



HOTMILK

ECOSSISTEMA DE INOVAÇÃO **PUCPR**



WE HAVE PUCPR's DNA

We are part of one of the main and most traditional universities in the country.

3rd

Best Private University
in Brazil

+274

International
Partners

+240

Research Labs

+1,8k

Researchers
(students and professors)

+37k

Active Students

16

Graduate Programs

1st

Best Computer Science
program in Brazil and
best engineering cours
in Paraná: The World
University Rankings
2022

17th

Top-20 University in
Brazil: Times Higher
Education World
University Ranking

1st

Best University in
Paraná: Times Higher
Education World
University Ranking

Previous Divisions



AGÊNCIA
PUC INOVAÇÃO

TECNOPARQUE



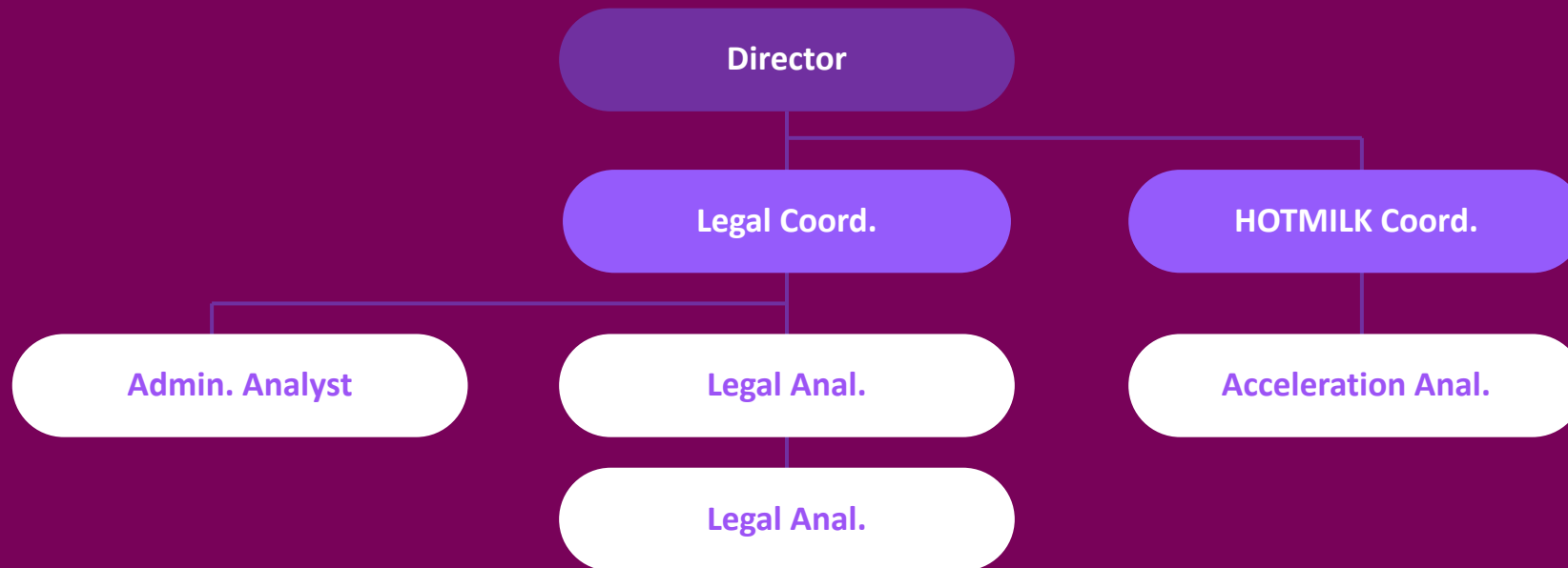
HOTMILK

ONE SINGLE BRAND

HOTMILK
ECOSSISTEMA DE INOVAÇÃO **PUCPR**

PUCPR INNOVATION AGENCY

EARLY 2018





FIND YOUR PURPOSE

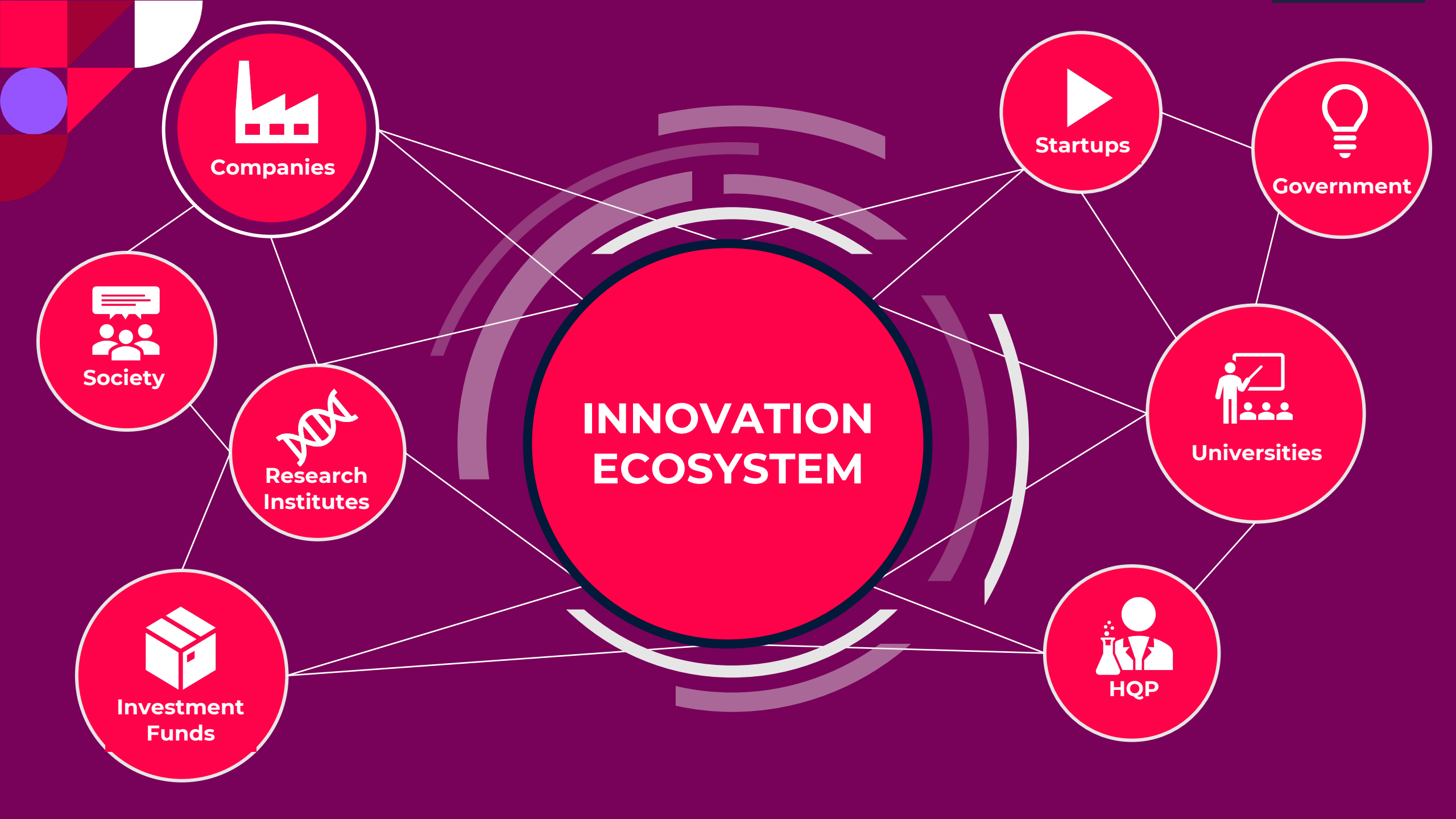
LET PEOPLE KNOW

● MISSION



Inovação
aberta para todos





Companies

Startups

Government

Society

**Research
Institutes**

**INNOVATION
ECOSYSTEM**

Universities

HQP

**Investment
Funds**



WHAT DO YOU OFFER?

