



10+

years

of open
innovation

5+

years

of effectuation



**culture of
collaboration**

2018 OPEN INNOVATION MATCHMAKING PLATFORM

- 17 SHAPING NEW BUSINESS MODELS FOR INNOVATION
- 16 MASSIVELY CONNECTING LARGE CORPORATIONS AND STARTUPS
- 14 CONNECTING THE MAIN OPEN INNOVATION PROGRAMS IN BRAZIL
- 13 VALIDATING METHODS FOR CONNECTING COMMUNITIES
- 12 FOCUSING STARTUP, SCIENTIFIC & INDUSTRY COMMUNITIES WITH SARAS SARASVATHY
- 11 CREATING THE FIRST OPEN INNOVATION ARENAS
- 10 DEFINING THE FIRST EXECUTIVE TRAINING MODELS
- 09 CREATING THE FIRST COMMUNITIES OF PRACTICE
- 08 STARTING THE DEBATE WITH HENRY CHESBROUGH IN BRAZIL

30.000

Open Innovators

oiweek

open innovation week



Thanks to





Corporate
Startup
Engagement
is the new

black



is an online & onlife
co-creation & transactional
network for startups & corporates
to innovate smarter





Matchmaking
tool

100 open startups



Unexpected
connections

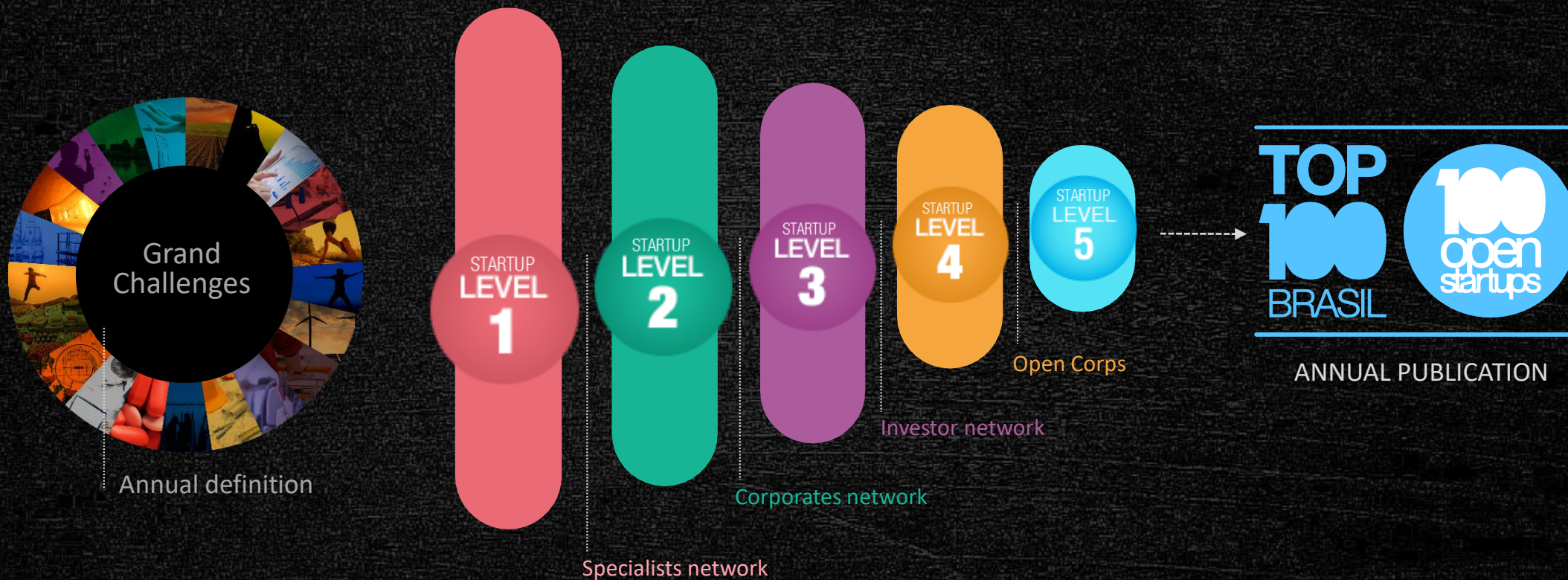


Data-driven

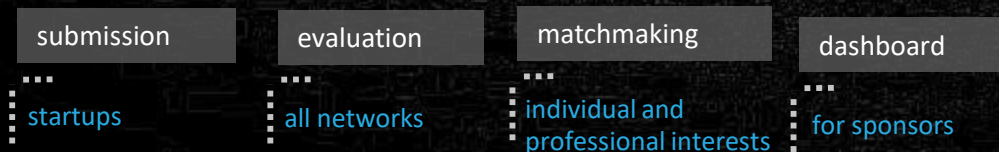


Crowd-expert
interaction

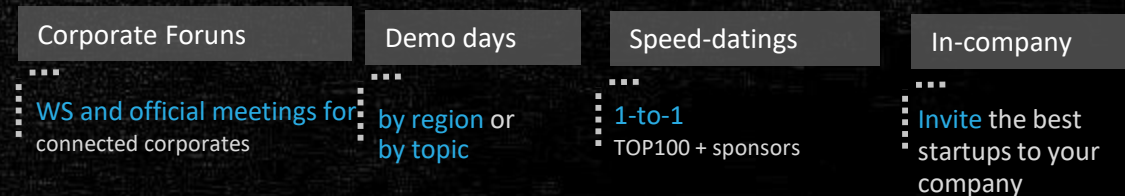
How it works?



