

IBM Global Entrepreneur - Brazil



Ricardo Mansano
IBM Innovation Center Brazil Manager
Feb, 2012



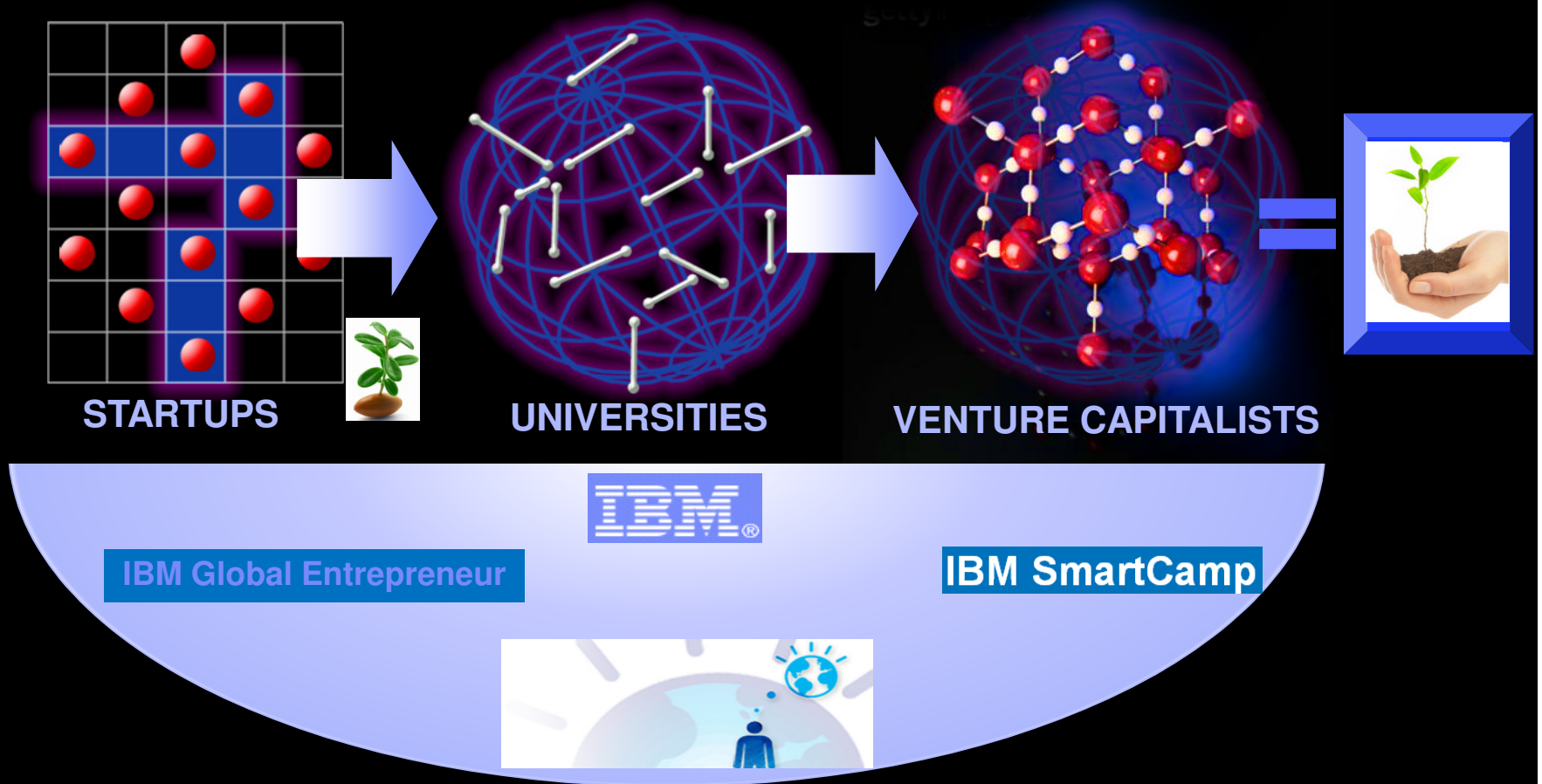
ILPA DELEGATION TO **LATIN AMERICA** FEBRUARY 6 - 10, 2012

