

# Mentalidade Startup e Inovação Disruptiva

Flavio Pripas



**TAXI**



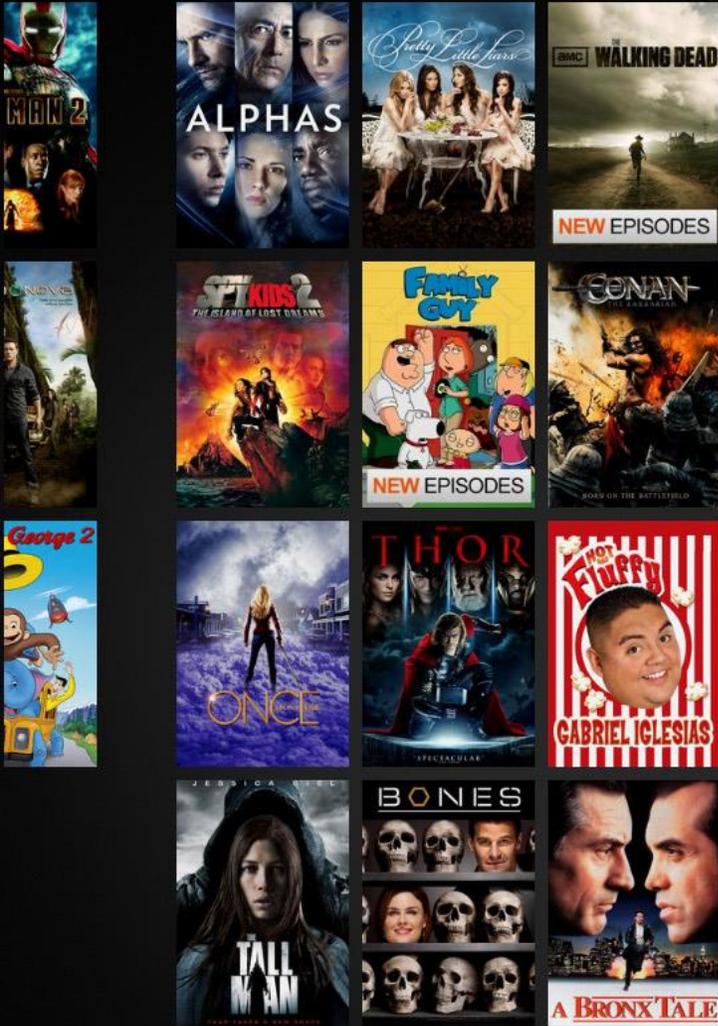
UBER



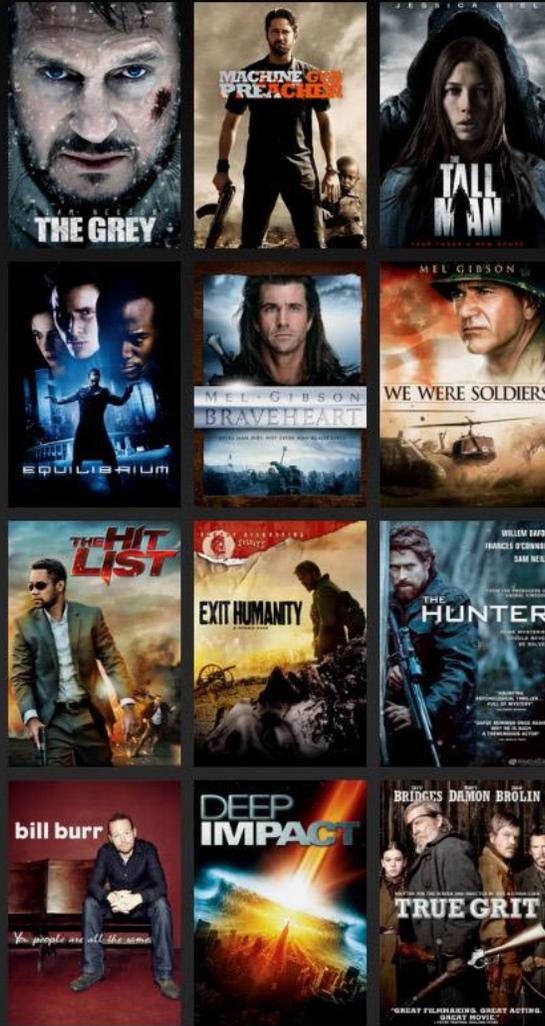
airbnb



## Popular on Netflix



## Dark Movies



## Romantic Opposites-Attract...



## Emotional Movies



2008

CREDIT SUISSE   
CREDIT SUISSE HEDGING-GRIFFO

J.P.Morgan

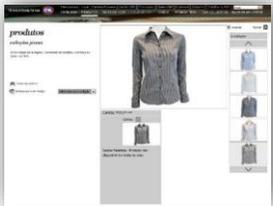




2008/2009  
Social Media  
Social Networks  
Social Commerce

byMK  
(Abril/2009)