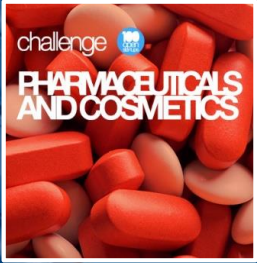
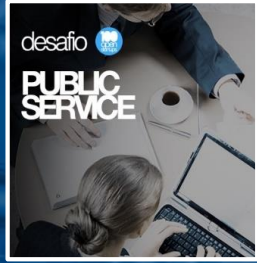
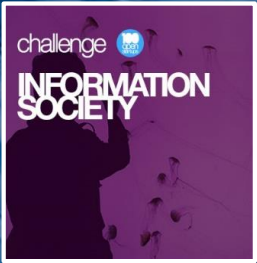
Online activities



Onlife activities



Innovation Challenges

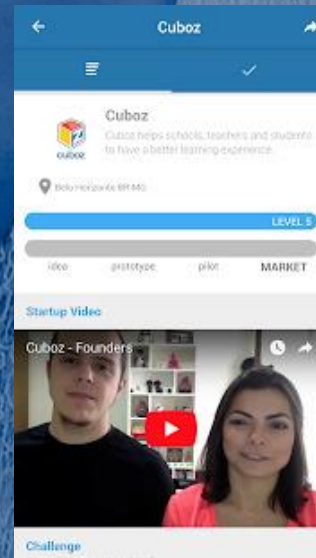
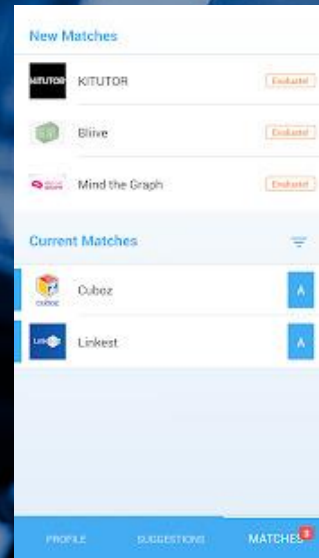
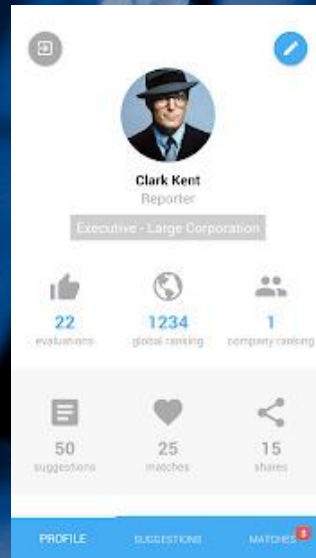


Evaluator app

Connect with attractive ideas
Innovative solutions
Giving back
Investment opportunities



Matchmaking tool where executives can find startups based on their profile

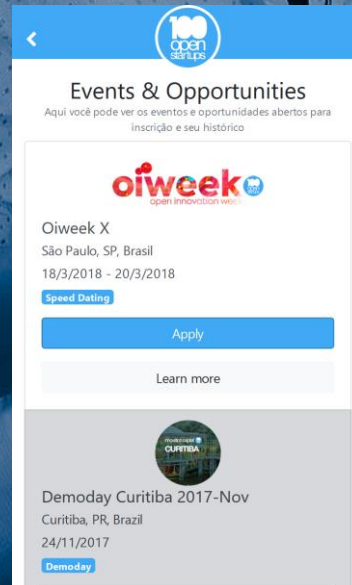
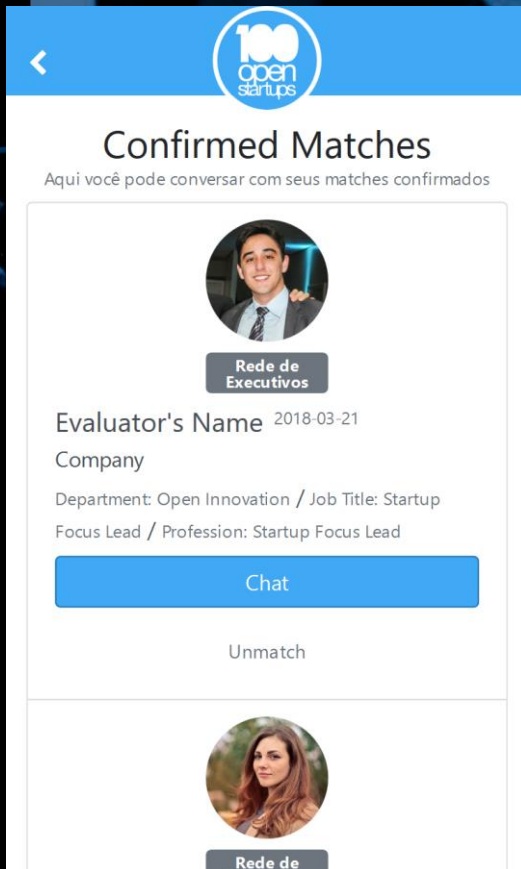


Startup app

Match-making tool where startups can make relevant connections with executives interested in co-creating their solutions

Feedback
Validation
Market Connection

Chat with
executives
you matched
with!



TOP

100
open
startups

100

RANKING

A man with a beard and glasses is holding a white rectangular sign. The sign features the text 'TOP 100 BRASIL' in a bold, sans-serif font. To the right of this text is a circular logo containing the number '100' and the words 'open startups'.

