

FIDELIDADE **FOSUN**复星

**Pro  
tech  
ting**

startup  
accelerator  
program

# PITCH DAY

THE TIME IS NOW!

powered by





# ABOUT

## **Pro tech ting** | startups accelerator program

### **innovation is about people**

Protechting is a startup accelerator program designed by Fosun and Fidelidade and powered by Beta-i, that focuses on developing innovative solutions for the insurance sector around protection / prevention, service, health and savings products. It also aims to help establish a more engaged and entrepreneurial society.

The intensive, 9-week program includes hands-on coaching and mentorship from Fosun, Fidelidade and Beta-i experts, educational components and networking events. It ends in the "Pitch Day" where the startups present their projects to the Jury, representatives from Fidelidade, Fosun and Beta-i as well as investors, the media and other invited guests.

# ABOUT

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## FIDELIDADE

Fidelidade operates in the insurance market, always focused on people and the innovation of its products and services for a better protection of the life and assets of its customers.

Marketing products of all insurance branches, under a multibrand strategy and through the largest and most diversified distribution network of insurance products of the national market, Fidelidade holds market leadership in Portugal, in life and non-life insurance.

As the leading insurer in Portugal, in 2015, Fidelidade achieved a coverage ratio of the legally required solvency margin close to 250%, clearly illustrating the Company's degree of solidity.

Fidelidade's priority focus is driven by the development of solutions which, in addition to being relevant to its business activity, due to enabling a better protection of its customers, also responds to issues of national interest.

Its expansion and internationalisation strategy already covers Spain, France, Luxembourg, Cape Verde, Angola, Mozambique and Macau.

Currently included in the business world of Fosun International Limited, a listed company in Hong Kong, Fidelidade has new perspectives of growth, diversification and valorisation of its project and a unique opportunity to reinvent insurance in Portugal, expanding its offer and service to new customers, always with the seal of confidence and trust of the largest and most solid Insurance Group of Portugal.

## **FOSUN**复星

Fosun was founded in 1992 in Shanghai. Fosun International (00656.HK) was listed on the Main Board of the Hong Kong Stock Exchange on July 16, 2007.

Fosun has been persistently taking roots in China and investing in China's growth fundamentals. It has been actively implementing its investment model of "Combining China's Growth Momentum with Global Resources". Fosun is dedicated to making a major stride towards becoming a world-class investment group underpinned by the twin drivers of "insurance-oriented comprehensive financial capability" and "global industrial integration capability taking roots in China". Today, Fosun's businesses include two major segments, integrated finance and industrial operations.

In practice, Fosun unremittently builds up its capabilities in identifying and capturing investment opportunities in China, improving the management and enhancing value of the investees, and establishing a multi-channel financing system to access quality capital. With a value chain based on these three core competencies and a group of entrepreneurs endorsing Fosun's corporate culture, a solid foundation has been laid for the continuous rapid growth of Fosun.

While pursuing economic development, Fosun also shares the fruitful results of development with its staff, partners and the community, taking the initiative to contribute to the society in return. Meanwhile, Fosun also actively contributes its efforts to improve the business and natural environments of China so as to support the rejuvenation of the Chinese economy and culture.

# ABOUT

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Beta-i is an organization created in 2010 by entrepreneurs, for entrepreneurs. Its mission is to promote entrepreneurship and innovation through 4 main lines of action: Create and enhance the entrepreneurship and innovation network, via events and European projects; accelerate startups with the ambition to become global and facilitate their access to investment, through Lisbon Challenge and Beta-start; create spaces, services and products focused on the entrepreneur; and foster innovation and startup best practices in large organizations, through Beta-innovation.

The organization has already received over 3,000 ideas and accelerated more than 500 startups. It brought to Portugal some of the greatest global startup initiatives: SeedCamp Portugal; Startup Weekend; Startup Europe; Slush; Pioneers Festival; The Pirate Summit; and the first TEDx in the country. In 2014, Beta-i was considered the biggest Startup & Entrepreneurship Promoter in Portugal by the European Enterprise Promotion Awards, promoted by the European Commission.

Our institutional partners include Câmara Municipal de Lisboa, the Presidency of the Republic, the Government of Portugal and the European Commission. For further visit [www.beta-i.pt](http://www.beta-i.pt).



# PITCH DAY

THE TIME IS NOW!

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*MEET THE STARTUPS*

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# MEET THE STARTUPS

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## **BCLOSE - MAKING YOUR LIFE EASIER**

bclose.pt | Portugal | Rui Carvalho | rui.carvalho@bclose.pt

Bclose is a digital cloud platform that integrates simple and intuitive devices for safety, health, and energy management onto a single platform. Our mission is to improve customers' quality of life by changing their lifestyle habits through daily real-time information, based on strong analytical and behavioral analysis.