IBM SmartCamp

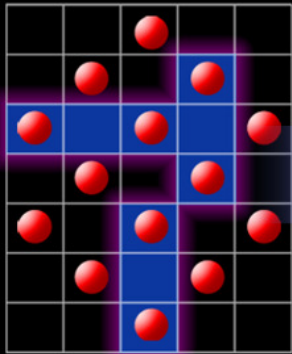
Looking for global entrepreneurs who
want to make a Smarter Planet.



Key Components for IT Brazilian ecosystem



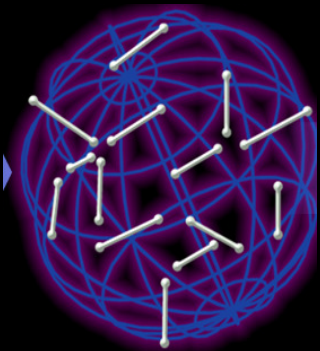
Since the creation → coach for investments



STARTUPS

Institutions can support the first step of startup lifecycle giving them visibility and support to elaborate their business plan with VC perspective or good path to go to market.





UNIVERSIDADES

All innovation are supported by Universities environment. IBM on technical courseware and invest on Research Lab with Academia support.

IBM

IBM Global Entrepreneur

IBM SmartCamp

PaqTcPB
Fundação Parque Tecnológico do Paraíba

UNICEUB
Centro Universitário de Brasília

PUC RIO

FUCAPI

PUCRS
Pontifícia Universidade Católica do Rio Grande do Sul

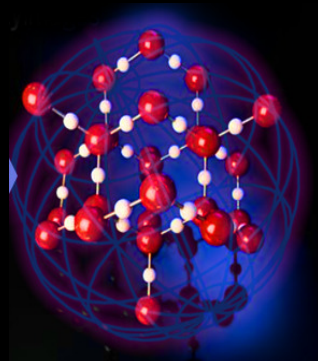
UFRJ

Universidade Católica de Brasília

PORTODIGITAL

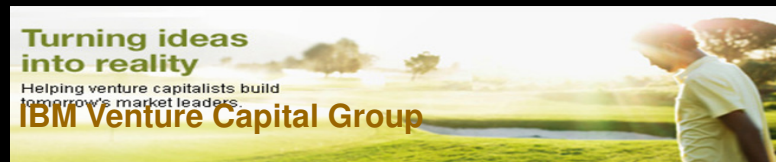
PUC Minas

USP

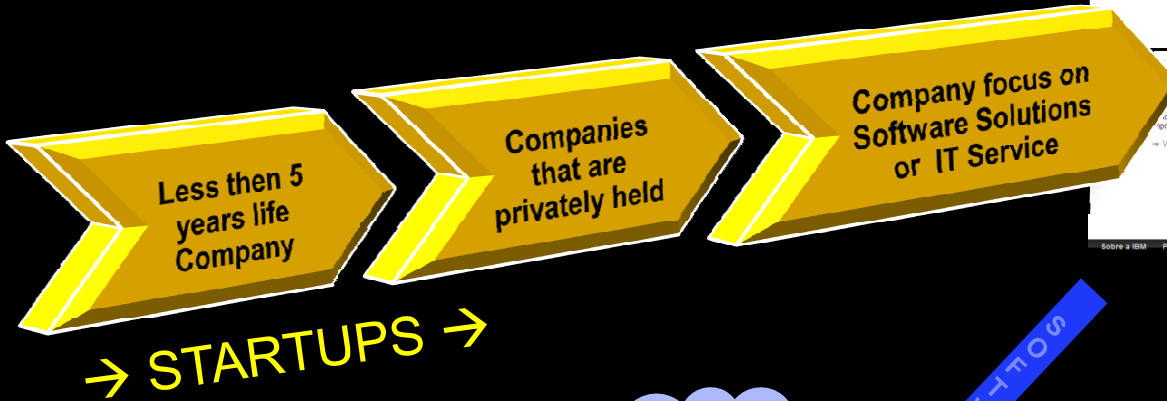
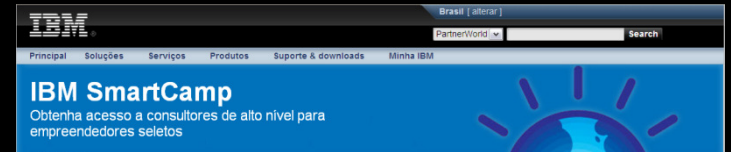