TOP
100
BRASIL



2018
Ranking
DATA

General Numbers

796

Corporations



9,000

Evaluators

4,692

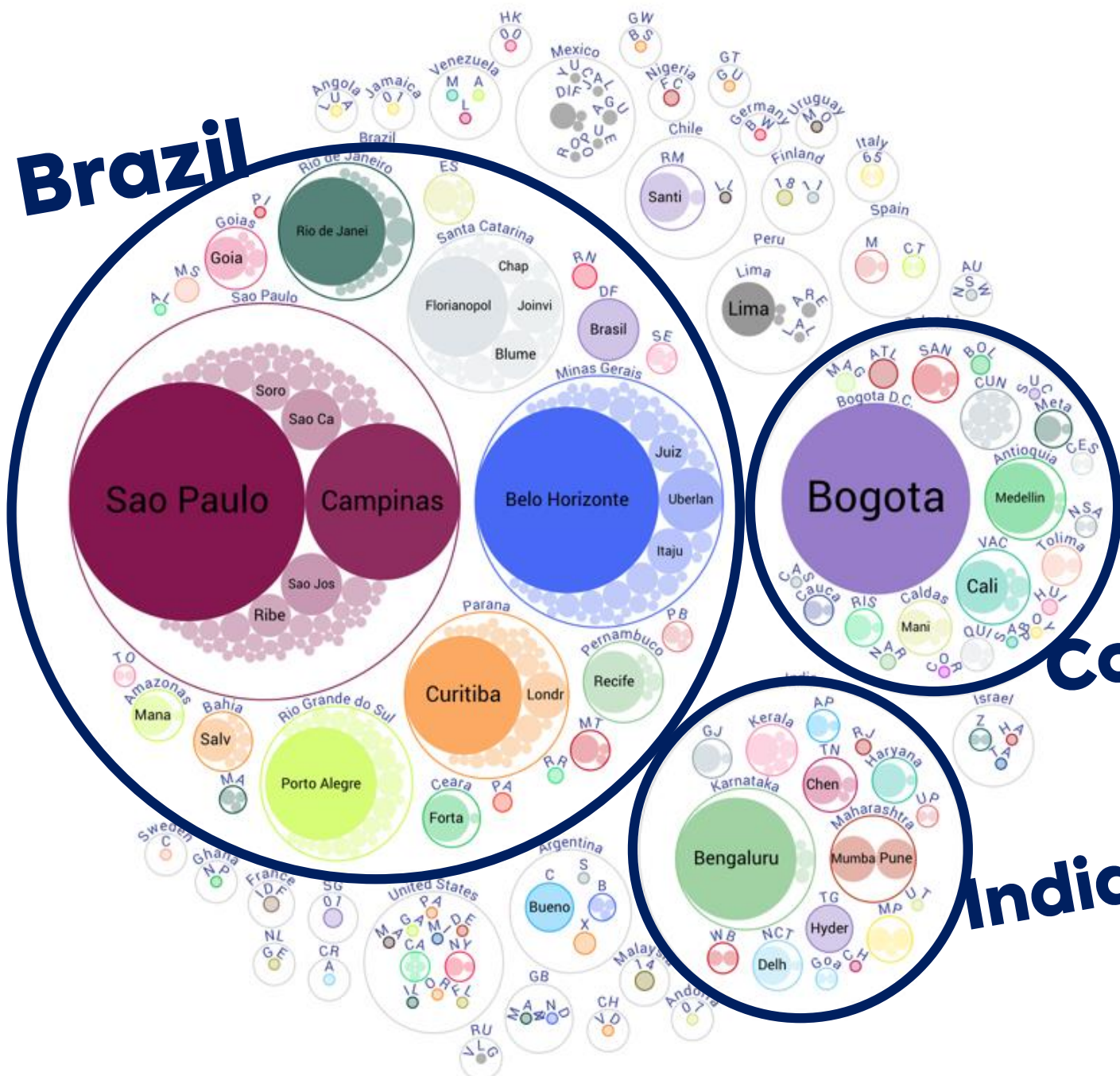
Startups



31,900

Evaluations

Brazil



**top
clusters**

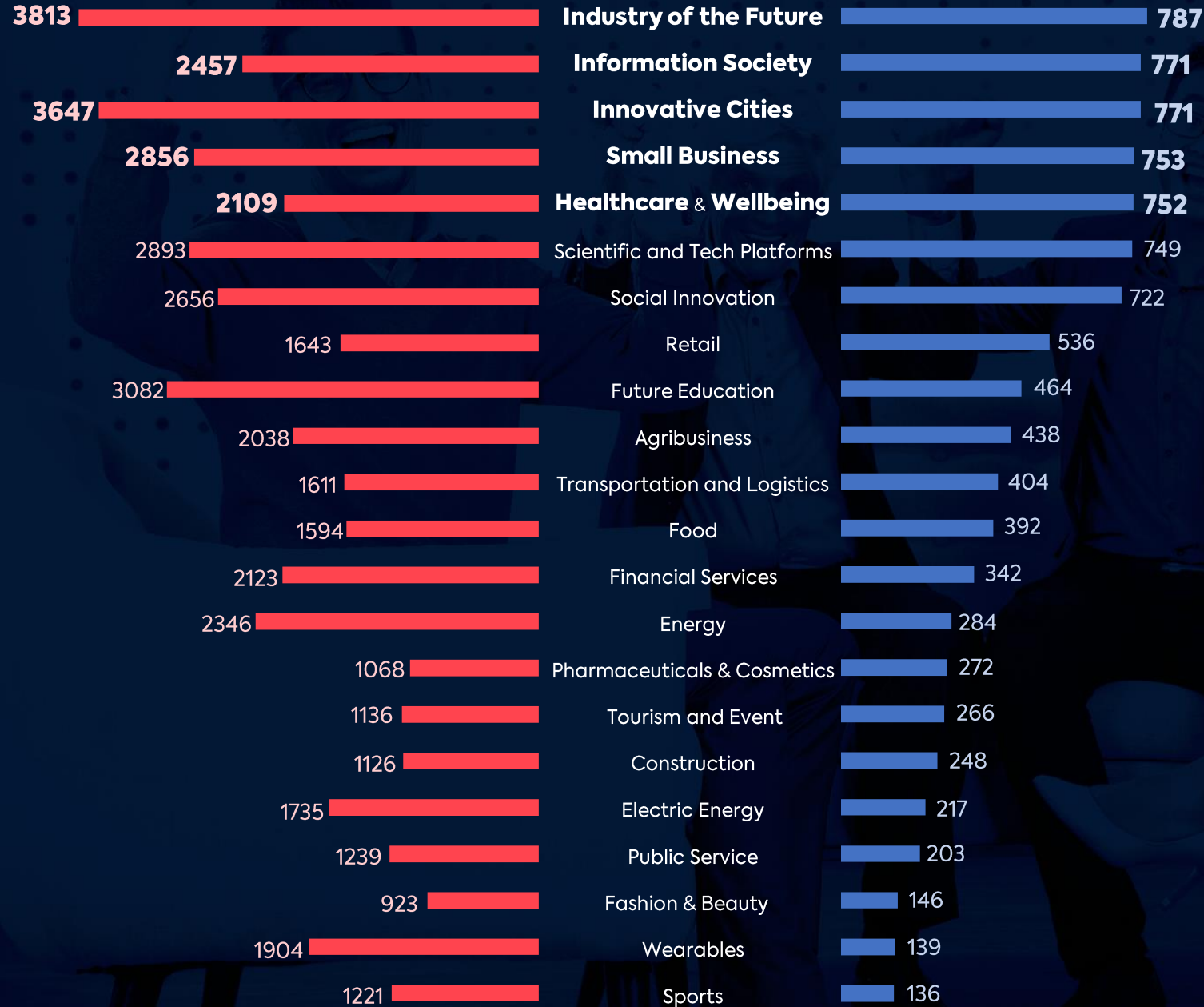
Colombia

India

451 cities
35 countries

EVALUATORS

STARTUPS



top
density
Grand Challenges

How it works?



Annual definition



Specialists network

Corporates network

Investor network

Open Corps



ANNUAL PUBLICATION

Online
activities

submission

evaluation

matchmaking

dashboard

Onlife
activities

Corporate Forums

Demo days

Speed-datings

In-company

top 100 open startups

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 in 2017
- ✓ 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.



