

EDITAL DE INOVAÇÃO PARA A INDÚSTRIA.

2020 FINDESLAB PROGRAM

The **National Service of Industrial Learning – Regional Department of Espírito Santo - SENAI-DR/ES** along with the **National Service of Industrial Learning – National Department – SENAI-DN** and **Brazilian Micro and Small Business Support Service – National Sebrae** by means of the 2017 Public Notice of Industry Innovation with additional resources dedicated to the technological development in partnership with the companies **Arcelor Mittal Tubarão, EDP, Fortlev, Samarco, Suzano, Unimed Vitória, Real Café e Vale**, supported by the **Industry Federation of Espírito Santo - FINDES, Research and Innovation Foundation of Espírito Santo – FAPES**, makes the present tender of the Second Findeslab Industrial **Entrepreneurship** Program public, which will follow a tender format and calls startups to present their projects in the terms established here, in accordance with Article 1, letter e of the SENAI Regiment and Article 5, item III of the SENAI Tender and Contract Regulations.

2 – INTRODUCTORY PROVISIONS

Findeslab is the industrial innovation hub of Espírito Santo and it supports companies and **entrepreneurs** throughout the innovation process, from challenges to solutions. It is an initiative between the Industry Federation of Espírito Santo – FINDES, which structured the project, and the National Service of Industrial Learning of Espírito Santo – SENAI ES, which is responsible for the operation.

The hub works with open innovation, individual or sectoral innovation projects, development and structuring support for spin-offs and strategic actions to strengthen the innovation ecosystem of Espírito Santo, connecting the state to Brazil and the world.

The Findeslab Industrial **Entrepreneurship** Program promotes open innovation and industrial **entrepreneurship**, connecting the Partner Companies' challenges to Startups' innovative solutions, using accelerating method, for the technological development of innovative products, processes, services and businesses.

3 - OBJECTIVE

Up to two projects will be selected for each Partner Company for the technological development of innovative products, processes, services or business models of high potential to solve the proposed challenges, listed below, following the 2017 Public Notice of Industry Innovation: Industrial **Entrepreneurship** Category guidelines.

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COMPANY	CHALLENGE 01	CHALLENGE 02
SUZANO	Sustainable industrial application for dregs (industrial waste) Large-scale sustainable application for dregs aligned with Suzano guidelines. To the best extent possible, the solution must value all stakeholders.	Smart Workbench A solution that, through the management and integration of equipment, allows greater quality control and agility of processes, integrated to the existing research information system.
VALE	Misalignment of Conveyor Belts Measure and correct misalignments on conveyor belts automatically, replacing human activity with one that does not expose them to this high risk scenario.	Reduction of Lead Time in the Mobilization Process and Information Quality chain The solution must favor assertive information, adding value to users.
EDP	Solution for monitoring consumer units in isolated regions where there is no reliable phone signal Device capable of communicating with measuring equipment and transmitting information over long distances, eliminating the need of teams to read and collect mass memory data. The solution must be robust and economically viable (low cost).	Mobile app to create, automate and customize logistics for field teams Smartphone application (app) capable of executing the 'routing' algorithms of the pre-existing service orders, as well as the new emergency orders that are created dynamically during working hours of a field team. This app may use machine learning techniques (neural networks and clustering).
UNIMED	Automation of Unimed Vitória hospital and maternity hospital check-in and check-out The solution must include an automated tool that contemplates the entire check-in and check-out flow for both customer service and the hospital, providing information with agility.	Use of technologies for patient monitoring and pre-anamnesis via online medical services Use of technological solutions integrated to our online medical services in our own resources for capturing and monitoring vital signs in the event of remote medical appointments using artificial intelligence, for example.