VENTURE CAPITALISTS

Investments and Corporate Governance are key factors of success for startups. This great networking with IBM and VC community can help this first stage for entrepreneurs.



Global Entrepreneur Program – Launched in Brazil - 2011



→ STARTUPS →



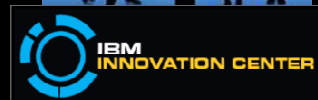
3 years with NO COSTS

IBM Software Access Catalog

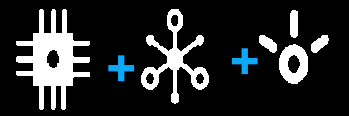
EMPREENHEDES

PESSOAS

PROMOCÃO



IBM SmartCamp Startups com soluções

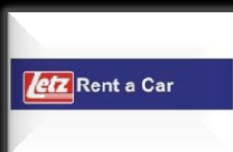


instrumentado. interconectado e inteligente

IBM Innovation Center - São Paulo



Some of the 100 companies registered on GEP



IBM SmartCamp Brazil 2011 & IBM Venture Capital Symposium



Claudia Munce

Venture Capital Group

Vice President
IBM Corporate Strategy



Mauricio Sucasas

ISV's & Developer Relations,
Growth Market Unit Director



Jim Breyer

Partner of Accel Partners

President of Accel Management Company

Founder/CEO of Breyer

Forbes #1 VC 2011



Gerry Mooney

IBM General Manager
Smarter Cities

IBM SmartCamp Brazil 2011 - Mentoring Sessions – November, 10th






1st Day (11/10) – Mentoring Day

TABLE 1	TABLE 2	TABLE 3	TABLE 4	TABLE 5																																																										
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AI*: Academic Initiative VC**: Venture Capital EP***: Entrepreneur





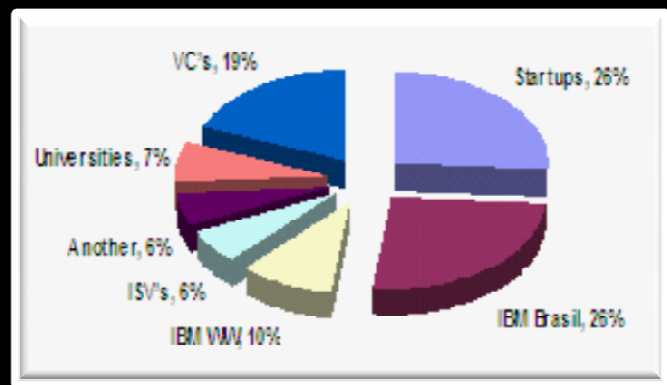


Mentoring Sessions:

- 1 → Give advices where needed, discuss with the company issues as diverse as funding, marketing, technology, communications etc
- 2 → Give feedbacks of the startups presentation
- 3 → Fill in the 5 criterias of the scorecard, leave comments if you think it's necessary

2h00 - 2h30 PM	Registration
2h30 - 2h45 PM	Opening Maurício Suscasas ISV & Developer Relations, Growth Market Unit Director
2h45 - 3h20 PM	Presentation 5 Startups
3h20 - 6h00 PM	Mentoring
6h00 PM	Official Opening
6h30 - 8h00 PM	IBM Smart Camp Cocktail Jim Breyer (Forbes # 1 VC – 2011)
	Fire Side Chat Jim Breyer (Forbes # 1 VC – 2011) Marcus Regueira CEO FIR Capital
8h00 PM	Dinner