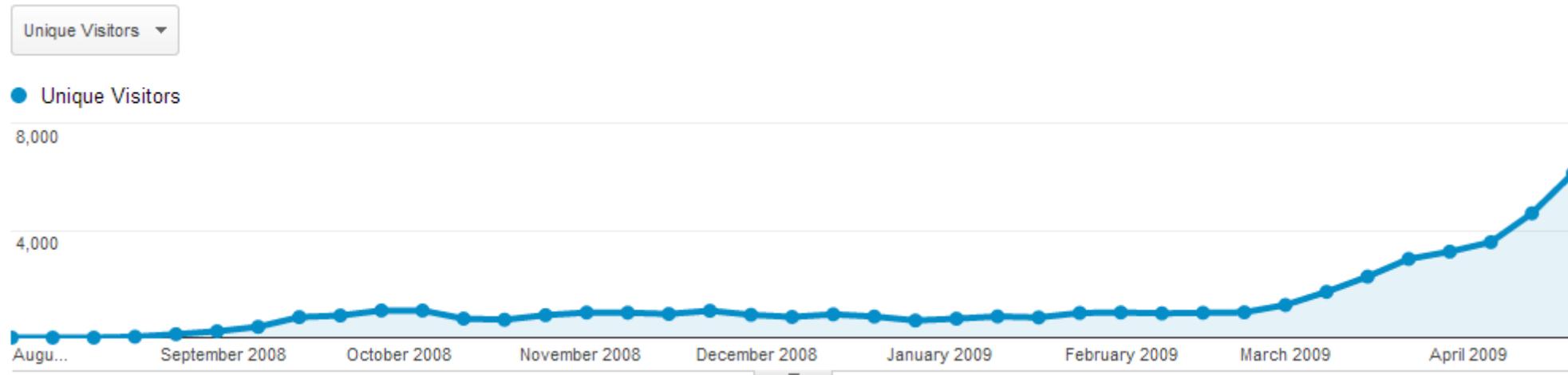




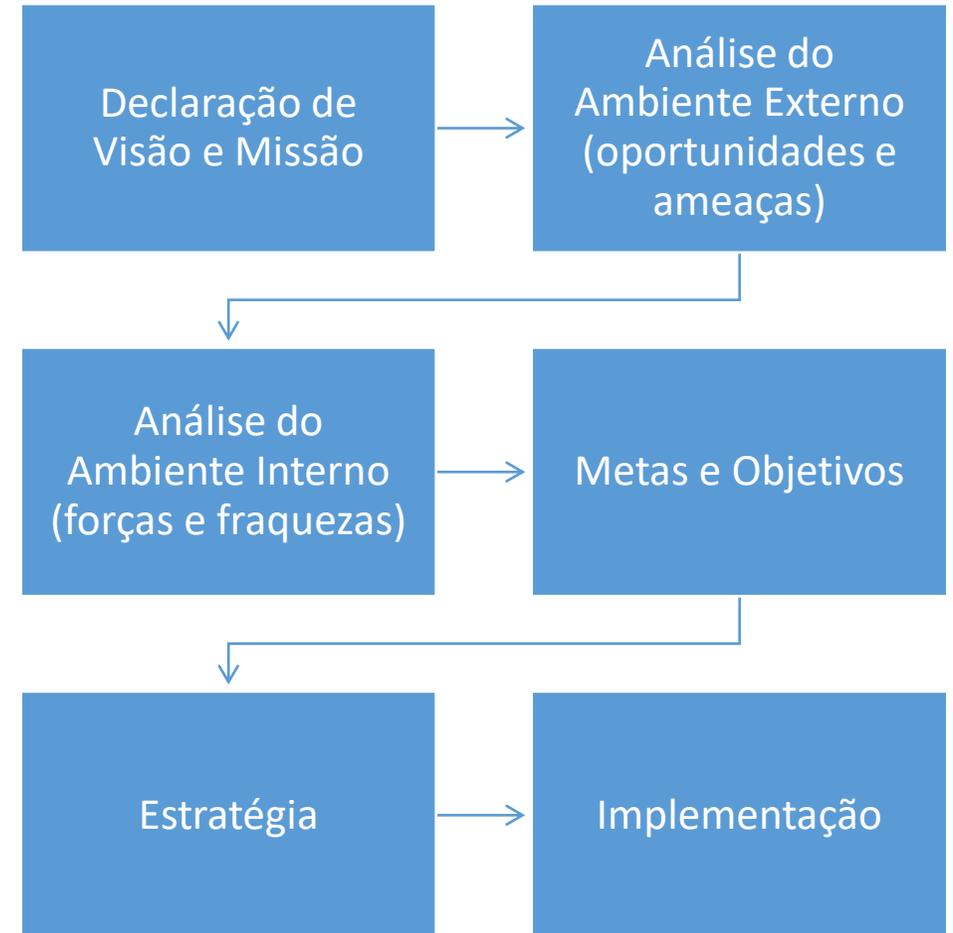
“Self-Expression is the new entertainment”

