and engagement metrics

# Innovation Challenge Launching System

## Map Rank & Select

Get a **Ranked & Curated List** and include in the pre-agenda tool for Demodays or Speed-datings events



### Define Challenges



### Outreach campaigns



Rank	Name	Brief Description	Level	Main Challenge	Stage	Score	Evaluations	Location
4			5	Scientific and Technological platforms	Market	121	5A   3B	Sao Paulo BR-SP
2			5	Industry of the Future	Market	111	11A   3B   2C	Sao Paulo BR-SP
6			5	Industry of the Future	Market	83	65A   31B   1C   1D	Porto Alegre BR-RS
9			5	Transportation and Logistics	Market	80	16A   9B	Virginha BR-MG
42			5	Agribusiness	Market	71	2A   1B	Jundiai BR-SP
5			5	Transportation and Logistics	Market	71	8A   4B   3C	Sao Paulo BR-SP

**872+**

**Corporate Innovation Challenges launched**

**OUR ONLINE TOOLS**

**92% challenges resulted in deals with at least one startup**

**215+ corporations Launched challenges**

Some challenges launched

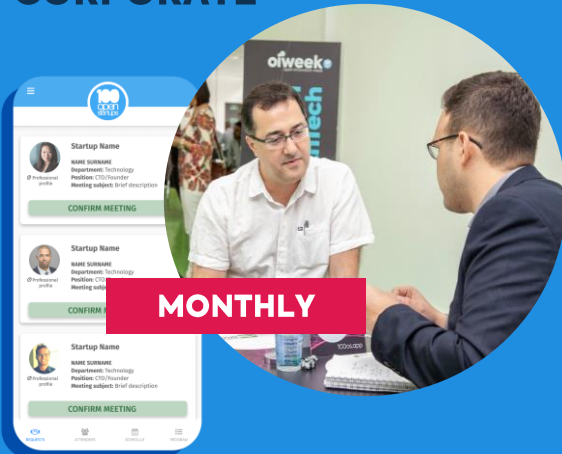




# SPEED DATING <sup>100 open startups</sup> App for Events

## Schedule Date & Engage

Speed-dating **CORPORATE**



Speed-dating **DIGITAL**



# 9,442+ business deals started

- Online tool to organize agenda with startups in series of life and digital events
- Gamification & Evaluation to stimulate business generation

At speed-datings:

**2,385+**  
Corporations

**5,000+**  
Startups

**130,000+**  
Speed-dates Requests

Speed-dating **MARKETS**



Main partners for Market Events



# OUR ONLINE TOOLS

# Startup Ecosystem Dashboard

Strategize  
Analyze  
& Manage

Data-driven  
Open Innovation  
Strategy

OUR  
ONLINE  
TOOLS



- Innovation movements data
- Executives Engagement Management
- Startup Pipeline Management



# OUR INTERNATIONAL PRESENCE



Miami

emerge Americas  
alphalab gear  
UNIVERSITY OF TORONTO DAVENPORT SCHOOL OF BUSINESS

Cartagena

Bogotá

Lima

Minas Gerais  
São Paulo

Ventures  
OPEN INNOVATION  
CONNECT BOGOTA REGION  
Câmara de Comercio de Bogotá  
innpulsa  
BID  
ovum 2019

FINIT  
InovaCampinas  
startupgov

INNOFRUGAL

Bangalore

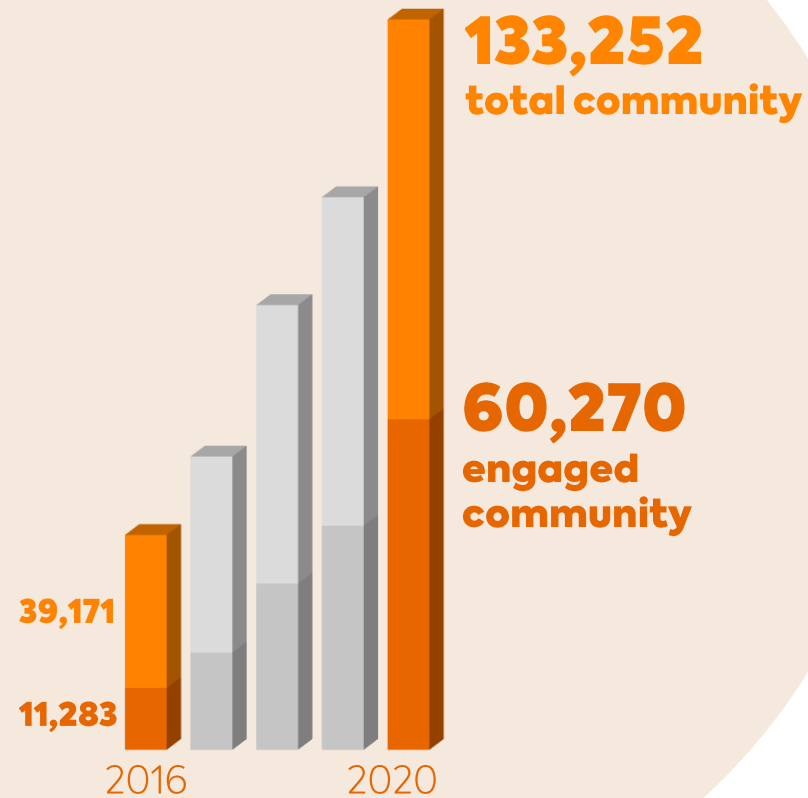
IIFAIR 2017  
WORLD STARTUP EXPO AN INITIATIVE BY COCOON VENTURES  
AIC ROISE  
future factory  
Nexus Startup Hub @ American Center  
IOT INDIA CONGRESS 2018  
#GotanIdea  
sidbi  
VADODARA STARTUP FESTIVAL

