

WEB3 AND METAVERSO

How the world of streaming and D2C has transformed the way we consume audio.

Presenter: Wagner Kojo, SET Advisor and SET eXperience Full Connect Curator

- **Keynote Speaker: Paulinho Franqueira**, Principal Solutions Consultant - DMe
- **METaverse AND WEB 3 X EDUCATION AND AUDIOVISUAL COMMUNICATION**

Moderator: Márcio Lario, CEO, Kairos Innova Management & Innovation

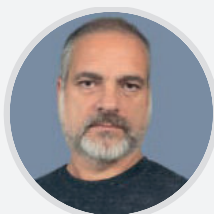
Considering the changes underway with WEB 3 and the development of applications related to the Metaverse, how do you see the future in terms of these technologies applied to the communication and audiovisual area?

- **Debater: Igor Sales**, Content Innovation Manager at +A Educação
- **Discussant: Paulo Cesar do Nascimento**, Consultant
- **Debater: Gabriel Lopes**, CEO @ EMPATHY



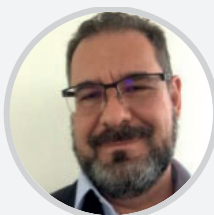
Wagner Kojo, SET Advisor and SET eXperience Full Connect Curator

With consistent experience in business, marketing, innovation and technology over the last 10 years, he has assumed leadership positions in reference companies in the Technology and Communication sectors. Advisor, Consultant, Angel Investor, Curator and Speaker, Kojo, is also very close to the startup and digital business ecosystem and collaborates with strategic initiatives involving business schools, management and leadership, such as Inova Business School, FDC, HSM, MIT and INSEAD. Graduated in Marketing and Communication from Universidade Paulista, MBA from Business School São Paulo, specialization in International Business at UPC Barcelona Tech, post-MBA in TrendsInnovation and TrendsInnovation Advisor from Inova Business School and Member of ACTIB – Association of TrendsInnovation Advisors of Brazil.



Paulinho Franqueira, Lead Solutions Consultant - DMe

Since 1988, he has worked in the graphic and editorial production, design and communication market as a technical consultant, workflow analyst and instructor. He has worked in Adobe's Digital Media area for 14 years, helping users, companies and educational institutions to implement best practices and increase their efficiency through Creative Cloud tools.



Márcio Lario, CEO, Kairos Innova Gestão & Inovação

Graduated in Materials Engineering from UFSCar, Postgraduate from INPG in International Trade, MBA from FIA in Business Management and International Trade, Specializations at INSEAD - France in Senior Management Program and UCLA - Berkeley in Lean Startup Innovation. Experience in leadership positions (CEO, COO) and statutory positions, Presidency and Vice Presidency with South American and Global scopes in national and multinational companies such as Saint-Gobain, Nitroflex,

Sibelco-Unimim and Imerys, having been a member of the board of directors of Jundu Mining. Co-Founder of the company Safelive in Immersive and Digital learning technologies. Experience in Digitalization of Companies, Industry 4.0, Customer Experience and Customer Success. Support company professionalization processes, Strategic Planning, Implementation of steering and governance committees, business innovation processes, open innovation and startup ecosystems.



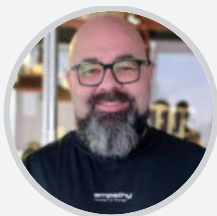
Igor Sales, Content Innovation Manager at +A Educação

Igor Sales has more than two decades of experience in multimedia projects integrating narrative, technology and audiovisual concepts. Co-founder of Imersys, an innovative and award-winning startup focused on applying Extended Realities (XR) in education, also helped establish XRBR, Brazil's leading hub for developers of XR solutions. In addition, he directs the web series "Irreversible: the protagonist learning", expanding the impact on the educational sector through audiovisual.



Paulo Cesar do Nascimento, Consultant

PC Nascimento, Mathematician with specialization in strategic service/IT management, has worked for over 25 years with innovation and in leadership positions in the technology industry, working for companies such as Sulamerica Seguros, XEROX and Samsung. For the last 10 years, he has worked at Samsung, always with software products and solutions, the last 5 years leading the mobile solutions area (Application Store, Theme Store, Mobile Ads, App Preload, etc.) and was responsible for Samsung Pay since launch in 2016 until the wallet became one of the leading solutions in the payments market. PC Nascimento also acts as a mentor for executives and entrepreneurs, counselor and advisor for startups and SMEs



Gabriel Lopes, CEO @ EMPATHY

Designer, teacher and scientist passionate about technology. Agent of innovation, a restless mind and passionate about challenges. Graduated in Design with specialization in packaging and artificial intelligence and data science from the University of Chicago. Certified Innovation Manager by the Boston Innovation Festival. A serial entrepreneur who loves the butterflies in his stomach and is not scared by the rollercoaster of business, he combined his 20 years of experience running several corporations in the creation of Empathy Company, a Technology Hub for Humans that operates under the DNA "Tech with heart, data with soul. Passionate about technology, connected by empathy!" In this performance Gabriel orchestrates the ideal combination between Creativity, Affective Computing, Data Science, People driven by Design and accelerated by Technology to map and develop emotional connections between brands and individuals, focusing on innovation, business prosperity and the soul connection between the human beings.