Arianna Huffington – May/2010  
Founder, The Huffington Post

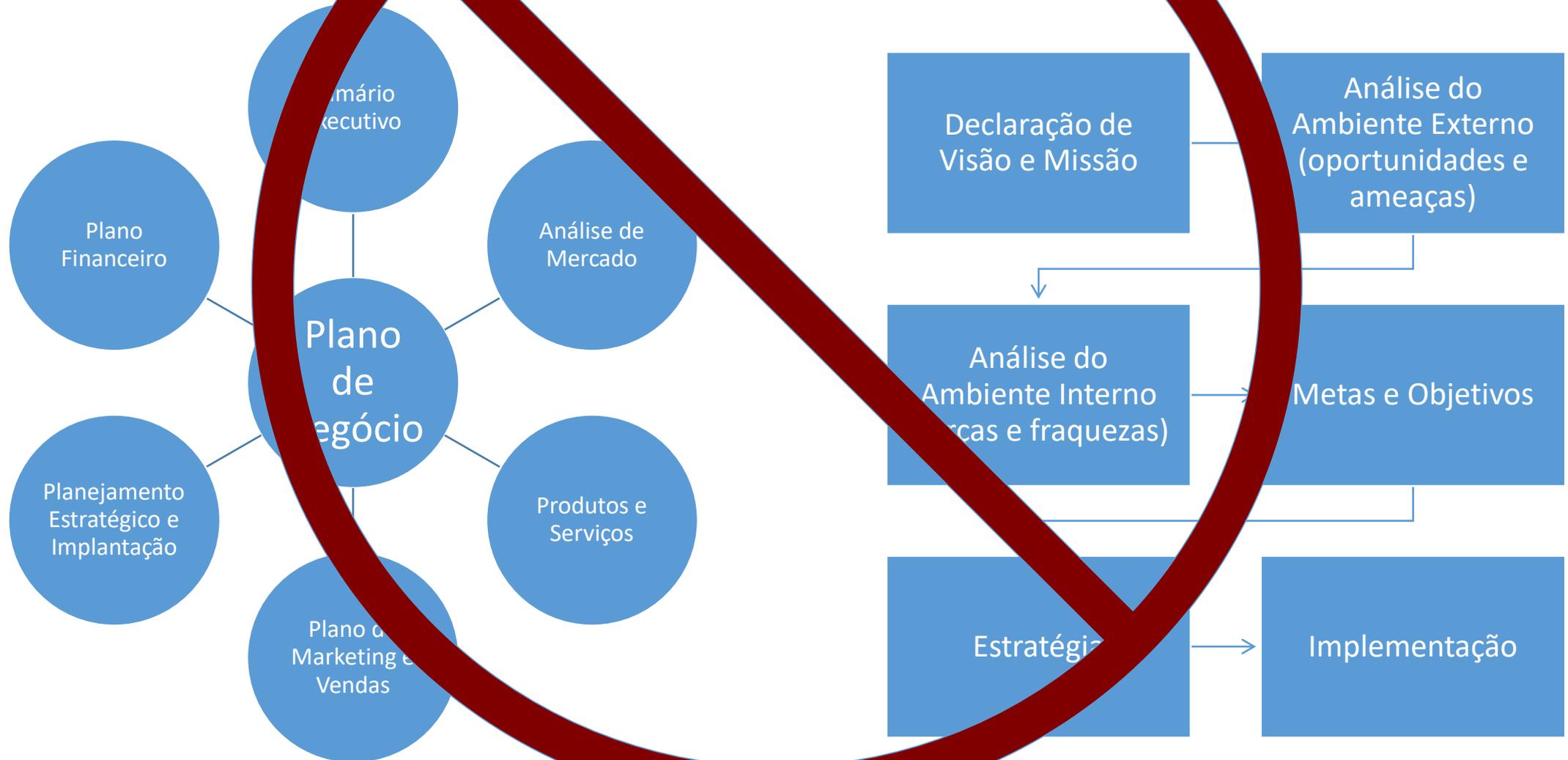
# Empreender – A decisão



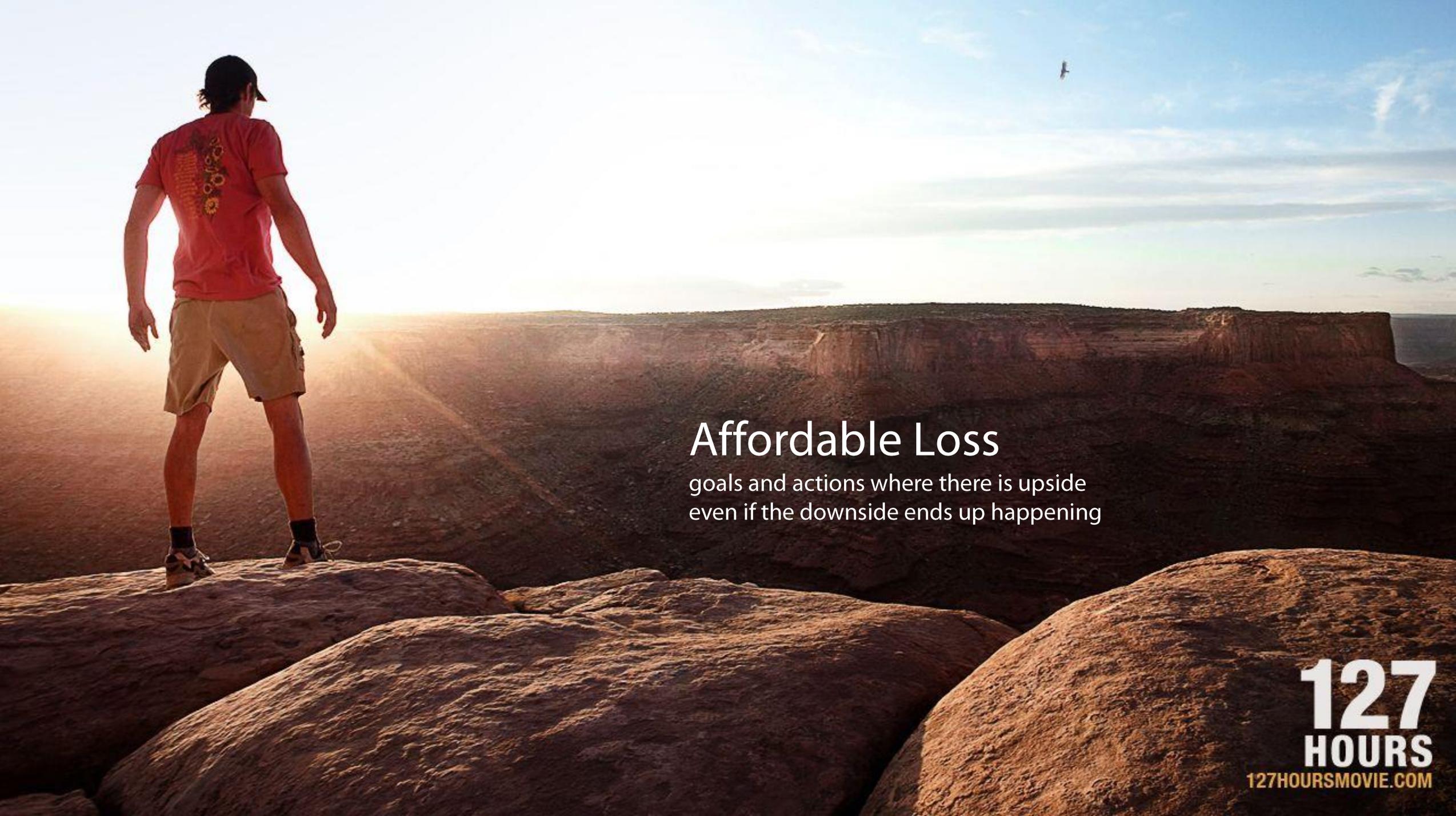
# Empreendedorismo – *Business Plan*



# Empreendedorismo – *Business Plan*







## Affordable Loss

goals and actions where there is upside  
even if the downside ends up happening

**127**  
**HOURS**  
127HOURSMOVIE.COM

# Control vs. Predict

the future is neither found nor predicted,  
but rather made





## Bird-in-Hand

who I am, what I know, whow I know

# Leverage Contingencies

surprises as potential clues to create new markets



Lemonade



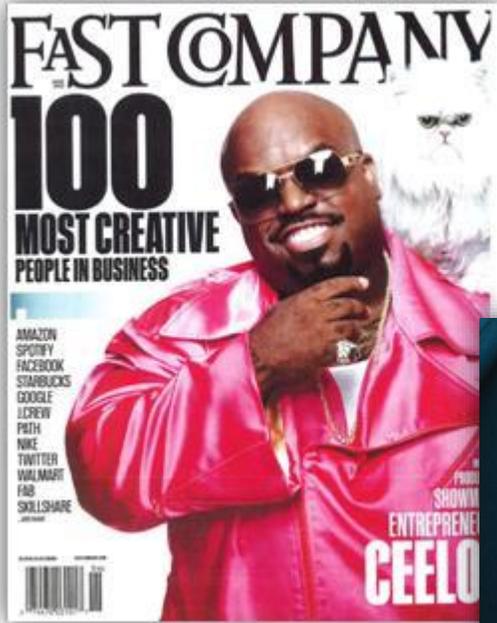
# Partnerships

reduce uncertainty and co-create the new market with its interested participants





