

OPEN INNOVATION: FOSTERING GROWTH THROUGH THE ECOSYSTEM

In a scenario of increasing global competitiveness and accelerated growth, it is paramount that companies whether entrants or incumbents recognize that the time of building the future alone is behind us. McKinsey found that 51% of Brazilian corporations already have the Corporate Venture Capital topic in their agendas, which underlines the belief that collaboration is key to drive change. In this panel, we will discuss the benefits of being an active player in the Innovation Ecosystem from the perspectives of startups, corporations, accelerators, and investors.

CORPORATIONS AS PLAYERS OF THE INNOVATION ECOSYSTEM

Corporations have realized that being part of the Innovation Ecosystem not only speeds up the pace of innovation in the company, but also acts as launchpads to fuel new technologies, products, and ventures across the industry. In this talk, we will discuss how collaboration models can be used as a lever for corporations that wish to achieve their goals even faster.

Moderation and Introduction: Luiz Gabriel Vasconcelos - Specialist of Ecosystem & Partnerships – Globo

Speakers:

WHAT ISRAEL CAN TEACH US ABOUT FOSTERING INNOVATION ECOSYSTEMS?

Daniel Ibri, *Managing Partner* | *Mindset Ventures*

Israel has been long known as the Startup Nation, given its incredible track-record producing innovation and successful entrepreneurs. But what makes Israel such a successful ecosystem? What are the main characteristics that allow for this ecosystem to thrive and produce so many great companies? The lecture will explore some elements and lessons learned from the Israeli ecosystem and how this can be applied as best practices in other developing ecosystems around the world.

HOW TO BUILD AN ECOSYSTEM TO FUEL OPEN INNOVATION?

Mehrad Moeini - *Head de Business Development* | *Plug and Play Tech Center*

In this session, we will discuss an open innovation model and share how Plug and Play has successfully built an ecosystem across 37 locations in 17 different countries. Through this session, the audience will have the opportunity to learn how Plug and Play has achieved this global model through collaboration with the following change-

makers: Universities, Service providers, Venture capitalists, Advisers, and Angel Investors, Corporations, Government organizations, Accelerators + Incubators.

COLLABORATION IN THE ECOSYSTEM FROM A STARTUP PERSPECTIVE

Robby Arguelles, Sales Executive | Headspin

With the speed of digitalization we're witnessing today, collaboration in the ecosystem is no longer an option but an imperative in accelerating innovation. Startups can provide a fresh, agile, and digital-first perspective on people, process, and technology, while benefiting from resources and access from other players in the ecosystem. Through real customer stories and partnerships Robby will demonstrate the mutual benefits synergy in the ecosystem can bring.



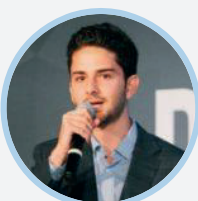
Luiz Gabriel Vasconcelos - Specialist of Ecosystem & Partnerships - Globo

Graduated in Electronic and Computer Engineering from UFRJ, with a Masters in AI/ML and Signal Processing from COPPE, he has more than 15 years of experience in innovation, technology and product development. Today he is based in Globo's Silicon Valley, California office, from where he connects with the international innovation ecosystem to establish partnerships that accelerate the company's growth. He is a Stanford alum and won a Silver Lion at Cannes in the Technological Innovation category.



Daniel Ibri - Managing Partner | Mindset Ventures

Daniel is Managing Partner and Co-Founder of Mindset Ventures and was listed as one of the most influential investors by Venture360. Besides that, Daniel is also a board member in several startups in Brazil and abroad, a mentor at Endeavor, Artemisia, Quintessa, ACE and Lisbon-Challenge, member of the Entrepreneurship and Innovation Committee of ABVCAP and professor of entrepreneurship and finance at INSPER, in Sao Paulo. Daniel is also a co-author of the book Private Equity and Venture Capital in Brazil.



Mehrad Moeini - Head de Business Development | Plug and Play Tech Center

Mehrad has over 8 years of experience in business development, strategy, and consulting working for technology companies including Oracle [NYSE: ORCL] and Paycom [NYSE: PAYC]. He started his career at Plug and Play in 2019 to spearhead efforts to launch the Media & Advertising innovation ecosystem. Plug and Play is an early-stage VC firm known for exit like PayPal, Dropbox, and Honey and innovation platform to Fortune 500 corporations. Lastly, Mehrad is an investor and adviser to early-stage startups.



Robby Arguelles - Sales Executive | Headspin

Robby studied at the University of São Paulo and also lived in Mexico City and San Francisco, making him trilingual. His experience with startups in San Francisco has given him an understanding of how emerging technologies and engineering solve business problems. He's passionate about working with technical teams and introducing new technologies to key stakeholders. Robby's professional goal is to empower Latin American businesses by introducing high tech solutions so they can compete in the global market through digital transformation.