

TOURISTS

RANKING BASE IN EVIDENCE (E)

NOT INDIVIDUAL

OPINIONS

IDENTIFY ROADMAPS - MEASUR

LAB2MARKET

@TÉCNICO

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everis

i-deals
everis group

TAKING
TECHNOLOGIES OUT
OF THE LAB!



LAB2MARKET HELPS TEAMS...

... finding the best way to take **science** or **technology** to the market.



HOW?

250 hours of specialized business mentoring to the selected teams with the support of Everis and I-Deals.

BUSINESS MENTORING

1

WORKSHOP
iStartLab &
ONE-TO-ONE
MEETING

2

TECH
ASSESSMENT

- Differentiation
- Value Proposition
- Partners

3

MARKET
ASSESSMENT

- Customer Segments
- Channels
- Customer Relationships

4

REVENUE &
COSTS

- Revenue Streams
- Costs and Resources

5

INVESTORS

- How to present to investors
- How to calculate your value

6

FEEDBACK
FROM THE
MARKET

- Potential partners and clients

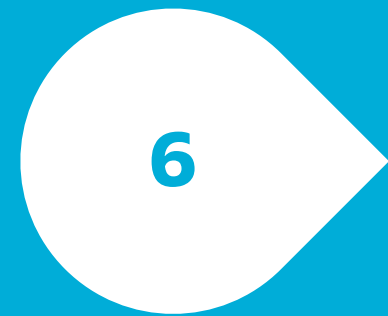


WHY IS THIS PROGRAM SO IMPORTANT?

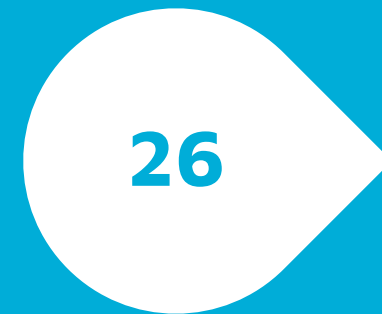
With this consultancy Teams can...

- Create a startup
- License their technology
- Structure and guide their research
- Be better prepared to compete for investment funds as Horizon Europe (2021-2027)

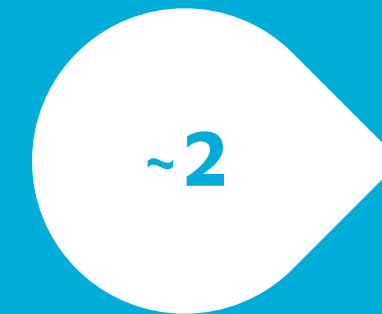
PROGRAM HISTORY



Editions: 2015, 2016,
2018, 2019, 2020,
2021



Selected teams



Teams were approved for
the Horizon 2020 funding
after the program



+ 1.000 hours of specialized
business mentoring



Teams Composition
Professors, Researchers, PHD
Students or Master Students

SUCCESS PROJECTS



VOXEL PROJECT

Prof. Marta Fajardo, participated in the program in 2015, and subsequently applied for the Horizonte 2020 program, raising a 3.99 million fund.



FABINVENTORS

Project led by Nuno Frutuoso PhD student. After participating in the program, he created the startup that in the meantime became a spin-off of Técnico and which recently won 3rd place in “BoostUP”, a European competition organized by EIT Manufacturing.

TESTIMONIALS



“We decided to attend this workshop because we were very interested in learning more, especially marketing strategies, because we are all engineers.”

Filipa Bernardino, Biklio team.



“This program has allowed us, among other things, to make contacts that can help us bring our product to market.”

Ermelinda Maçôas, Intelligent food packaging team.

