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# SENAI INTERNATIONAL CENTER OF INNOVATION

## INNOVATION CULTURE AND MANAGEMENT

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The International Center of Innovation encourages innovation practices at workplaces and helps your business grow in a consolidated manner, through innovative processes and practices.

### Consulting Services

- InoveMais - Open Innovation
- Knowledge Management - Innovation 2.0
- Deployment of the innovation culture in the organization
- Consulting Services focusing on Intrapreneurship and Management of Corporate Ideas
- Implementation of Innovation Project Management and Innovation Management processes

### Training sessions and lectures

- Training of creativity and entrepreneurship agents
- Open Innovation and Knowledge Management Workshop
- "Innovation Culture and Innovation Management" Workshop
- Workshop on ideas generation and creativity (Mind Mapping, TRIZ and Creative Problem Solving)

FIEP  
SESI  
SENAI  
IEL

**SENAI**

# INTELLECTUAL PROPERTY AND TECHNOLOGY MANAGEMENT

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It allows investments in planning, product R&D, application of mathematics to business problems, partnerships and intellectual property.

## Consulting Services

- Support to the implementation of R&D centers and technological strategic planning
- Search for state-of-the-art knowledge
- Filing of patent application, trademark registration, industrial design and other intellectual property issues
- Management of intellectual property portfolio
- University-Industry partnerships, negotiation and contracts for technology transfer
- Application of Industrial Mathematics (for all industrial sectors)

## Capacity-Building Sessions and Lectures

- Introduction to Intellectual Property
- Prior art search
- Legal aspects of partnerships between Technology and Science Institutions and companies

# RESOURCES FOR INNOVATION

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With the assistance of the Fund Raising Office, it is possible to develop projects and obtain financial resources for innovation through government incentives and private investments (Angel Investors Network, Venture Capital and Private Equity).

## Consulting Services

- Tax breaks for innovation
- Development of R&D projects for fundraising
- Development of business plan

## Advisory Services

- Advisory services for establishing a relationship with and/or setting up an angel investors network
- Senai's investment fund hotel
- Advisory services for private equity funds
- Evaluation of the company's financial value (Valuation)
- Investment Brokerage and B2B Brokerage



# BUSINESS INCUBATOR AND ACCELERATOR

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Incubates and accelerates innovative enterprises on site or remotely. It offers physical space and acceleration and incubation of processes for startups and national and international innovative enterprises.

## Consulting Services

- **Implementation of spaces and processes of incubators and accelerators for startups in industries and innovation ecosystems**
- **Innovation Culture in corporate education: Hackathon, Challenges of Ideas, Hackspace**

# INNOVATION FOR BUSINESS

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Innovation aligned with business strategy and vision.

## Consulting Services

- **360° analysis of the value chain**
- **Canvas – Modelling of Innovative Businesses**
- **Strategic diagnosis of innovation**
- **InoValor – Value Generating Program**
- **Innovation plan**
- **Business Innovation Program**



# DESIGN

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Application of strategic design methodologies, with the purpose of integrating processes, products, services and communication, in order to leverage enterprises in the market.

## **Design - Branding**

- **Research and diagnosis**
- **Brand and brand manual**
- **Creation and development**

## **Design - Product**

- **Research, diagnosis and development of prototypes**
- **Analysis of functionalities, production process, use, aesthetics and materials**
- **Development in CAD software**

## **Design - Packaging**

- **Diagnosis, research and development of packaging as a product and as graphic interface in the communication with the target audience**
- **Distribution logistics adequacy**
- **Integration of the factors developed in Branding and in the Product**

## **FOR FURTHER INFORMATION, CONTACT:**

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