KNOW YOUR PUBLIC

WHY DO PEOPLE WANT TO BE PART OF AN INNOVATION ECOSYSTEM?



HUMAN RESOURCES

- 1) Source of HQP
- 2) Presence of training institutions
- 3) Support of Scientists
- 4) Entrepreneurial programs



TECHNOLOGICAL RESOURCES

- 1) Quality of R&D institutions
- 2) High level of cooperation of corporations and R&D inst.
- 3) Complementary corporations



INVESTMENT ENVIRONMENT

- 1) Incentives
- 2) Favorable legislation and policies
- 3) Low operational cost
- 4) Presence of VC and CVC
- 5) Infrastructure and surroundings



MARKET DEVELOPMENT

- 1) Competitive companies
- 2) Global mentality
- 3) Strong local economy.



STRONG COMMUNITY

OPEN INNOVATION **OUR STARTING POINT**



ORGANIC MARKETING

ESTADO PR

BRDE LABS 2022

LIVE ESG

Pilar Social - Inclusão e Diversidade

Com **Vanderlúcia Silva**
Fundadora Impact.to
Negócios Sustentáveis

Com **Tuany Kaori Nakama**
Investment Officer at IDB
LAB

dia **29/09** hora **16h às 17h15**

▶ no YouTube da **HOTMILK PUCPR**

BRDE INSTITUCIONAL DE INOVAÇÃO
HOTMILK ECOSISTEMA DE INOVAÇÃO PUCPR
PUCPR GRUPO MARISTA
AMCHAM

INOVA HMC

Últimos dias para inscrever sua **startup** para solucionar os **desafios** relacionados à **experiência dos pacientes** do **Hospital Marcelino Champagnat**.

Faça parte da inovação que cuida das pessoas!

Inscrições somente até dia **19/08** em hotmilk.pucpr.br/inova-hmc/

Hospital **MARCELINO CHAMPAGNAT**
GRUPO MARISTA

Powered by **HOTMILK**
ECOSISTEMA DE INOVAÇÃO PUCPR

A Unimed Vitória apresenta:

Masterclass

Intraempreendedorismo e Gestão de Ideias

Com **Luís Felipe Carvalho**

Data **25.08** Hora **10h30**

▶ Transmissão no canal do Youtube da Unimed Vitória

powered by **HOTMILK**
ECOSISTEMA DE INOVAÇÃO PUCPR

pulsar masterclass

Unimed Vitória

ANS - nº 337291



THE BIRTH OF HOTMILK ACADEMY

HOTMILK
ECOSSISTEMA DE INOVAÇÃO PUCPR



PUCPR
GRUPO MARISTA

THE PILLARS OF OUR METHODOLOGY



CONTENT

Content is developed to stimulate the cognitive process in the student



PRACTICE

Hands-on classes with practical application of innovation methods and processes



RESULTS

Students are incentivized to bring their own professional challenges to class

EDUCATION

IN MANY FORMS



IN COMPANY COURSES

Complete courses and custom modules for your company needs

INNOVATION SESSIONS

Knowledge-sharing moments with high impact for your employees

TALKS

Market specialists that will motivate and inspire your team

WORKSHOP

Practical modules focused in hands-on learning

ASSESSMENT

Map your leadership profile and develop key innovation skills

ORGANIZE YOUR DATA

ASSERTIVE COMMUNICATION



RD Station pipedrive

KNOW YOUR PUBLIC (EXAMPLE)



CORPORATION

Large and medium-sized companies that are searching for culture, methods and tools to innovate their businesses.

Products:

- Innovation Consultancy
- Hotmilk Academy
- Research and Development



STARTUP

Startups in different development stages.

