



SAMSUNG

- STARTUPS PROGRAM BRAZIL -

Samsung Research Institute Brazil 2015.03.

Introduction – Global Innovation Chain



Education



Health



Security

Introduction – Startups Program

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Samsung Opens New Startup Accelerator In Silicon Valley As It Seeks Innovation Edge

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Inside Samsung's new Accelerator in Palo Alto, where it hopes to incubate the next big thing in software

It wasn't the [lavish launch party of the Galaxy S4](#) in New York last March, but Samsung's swanky, blue-tinted opening of its new startup accelerator in Silicon Valley

Samsung opens doors to New York accelerator

The Korean electronics giant hosts an event in its new offices in Manhattan's Chelsea neighborhood to officially launch its outreach to startups in the city.



by Shara Tibken | September 9, 2013 7:13 PM PDT

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Introduction – Startups Program

Programa Samsung Startups

O Programa Samsung Startups é uma iniciativa de Inovação Aberta com o objetivo de estabelecer cooperação tecnológica entre a Samsung no Brasil e as redes nacionais de inovação, como os Parques Tecnológicos, Incubadoras, Aceleradoras, Agências de Fomento, Fundações, Associações, Investidores, Startups e os demais participantes dos ecossistemas de Inovação, com a finalidade de desenvolver alianças, parcerias estratégicas e relacionamentos de sucesso capazes de criar valor real para os usuários de produtos e serviços Samsung, para parceiros diretos e indiretos, e para a sociedade.

Introduction – The Startups Program

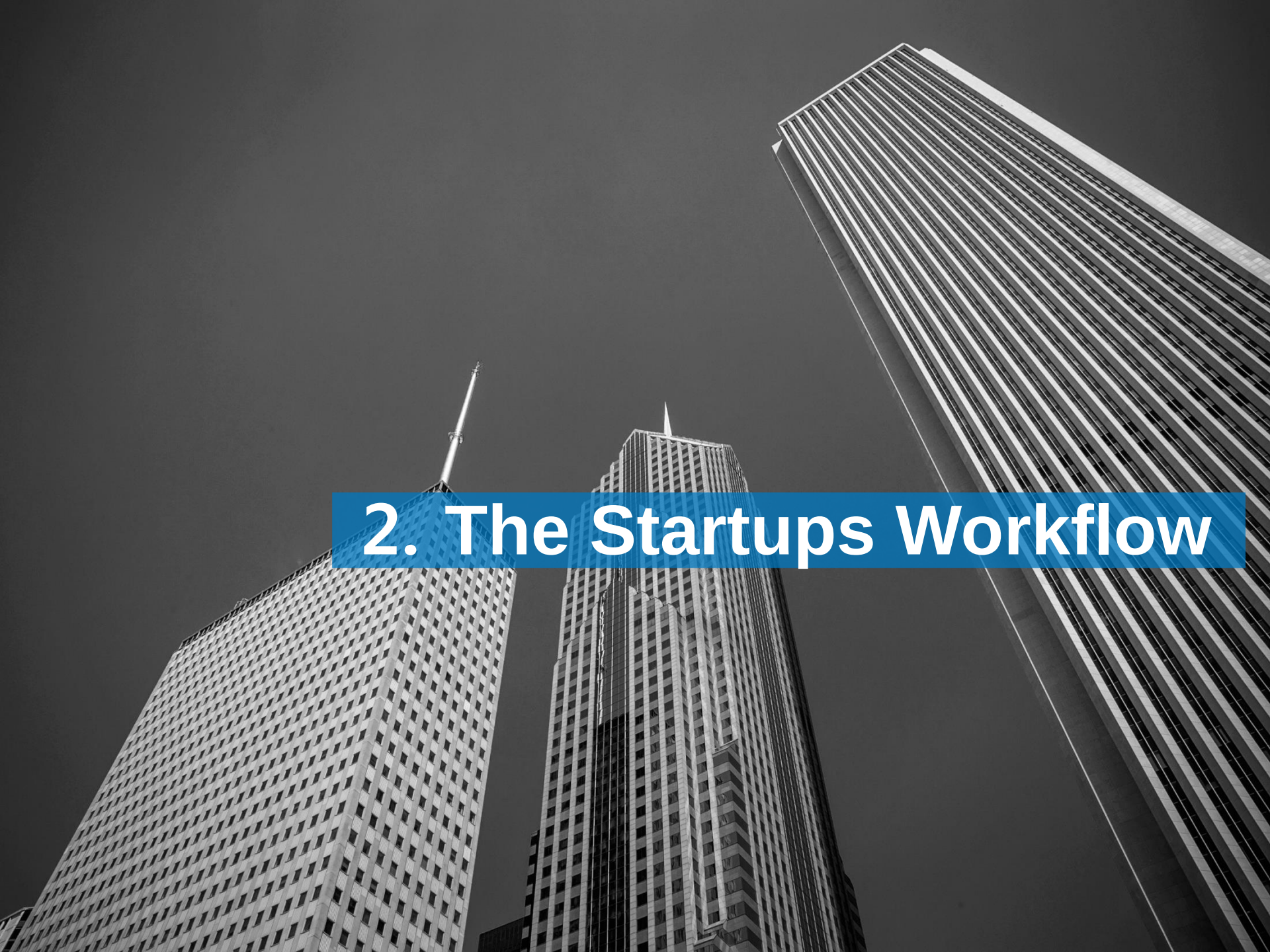
The Samsung Startups Program is an Innovation Endeavor intended to:

- Develop technology partnerships and alliances
- Explore emerging technologies and opportunities
- Exploit the potential of the Startups ecosystem in Brazil

*Therefore collaborating to add value to
product lines and to enhance*

**Samsung
business performance.**

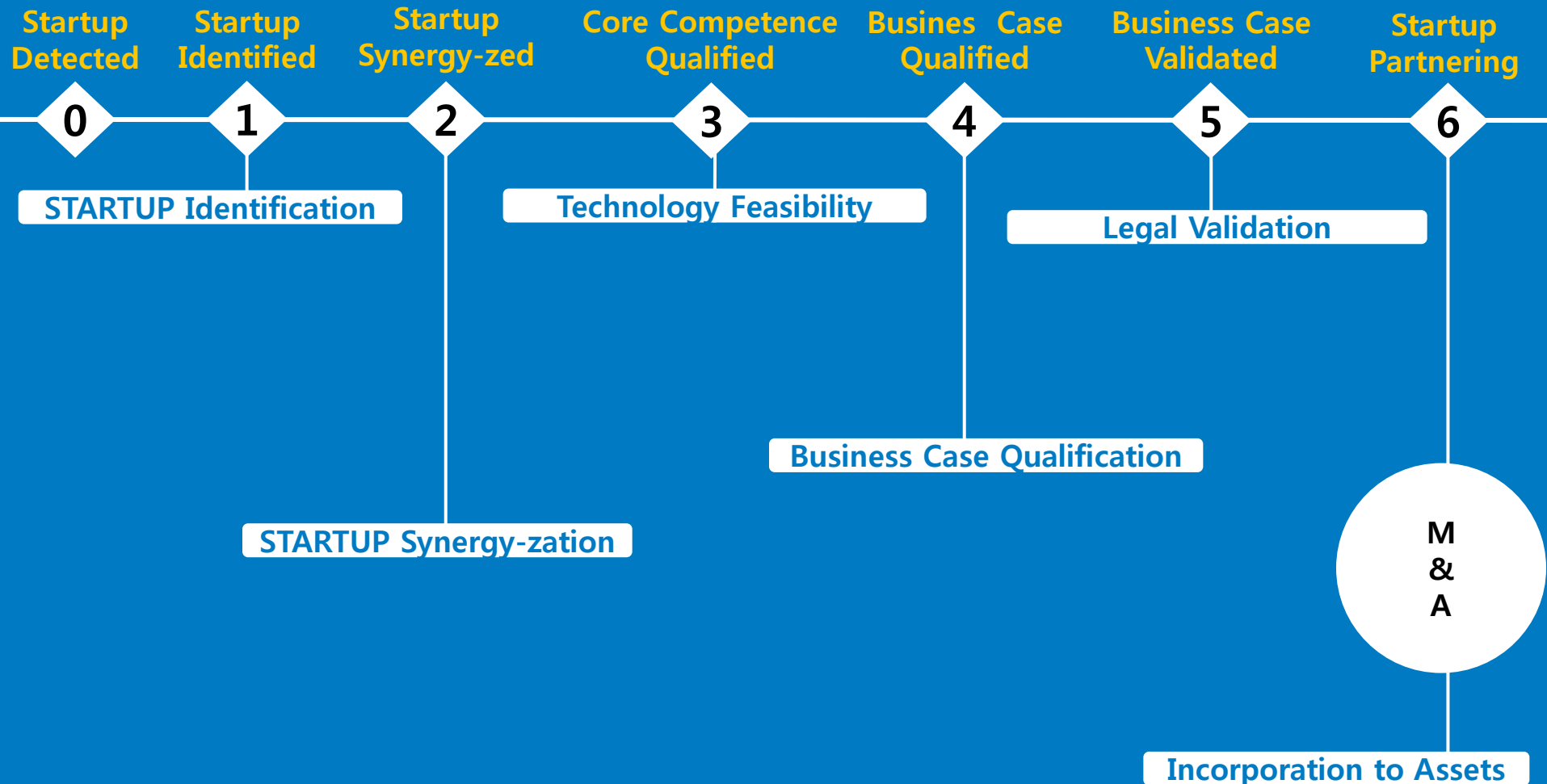


A low-angle, black and white photograph of three tall skyscrapers reaching towards a dark, overcast sky. The buildings are viewed from below, creating a sense of height and scale. The central building has a prominent spire. A blue horizontal banner with white text is overlaid across the middle of the image.

2. The Startups Workflow

The Startups Immersion Program

Milestones



Through Technology Parks and Incubators

A black and white photograph of a city at night. On the left is a tall, cylindrical building with many lit windows. In the background, a dense urban skyline is visible under a dark sky with a bright moon. On the right, a building with several satellite dishes on its roof is partially visible. A solid blue horizontal banner is overlaid across the middle of the image.

3. Samsung Partners

Samsung Partners



The Brazilian Ecosystem – Brazil Startups MCTI



STARTUPS SELECIONADAS!

Confira a lista de empresas escolhidas na 1ª Chamada de 2013.

STARTUP
UP
brasil

ESTÁGIO DE DESENVOLVIMENTO development stage



1,79%
CONCEITO
concept

16,07%
DESENVOLVIMENTO
development

41,07%
PROTÓTIPO
prototype

41,07%
PRODUÇÃO
production

SETORES economic sectors



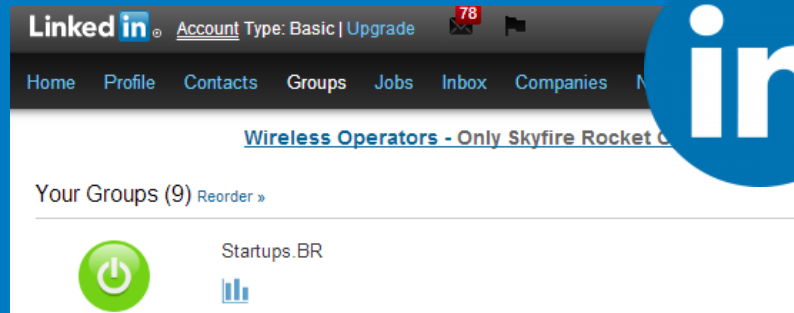
SIGA-NOS
TAMBÉM
NAS MÍDIAS
SOCIAIS

facebook.com/startupbr
twitter.com/startup_br

