

Mentalidade Startup e Inovação Disruptiva

Flavio Pripas



TAXI



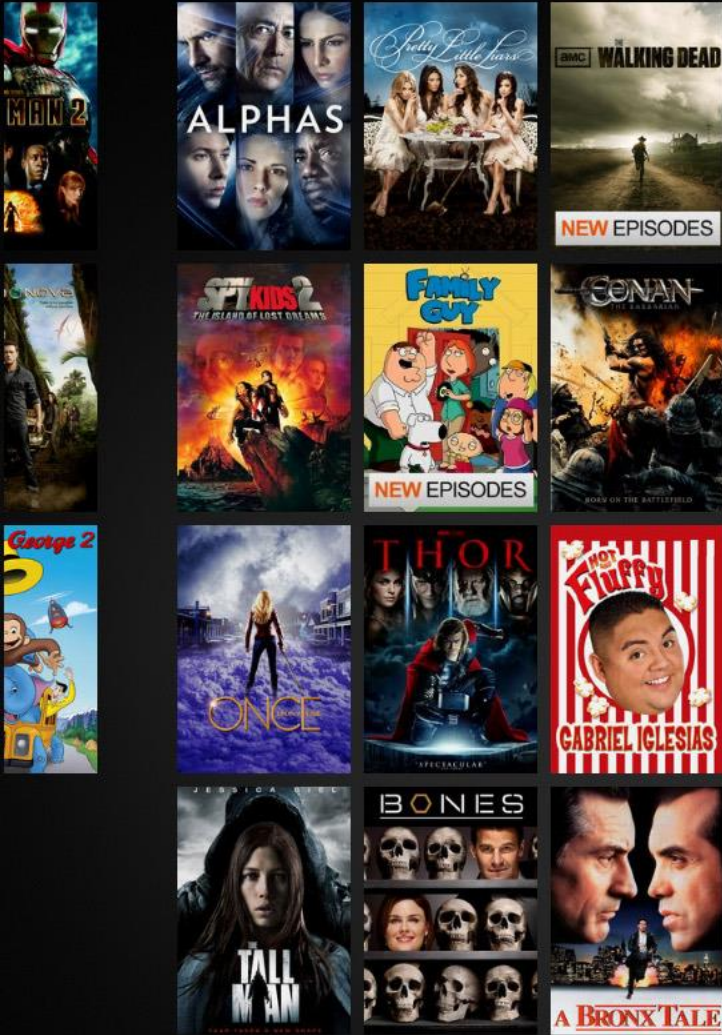
UBER



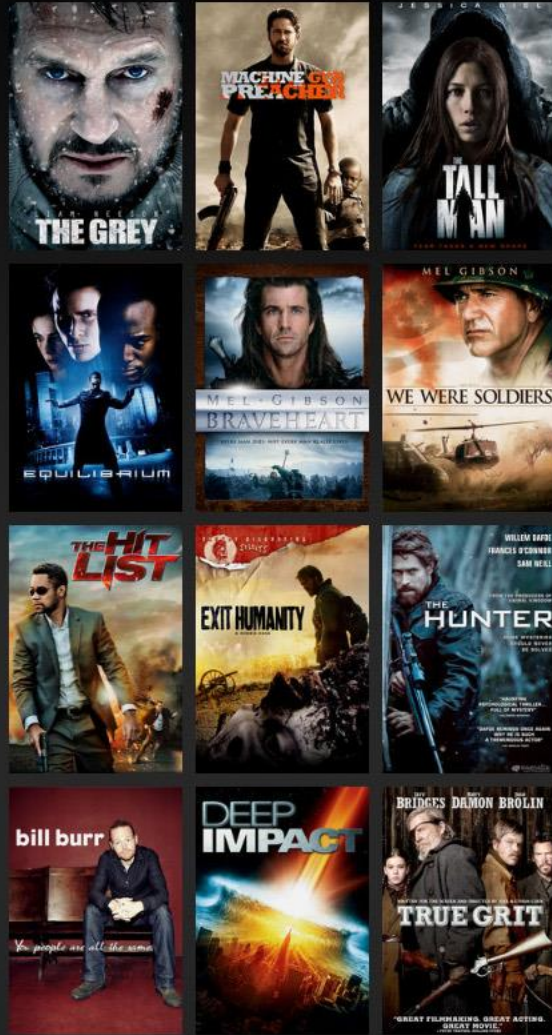

airbnb



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)