Products:

- Hotmilk Hub
- Hotmilk Members

• PRODUCT AND SERVICES PORTFOLIO

HOTMILK HUB

- COWORKING
- FURNISHED OFFICES
- UNFURNISHED OFFICES
- NAMING RIGHTS
- STARTUP MEMBERSHIP
- CORPORATE MEMBERSHIP

HOTMILK ACADEMY

- IN COMPANY
- INNOVATION SESSIONS
- BOOTCAMP
- LECTURES
- WORKSHOPS
- HACKATHON

CORPORATE INNOVATION

- OPEN INNOVATION
- INNOVATION STRATEGY
- INNOVATION CULTURE
- STARTUP AND CORPORATE ACCELERATION (SQUADS AND SPIN OFFS)
- IMPLEMENTATION OF POCs

THIS IS OUR INFRASTRUCTURE

**4 AUDITORIUMS
AT HOTMILK**
from 40 to 200 people

**11 AUDITORIUMS
AT PUCPR**
from 99 to 550 people



Placed in the heart of Curitiba



5 DINING ROOMS
fully-equipped. Bring your own
food or rest during your meals

6 LOUNGES
Comfortable places where you can
relax or take a break during your
day



8 MEETING ROOMS
for 6 to 11 people

18 INDIVIDUAL PHONE BOOTHS
for 1 and/or 2 people



One of the main innovation hubs
in Brazil

MEALS
cafeteria, food truck and grocery

PARKING
safe and easy to access

AUDIOVISUAL STUDIO a place
to produce your own content



Synergy with PUCPR's research
capabilities

A PLACE FOR YOUR EVENTS
indoor and outdoor spaces

GREEN AREAS
set up your picnic, relax and rest
at anytime



AND MUCH MORE...
High speed internet, Reception,
Security, Fiscal Address, Printing
Services



A person is silhouetted against a vast, starry night sky. The sky is filled with numerous stars, and a bright, glowing band of light, likely the Milky Way, stretches across the lower portion of the frame. The person stands on a dark, rocky outcrop. A large, semi-transparent red rectangle is overlaid on the right side of the image, containing the text. The rectangle has decorative geometric shapes in red, white, and purple at its corners.

A UNIVERSE OF CONNECTIONS

WE ARE OFFICIAL PARTNERS

And we can connect our
residentes with some of the
most relevant innovation
stakeholders in our country.

Innovation HUBs



Investment Funds



Associations and Partners



STUDENT CONNECTION



+ 2.000 students impacted every year

PUC CAREERS

An exclusive department that will help to connect companies with students and alumni from PUCPR



RESEARCH

+2.500 researchers and
16 Graduate Programs that
help organizations to
overcome their challenges



GRADUATE PROGRAMS

ANIMAL SCIENCE

COMPUTER SCIENCE

BIOETHICS

BUSINESS MANAGEMENT

CO-OP MANAGEMENT

DENTISTRY

EDUCATION

**HUMAN RIGHTS AND
PUBLIC POLICIES**

16
PROGRAMS

HEALTH TECHNOLOGY

HEALTH SCIENCES

**INDUSTRIAL AND SYSTEMS
ENGINEERING**

LAW

MECHANICAL ENGINEERING

PHILOSOPHY

THEOLOGY

URBAN MANAGEMENT

A COMPLETE INNOVATION ECOSYSTEM

HUB HOTMILK

A Science and tech hub with 11.000 m², which hosts more than 90 startups and large corporations

R&D+i

We are a research-oriented institution and we have hundreds of research projects with public and private companies

HOTMILK ACADEMY

We educate companies for their future. Innovation is our subject and real-case practice is our method

INNOVATION CONSULTANCY

We support the development of new strategies and innovation activities of your company