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FORTLEV	Smart Inventory Scalable and practical solution in inventory and asset management with one single control.	Smart Shelf Display Develop a Smart Shelf Display to be made available to our partners so they can display our products and also provide us with stock information for each item in order to serve our customers quicker.
ARCELOR	Predictability of burns, tears and breakage of conveyor belts The objective of this challenge is to establish mechanisms for understanding, detecting and predicting burns, tears and breakage of industrial conveyor belts. Potential solutions, not limited to this indication, can combine computer vision and AI tools.	Identification of coke quality through image Identify through image the quality of the coke produced. The objective is to correlate the coke images with the quality of the coke produced.
SAMARCO	Maintenance schedule optimization Easy-to-use, intuitive and optimizing software solutions that connect the order backlog, the available resources to execute it and the production process.	Creation of a digital twin for the combustion system of the pelletizing furnace of plant number 4 Solution that simulates the combustion system, optimizes and minimizes the consumption of natural gas and the emission of polluting gases, ensures adequate temperature in different stages of the pelletizing furnace, increases the refractory lifespan and integrates with supervisory systems.
REAL CAFÉ	WAREHOUSE 4.0 Optimized warehouse project with: Ability to store all the supplies of the production lines of box filling, sachet filling and agglomeration process; area for filling boxes, filling sachets and agglomeration and stocking all products, with all stock being completely automated through a system, ensuring 100% accuracy; eliminating the need of manual loading, increasing speed in container loading, etc.	Monitoring of variables for process optimization and determination of cause/fault diagnosis with AI/IOT solutions System for monitoring and analyzing online variables that guide and/or make decisions on what should be done during operation or maintenance, thus retaining the knowledge of operators and maintenance technicians.

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	Every movement and production must allow integration of information for automatic movement and production launch in ERP. Compliance to FSSC 22000 and ISO 9001.	
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4 – TARGET PUBLIC

Legal entities that are categorized as micro or small companies, including individual enterprises, with an innovation and tech-based business model (startup).

5 – PROGRAM BENEFITS

The selected startup will have the following benefits for the development of the project:

- The selected startup will receive up to R\$200,000.00 (two hundred thousand reais) in financial resources, stemming from the Partner Companies and the 2017 Public Notice for Industry Innovation. The resource stemming from the Partner Company can be used for the operation of the startup pertaining to the project and the resource stemming from the 2017 Public Notice for Industry Innovation can be used to enable the participation of SENAI Institute specialists in the technological development of the **project**. The allocation of **resources** will be elaborated in the Project Plan.
- Access to the Findeslab Coworking Space with up to 2 work stations and meeting room for **activities** related to the project, according to the internal regulations.
- Method and structure for the business development and traction, supported by renowned institutions.
- Access to a network of mentors and specialists to help in the development of the project.
- Access to a structured schedule for training sessions and specialized mentoring.
- Co-creation of the innovative solution and the possibility of further negotiations and opportunities with the Partner Company.
- Interaction with the FINDES system, its associated industries and strategic partners of the program.
- Support with the conception and development of the prototype with access to the Findeslab laboratory and the SENAI Institutes, according to the internal regulations.

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- Research grant for fellows to work in the Findeslab **Entrepreneurship** Program.

The benefits will be available to the selected startup for the development of the project, according to the approved Project Plan, which will be elaborated in Phase 2 – Concept Phase.

6 – SCHEDULE

Phase	Description	Period
Selection	Submission	09/03/2020 to 10/02/2020
	Pre-selection (online evaluation)	10/05/2020 to 10/19/2020
	Release of the pre-approved projects	10/19/2020
	Interview with the proponent companies	10/20/2020 to 10/22/2020
	Release of the projects selected for the Concept Phase	10/26/2020
Concept	Beginning of the Concept Phase	11/03/2020
	Demo Day	11/26/2020
	Final release of the selected projects	11/30/2020
Development	Development of the project	01/06/2021 a 12/04/2021
Validation	Tests and validation	10/05/2021 a 12/18/2021
Monitoring	Monthly monitoring of the projects	01/06/2021 a 06/30/2022

7 – HOW TO PARTICIPATE

The project must be submitted to the Industry Innovation Platform (www.plataformainovacao.com.br) between 09/03/2020 to 10/02/2020.

All the requested information should be filled out and the following files uploaded:

- CNPJ card with company information;
- A file with a short résumé of each member of the startup team, following the Lattes résumé summary example;
- **Business** Model Canvas;
- Elevator Pitch video of up to 3 minutes uploaded to an online video hosting website containing:
 - a. Explanation of the problem and challenge the idea is linked to;
 - b. Clear explanation of the value propositions, description of the innovative product/process/service, target public and customer segments, highlighting market potential and competitive advantage;
 - c. Presentation of the members of the project team and potential

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partners;

- d. Presentation of the **technological** and market challenges to enable the development of the innovative solution and how the involved institutions can help.

