

EXPONENTIAL INNOVATION, CREATIVE ECONOMY & MEDIATECHS

The creative industries sector, especially the technologies for the audiovisual sector, is at the center of exponential innovation, bringing to the business world of the broadcast sector, entertainment and content, the diverse and infinite extended realities. The ability to combine and recombine technologies and people and harness existing innovations are at the core of the exponential innovation that today drives media startups, MediaTechs.

Chair: **José Carlos Aronchi - Sebrae SP / SET**

Speakers:

- **Rodrigo Dias Arnaut** - Director of Technology, Innovation and Creativity of Esconderijo Criativo and Mundo360
- **Nei Grando** - Mentor de Startups
- **Lucas Foster** - Fundador & CEO LabCriativo



Chair: José Carlos Aronchi - Sebrae SP / SET

Consultant for innovation, entrepreneurship and new business Sebrae SP. Leader of the Media Business Network - audiovisual, games and printed and digital publishing market, at the National Reference Center on Entrepreneurship, Technology and Creative Economy Sebrae. PhD in Communication Sciences.



Rodrigo Dias Arnaut - Director of Technology, Innovation and Creativity of Esconderijo Criativo and Mundo360

Arnaud has been director of Innovation in the Creative Hideaway since 2012 (project consultant Transmedia, Virtual Reality, Augmented and Online Voting), creator of the VR Mundo360 solution, the first cardboard content solution in Latin America (VR Books), and also the first commercial solution for Laboratories of Diagnostic Medicine and Vaccine Clinics (VR Health), Computer Engineer, Professor at FAAP and mentor of startups at B.HUB. He commanded technology companies, specialist in Artificial Intelligence (Master Poly / USP) and Innovation Management (ESPM). He works for SET and EraTransmidia, more than 1,500 professionals trained in the methodology of Transmídia MAMP, led for 21 years projects of innovation and technology of Globo, with 15 awards in the area.



Nei Grando - Startup Mentor

Nei Grando had two technology companies, a master's degree in science from FEA-USP with an MBA from FGV, organizer and author of the book Innovative Entrepreneurship, a startup mentor, and a consultant, teacher, and speaker on digital transformation, innovation, and business.



Lucas Foster - Founder & CEO LabCriativo

Psychologist, specialist in creativity and founder of Originals Network, a holding of creative business with focus on technology, content and education and owner of companies ProjectHub, LabCriativo and Originals Media House. He serves companies like 3M, Nexa, Cartão Elo and Mercado Livre and has brands like YouTube, Google, DuPont, Heineken, among others in his portfolio. He is the creator of Dia Mundial da Criatividade (World Creativity Day), an initiative present in 5 countries, impacting more than 300,000 people, and of Prêmio Brasil Criativo (Creative Brazil Award), having received the seal of the Ministry of Culture as an official award of the Brazilian Creative Economy and the institutional support of UNESCO. He has given over 40 lectures in Brazil, Canada, United States and Portugal and for organizations like TEDx, Banco Mundial, Banco Itaú, Banco Carrefour, among others.