

## I Seminar on *Crowdsourcing* - Opportunities and Challenges Abril 27<sup>th</sup>, 2017

 <p>Escola Politécnica da USP</p>  <p>Instituto dos Engenheiros Eletricistas e Eletrônicos</p> <p>APOIO:</p>  <p>Associação Brasileira de Empresas de Tecnologia da Informação e Comunicação</p>	<p><b>08h30 - 09h00:</b> Accreditation of participants and welcome coffee</p> <p><b>09h00 - 09h10: Opening</b> Prof. Clovis Armando Alvarenga Netto, PhD (CEST-USP / Production Engineering Department of Escola Politécnica da USP)</p> <p><b>09h10 - 09h20: Introduction to the seminar's theme</b> Eduardo Bertassi (CEST-USP)</p> <p><b>09h20 - 09h50: <i>Crowdsourcing</i> as a Business Model</b> Marina Miranda (General Director of Mutopo Brazil / Founding Partner of Crowd Envisioning)</p> <p><b>09h50 - 10h20: <i>Equity Crowdfunding</i></b> Daniel Sousa (Founding Partner and Chief Technology Officer of Broota)</p> <p><b>10h20 - 10h50: Debate</b> Moderator: Thomas Eckschmidt (Founding Partner of Conscious Capitalism Brazil) Marina Miranda and Daniel Sousa</p> <p><b>10h50 - 11h20: <i>Coffee Break</i></b></p> <p><b>11h20 - 11h50: <i>Crowdtesting</i> in Brazil - Challenges and Advantages</b> Robert Pereira (Founding Partner of Base2 and Crowdtask)</p> <p><b>11h50 - 12h20: The Search for Innovation through <i>Crowdsourcing</i></b> Steven N. Rader (Deputy Manager of NASA's Center of Excellence for Collaborative Innovation)</p> <p><b>12h20 - 12h50: Debate</b> Moderator: Thomas Eckschmidt (Founding Partner of Conscious Capitalism Brazil) Robert Pereira and Steven N. Rader</p> <p><b>12h50 - 13h00: Closing</b></p>
--	---

**Location:** Auditorium Prof. Oswaldo Fadigas Fontes Torres

Avenida Professor Luciano Gualberto, 71, Travessa 3 - Cidade Universitária,  
Butantã, São Paulo - SP, CEP 05508-010