The startup team must have at least 2 members, over the age of 18, autonomous and available to participate in all phases of the program.

The startup and its members can only be part of one selected project.

Startups from any country are eligible for the program.

The project submission implies total and unrestricted agreement with all terms and conditions herein.

The startup will be automatically eliminated from the Findeslab Program if any requirement is not met or any information or file in the submission is incomplete or missing.

Startups in the following conditions are not eligible to participate:

- a) Startups with SENAI directors and employees, in accordance with Article 39 of the SENAI Tender and Contract Regulations, in its corporate and technical staff;
- b) Startups that do not present all documents until the defined date or that present documents that are not in accordance to the Tender;
- c) Startups **that** are not legally constituted, an act proven by the registration in a good situation in the National Registration of Legal Entities of the Ministry of Finance – CNPJ/MF, having as reference the publication date of this instrument;
- d) Startups that are under bankruptcy or civil insolvency;
- e) Startups that are classified as a club, trade union, public or private company employees' association or religious institutions;
- f) Startups that are in situation of default to SENAI;
- g) Startups that are linked to enterprises that practice or accept the exploitation of slave or degrading labor, sexual exploitation of minors or exploitation of child labor;
- h) Startups registered in the National Registration of Illegal or Suspended Companies (Ceis), which can be checked in the website: **<http://www.portaltransparencia.gov.br/sancoes/ceis>**;
- i) Startups with restrictions, in the company's or the legal representative's name in the Informative Registry of Unpaid Credits to the Federal Public Sector – CADIN, in the Brazilian Central Bank and other credit protection agencies, such as SERASA or SPC.

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8 – EVALUATION CRITERION

The eligible projects will be evaluated according to the following criterion:

- **Entrepreneur** and team: Multidisciplinary team with significant market experience that has already developed solutions together.
- Applicability: demonstrated knowledge about a relevant problem and adhering to the challenge proposed by the Partner Company and the solution presented generated impact results.
- Value Proposition: Value proposition clear and well presented, well defined problem, good understanding of customers' profiles and what problems are to be solved, expected results and strategies for value delivery.
- Business Model: Clear presentation of the customer segments, future partners, suppliers, distribution channels and relationships, sources of revenue and cost structure. Good presentation on how the business will operate, its viability and growth potential, market share and its specificities.
- Degree of innovation: Solution never seen before, with a clear development and market insertion strategy.

The grade in each **criterion** will be from 1 to 5, 5 being the highest. In order to obtain the highest grade, it is necessary to meet the descriptions above.

In case of a tie in the final grade, the rank will consider the grade in the criterion in the following order:

1. **Entrepreneur** and team; in case of a tie in this criteria,
2. Applicability; in case of a tie in this criteria,
3. Business Model.

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If no projects meet the Partner Company's expectations, no startup will be selected, ending the program for it.

The startups that are pre-selected (online evaluation) and not selected in the interview can, if they wish, request a feedback.

9 – EVALUATION PHASES AND RANK

The program will have 5 phases with evaluation in the end of each phase to evaluate which startups will proceed to the next phase of the program.

01. **Selection:** Submission of the projects, pre-selection and final selection of up to 21 startups.
02. **Concept:** Beginning of the program, concept validation, selection of up to 16 startups and approval and signing of the selected projects.
03. **Development:** Development of the project scope and technology.
04. **Validation:** Implementation of the solution, validation with the Partner Company and final Demo Day.
05. **Monitoring:** Monthly monitoring of the project.

Selection will be conducted by the Findeslab team and the proposal analysis will be done by a committee composed by specialists in each theme and by the program's Partner Companies.

9.1 – SELECTION PHASE

Pré-selection (online evaluation): In this phase, up to 21 projects will be selected based on the information available on the platform and will proceed to an interview for a better understanding of the project.

Interview: One representative of the startup will have 5 minutes to present the project and evaluators will have 10 minutes to ask questions. Up to 16 startups will be selected.

9.2 – CONCEPT PHASE

Analysis of the main success factors of the project, applying a quick method of testing and hypothesis validation.