Whow! festival de inovação  
IT Forum X  
oiweek open innovation week

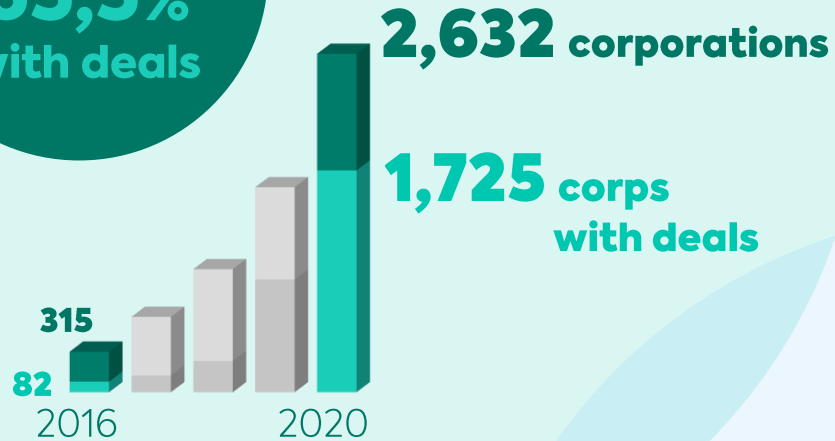
AUTOMOTIVE BUSINESS EXPERIENCE X  
Connected SMART CITIES  
Show Rural COOPAVEL  
FENATRAN  
grupopadrão  
CONAREC  
AUTOMOTIVE BUSINESS EXPERIENCE 2019  
INTERNATIONAL BRAZIL AIR SHOW  
DRONE Show  
Mund&GEO  
Reed Exhibitions  
Wwayra  
SciBiz  
CISB CENTRO DE PESQUISA E INOVAÇÃO SUCCO-BRASIL  
CONNECTA INFUSÃO A STARTUPS  
GRAND PRÊMIO SENAI INOVAÇÃO  
IT Midia  
AGRO EXPO INTERNACIONAL SÃO PAULO  
INOVATIVA BRASIL  
Fraunhofer IJK  
Desafio Brasil  
Desafio Intel  
seedstarsummit  
SATOR