top 100 open startups

STARTUP



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

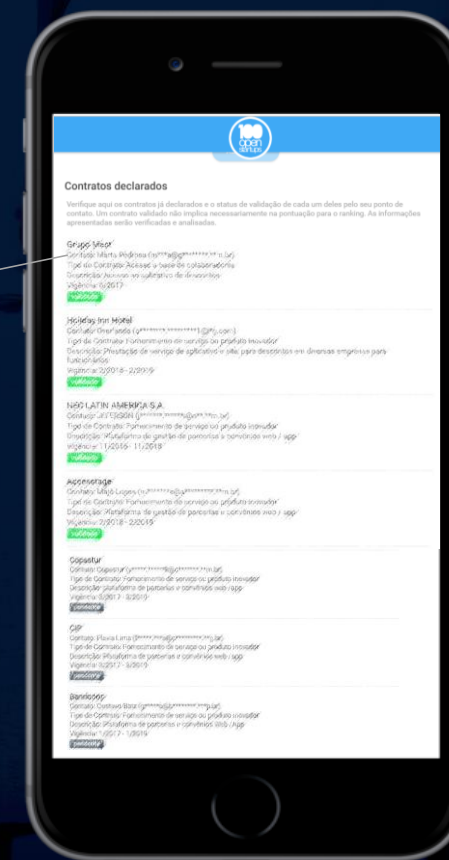
Pending

Rejected

VALIDATED

Data collection

CORPORATE

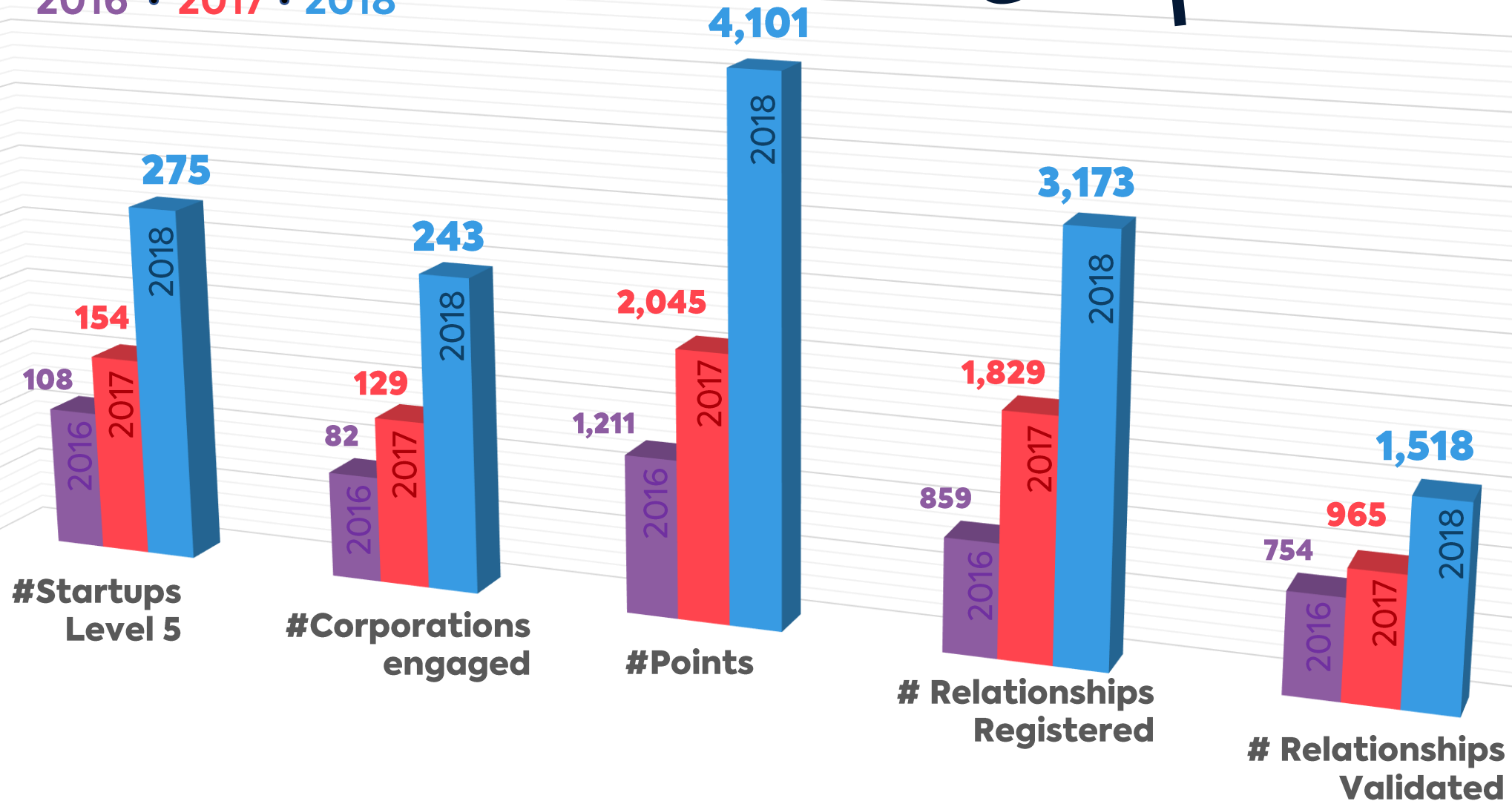


Startup Y
Contact: Paul Presley
(p*****y@b*****m.com)
Type of Contract: Service of innovative product supply
Description: web platform for partnership management
Term: 7/2017-7/2018

top 100

Ranking Evolution

2016 • 2017 • 2018



3-year Experience

2016 • 2017 • 2018

top 100
open startups

439

startups

engaged with
corporates

336
corporations

engaged with
startups

3,209

CSE
relationships

Points to be TOP

2016 • 2017 • 2018

top 100
open startups

2016

2017

2018

To be **TOP 10**

18

49

60

points

To be **TOP 100**

1

3

7

points

Categories

2016 • 2017 • 2018

top 100 open startups

2016

Agribusiness
Innovative Cities
Information Society
Future of Education
Electric Energy
Oil & Gas
Industry of the Future
Healthcare & Wellbeing
Wearables

2017

Agribusiness and Food
Cities, Tourism and Events
Enterprise Application
Future of Education
Energy
Industry of the Future
Healthcare and Wellbeing
Marketing and Retail
SMEs
Human Resource

2018

Grand Challenges
Education
Energy
Environment
Healthcare
Industry
Transport & logistics

Sectors
Retail
Agriculture
Construction
Financial services
Food
SMEs
Marketplace

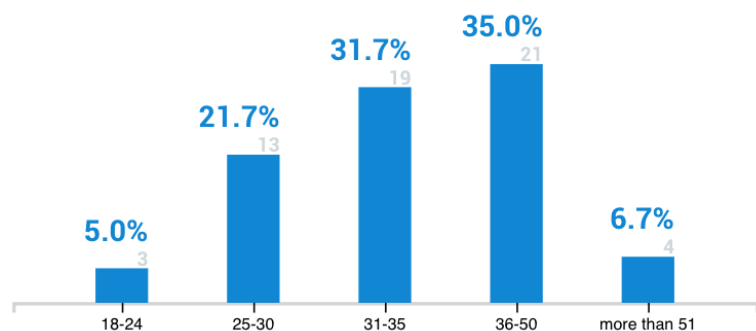
Trends
Big data
Biotech
Computer vision
IoT
Materials
VR/AR