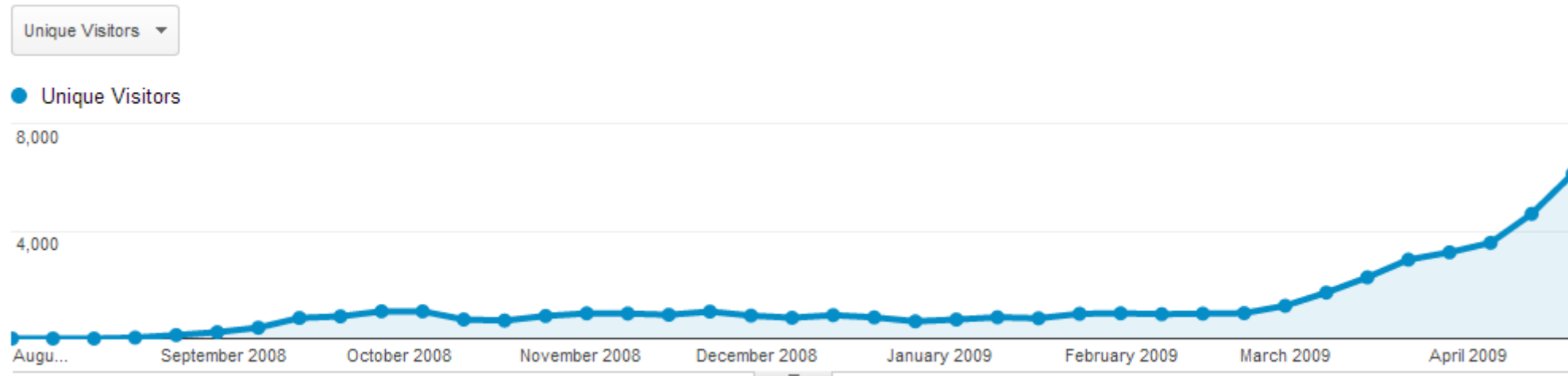




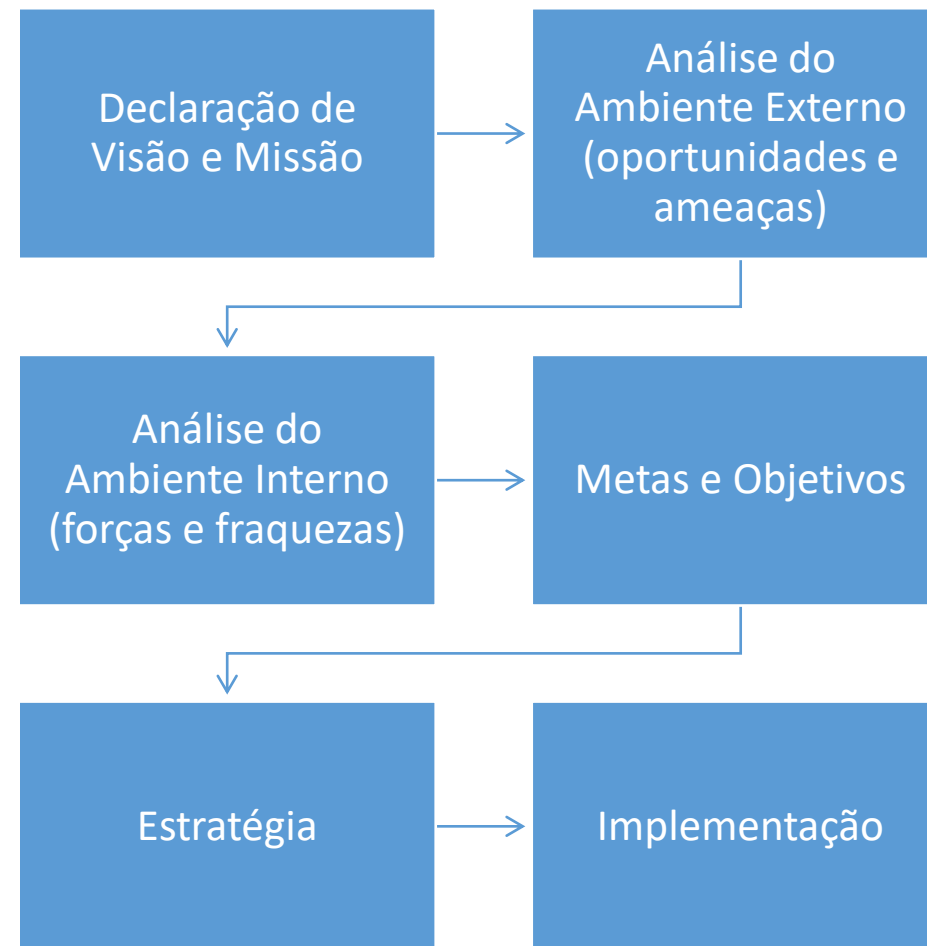
“Self-Expression is the new entertainment”

