

Portugal Companies Visit Carnegie Mellon University

February 7-10, 2012

In February 2012, four Portuguese companies will participate in the Entrepreneurship in Residence (EIR) Business Week at Carnegie Mellon University (CMU). The purpose of the EIR is to assist Portuguese companies in launching their business in the United States. Four selected Portuguese companies have gone through extensive mentoring with faculty and staff from CMU over a seven month period. The companies that will attend Business Week at CMU are FeedZai, Observit, TreatU, and Faces.in.

During the EIR Business Week at CMU, these four Portuguese companies will meet with panels of U.S. industry representatives, to cover topics such as Doing Business in the U.S. (Immigration, Corporate and IP Issues), University Resources, and Business Development. Some of the organizations represented among the panelists of these sessions include Tucker|Arensberg Attorneys, Cohen & Grigsby, K&L Gates, Allegheny Conference, Duquesne University, Global Pittsburgh, and CMU.

In addition to the panel sessions, the companies will participate in an Innovation Happens session, the companies will have the opportunity to make sales pitches to potential investors, and subsequently benefit from feedback about the strengths and weaknesses of their sale pitches. Innovation Happens goal is to provide networking events, connecting entrepreneurs and large corporations; encourage entrepreneurs to focus more on getting the customer and create a culture of "buying local" in Pittsburgh.

Concluding their visit will be International Company Showcase which will provide them with a glimpse of the international entrepreneurship scene. At the showcase, they will make and view presentations by early-stage growth companies from outside the U.S., and they will have the chance to network with international entrepreneurs seeking partnerships and opportunities in the U.S.

Over the seven month period, the EIR consisted of three phases. Phases I and II prepared the companies to develop pitches to potential investors and customers, as well as providing information on topics such as knowing your market and competition, university relationships, differentiation and segmentation, and partnerships for development and distribution. Phase III consists of the Portuguese companies traveling to Pittsburgh, PA to participate in a "Business Week" which allow them the opportunity to make their pitch to potential clients, customers and investors. Additionally, the Portuguese businesses will be paired with specific U.S. companies of interest to discuss potential business options as it relates to sales, customers and investment.

FeedZai a start-up from the Universidade de Coimbra which aims to enhance the real time processing of information of organizations, large and small. FeedZai Pulse provides a turn-key solution for the customer's actionable information needs: a "Real-Time Business Appliance" that once connected to data sources immediately starts producing business critical information. During the EIR Business Week in Pittsburgh, FeedZai will have one-on-one meetings with WESCO, Emerson, BPL Global and more.

ObservIt is a start-up from the Instituto Superior Técnico of the Universidade Técnica de Lisboa, was established in 2001 with a simple dream: to create a market-leading company in computer vision technology, an emerging area whose potential was immediately evident. During the EIR Business Week in Pittsburgh, ObservIt will have one-on-one meetings with Echo Realty, Google, DDR, and more.

The ultimate goal of Treat U is to improve patient's health and reduce the costs of health care. Treat U has developed a novel and versatile platform for targeted drug delivery (PEGASEMP), allowing an increased concentration of a therapeutic agent to be effective only where it is necessary, hence increasing safety. During the EIR Business Week in Pittsburgh, Treat U will have one-on-one meetings with Cognition Therapeutics, Pittsburgh Life Sciences Greenhouse, Hillman Cancer Center, and Knopp Biosciences just to name a few.

Faces.in, a startup from Instituto Superior Técnico of the Universidade Técnica de Lisboa, is a fast and fun way to discover friends nearby. Launched successfully with Vodafone as Vodafone Radar, Faces.in is positioned globally to allow mobile operators to get into the game of geo-location and social networking as a value-added revenue driver. During the EIR Business Week in Pittsburgh, Faces.in will have one-on-one meetings with Flashgroup.com, Swallow Point Ventures, Read Write Web, and more.