Enterprise
Productivity
Customer service
Human resources
Legal
Marketing

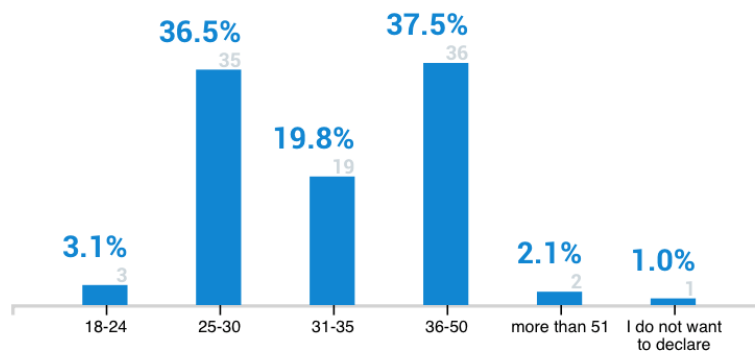
Infographics

2016 • 2017 • 2018

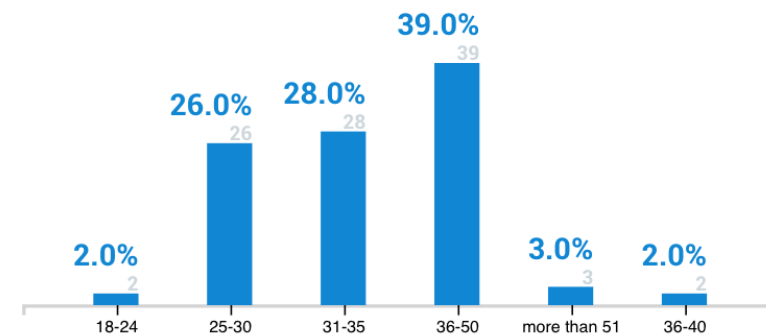
Age



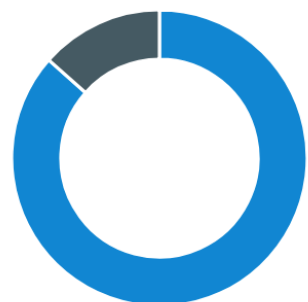
Age



Age



Gender



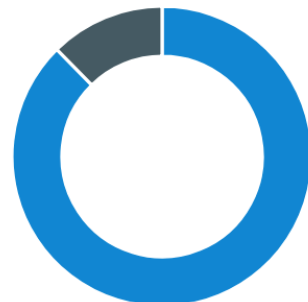
Male **82.8%**

77

Female **12.9%**

12

Gender



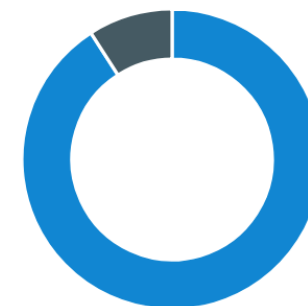
Male **86.7%**

85

Female **12.2%**

12

Gender



Male **90.0%**

90

Female **9.0%**

9



Ranking

2018

The most attractive startups for the Brazilian market

1. **Allya**
2. **Fhinck**
3. **Opinion Box**
4. **GoEpik**
5. **Incentive-me**
6. **Comprovei**
7. **PROSUMIR**
8. **Intelup**
9. **Forebrain**
10. **Pris Software**

- | | | | |
|------------------------|-------------------------|--------------------------|-----------------------------|
| 11. Kornerz | 34. DESCOLA | 57. TALENT MATCHING | 80. Flowsense |
| 12. JUSTTO | 35. Viewy | 58. Pin People | 81. AVI Retail Intelligence |
| 13. Postmetria | 36. Escribo | 59. Round Pegs | 82. VALOPES |
| 14. Lean Survey | 37. CUBi Energia | 60. BYOND | 83. FORELEGAL |
| 15. Loox Studios | 38. Eruga | 61. Vex Tecnologia | 84. mLearn Mobile Education |
| 16. Aqua Multitouch | 39. BirminD | 62. JettaCargo | 85. iRoad |
| 17. FORSEE | 40. Fix | 63. BrainYT | 86. Parcele.me |
| 18. Mastertech | 41. Pipefy | 64. FolhaCerta | 87. Oxiot |
| 19. Nama | 42. Guiando | 65. Passarelli Automação | 88. VivaBem |
| 20. STANDOUT | 43. Beenoculus | 66. LogPyx | 89. SolarView |
| 21. VG Resíduos | 44. Virturian | 67. Omnize | 90. Meu Câmbio |
| 22. QualityStorm | 45. TrackerUp | 68. Send4 | 91. ASAPP |
| 23. Aquarela Analytics | 46. Kriativar | 69. COSOL | 92. KCollector |
| 24. TNS Nanotecnologia | 47. xGB - x Good Brains | 70. 99labs | 93. Sances Live |
| 25. Novidá | 48. Vidya Technology | 71. Iagro | 94. Peerdustry |
| 26. Home Agent | 49. 7waves | 72. dLieve | 95. Meerkat |
| 27. MOLEGOLAR | 50. Salvus | 73. Neogyp | 96. Eirene Solutions |
| 28. Startup Mundi | 51. Ubivis | 74. Constructweb | 97. Saveadd |
| 29. Vibbra! | 52. Trackage | 75. Aiko | 98. O Polen |
| 30. Pix Force | 53. MSC MED | 76. SCHEME LAB | 99. Tpage |
| 31. Mvisia | 54. Tau Flow | 77. 33 Robotics | 100. OrbiWise SA |
| 32. Inngage | 55. ZEHNK Technology | 78. EdukaMaker | |
| 33. MEI Facil | 56. Sintecsys | 79. TotalVoice | |



Grand
Challenges

TOP 100 open startups **10** 2018
EDUCATION

1. Mastertech
2. DESCOLA
3. Escribo
4. Eruga
5. Kriativar
6. Opa Educação
7. EdukaMaker
8. mLearn Mobile Education
9. Schoolastic
10. Linkest

top
categories



Grand
Challenges

TOP 100 open startups **10** 2018
ENERGY

1. PROSUMIR
2. CUBi Energia
3. COSOL
4. Beenergy
5. SUNEW
6. GreenPlug Solutions
7. Soluz Energia
8. SolarView
9. Newatt
10. SHAREENERGY

top
categories

Grand Challenges

TOP 10 2018
100 open startups
ENVIRONMENT

1. VG Resíduos
2. Sintecsyst
3. VALOPES
4. Saveadd
5. NETResíduos
6. WayCarbon
7. Boomera
8. Evolve
9. SEIP 7
10. Pluvi.On

top
categories



Grand
Challenges

TOP 100 open startups **10** 2018
HEALTHCARE

1. Salvus
2. MSC MED
3. SCHEME LAB
4. PluriCell Biotech
5. ONKOS Molecular Diagnostics
6. Fix-it
7. OncoTag
8. Oxiot
9. VivaBem
10. Pickcells