# FASHION.ME



Bitcoin Último Preço: R\$731,00 ↓ Menor: R\$731,00 Maior: R\$745,01 Volume: 2,20 BTC Minha Carteira: R\$0,09 | 0,01117587 BTC

bitinvest Carteira Digital Compravender Bitcoin Sobre FLAVIO

### Compravender

Criar Ordem

Negociações

Minhas Ordens

### Bitcoin

Último Preço: **R\$731,00** Variação: **-3,18% ↓** Menor: **R\$731,00** Maior: **R\$745,01** Preço Abertura: **R\$755,00** Volume: **2,20 BTC**

Zoom 1d 3d **7d** 15d 1m 3m

Segunda, Abr 20, 01:30  
BTC: 735,50

19. Abr 20. Abr 21. Abr 22. Abr 16:00 23. Abr 16:00 24. Abr 25. Abr

775  
750  
725  
700

### Carteira em Reais

Reais

**R\$ 0,09**

Depositar Retirar

### Carteira Digital

Bitcoin

**0,01117587**

Depositar Ret/Pagar

Compravender

Compravender Bitcoin Vender Bitcoin

Quantidade		Preço Máximo	
BTC	Exemplo: 0,50	R\$	Exemplo: 1234,12

Comissão (0,3%)		A Pagar	
BTC		R\$	

A Receber	
BTC	

Enviar Ordem Compra

### Livro de Ofertas

Compra		Venda	
0,00527311	R\$731,50	0,09970000	R\$741,90
0,13800000	R\$731,50	4,00000000	R\$745,00
0,00374999	R\$730,00	0,01415266	R\$760,00
0,51687600	R\$728,00	0,08454091	R\$765,00
0,87200000	R\$720,01	0,00901784	R\$790,00

# Empreendedorismo – Ferramentas



# cubo

coworking



# Brazilian Startup Ecosystem (~2000)

Comunidade

Aceleradoras

Provedores de serviço

Mentoria / Educação



Cloud services

Corporate

Investors



Large Tech Companies (Success Cases)



