

Innovative **ENTREPRENEURSHIP**

An ecosystem generating
big opportunities



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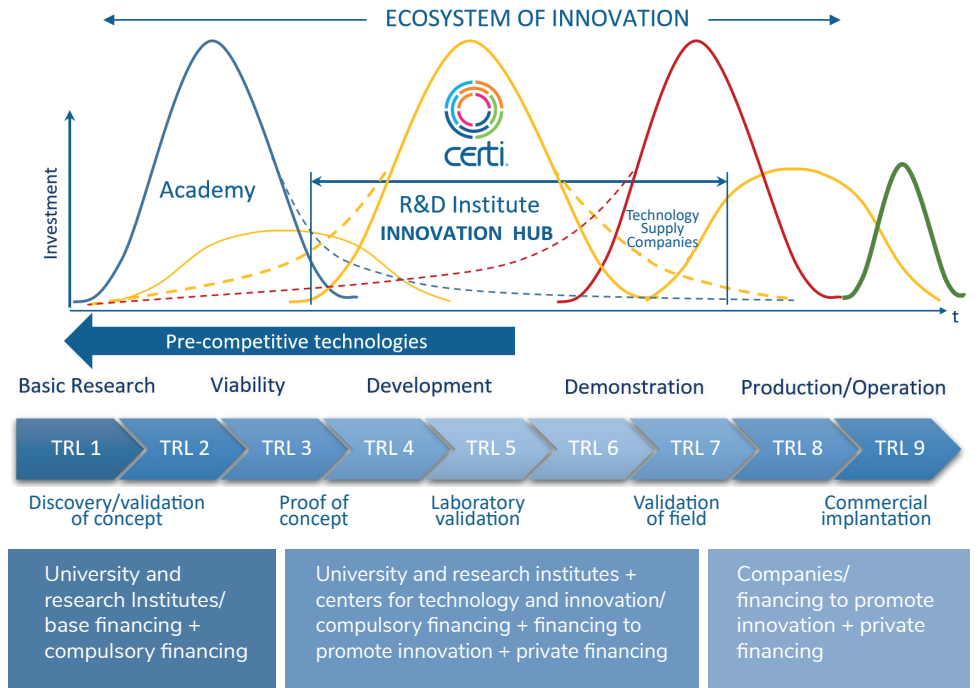
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Innovation Hub

CERTI is an R&D institute that acts as an INNOVATION HUB with an ecosystemic approach, connecting and integrating academic knowledge, startups and technology suppliers to generate innovative solutions for the market.



INNOVATIVE ENTREPRENEURSHIP

Innovation environments and mechanisms

Design of environments and mechanisms to create, attract and develop ventures of S&T&I

Technology parks
Business incubator
Technology and innovation centers
Innovation ecosystems

Innovative entrepreneurship

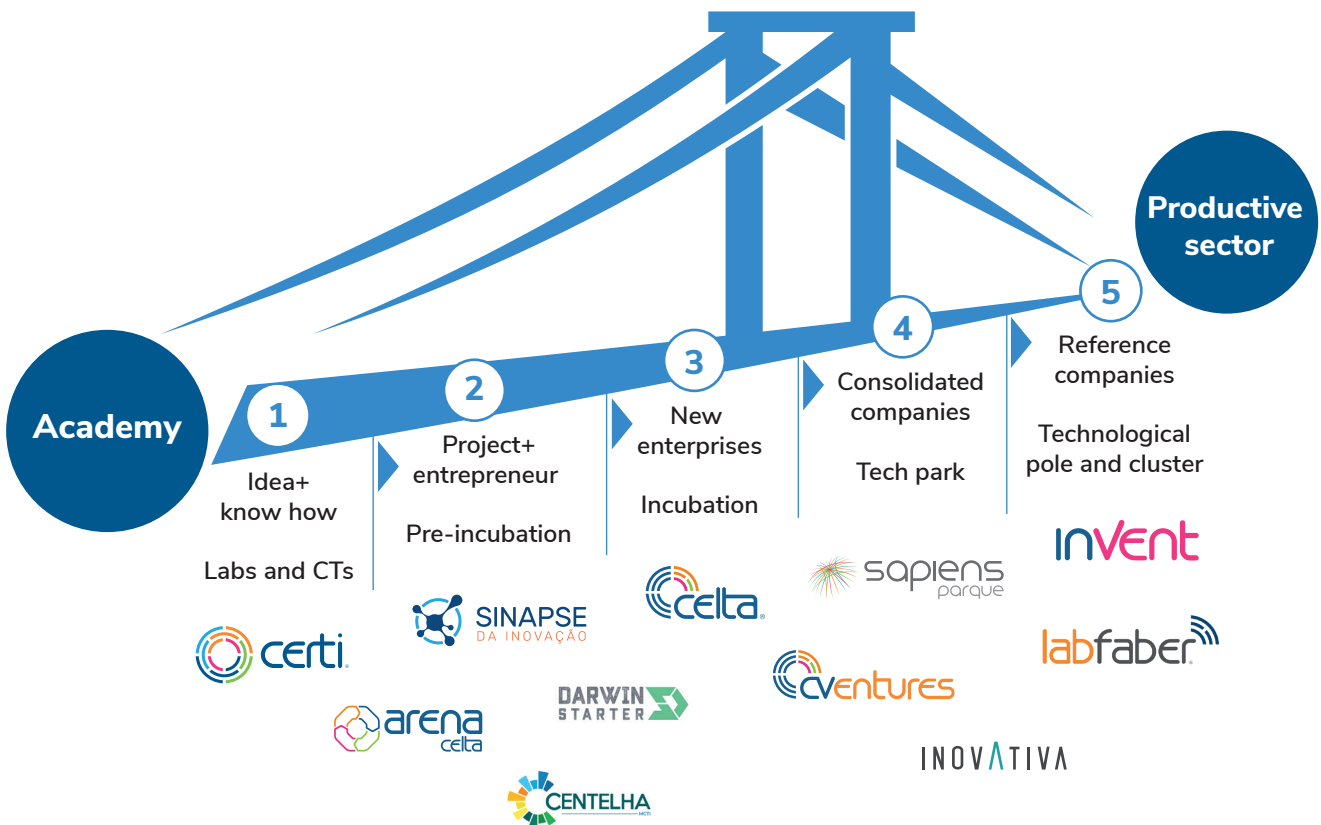
Innovative entrepreneurship program design and operation along with entrepreneur support mechanisms