top
categories



Grand Challenges

TOP 100 open startups **10** 2018
INDUSTRY

1. GoEpik
2. Intelup
3. FORSEE
4. Novidá
5. BirminD
6. Virturian
7. Vidya Technology
8. Ubivis
9. Trackage
10. Tau Flow

top
categories



Grand
Challenges

TOP 100 open startups **10** 2018
**TRANSPORT
& LOGISTICS**

1. Comprovei
2. Simplifica Fretes
3. JettaCargo
4. LogPyx
5. dLieve Tecnologia Logística
6. Aiko
7. 33 Robotics
8. Foxtrot Systems
9. iRoad
10. TruckPad

top
categories



TOP 100 open startups **10** 2018
MARKETPLACE

1. Vibbra!
2. Fix Tecnologia e Serviços
3. Conteúdo sob Demanda
4. Zukkin
5. FindUP
6. NetFoods
7. Bider
8. 3,2,1 Beauty
9. Peerdustry
10. EUNERD

top
categories



TOP 100 open startups **5** 2018
BIG DATA

1. Aquarela Analytics
2. Hekima
3. Chance
4. VM9
5. Airvantis

top
categories



TOP 100 open startups **5** 2018
BIOTECH

1. Eva Scientific
2. Sugarzyme
3. Rubian Extratos
4. Solve Biotechnology
5. Itatijuca Biotech

top
categories



TOP 100 open startups **5** 2018
**COMPUTER
VISION**

1. Pix Force
2. Mvisia
3. SVA Tecnologia e Sistemas
4. HOOBOX Robotics
5. Fullface biometric solutions

top
categories



TOP 100 open startups **5** 2018
IoT

1. PHYGITALL
2. Sensor Box LTDA
3. FRACTAL
4. Nimbus Tecnologias
5. Neewee

top
categories



TOP 100 open startups **5** 2018
MATERIALS

1. TNS Nanotecnologia
2. Biosolvit
3. Mancha Orgânica
4. Hyco compostos híbridos eireli
5. Printgreen3d

top
categories



Sectors

TOP 100 open startups **10** 2018
RETAIL

1. Incentivendas
2. Aqua Multitouch
3. STANDOUT
4. Send4
5. Pegaki
6. Virtual Town
7. Flowsense
8. O Polen
9. Repassa
10. Petitebox e Experiencebox

top
categories



Sectors

TOP 100 open startups **5** 2018
AGRICULTURE

1. Iagro
2. AGRONOW
3. Eirene Solutions
4. nextAgro
5. Verde Drone

top
categories



Sectors

TOP 100 open startups **5** 2018
CONSTRUCTION

1. MOLEGOLAR
2. Neogyp
3. Constructweb
4. Sii Technology
5. Banib Conecta

top
categories



TOP 100 open startups **5** 2018
**FINANCIAL
SERVICES**

1. BLU365/Kitado
2. Parcele.me
3. Meu Câmbio
4. Tpaga
5. Pague Bem Brasil

top
categories



Sectors

TOP 100 open startups **5** 2018
FOOD

1. UNA Smart
2. Horta Mágica
3. One More – Balance Drink
4. Revella
5. Mondial Brands

top
categories



Sectors

TOP 100 open startups **5** 2018
SMEs

1. MEI Facil
2. PULPO WMS
3. INTRADEBOOK
4. Certus Software
5. Moneto

top
categories

Enterprise Applications

TOP 100 open startups **10** **2018**
PRODUCTIVITY

1. Fhinck
2. Pris Software
3. QualityStorm
4. Pipefy
5. Guiando
6. TrackerUp
7. ZEHNK
8. Mereo
9. DotSE Software Engineering
10. LACE Engenharia

top
categories



Enterprise
Applications

TOP 100 open startups **5** 2018
MARKETING

1. Opinion Box
2. Forebrain
3. Kornerz
4. Postmetria
5. Lean Survey

top
categories



Enterprise
Applications

TOP 100 open startups **P5** 2018
LEGAL

1. JUSTTO
2. Linte
3. FORELEGAL TECNOLOGIA
4. Juridoc
5. Oito Tecnologia Jurídica

top
categories



Enterprise
Applications

TOP 100 open startups **P5** 2018
**HUMAN
RESOURCES**

1. Allya
2. 7waves
3. TALENT MATCHING
4. Pin People
5. FolhaCerta

top
categories

Enterprise Applications

TOP 100 open startups **P5** 2018
**CUSTOMER
SERVICE**

1. Nama
2. Home Agent
3. Inngage
4. Omnize
5. ROBOS.im

top
categories



TOP open CORPS

100
open
corps

The most engaged corporations



1. **Accenture**
2. **ISA CTEEP**
3. **Natura**
4. **Algar Telecom**
5. **Dow**
6. **Cemig**
7. **Johnson & Johnson**
8. **MATERA Systems**
9. **Bosch**
10. **Braskem**

11. Votorantim
Cimentos
12. Citrosuco
13. BRF
14. CSU
15. Novozymes
16. RV Ímola
17. Ilegra
18. Whirlpool
19. Fibria
20. Atlas Schindler
21. 3M
22. Suzano
23. AES Brasil
24. Grupo Oncoclínicas
25. Softplan
26. Ambev
27. Oi
28. Microsoft
29. Embraer
30. IBM
31. Bradesco
32. Edenred
33. Rhodia / Solvay
34. Gerdau
35. Ultragaz
36. SAP
37. Caterpillar
38. Porto Seguro
39. Saint-Gobain
40. Roche
41. Renault
42. Grupo Boticário
43. Rio Quente Resorts
44. TV Globo
45. Axxiom
46. Nestlé
47. Corpflex
48. Algar Agro
49. 99
50. EDP