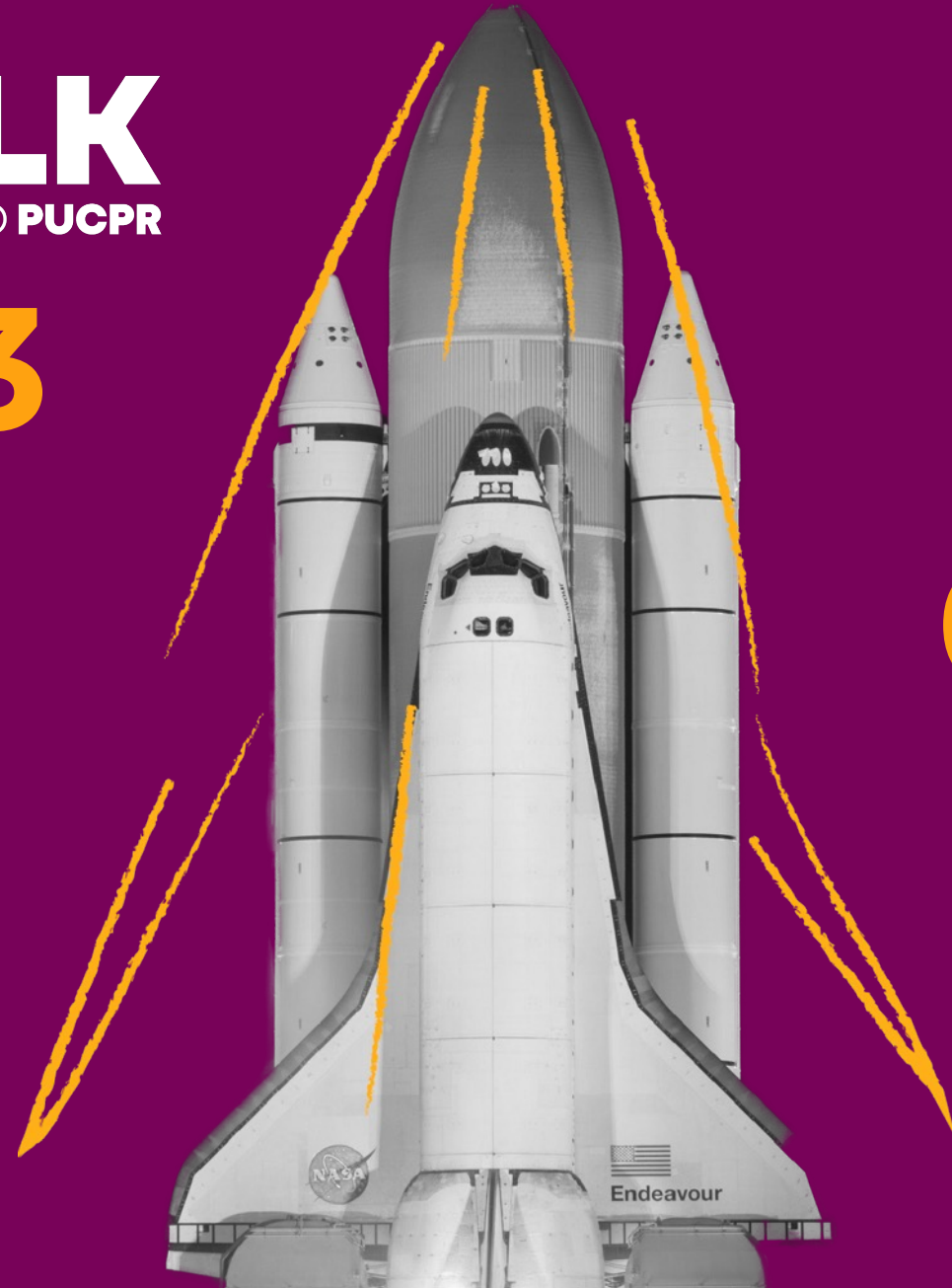
HOTMILK
ECOSSISTEMA DE INOVAÇÃO **PUCPR**

**From 3
to 95**

RESIDENT
COMPANIES

35

EMPLOYEES



10x
OPEN INNOVATION
REVENUE

0 to >20

CLIENTS
HOTMILK ACADEMY

3x

#R&D PROJECTS AND
REVENUE

A person wearing a white apron and gloves is working at a counter, possibly in a kitchen or bakery. The background is a chalkboard with the word "TAKEAWAY" written on it. The entire image has a purple overlay.

START WITH YOUR PURPOSE

HIRE SPECIALISTS

FIND A SUITABLE STRATEGY

GET ORGANIZED

KEEP LEARNING

CONTACT

Fernando B. Luciano

+55-41-9-9225-0770

fernando.luciano@pucpr.br

 @hotmilk.pucpr

 /hotmilk-pucpr

 /hotmilk.pucpr

R. Imac. Conceição, 1430 - Prado Velho
Curitiba - PR, 80215-182