## **CLEENBEEN TECHNOLOGIES**

Cleenbeen.com | Portugal | Birger Kamrath | birger@cleenbeen.com

CleeBeen Technologies aims to reinvent hand-hygiene compliance systems. Based on sensor information, we provide a tool that, in real-time, monitors hand-hygiene compliance in healthcare institutions and reduces the costs and casualties related to hospital induced infections.



## **CONSULTA DO VIAJANTE**

consultadoviajante.com | Portugal | Diogo Medina | diogomedina@consultadoviajante.com

Consulta do Viajante is Portugal's first fully internet-run medical clinic. It is an easy to use telemedicine platform that handles booking, payment and video consultation, allowing doctors and patients to meet from home or work, increasing healthcare accessibility and reducing cost.



# ECTOSENSE

## ECTOSENSE

ectosense.com | Belgium | Bart Van Pee | bart.b.vanpee@ectosense.com

Making use of advanced diagnostic algorithms, Ectosense brings to the market a medical grade wearable device that replaces the complex sleep study performed in hospitals, and thus allows many more people to gain advanced insights into their sleep.



## IVIGILATE

| Ireland | Nuno Freire | nunofcf@gmail.com

Watch over the ones you love using wearable technology. iVigilate helps you make sure that children or adults requiring supervision are easily located and remain inside a specific location, e.g. school, care home, hospital. Utilising wearable devices and geofenced geographic information system technology, we provide customers with a new way to look after the people they care for.



## SK8 - Infinity Knowledge

k8.pt | Portugal | Nuno Gaspar | nuno.gaspar@k8.pt

K8-Infinity Knowledge aims to find economical solutions to solve common healthcare problems, such as bed fall prevention, which is one of the many projects we are working on.

## **MEET THE STARTUPS**

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### **KASKO**

kasko.io | United Kingdom | Nikolaus Sühr | nsuehr@kasko.io

KASKO is a digital Managing General Agent that connects digital platforms and insurance companies. KASKO takes care of acquisition and integration with platforms, transacts the entire insurance purchase and premium/commission handling without having to integrate with the insurance company.



### **KYLEGA**

Kylega.com | Portugal | Bruno Martins | brunomouraomartins@gmail.com

Kylega stands for "Keeping Your Legacy". It is a private online service, highly secure, that enables you to manage and organize all the information about your belongings and assets that will be accessible to family and friends in case of severe accidents or death.



### **LIFESYMB**

lifesymb.com | Sweden | Danny Dressler | danny.dressler@lifesymb.com

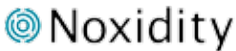
LifeSymb provides a 3D sensor-based expert system for injury prevention and performance optimization.

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**MOTIONS CLOUD**

[motionscloud.com](https://motionscloud.com) | Germany | Lex Tan | [lex@motionscloud.com](mailto:lex@motionscloud.com)

MotionsCloud is a claims adjustment app for properties & content insurance claims. It is an all-in-one mobile solution for claims adjusters to improve productivity, reduce claim cost & cycle time, simplify & automate processes, connecting trusted services and improved customer experience.

**NOXIDITY**

[noxidity.com](https://noxidity.com) | Portugal/UK | Ridhi Kantelal | [noxidity@gmail.com](mailto:noxidity@gmail.com)

Noxidity predicts corrosion of industrial machinery and commercial facilities through the use of affordable, smart sensors and Internet-of-Things (IoT) technologies. It provides maintenance staff with timely and actionable insights to prevent corrosion and therefore helps reduce maintenance and repair costs.

**OPTISHOWER**

[optishower.com](https://optishower.com) | Portugal | Mohammadhossein Ghodsirad | [mh.ghodsirad@gmail.com](mailto:mh.ghodsirad@gmail.com)

OptiShower helps to change consumers' behaviours towards water and energy consumption by applying a revolutionary smart system and gamification techniques to their showering experience.

## **MEET THE STARTUPS**

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### **QUESEGURO®**

www.queseguro.pt | Portugal | Miguel Teixeira | miguel@queseguro.pt

The first online insurance aggregator in Portugal.



### **SENSORLIFE**

sensorlife.es | Spain | Paulo Sousa | psvrsa07@gmail.com

sensorLIFE is a wearable system for personal protective equipment that monitors the physical condition of workers of industrial and construction enterprises in real-time and helps to reduce risk and liabilities.



### **UPPER INSURANCE**

Portugal | David Dourado dos Santos | douradodossantos@gmail.com

Upper is insurance on-demand: A digital platform that allows users to instantly turn on insurance protection on their mobile phones and pay as they use.