**Users**  
**45%**  
engaged

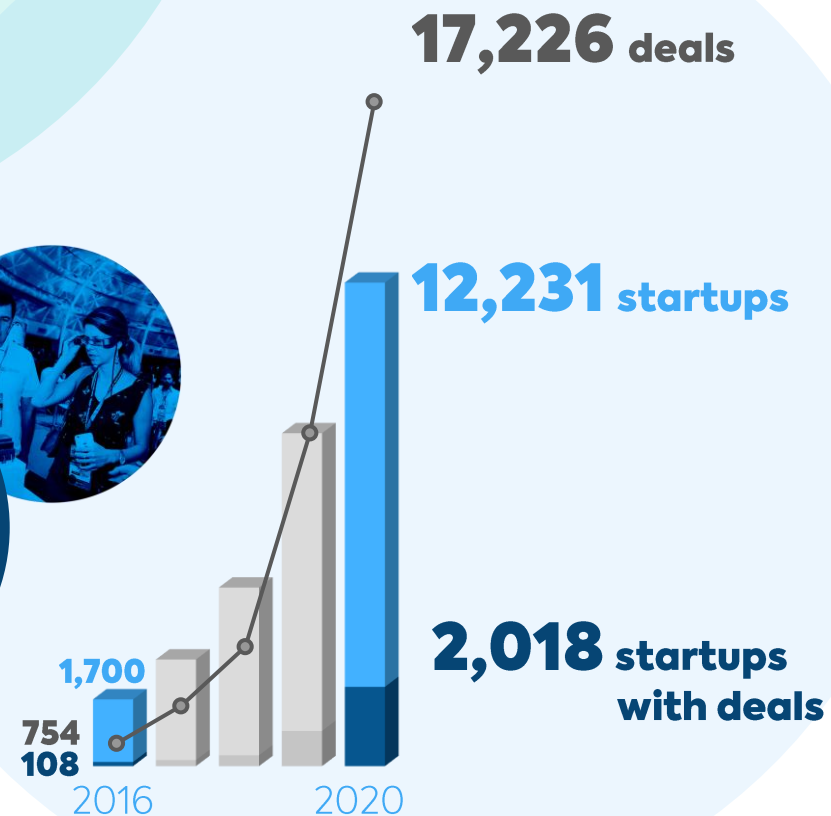


**Corps**  
**65,5%**  
with deals



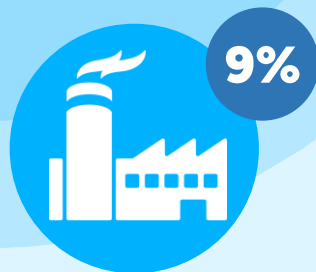
**OUR**  
**NUMBERS**  
**SO FAR**

**Startups**  
**16,5%**  
with deals





# BROAD DISTRIBUTION IN DIFFERENT FIELDS



Industry



Human Resources



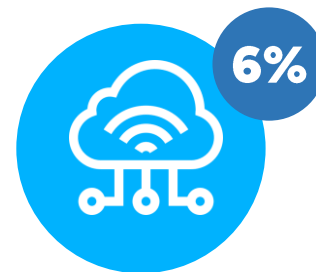
Productivity



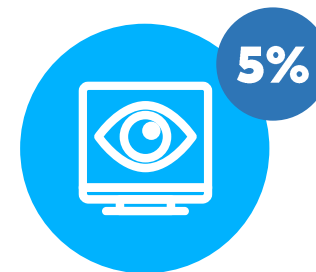
Marketing



VR/AR



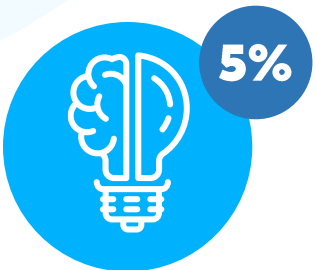
IoT



Computer Vision



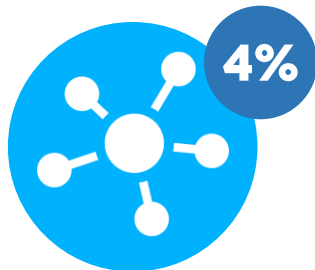
Big Data



Education



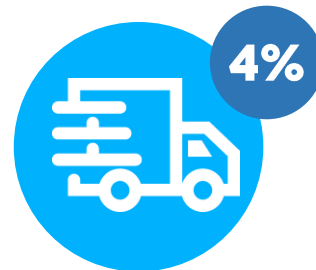
Environment



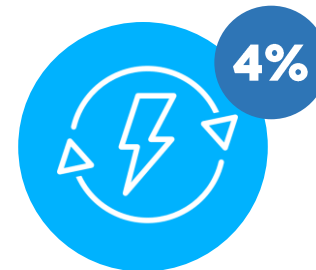
Marketplace



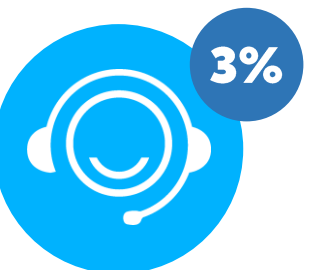
Retail



Transport & Logistics



Energy



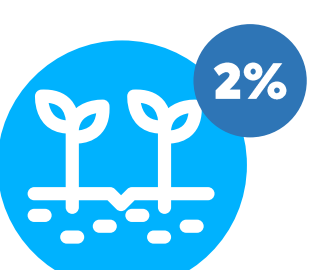
Customer Service



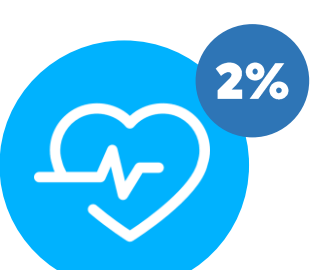
Construction



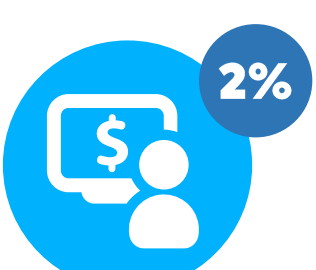
Legal



Agriculture



Healthcare



Financial Services



Biotech

*% of deals per ranking categories*



# How is it made?



## Rules and Requirements:

- ✓ Startups with relationships with large corporations
- ✓ Startups must have matches/contracts with at least 3 different large companies
- ✓ Maximum yearly revenues of USD 2,5 MM
- ✓ Score according to ranking methodology (1, 5, 10, 20 points)
- ✓ Tie-break according to:
  1. contract score, 2. number of different large companies, 3. matches in the online app and events, 4. number of A grades, 5. average grade.

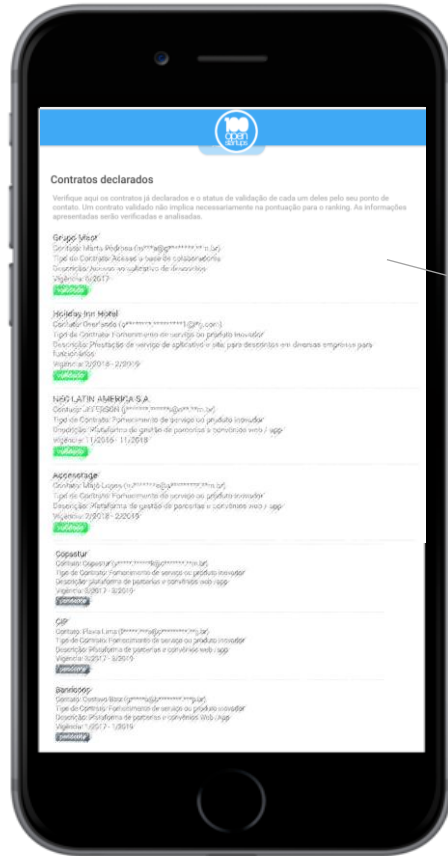




# Data collection

## STARTUP

## CORPORATE



### CORPORATION X

Contact: John Lewis  
(j\*\*\*\*\*s@c\*\*\*\*\*x.com)

Type of Contract: Service of innovative product supply

Description: web platform for partnership management

Term: 7/2017-7/2018

Confirmed

Pending

Rejected

VALIDATED

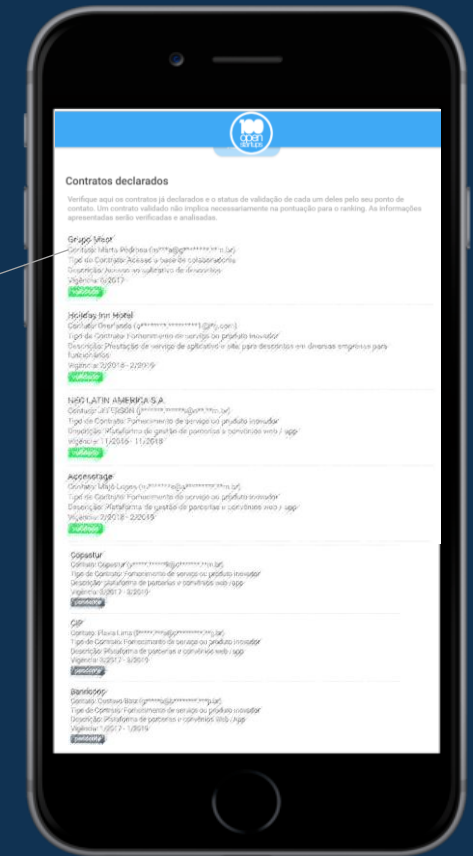
### Startup Y

Contact: Paul Presley  
(p\*\*\*\*\*y@b\*\*\*\*\*m.com)

Type of Contract: Service of innovative product supply

Description: web platform for partnership management

Term: 7/2017-7/2018





## COHORT ANALYSIS

	2016	2017	2018	2019	2020*
<b>Total Points</b>	1,211	2,045	4,101	14,859	34,000+
<b>To be TOP 10 Startups</b>	18	49	60	160	340
<b>To be TOP 100 Startups</b>	1	3	7	43	80
<b>To be TOP 10 Corps</b>	-	-	176	158	200
<b>To be TOP 50 Corps</b>	-	-	46	46	60
<b>Deals Startup</b>	754	965	1,518	5,489	13,000