Sinapse da inovação
Inovativa Brasil
Centelha
Arena CELTA

Corporate venture innovation

Methodologies, tools and systems for business innovation promotion and support

Open innovation
Innovation planning
Business models
Corporate entrepreneurship





CELTA - CERTI incubator

CELTA, the first Incubator of Brazil, was conceived and created in 1986 by CERTI Foundation in response to development concerns of the capital of Santa Catarina and with the objective of enabling a promising economic sector, taking advantage of the talents and knowledge generated by the Federal University of Santa Catarina (UFSC).

Being recognized as the best incubator in Brazil and following the new movements of the Florianópolis innovation ecosystem, currently operates in the Alfa Technology Park and at Sapiens Park, providing the right environment for approximation and networking between startups and large companies to promote corporate innovation and business generation.



- 36 Incubated companies
- 118 Graduated companies

PRIORITY SECTORS



MANAGEMENT



ASSOCIATED



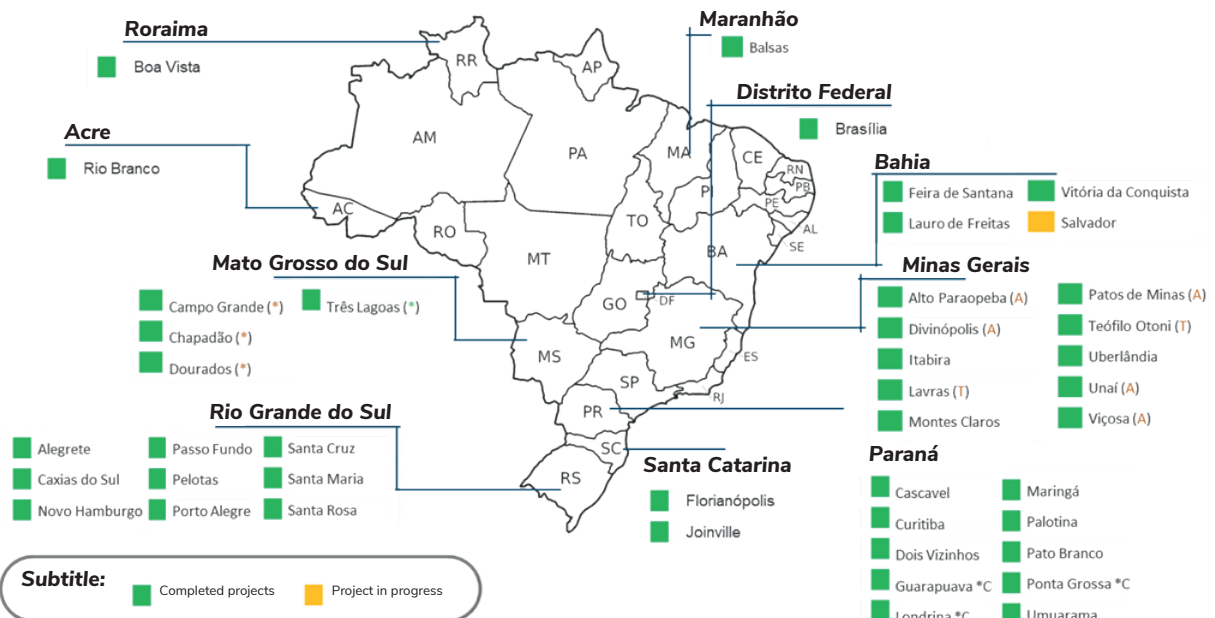
PARTNERS



TECH PARKS by CERTI



INNOVATION ECOSYSTEMS by CERTI



INNOVATIVE ENTREPRENEURSHIP PROGRAMS



INOVATIVA



The INVENT Project - A process to accelerate the innovation process and reduce risk

inVEnt

Open Innovation &
Corporate Venture

Concept: lean agile

Validation with clients and focused on tangible results

Interaction of the company's ecosystem

from R&D to corporate innovation

Diffusion of the culture of innovation

An undertaking to accelerate the
innovation process and reduce risk



1. OPPORTUNITY

Process of identifying, constructing and validating the best market opportunities

2. EXPERIMENTATION

Innovation process focused on results and based on the organization of cycles of learning and experimentation.

3. ECOSYSTEM

Composition of activation of an ecosystem of innovation to engage the company's scope of open innovation.

4. CULTURE

Cultural change through innovation. Alignment of the strategy of innovation, of the innovation process, composition of resources and leadership.

RESULTS:

The company learns and experiences a process that promotes innovation

- Constructs a systematic vision of opportunities
- Experience with REAL CASES and approaches to potential clients
- Interact with actors from the ecosystem of innovation -75% of the startups presented do business for the industry
- Promote transformations in organizational culture



The CERTI Foundation is a private and independent organization that since 1984 has been active in technological development and innovation in Brazil and in the world, in several specialties, in the most diverse sectors with multidisciplinary teams, contemplating projects in health, electronics, industry in general, energy, aerospace and defense, telecommunications, automotive, agribusiness, among others.