Ministério da
Ciência, Tecnologia
e Inovação

GOVERNO FEDERAL
BRASIL
PAÍS RICO É PAÍS SEM POBREZA

How to engage?



Startups.BR group made in Brazil for Brazilians

A community committed to connect and help:

- startupers, entrepreneurs,*
- technology business owners, professionals,*
- executives,*
- researchers,*
- incubators, accelerators,*
- regulators*

and the whole innovation ecosystem around Startups



- Duas das principais forças da Samsung são a **inovação** e a **capacitação contínua**
- Nosso país é um **mercado muito importante** para a Samsung, e possui uma **comunidade crescente de desenvolvedores** de conteúdo

- 
- A black and white photograph of a city skyline at night, with various buildings and lights visible in the background. The image is used as a backdrop for a presentation slide.
- - **2014 PROGRAM INFORMATION**
 - **TechParks/Incubators**
 - **Qualified Accelerators**
 - **Active Startups inDatabase**
 - **Partnered Startups**
 - **Ocean Continuous Training**
 - **Integration with Investors Network**

A black and white photograph of a city at night, featuring numerous illuminated skyscrapers and buildings. A large, solid black rectangular box is centered over the image, containing the text 'SAMSUNG DIRECTIONS 2015' in white, bold, sans-serif capital letters. The text is arranged in three lines: 'SAMSUNG' on the top line, 'DIRECTIONS' on the middle line, and '2015' on the bottom line.

SAMSUNG DIRECTIONS 2015

A solid blue horizontal bar located at the bottom right of the image. The word 'Thanks' is written in white, bold, sans-serif capital letters on this bar.

Thanks