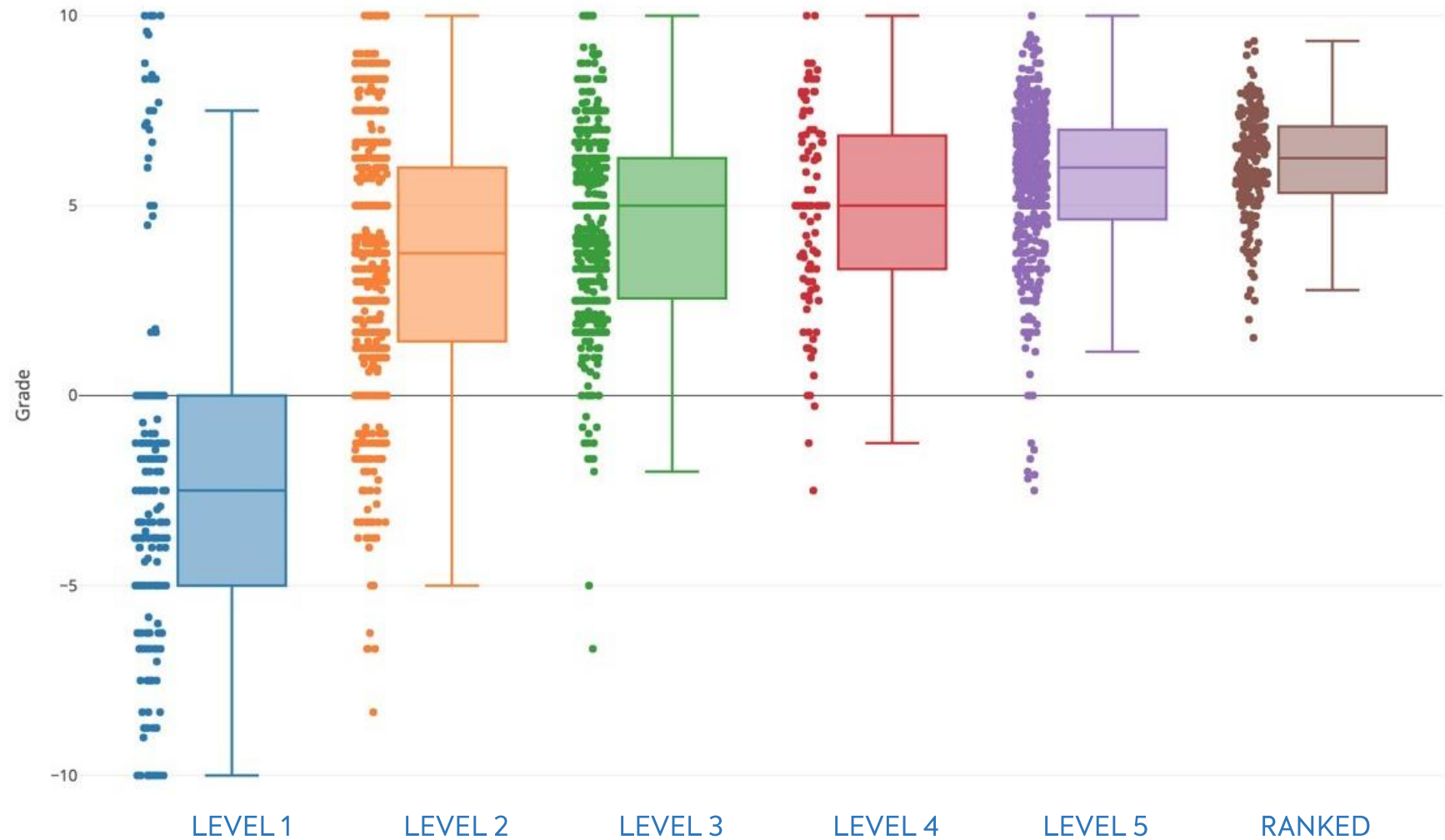
\*Estimated preview



# RANKING LEVEL ANALISYS

*More attractive → more feedback → more interactions → more business*

## Startup Evaluation distribution by Level



*Higher level startups  
are more positively  
evaluated by  
corporate executives*

# M&A

## Recent cases

 **TOP 2016**

INVESTED BY

 **TOP 2016**

NOV/2019

 **TOP 2018**

ACQUIRED BY

 **TOP 2016**  
FORMER  
 **TOP 2016**

SEP/2019

 **TOP 2016**

ACQUIRED BY



JAN/2020

 **TOP 2019**

ACQUIRED BY




JAN/2020

 **TOP 2016**


ACQUIRED BY



JAN/2020

 **TOP 2018**

ACQUIRED BY



JAN/2020

 **TOP 2018**

ACQUIRED BY



JAN/2020



# TOP1

## 20 CATEGORIES



REGENERA  
MOLÉCULAS DO MAR

TOP1 2019  
BIOTECH



vrglass

TOP1 2019  
VR/AR



TNS

TOP1 2019  
AGRICULTURE



allya

TOP1 2019  
OPEN STARTUPS



DES  
COLA

TOP1 2019  
EDUCATION



novida

TOP1 2019  
IoT



incentive.me

TOP1 2019  
RETAIL



PROSUMIR

TOP1 2019  
ENERGY



COMPROVEI

TOP1 2019  
TRANSPORT & LOGISTICS



MEifácil

TOP1 2019  
FINANCIAL SERVICES



PIX.  
FORCE

TOP1 2019  
COMPUTER VISION



VGRESÍDUOS

TOP1 2019  
ENVIRONMENT



fix

TOP1 2019  
CONSTRUCTION



guiando

TOP1 2019  
INDUSTRY



SIMPLIFICA  
FRETES

TOP1 2019  
LEGAL



3,2,1  
BeAUTy

TOP1 2019  
HEALTHCARE



Fhink

TOP1 2019  
PRODUCTIVITY



homeagent

TOP1 2019  
CUSTOMER SERVICE



Flowsense  
Be where it matters

TOP1 2019  
BIG DATA



### Brazil: A look into Latin America's largest startup ecosystem

# Media high visibility

### La innovación abierta busca transformar a Colombia

Expertos se reúnen en la Open Innovation Summit para analizar soluciones a retos de grandes empresas



### Meet the 7 Indian startups pitching to global firms in Brazil today

### FOLHA DE S.PAULO



## 3,000+ media mentions in 300+ press vehicles

## National and international presence in the media

- Main editorials: Business, Entrepreneurship and Startups, Technology, Innovation

### Pequenas e médias empresas



### Conexão entre empresas e startups

Movimento incentiva inovação e empreendedorismo ao aproximar negócios nascentes de grandes marcas e de investidores



### Ranking aproxima startups dos investidores



### 100 Open Startups Unites Corporations with Startups in the Name of Innovation (Part 2)

...a inovação está sendo vista como uma das principais fontes de crescimento para as empresas. Isso é especialmente verdadeiro para as startups, que são vistas como as principais fontes de inovação e crescimento para as empresas. A inovação está sendo vista como uma das principais fontes de crescimento para as empresas. Isso é especialmente verdadeiro para as startups, que são vistas como as principais fontes de inovação e crescimento para as empresas.





WE ARE READY TO BE YOUR  
**OPEN INNOVATION PARTNER** AND  
EMPOWER YOU WITH THE MOST  
**EFFECTIVE TOOL** FOR  
**MANAGING YOUR  
STARTUP ECOSYSTEM**

**100**  
open  
startups



100 Open Startups  
**Our Products**



# SUPPORT AT ALL STAGES

## Qualifying

### 100-10-1 Startups for Executives

Experience and training program for executives to learn how to relate and contribute with startups and build a reputation along the process

## Development

### Open Innovation Challenges

Quickly understand how the startup ecosystem can help you by designing innovation challenges and sourcing solutions using 100 Open network and tools. Boost the outreach of your open innovation program.