Arianna Huffington – May/2010
Founder, The Huffington Post

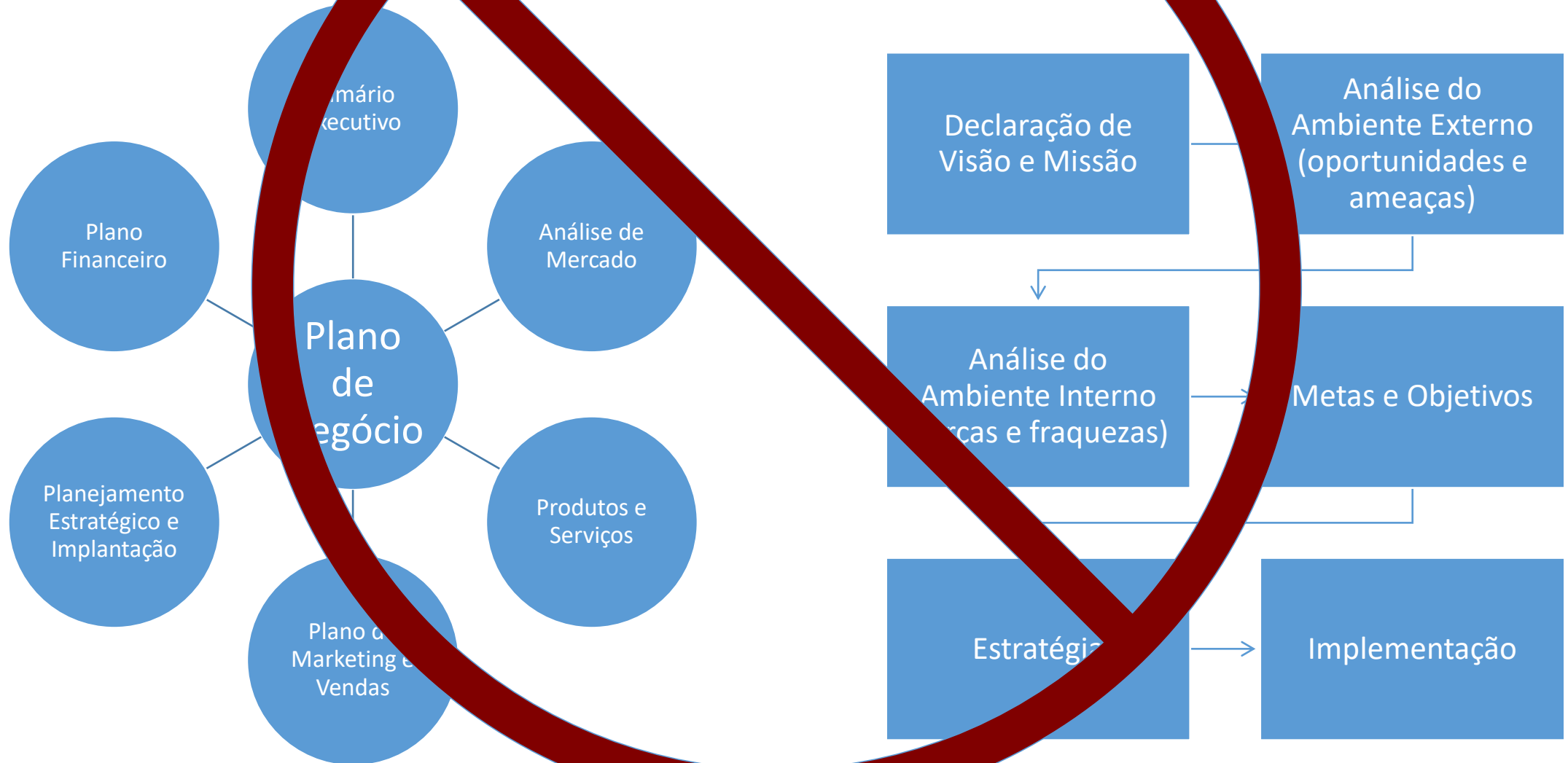
Empreender – A decisão



Empreendedorismo – *Business Plan*



Empreendedorismo – *Business Plan*



Empreendedorismo – *Effectuation*

- Saras Sarasvathy
 - Darden School of Business
(University of Virginia)
 - <http://www.effectuation.org/>
- Pilares *Effectuation*
 - Perdas Suportáveis
 - Futuro Imprevisível
 - Teste de Possibilidades
 - Alianças Estratégicas