GRAND CHALLENGE OIL&GAS 2015

Connected Corporations

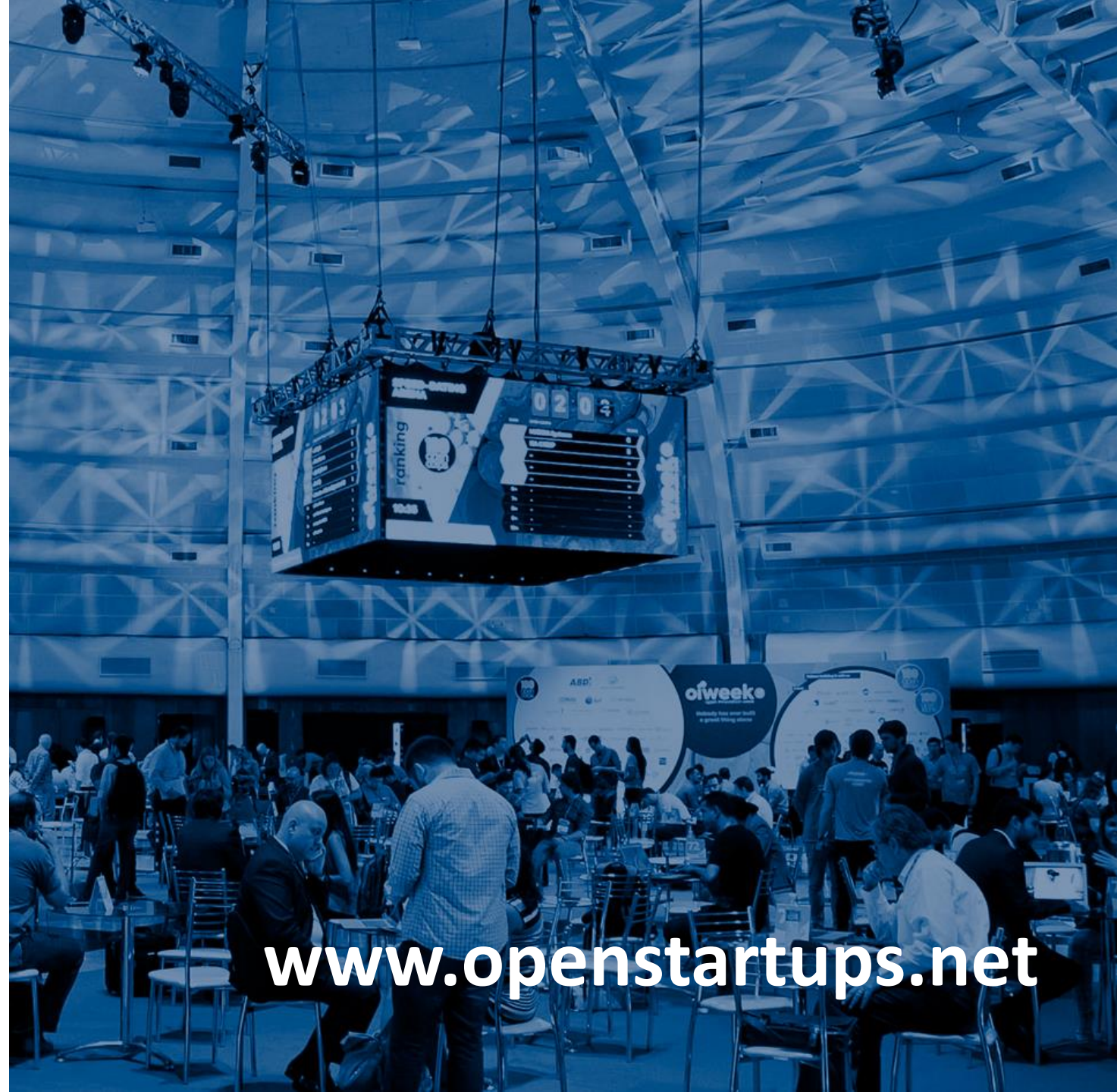
3M, FMC Technologies, IBM, Shell, Statoil, BG Group

Challenge Description

The Brazilian oil and gas industry has undergone strong changes with the growth of national petroleum production, by achieving the high of two million barrels a day in little over a decade. The discovery of the Pre-Salt marine oil fields placed the country on the frontier of the world's oil exploration, expanding opportunities for investments in technologies, with jobs generation and a rise in the demands of goods and services from national suppliers. Some of the main challenges are in highly specialized labor skills and investments in national technologies, so as to increase the country's competitiveness, considering demands for steel, ships, exploratory probes, equipment and others. The main technological trends are headed towards surface processing, submarine installations and oil well tech.

Opportunities for startups

- Technologies for increased oil production and market competitiveness;
- New systems for management, evaluation and minimization of environmental impact (biota and water quality) and in society; Solutions to improve the chain infrastructure (eg logistics, modernization of refineries);
- Technologies for new exploratory frontiers, enhanced oil recovery and operation in ultra-deep water; Solutions for higher professional qualification with focus on engineering, geology and related fields;
- Solutions and equipment for increased protection of workers;
- New methodologies for validation / testing of materials at high depths (eg corrosion protection);
- Technologies for capture, separation and injection of CO₂, water management and injection and energy efficiency;
- HPC (high performance computing) with the development of sensors, simulators, and other algorithms. (Ex: new software representing rocks behavior when flowing oil and gas, allowing to know the effects when the injection of contaminant gases such as CO₂ and SO₄, and water);
- Subsea factory systems so that platform operations are transferred to the seabed;
- New systems and flow safety equipment (flow assurance) to increase knowledge, prediction and assurance of subsea production.



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