## Maturity

### Open Innovation Partner

Build a solid open innovation process by implementing the three main innovation frameworks as processes and vehicles

## Leadership

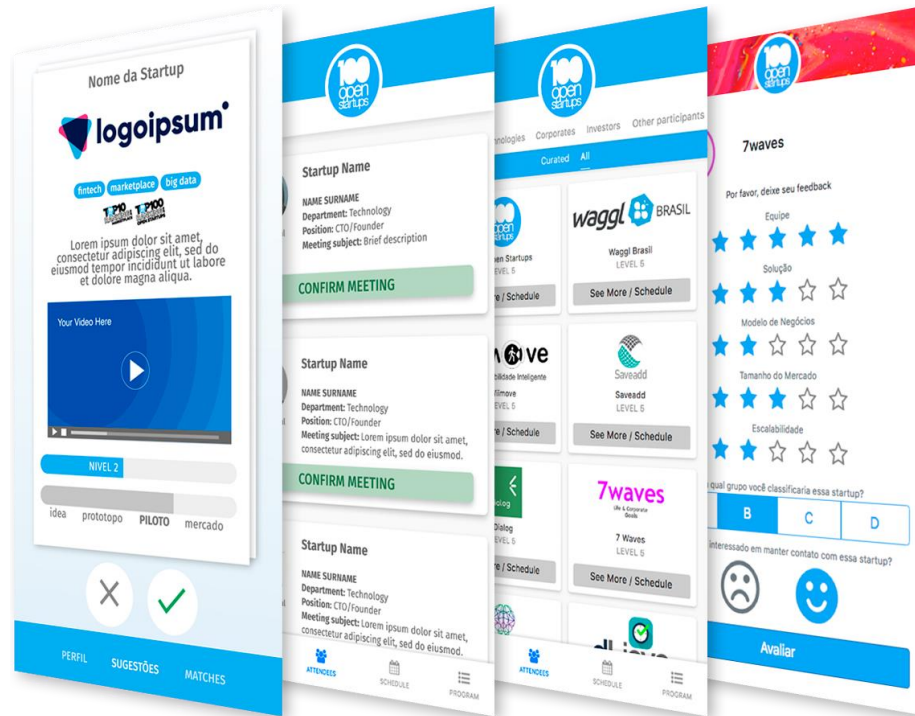
### Ecosystem Development

Become and position your company as an innovation platform for startups and other partners



# 100-10-1 Startups

**Matchmaking with 100 startups**  
**Speed-dating with 10 startups**  
**Advice or Mentoring of 1 startup**



## What we offer

Experience and training program for executives to learn how to relate and contribute with startups and build a reputation along the process

## to your executives

- ✓ Ability to map and select startups for innovation challenges
- ✓ Skills to relate and contribute with startups development
- ✓ Qualify executives for open innovation initiatives
- ✓ Executive Engagement Award

## to your company

- ✓ Increase your absorptive capacity
- ✓ Manage executive's engagement
- ✓ Foster company reputation in the startup ecosystem

# Open Innovation Challenge

Boost the outreach of your open innovation program using the 100 Open Startups network

## What we offer

- ✓ Use of 100 Open Startups network and tools to find the right startups for your innovation challenge
- ✓ Quickly understand how the startup ecosystem can help you by designing innovation challenges and sourcing solutions using 100 Open Startups map, rank, curate and matchmaking system.

## 1 DEFINE

Let us know about your Business and Innovation Challenges



## 2 LAUNCH

Outreach campaigns to attract startups



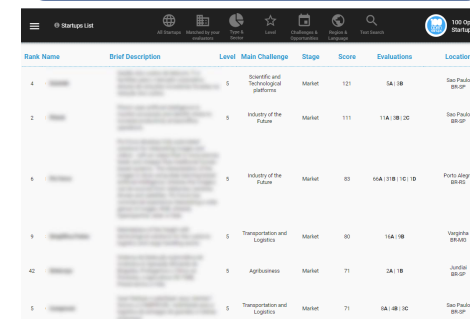
## 3 APPLY

Startups apply and respond to your challenge



## 4 GET the LIST

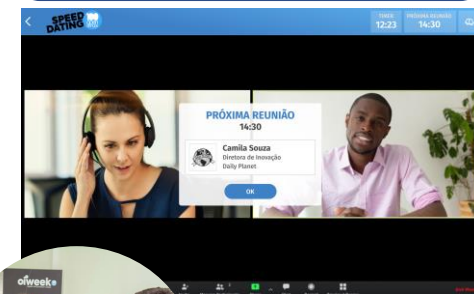
Access to the ranked and curated list of candidate startups



Rank	Name	Brief Description	Level	Main Challenge	Stage	Score	Evaluations	Location
4			5	Energy and Technological platforms	Market	121	1A   1B	San Paulo Startup
2			5	Industry of the Future	Market	111	1A   1B   1C	San Paulo Startup
1			5	Industry of the Future	Market	83	6A   1B   1C   1D	Porto Alegre Startup
3			5	Transportation and Logistics	Market	80	1A   1B	Vieira da Vila Startup
42			5	Agribusiness	Market	71	2A   1B	London Startup
5			5	Transportation and Logistics	Market	71	6A   1B   1C	San Paulo Startup

## 5 MEET

Select and Meet the most relevant startups in a Speed-dating or Demoday



Qualifying

Development

Maturity

Leadership

# Open Innovation Partner

## What we offer

- ✓ Implementation of state-of-the-art open innovation framework.
- ✓ Open Innovation processes best practices.
- ✓ Open Innovation vehicles
- ✓ Open innovation network
- ✓ Open innovation digital platform

Transform your open innovation initiatives and programs **into solid processes and vehicles boosted and fueled by 100 Open Startups network**

Open Innovation framework for

**CORPORATE DEVELOPMENT**

**BUSINESS PARTNERSHIPS**

**BUSINESS OPERATIONS**

## Macro Process

**1**

**Executive Engagement**

**2**

**Business Opportunities**

**3**

**Challenge Launch**

**4**

**Startup-  
Opportunity  
Matchmaking**

**5**

**Business  
Case**

**6**

**Business  
Agreement**

Qualifying

Development

**Maturity**

Leadership



# Ecosystem Development



**Your company as an  
innovation platform for  
startups and other partners**

## What we offer

Become and position your company as an innovation platform with well defined objectives and communications.