# PITCH DAY

## THE TIME IS NOW!

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### *MEET THE JURY*



**BRAD BAO**

MANAGING PARTNER, FOSUN KINZON CAPITAL & PRESIDENT OF THE PROTECHTING JURY

Prior to joining Fosun Kinzon Capital, Brad was the General Manager of Tencent's US Branch and the Vice President of Business Development of Tencent Games. He built Tencent's US branch from scratch and managed the operation & investment activities for over 8 years. Before that, Brad co-founded Norict in Beijing and worked at Fortune 500 companies IBM, Kodak and Formica. Brad has a unique combination of experience in both venture investment and hands-on internet business operation, together with a deep knowledge and extended network in both the US and Chinese internet and technology industries.

Brad holds an MBA from Haas School of Business, US Berkeley, and a bachelor degree in international marketing from Wuhan University.

Brad loves Rock N' Roll, enjoys traveling to the unique corners of the world, and has been a semi-professional photographer for over 30 years.

## **MEET THE JURY**

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**LINGJIANG XU**

CHIEF REPRESENTATIVE FOSUN, LISBON

Lingjiang holds a Master's Degree in Finance by London Business School and is currently the chief representative at Fosun in the Lisbon office. Prior to this, Lingjiang was the Executive Director of Fosun Iberian Investment Department as well as a non-executive board member of Fidelidade and Luz Saúde.



**JOSÉ MANUEL ALVAREZ QUINTERO**

EXECUTIVE BOARD MEMBER, FIDELIDADE

José Manuel Alvarez Quintero holds a degree in Economics by Universidad de Santiago de Compostela. He has joined Caixa Seguros in 1996, and previous to his current role as an Executive Board member of Fidelidade, he was an Executive Board member at Multicare, Império-Bonança, Seguro Directo and Império Espanha, among others. Before joining Caixa Seguros, he held positions in major companies of the Insurance sector, such as Catalana Occidente, Companhia Vitalício Seguros and Seguros Universal Asistencia. José Quintero is currently the President of Motor & Accidents Technical Commission at APS (Portuguese Insure's Association). He has over 30 years of experience within the Insurance sector.

He is currently responsible for Marketing, Non-Life Technical areas and also the Claim Management for Motor, Worker's Compensation and Property and Third Part Liabilities, President of Universal Seguros, Fidelidade Car Service and GEP.

In addition to this, he is Chairman of the Board of Directors of SAFEMODE – Personal, Assets and Environment Protection and GEP – Management Expertise Automobiles, and in charge of CETRA Auto Repair Shop. He was awarded the prize "Galicia Safe Award" in 2010.

**ROGÉRIO CAMPOS HENRIQUES**

CIO AND EXECUTIVE BOARD MEMBER, FIDELIDADE

Rogério Campos Henriques is currently CIO and Executive Board Member of Fidelidade Seguros, the leading Life and Non-Life Insurance company in Portugal, part of Grupo Caixa Geral de Depósitos (CGD). Besides IT, he coordinates Human Resources, Process Improvement and several Support Processes areas across the company. In APS (Portuguese Insurers' Association), he coordinates the Technical Committee for "Segurnet" – the association's core IT platform supporting Portuguese insurers.

He has been with the Group for 5 years, previously managing the IT areas and being a Board Member of Multicare, the health insurance unit of Caixa Seguros. During this period, he was responsible for implementing the IT Strategic Master Plan and led the turnaround and organizational restructuring of the IT department.

He currently serves as member of the Advisory Board of CIONET in Portugal.

Before joining Fidelidade, Rogério worked for several years (1994-2002) at The Boston Consulting Group both in Portugal and Spain as a senior manager for the practices of Telecom and Financial Services and later at Portugal Telecom Group (2003-2008), being responsible for Business Development at the holding level and Chief Marketing Officer for the Group's Africa Operations.

**ISABEL VAZ**

CEO, LUZ SAÚDE GROUP

Isabel has a degree in Chemical Engineering from Instituto Superior Técnico (1990) and has a Master of Business and Administration (MBA) from Universidade Nova de Lisboa (1994). After graduation, she began her professional life as a research scientist at the Institute of Experimental Biology and Technology (IBET). She was an Engineer in the manufacturing project

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## MEET THE JURY

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in Atral Cipan Group. In 1992, she joined McKinsey, strategic consulting company senior management, where she was senior consultant for seven years, participating in projects primarily in banking and insurance.

Since 1999, she's Chief Executive Officer of Luz Saúde Group, leading more than ten thousand employees in 18 health facilities, including the Hospital da Luz in Lisbon. Since 2012, the Group manages also a public hospital in a public-private partnership - Hospital Beatriz Angelo, in Loures. Currently, she's a member of the Board of Faculty in the New School of Business and Economics of the Universidade Nova de Lisboa, and International Advisory Board member of The Lisbon MBA in the same university. She's also a member of the General Council of the Universidade de Lisboa and regularly holds conferences on health management, leadership, human resources and financial sustainability of health systems at the invitation of several universities and other institutions.