Attendees by Category:



IBM SmartCamp Brazil 2011 & IBM Venture Capital Symposium

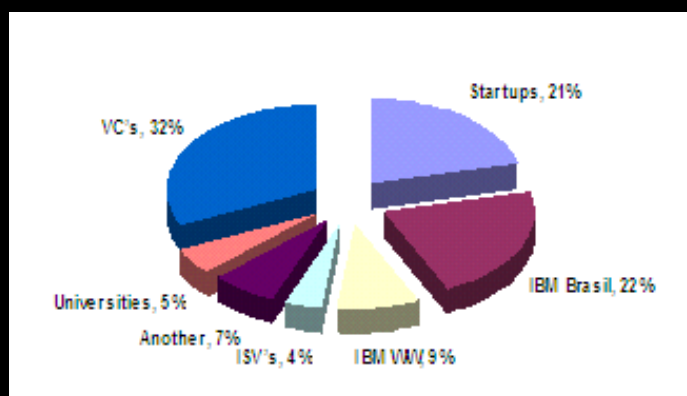
November, 11 th

8h30 - 9h00 AM	Registration	
9h00 - 9h30 AM	Opening	Gerry Mooney IBM General Manager SmarterCities
9h30 - 9h50 AM	Phil Wickmam – CEO Kauffmann Fellow Program	
9h50 - 10h50 AM	Panel : Helping Entrepreneurs be Successful Marcus Regueira - CFO FIR Capital John China - Silicon Valley Bank – Head of Relationship Management Mauricio Sucasas - ISV & Developer Relations, Growth Market Unit Director Phil Wickmam – CEO Kauffmann Fellow Program	
10h50 - 11h10 AM	Entrepreneur Coffee	
11h10 - 11h20 AM	Summary of Smart Camp IBM Brazil	Ricardo Mansano IBM Innovation Center Manager
11h20 AM - 12h20 PM	Finalists Presentation (5 startups)	
12h00 PM	Lunch – IBM Brazil 2011 Entrepreneur Announcement Special Guest Claudia Munce – IBM Venture Capital Group, VP Corporate Strategy Mauricio Sucasas - ISV & Developer Relations, Growth Market Unit Director	



2h00 - 2h15 PM	Opening	Claudia Munce IBM Venture Capital Group, VP Corporate Strategy
2h15 - 3h15 PM	Fire Side Chat John China Silicon Valley Bank – Head of Relationship Management Luiz Eugenio Figueiredo VP ABVCAP	
3h15 - 3h30 PM	IBM Brazil Supporting Venture Investment	Mauricio Sucasas ISV & Developer Relations, Growth Market Unit Director
3h30 - 4h45 PM	Panel : Partnering for Growth Claudia Munce (moderator) - IBM Venture Capital Group, VP Corporate Strategy Marcus Regueira - CFO FIR Capital Prof Caio Ramalho - FGV – Getúlio Vargas David Thomas - Head of Intel Capital Alex Tabor - CTO Peixe Urbano	
4h45 - 5h00 PM	Closing	Mauricio Sucasas ISV & Developer Relations, Growth Market Unit Director
5h00 PM	IBM Venture Capital Cocktail	

Attendees by Category:



IBM SmartCamp Brazil 2011 & IBM VC Symposium – November, 11th



Panel : Helping Entrepreneurs be Successful: David Thomas, Marcus Regueira, John China and Mauricio Sucasas



Fire Side Chat John China and Luiz Eugenio Figueiredo



Panel : Partnering for Growth : Claudia Munce, Marcus Regueira, Alex Tabor, Prof Caio Ramalho, David Thomas and Deborah Magid



WW and Brazil Team

Winner of IBM SmartCamp Brazil 2011: IDXP



IDXP – Belo Horizonte - MG

IDXP's smart sensor technology, installed in stores and shopping carts allows the real-time monitoring of consumer behavior within stores. The analysis generated through this information it is possible to create and implement measures to increase conversion and sales rates, measuring and evaluating their effectiveness.