## To your company

- ✓ Media content and exposure
- ✓ Naming Rights
  - Grand Challenges
  - Ranking 100 Open Startups
- ✓ Sponsorship
  - Open Innovation Week
  - Whow Festival and Platform

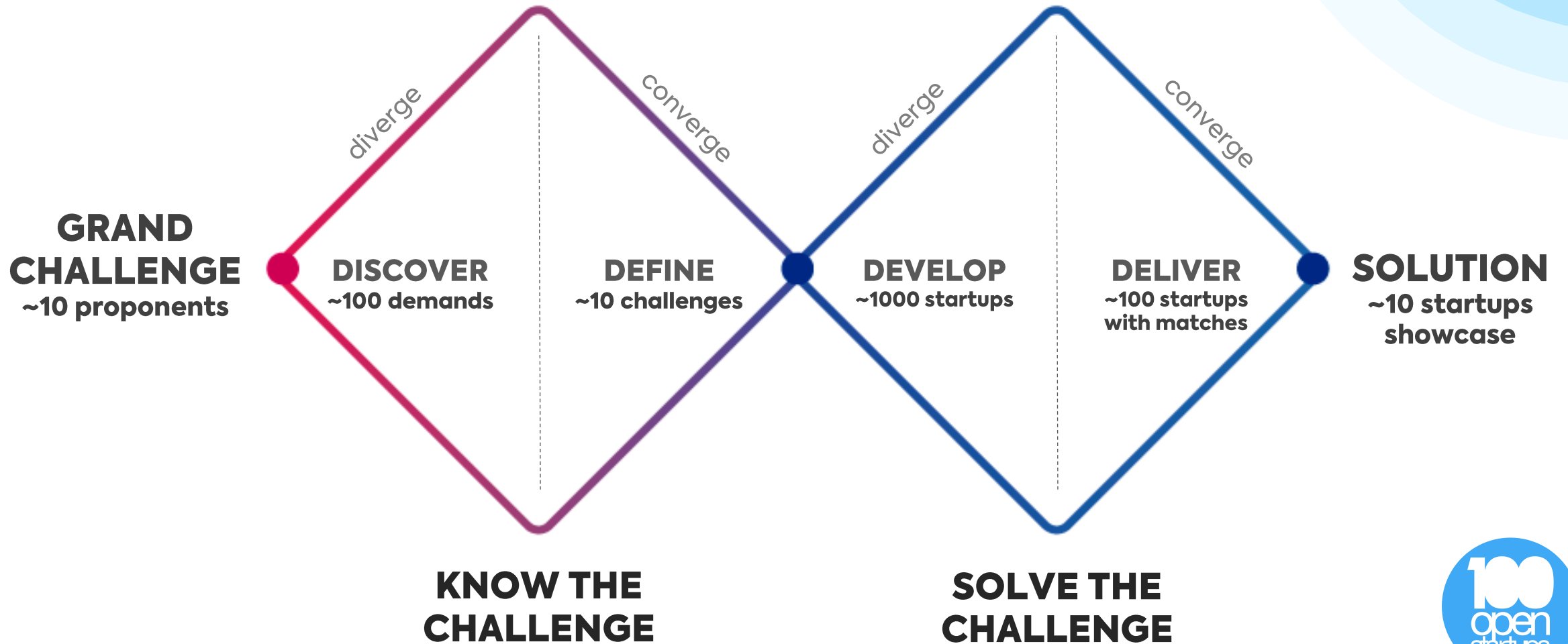
Qualifying

Development

Maturity

**Leadership**

# Ecosystem Development



# Ecosystem Development



## Schedule

### Ecosystem Development

- ✓ Collection of market demands
- ✓ Grand Challenge Launch
- ✓ Network activation / startup application
- ✓ Webinar 1: Challenge Launch



- ✓ OpenTalks Live
- ✓ Speed-dating
- ✓ Network activation / startup application
- ✓ Webinar 2 Speed-dating



- ✓ Speed-dating
- ✓ Network activation / startup application
- ✓ Webinar 3 Speed-dating



- ✓ Speed-dating
- ✓ Network activation / startup application
- ✓ Webinar 4 Ranking



- ✓ TOP 10 Category

### In-company

- ✓ Workshop Executives Engagement
- PROGRAMA 100>10>1**
- Monitoring the involvement of 10 executives

- ✓ Workshop Executives Engagement
- PROGRAMA 100>10>1**
- Monitoring the involvement of 10 executives

- ✓ Workshop Executives Engagement
- PROGRAMA 100>10>1**
- Monitoring the involvement of 10 executives

- ✓ Workshop Executives Engagement
- PROGRAMA 100>10>1**
- Monitoring the involvement of 10 executives

T1

T2

T3

T4



# Structured Workshops and Events

## Workshops and Events to boost your performance

### 1 Executive Engagement

 *In company Workshop*  
Length: 1:30 / 3 hours  
Target: 20-100 executives

This workshop uses the 100 Open Startups app to contextualize the Corporate-Startup Engagement activity and present ways to connect with startups and technologies that are working now on real Market and Society challenges.

How can employees become protagonists and increase the capacity of your company to “innovate smarter”?  
How to better utilize the diversity of expertise that resides within your own organization?


### 2 Challenge Definition

 *In company Workshop*  
Length: 1:30 / 3 hours  
Target: 15-30 senior executives

The data collected in the first workshop will be analyzed and the participants will jointly discuss the trend topics to define challenges and opportunities for startups and technologies.

The 100 Open Startups team will work with your executives to analyze correspondences and identify possible challenges in your company..


### 3 Curate & Analyze

 *In company Workshop*  
Length: 1:30 / 3 hours  
Target: 10-20 senior executives

Define the challenges and we bring you the best solutions.

This module is a dynamic workshop, where we will analyze together a list of pre-cured startups for the challenges launched by your company. All departments are invited to participate, as we will bring a list of solutions to define which ones to invite to the next stage.

### 4 Pitch Day in Company

 *In company Event*  
Length : 3h  
Target: Up to 100 executives and 10 startups

A Pitch Day event presents curated startups in a sequential pitch session to company executives.

This one-to-many format allows startups to present their best and give the chance to the audience to raise fundamentals questions and collectively rate the startup for further collaboration.

All participants learn from the presentations and the Q&A.

\* customize workshops on demand

# Structured Workshops and Events

## Workshops and Events to boost your performance

### 5 Speed-dating in Company



*In company Event*  
*Length : 6h event*  
*Target: Up to 180 meetings*

A Speed-dating event connects curated startups to company executives through an effective matchmaking methodology.

This face-to-face relationship with the best startups allows a great opportunity for everyone involved.

### 6 Business Case



*In company Workshop*  
*Length: 1:30 / 3 hours*  
*Target: 5-10 executives*

This workshop will address relationship strategies with startups, structuring the Business Case for each opportunity making it possible to move forward in the process. This activity involves the production of a document composed in the following minimum structure:

1. Executive Summary
2. Problem Statement
3. Situation Analysis
4. Options
5. Cost-benefits Analysis
6. Recommendation
7. Project Proposal

### 7 Business Agreement



*In company Workshop*  
*Length: 1:30 / 3 hours*  
*Target: 5-10 senior executives*

Contractual arrangements with startups can range from service provision, R&D agreements, agreements involving intellectual property, partnerships, capital investment or even acquisition of the startup.

The 100 Open Startups team helps by recommending and building the best possible relationship model between startup and large company.