Affordable Loss
FOCUS ON
DOWNSIDE 

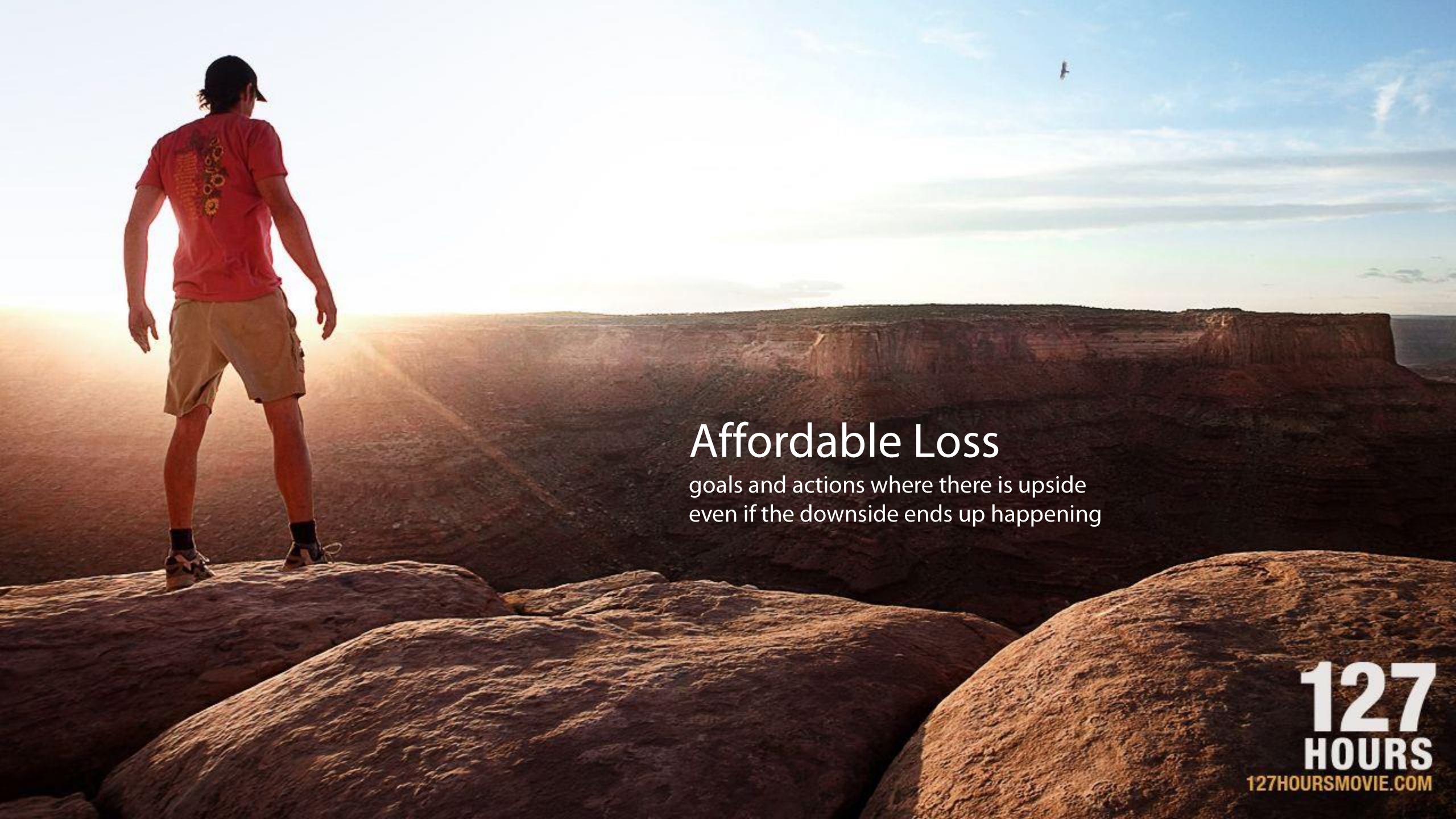
Means
BIRD-IN HAND 

**Co-Creation
Partnership**
CRAZY QUILT 

**Leverage
Contingencies**
LEMONADE 

Worldview:
CONTROL VS. PREDICTION 





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



Empreendedorismo – *Effectuation*

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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

18. Fev 2. Mar 16. Mar 30. Mar 13. Abr

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



ideiasnet

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)



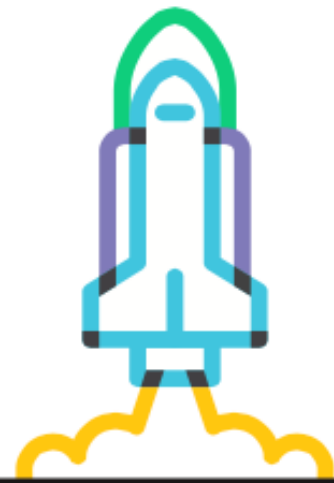
UP
Global



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)

ϕ

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



appus
HR ANALYTICS

appus
HR ANALYTICS







olist

accenture digital



Obrigado!

Flavio Pripas

flavio@cubo.network



“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 (...).”