Demo Day: The startup will present their project to the Partner Company for evaluation of relevance to the challenge and viability. Up to 2 projects will be selected per Partner Company.

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Project Plan: detailed project, including schedule, deliverables and tasks and the resource allocation in the development and validation phases. It must be validated with all partners.

9.3 – DEVELOPMENT PHASE

Technological development or improvement of prototypes/proof of concept/pilot with the necessary connections and tools to support the traction of innovative businesses.

From this phase on, the startup will have the benefits described in this Tender and will execute the activities according to the Project Plan, giving feedback according to the monitoring process.

Regulation: The startup must adopt all measures that involve the obligation and special authorizations for the execution of the project and implementation of the solution.

9.4 – VALIDATION PHASE

The Startup must carry out the implementation, testes and validation with the Partner Company.

Demo Day: Final event to present the results and end the program.

Partner connections: Connections with strategic partners will be promoted to help the developed solution gain access to the market (banks, investment funds and etc).

9.5 – MONITORING PHASE

The projects will be monitored during and also after the end of the program. The Findeslab team will monitor the **startups** and the results of the projects for a period of 6 months after the end of the program.

10 – LEGAL QUALIFICATION

The startups must present:

- a) A copy of the current Contract or Bylaws of the company registered in the competent body; in the case of an individual enterprise, proof of registration in the competent body;

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- b) A copy of the partner(s) ID(s);
- c) CNPJ card.

11 – FISCAL RESPONSIBILITY

The startups must provide:

- a) **Proof of registration in the state or municipal taxpayer register** regarding the bidder's domicile or headquarters, relevant to its activity and compatible with the object of this instrument;
- b) **Proof of regularity with the National Treasury**, upon presentation of a unified certificate, issued jointly by the Secretariat of the Federal Revenue of **Brazil** – RFB and by the General Attorney of the National Treasury – PGFN, referring to all federal taxes and the Federal Active **Debt** – DAU, managed by them, including social security contributions;
- c) **Proof of regularity with the State Treasury** of the bidder's domicile **or** headquarters, by presenting a Debt Clearance Certificate from the State Public Treasury;
- d) **Proof of regularity with the Municipal Treasury** of the bidder's domicile or headquarters, by presenting a Debt Clearance Certificate from the Municipal Public Treasury;
- e) **Negative Labor Debt Certificate (CNDT)**, in accordance to the Law nº 12.440/2015;
- f) **Negative Bankruptcy Certificate, Judicial and Extrajudicial Recovery**, issued by the notary's office of the bidder's **headquarter** forum, with a maximum of 30 (thirty) days prior to the publication date of this Tender, in case the **certificate** does not have its own due date.

12 – DECLARATIONS

The startups must present:

- a) **Declaration by the BIDDER** in accordance to Article 39 of the SENAI Tender and Contract Regulation. Present declaration, signed by a person with the appropriate powers, that he or she does not participate or represent, by any means, of SENAI's directors or employees, in the company's corporate staff, without impediment.

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b) **Declaration** by the **STARTUP**, signed by a person with the appropriate powers, that he or she does not have staff under the age of 18 working at night or in dangerous positions and under the age of 16 in any position, except as an apprentice from the age of 14, in accordance with the provisions in Article 7, item XXXIII, of the Constitution of the Republic.

13 – HOMOLOGATION AND RELEASE OF THE RESULTS

The results of each phase will be announced on the Findeslab website and social medias and on the Industry Innovation Platform (www.plataformainovacao.com.br).

Findeslab and the Partner Companies will announce the final result after the Demo Day in the Concept Phase, being the National SENAI responsible for the homologation, and will contact the selected startups to begin the project.

14 – PROJECT CONTRACTING

The selected startup must sign the following documents to contract the project and begin the development:

- Technical and Financial Cooperation Agreement: signed by SENAI, Partner Company and Startup, detailing **responsibilities**, deadlines, budget, **intellectual** property and benefits.
- Non-Disclosure Agreement: signed by SENAI, Partner Company and Startup, to preserve business secrecy and the project's industrial secret.
- Project Plan: detailed project, including schedule, deliverables and tasks and the resource allocation in the development and validation phases. It will be validated with all partners.