### **VITOR DINIS**

CO-FOUNDER AND CFO, PATHENA

Vitor is a co-founder Partner and CFO of Pathena. He serves as a Non-Executive Board Member of several of Pathena's portfolio companies. Vitor is a Director of Pathena Fund SICAR (SCA). Pathena launched a 56M€ Venture Capital Fund in May 2013. The Fund will invest in the IT domain, leveraging the experience and expertise of the General Partner.

Vitor holds a Master's Degree in Accounting and Business Management from Oporto Accounting Institute - Portugal. Vitor started his career at Arthur Andersen in 1997 in the finance, accounting, and controllerships. In 2002 he joined Deloitte as a Manager. In 2003 he assumed the position of CFO at Enabler, a 30M€ systems integrator firm focused on Oracle retail implementations. During his professional career, Vitor completed continuous training in several areas such as general management, tax, leadership, company valuation and M&A. In 2006 Enabler was acquired by Wipro Technologies, a 5b \$ company, Vitor took the role of Senior Manager of Internal Audit & Risk Management of Wipro's European Geography with direct report to the CRO and HoIA.



**JOÃO PEREIRA**

TECHNOLOGY DIRECTOR, PORTUGAL VENTURES

João has 20 years of business experience, including as a director and controller of several startup companies (multimedia, services and retail), as an associate director of the Millennium BCP credit risk area and as portfolio manager of SPR, the first Venture Capital firm in Portugal. As business developer João has been involved in fundraising and business opportunities in the stages of proof of concept, seed and early stage.

As a visiting lecturer, he taught at the Faculty of Economics of Porto, at the Faculty of Engineering of the University of Porto, at IPAM – The Marketing School and at Porto Business School. He has a degree in Economics and a MSc. in Industrial Economics from the Faculty of Economics of Porto. Currently, João is Investment Director of Portugal Ventures, a leading Venture Capital firm in Portugal where he launched and managed the Ignition Program and the Call for Entrepreneurship.

**RICARDO MARVÃO**

CO-FOUNDER AND HEAD OF GLOBAL RESOURCES, BETA-I

Ricardo Marvão is the Product Deputy at Lisbon Challenge & Co-Founder of Beta-i. He co-founded and was the CEO of Evolve Space Solutions, one of the first Portuguese startups providing software products and services for the major European space agencies and companies, that was later acquired by Novabase (the biggest Portuguese IT company, in PSI-20 Index), where he also worked as Manager for the Aerospace department at Novabase until early 2013. Ricardo worked several years for the European Space Agency in Earth Observation & Scientific missions in Germany and later for Inmarsat in London, a major satellite telecommunications company, besides working in Boston with MIT-Portugal. He has an Aerospace MBA from the Toulouse Business School.

# SPEAKERS



## **DOMINGOS GUIMARÃES**

42 CO-FOUNDER ACADEMIA DE CÓDIGO

Since finishing his MA at the University of London, Domingos has acquired extensive experience in the entertainment industry, having founded a book publishing house and a film production company in 2006. Serial entrepreneur, has found his grounds in the digital world, setting up in 2008 Central Musical, a music live streaming platform, and in 2010 Live Content, the leading company in Portugal specialized in Social Media with offices in Brazil and Mexico. Live Content has been the representant of Twitter in Portugal, setting its operation in the market. Has lived 8 years in London, 2 in Madrid and 1 in Rome. Is fluent in 5 languages. Renowned entrepreneur, strongly believes that Social Business has changed the paradigm of entrepreneurship, with a great future ahead, a future he wants to be a part of. With this in mind, his most recent project is Academia de Código, dedicated to taking people out of unemployment by training them in computer programming as well as Academia de Código Junior, a school program dedicated to teaching children and teenagers Computer Science.



## **GONÇALO FORTES**

FOUNDER AND CEO OF PRODSMART

Gonçalo is the founder and CEO of Prodsmart. Prodsmart is real-time analytics for production lines and job shops. We turn every factory into a digital smart factory. It's a cloud manufacturing execution system (MES) that uses mobile devices to collect data directly from the shop-floor, eliminating paper and providing real-time analytics that allow for waste reduction and efficiency improvements.  
<http://www.prodsmart.com/en>



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## AGENDA

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14:00

**REGISTRATION OPENS**

14:30

**WELCOME**

14:45

**PRESENTATIONS OF STARTUPS - PART 1**

16:00

**COFFEE BREAK**

16:30

**PRESENTATIONS OF STARTUPS - PART 2**

18:00

**KEYNOTE, COCKTAIL RECEPTION AND PRIZE AWARDS**

20:00

**END**

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