### 8 Demo-Day in Company



*In company Event*  
*Length : 6h*  
*Target: Up to 100 executives and 10 startups*

A Demo Day event presents the results produced by startups in collaboration with your open innovation program.

This event allows startups and teams to present the status of their solutions, interact and share knowledge with the organization.

The format for this event are stands for free circulation demonstration, stage for formal presentation and group meetings.

*\* customize workshops on demand*

# Open Innovation Speed-Dating

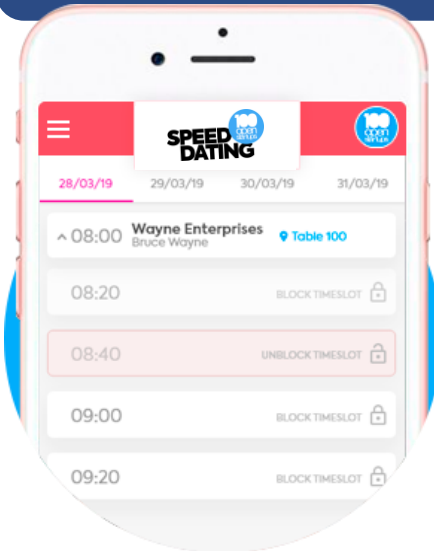
## What we offer

- ✓ Meetings scheduling tool
- ✓ Cloud video conferencing meeting tool
- ✓ Rating system tool
- ✓ Evaluators analytics

Connect with curated startups to company executives through an effective matchmaking methodology.

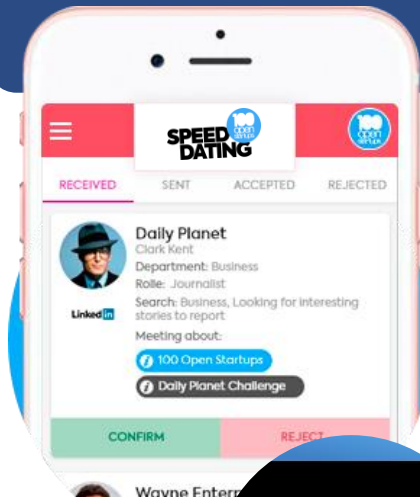
## 1 SCHEDULING

Setup a Speed-Dating event and make it available for selected startups to pre-schedule meetings



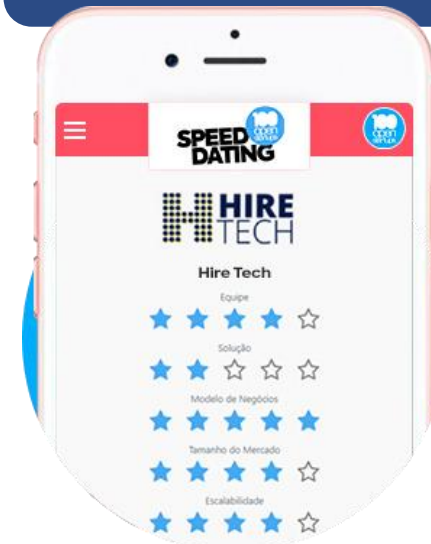
## 2 MEETINGS

Attendees check-in to the event and follow-on their individual agendas



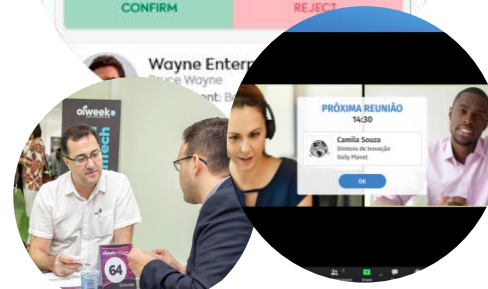
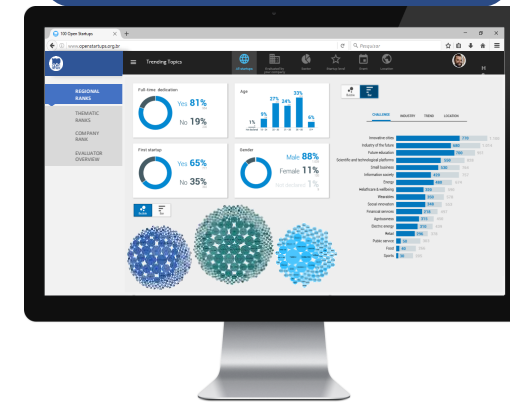
## 3 RATING

Attendees evaluate their meetings effectiveness with the rating system



## 4 REPORT

Get actionable insights and trends analysis from meetings report





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open innovation week digital

**100**  
open  
startups



# Open Innovation Week

**The largest** and most innovative open innovation event in Brazil, held since 2008. **100% digital format.**

**Every month,** the event will bring together a selection of the main active Open Innovation programs in the country for a week of lives in which leading innovation companies will present startups with their vision and opportunities for the present and the near future.

## Matchmaking tool

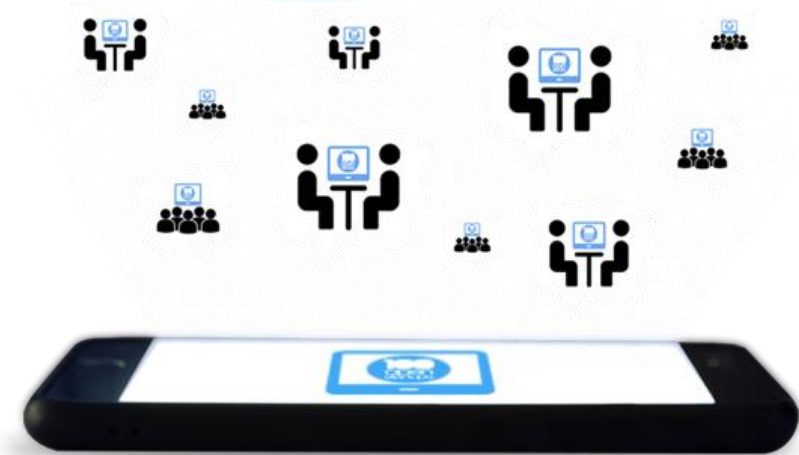
The most efficient matchmaking platform for business meetings between startups and large companies. The Digital Speed-Dating is an internationally validated method for 1-to-1 20-minute meetings focused on generating business. Optimize your agenda with connections that really matter.