These documents will be presented and elaborated during the Concept Phase and will be signed at the end of the phase.

15 – FINANCIAL RESOURCES

The following resources will be made available to the selected startup, according to the financial schedule elaborated in the Project Plan:

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- R\$ 100,000.00 (one hundred thousand reais): resource stemming from the Partner Company responsible for the challenge to execute the Project Plan, being that the startup is responsible for the management; and
- R\$ 100.000,00 (one hundred thousand reais): resource stemming from the 2017 Public Notice of Industry Innovation to cover costs of specialists and laboratories of the network of SENAI Institutes for the project, being that Findeslab is responsible for the management.

Resource Suspension: The availability of resources for the startups is subject to the execution of the activities, deliverables and other obligations in the Project Plan, in addition to the approval of accountability.

Startup Counterpart: No financial counterpart will be demanded from the startup. However, the startup must offer an economic counterpart of a minimum of R\$50,440.00 (fifty thousand four hundred and forty reais, which shall be included in the Project Plan and is subject to approval of accountability.

16 – USE OF FINANCIAL RESOURCES

The financial resources given to the startup must be used exclusively according to the approved Project Plan.

17 –ACCOUNTABILITY

The startup must submit accountability reports with the usage of the resources, according to the Project Plan and constant obligations in the 2017 Public Notice of Industry Innovation, and must include, especially but not limited to, the following:

- Report with the object fulfillment;
- Receipts;
- Bank statements;
- List of **acquired**, produced or built assets, if it is the case; and
- Receipts and reports of provided services, if it is the case.

Exclusive bank account: The financial resources will be deposited and moved in an exclusive bank account for the project, being the startup's responsibility to open the bank account in order to have access to the resources, following the guidelines of the accountability manual.

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18 – PROJECT DEADLINE

The projects will have up to 12 months to be developed, starting from the publication date of the homologation of the Technical and Financial Cooperation Agreement by the National SENAI/SEBRAE.

19 – INTELLECTUAL PROPERTY

All questions related to **intellectual** property, commercial exploitation, right of use and or commercial benefits to be granted for the development of the solution by the startup with the support of this program will be negotiated between the Partner Company responsible for the challenge and the startup during the project contracting in the Concept Phase.

In return for the contribution of SENAI-DR/ES, the parties holding **intellectual** property grant to SENAI-DR/ES, on a non-exclusive basis and exempt from royalties, license and right to use intellectual property rights on the project for use in new solutions (not identical or similar) in other areas.

20 – PROJECT MANAGEMENT AND MONITORING

The startup must present to Findeslab partial reports during the evolution and a final report with the results and technical data, in addition to providing any explanations and information to Findeslab and the Partner Company, whenever requested, and in a timely manner, to a better understanding of the services carried out and development of different stages.

21 – GENERAL PROVISIONS

Inquiries and questions: Additional information about the rules and regulations can be requested through the e-mail findeslab@findes.org.br.

Missing cases: Missing cases and situations not mentioned in this Tender will be evaluated by Findeslab.

Withdrawal: The withdrawal of a startup in the selection phase must be communicated to Findeslab immediately through the e-mail: findeslab@findes.org.br.

In case the withdrawal occurs after the selection, the startup must communicate to Findeslab presenting a letter of agreement, accountability report with resources used to date, report of completed deliverables with their respective terms of acceptance and critical closure report.

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Image Rights: The selected startups authorize the use of their image, name, voice and their members for advertising, promotional, **commercial** and dissemination purposes of the Industrial Entrepreneurship Program, without limiting territorial or period of display, without generating any compensation or restitution.

Responsibilities: The participating companies are responsible for the authenticity of the information presented and are in accordance with making the information available exclusively to the program **partners** and agree to keep all information discussed with the Partner Company confidential.

Alterations: The present tender can be altered, revoked or **annulled**, in whole or in part, without resulting in compensation or complaints of any nature.

The Regulations may suffer alterations at any given moment to adapt itself to new necessities, substituting the previous version. Any updates will be available at www.findes.org.br and/or the Industry Innovation Platform (www.plataformainovacao.com.br).

For more information, follow the **communication** channels Facebook, **Instagram**, Youtube, **LinkedIn**, www.findeslab.com.br and www.findes.org.br.

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