FEEDBACK



“Lost the fear to contact companies out of the blue”

“The business-oriented mindset and plenty of valuable feedback from the market”

“The contact with the market to validate our product and the development of all the important documentation to show to possible investors”

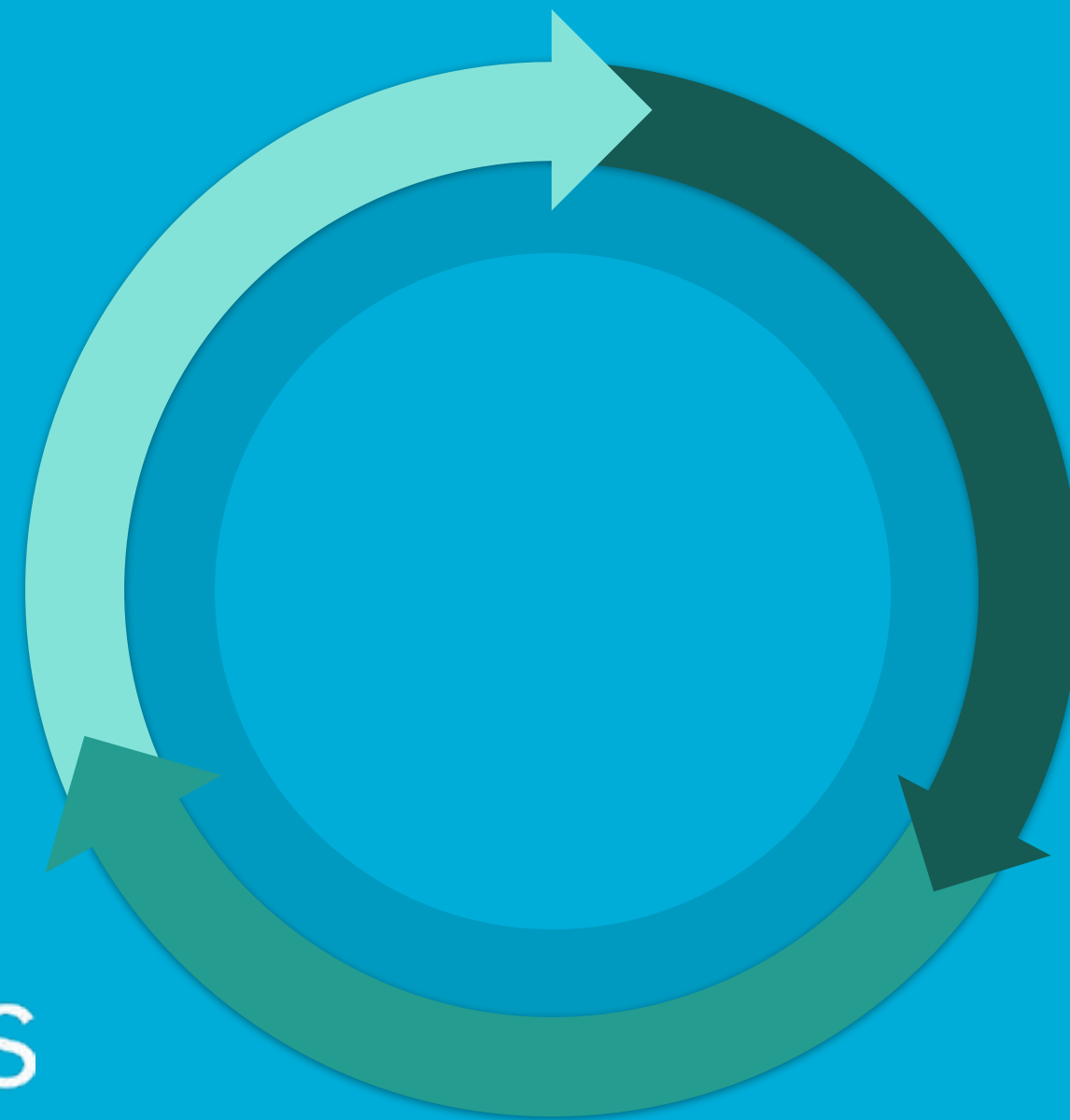
“This program helped me to change my mindset into a more business-oriented mindset. It helped me to understand how to reach different audiences, such as investors or companies. The program gave me confidence to continue this project.”

Special Thanks to:

Vision & Mentoring

Prof. Luis Caldas Oliveira (iStartLab)

Eng. António Brandão Vasconcelos (Everis)



Team

Rita Silva (TT- Empreendedorismo)

Joana Ribeiro Duarte (TT - Comunicação)

Grupo Comunica Ciência IST

THANK YOU
FOR YOUR
TIME!



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