WINNER of the People's Vote Award : Opará

- Total Votes: 1.218
 - **WINNER: Opará - 445**
 - Mobwise - 345
 - IDXP - 206
 - Prime Saúde – 179
 - Easy Taxi - 43



IBM SmartCamp Brazil 2011 – Press Coverage



From 8 regions, we had almost 100 different solutions, which we selected 05 finalists.
The process to selected it was by executives interviews with IBM Brazil and WW Team.

- **Internal Press Release:** IBM News, SWG News and Murals
- **External Press Releases:**
 - **IBM selects start-ups to invest in Brazil** - TI INSIDE - WEB – 11/09/2011
 - **IBM selects five entrepreneurs able to help build smarter cities during Brazil IBM SmartCamp** - TI BAHIA - WEB – 11/09/2011
 - **IBM selects five entrepreneurs able to help build smarter cities during Brazil IBM SmartCamp** - MAXPRESS NET - WEB – 11/09/2011
 - **IBM announces finalists for SmartCamp** - PAUTA SOCIAL - WEB – 11/09/2011
 - **Opara system in Pernambuco represents SmartCamp** - PERNAMBUCO.COM - WEB – 11/09/2011
 - **IBM encourages startups to help her in Smarter Cities** - CRN BRASIL - WEB – 11/10/2011
 - **IBM Announces Winners of the Brazilian stage of the entrepreneurship contest** - TN. PROJETOS SOCIAIS - WEB – 11/10/2011
 - **IBM selects five entrepreneurs able to help build smarter cities during Brazil IBM SmartCamp** - PORTAL FATOR BRASIL - WEB – 11/10/2011
 - **IBM chooses five Brazilian projects to create smart cities –**
DATACENTERDYNAMICS – WEB - 11/14/2011
 - **IBM selects five finalists SmartCamp** - COMPUTERWORLD - WEB - 11/11/2011



DIARIO DE PERNAMBUCO
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Events



Bangalore, India



Austin, Texas



Barcelona, Espanha



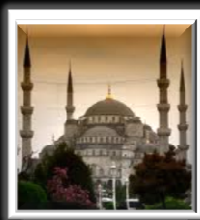
Rio de Janeiro



NYC, NY



Tel Aviv, Israel



Istanbul



China



Lonndres

The SmartCamp Global Finals brought together:

- Venture capitalists
- Industry experts,
- Press,
- Analysts,
- Entrepreneurial organizations
- Academics



2011 SmartCamp Finalists were:

- **Austin: SecureWaters**– Water monitoring solutions
- **Bangalore: ConnectM** - Energy efficient telecommunications solutions
- **Barcelona: BitCarrier**– Traffic management solutions
- **London: Profitero**– Analyzes on-line competitive information for retailers
- **Istanbul: Skin Scan** – Pocket scan technology for skin cancer prevention
- **New York: Localytics**– Real-time data analysis for mobile applications
- **Rio de Janeiro: IDXP** – **Smart sensors in shopping carts to monitor consumer behavior in real time**
- **Shanghai: Palmap**– Indoor and POI Data open platform
- **Tel Aviv: C-B4** - Context based analytics for hidden data patterns in large scale data warehouses

SmartCamp is an exclusive global event bringing together entrepreneurs, investors and experienced mentors who want to build a Smarter Planet

IBM SmartCamp Global Finals - Photos



Global Finals -- The Titans of Silicon Valley Panel



Global Finals -- Finals Days



Global Finals -- Global SmartCamp Finalists



Winner of IBM SmartCamp 2011: Profitero

Profitero – London

Analyzes on-line competitive information for retailers



Winner of the People's Vote Award : IDXP

IDXP – Brazil

Smart sensors in shopping carts to monitor consumer behavior in real time



Thank you!

Ricardo Mansano

email: rmansano@br.ibm.com