# Brazilian Startup Ecosystem (~2005)

Comunidade



Aceleradoras

Provedores de serviço



Mentoria / Educação



Cloud services



Corporate

Investors



Large Tech Companies (Success Cases)



# Brazilian Startup Ecosystem (~2010)

## Comunidade



## Aceleradoras



## Provedores de serviço



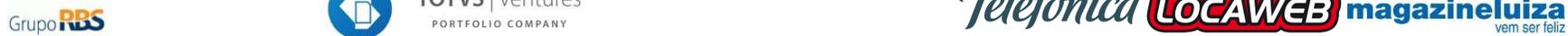
## Mentoria / Educação



## Cloud services



## Corporate



## Investors



## Large Tech Companies (Success Cases)



# Brazilian Startup Ecosystem (~2015)

## Comunidade



## Aceleradoras



## Provedores de serviço



## Mentoria / Educação



## Cloud services



## Corporate



## Investors



## Large Tech Companies (Success Cases)



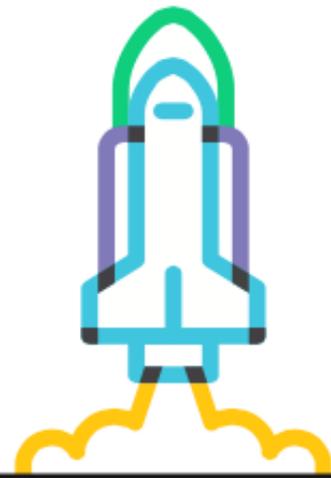
 **UP**  
**Global**



Talent



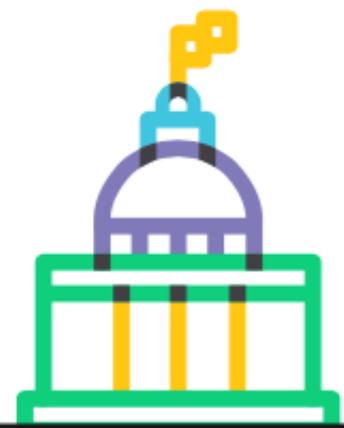
Density



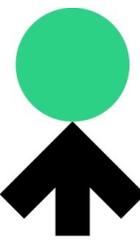
Culture



Capital



Regulatory Environment

 **UP**  
**Global**



Talent



Density



Culture



Capital



Regulatory Environment

# Nossa missão é inspirar, educar e conectar pessoas brilhantes para fomentar o empreendedorismo digital no Brasil.

parceiros



co-founders



## for **Students**

Challenges and Hackatons  
Talks and Workshops  
Access to new market  
Job Opportunities



## for **Entrepreneurs**

Infrastructure & Services  
Mentoring & Networking  
World-class Education  
Business Opportunities



## for **Investors**

Matchmaking  
Networking  
Best Practices Exchange  
Investment Opportunities



## for **Universities**

World-class Infrastructure  
Lectures and Workshops  
Access to new market  
Research Opportunities



## for **Big Corporations**

Open Innovation  
New Suppliers  
Matchmaking  
Deal Opportunities





Rooftop

Theater and  
Cafe



# Center of Gravity

Located at Vila Olímpia, the heart of São Paulo's Technology district, **CUBO** is the center of gravity for the Brazilian startup ecosystem

600 People Daily

250 Residents

58 Companies

6 Floors

Rooftop

Theater and Cafe

Serendipity

# cubo

coworking





 kitado





Sua cozinha, nossos chefs



**Bloo  
chef**

Sua Cozinha. nossos chefs

# GASES PERFEITOS



Volume ( $m^3, L$ )  
(espaço)

$n$  (nº de mols)  
(quantidade)

$T$  ( $^{\circ}C, K$ )  
(agitação)

$\phi$

$$\phi = \frac{F \text{ (N)}}{A \text{ (m}^2\text{)}}$$



appus  
HR ANALYTICS

appus  
HR ANALYTICS







olist

accenture digital



# Obrigado!

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“The not-for-profit venture between Redpoint  
eventures and banking giant Itaú is the **most  
ambitious co-working space I have ever seen  
aside from New York City’s Civic Hall.**”



“Cubo aims to make São Paulo into a startup hub to rival Silicon Valley  
by fostering entrepreneurs with the same perks American startup  
founders enjoy (...).”