## Why participate?

- ✓ Possibility of disseminating the challenge to the entire ecosystem
- ✓ Contact with other large companies that participate in Open Innovation
- ✓ Market recognition
- ✓ Speed Dating

Your company as an  
innovation platform for  
startups and other partners

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open innovation week digital



# Open Innovation Week

## What we offer **as ecosystem management specialists:**

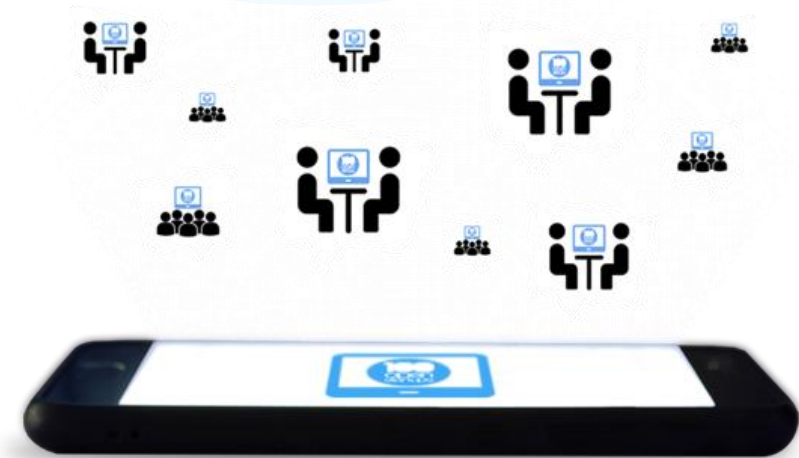
- Co-realization Oiweek JETRO;
- Platform for open innovation events;
- Structure for JETRO ecosystem management;
- 100 Open Startups' specialists participating at the OpenTalks as keynotes and moderators;
- Invitation, call center and marketing for Oiweek JETRO;
- Outreach and activation of 100 Open Startups' network activation for the event;
- Metrics and list of participants.

## What we expect from JETRO **as specialists at developing trade and investments between Japan and Brazil:**

- Co-realization Oiweek JETRO
- Suggestion of specialists and keynotes that will participate at content trials;
- Outreach and activation of startups, corporations and partners of JETRO' network;
- Participation of JETRO specialists at Open Talks Lives, Speed-dating and Webinars

**Your company as an  
innovation platform for  
startups and other partners**

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open innovation week **digital**





# Open Innovation Week

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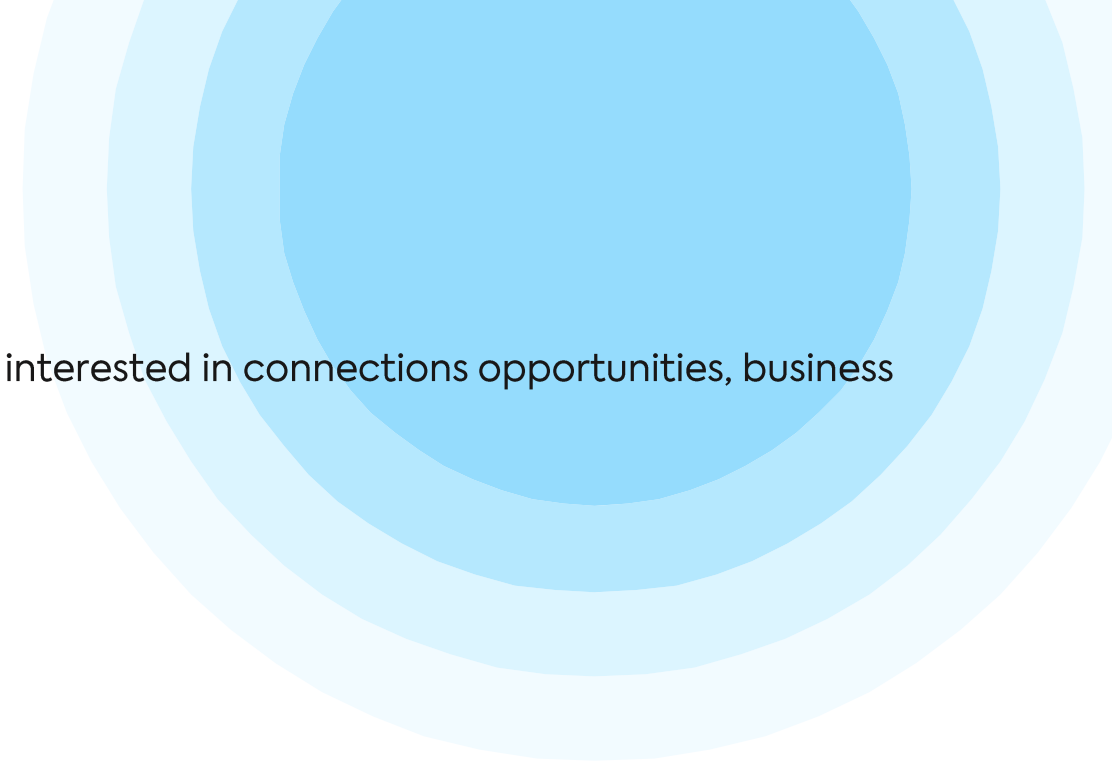
## Audience

Innovation ecosystem focused on startups, corporations and investors interested in connections opportunities, business and innovation between Brazil and Japan

## Event format for edition 2020:

- Duration: December 7 -12, 2020
- Time: to be defined considering time zone
- Activities:
  - Connection with hundreds at OpenTalks: streaming via youtube and Oiweek app
  - Connection with dozens at Open Workshops: private rooms for specific content from partners or sponsors
  - Connection 1-1 at Speed Datings: 1-1 business meetings in the virtual Oiweek rooms (possibility of 100 simultaneous meetings) and area for companies to highlight their open innovation challenge for startups

Event format for edition 2021: To be defined



# Open Innovation Week

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## Proposal

Payments must be made as follow:

- Invoice I: R\$ 25.000,00 (*twenty five thousand reais*) payed by JETRO for edition 2020
- Invoice II: R\$ 40.000,00 (*forty thousand reais*) payed by JETRO for edition 2021

Includes special editions Oiweek with Jetro 2020 and 2021, all digital infra-structure, personalized website, creatives, marketing campaign, and app including JETRO logo, activation of startups, companies and investors from 100 Open Startups network

- Invoice III: R\$ 13.500,00 (*thirteen thousand and five hundred reais*) per company which will be Host at Oiweek.
- Invoice IV: R\$ 1.350,00 (*one thousand three hundred and fifty reais*) per company representative which will do Speed Datings

Includes Open Innovation Challenges, priority at Speed-Datings meetings, list of startups that want to connect with Japanese companies.

A large blue circle containing the text "100 open startups" in white. The "100" is in a large, bold, sans-serif font, while "open" and "startups" are in a smaller, lowercase, sans-serif font stacked below it.

100  
open  
startups

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[Acesse minha agenda](#)

