



1º Seminário Internacional ACCELERAGRO de Inovação no Agronegócio

Local: Auditório IAC, Agrishow 2016 – Ribeirão Preto, SP, Brasil

Data: 28 de abril de 2016

Patrocinador: FAPESP e Agrishow

Organização: Luís Cortez (UNICAMP), João Furtado (Elabora Consultoria) e Ângelo Gurgel (FGV EESP/GV Agro)

Sobre o evento

Antecedentes: Entre 19 e 24 de janeiro de 2016 foi realizada a missão ACCELERAGRO organizada com o apoio do Consulado Geral do Brasil em São Francisco, CA. Participaram da missão membros convidados de instituições de apoio à pesquisa (FAPESP e FAPEMIG), universidades (USP/ESALq e UFLavras), além de representantes de empresas. A missão ACCELERAGRO tinha por objetivo conhecer e estimular a cooperação técnica e científica visando a inovação no agronegócio entre as universidades paulistas e as universidades da Califórnia (UC Davis <https://www.ucdavis.edu/> e California State University Fresno <http://www.fresnostate.edu/>). As duas universidades da Califórnia possuem um bem-sucedido modelo de estímulo a *spin-offs* e acredita-se que este modelo possa ser replicado no Brasil, principalmente em setores da agricultura brasileira como a horticultura e fruticultura (frutas tropicais), além dos demais setores do agronegócio brasileiro.

Para darmos seguimento à Iniciativa ACCELERAGRO o 1º International Seminar ACCELERAGRO, Innovating in Agribusiness trará para o AGRISHOW 2016 três representantes das universidades e *spin-offs* para compartilhar suas experiências em conjunto com startups brasileiras e *spin-offs* da ESALQTECH/USP, UNICAMP e UNESP.

A seguir um breve currículo dos palestrantes estrangeiros:

Executive Director Dr. Cleveland Justis

Child Family Institute for Innovation and Entrepreneurship

Cleveland is the executive director of the UC Davis Institute for Innovation. In this role, Cleveland is responsible for helping students, faculty, and staff move ideas from the lab and into the world. Many of these research ideas have resulted in successful companies and life-saving inventions getting commercialized. Cleveland has a passion for interdisciplinary research – his current research projects include looking at entrepreneurial networks at the intersection of business, government, and nonprofit sectors.

Cleveland has taught and lectured about entrepreneurship and social entrepreneurship at top universities including UC Berkeley Haas School of Business, Georgetown University, and the UC Davis Graduate School of Management. Cleveland studied biology and environmental sciences at Swarthmore College and the University of California, Berkeley. He received his MBA in strategic management and finance at the UC Davis Graduate School of Management, and is pursuing his PhD at UC Davis.

Formerly, Cleveland was the director and co-founder of the Institute at the Golden Gate. Prior to this position, Cleveland was the Executive Director of the award-winning Headlands Institute in Sausalito, California. Cleveland is an active volunteer in the community, currently serving as the board chair of the Marin Community Foundation, a large community foundation with over \$1.6 billion in assets. He formerly served on the board of directors of Net Impact, an organization with a global network of over 15,000 leaders who are changing the world through business. Cleveland is an avid windsurfer, skier, sailor, and outdoor adventurer having led trips in remote areas of Alaska, Mexico, Chile, and the United States.

Suporte





Executive Director Dr. Timothy Stearns

Lyles Center for Innovation and Entrepreneurship

Timothy M. Stearns is the holder of the Coleman Foundation Chair in Entrepreneurial Studies and Executive Director/Founder of the Lyles Center for Innovation and Entrepreneurship at California State University, Fresno www.lylescenter.com.

Professor Stearns received his MBA degree in management and a doctorate in management/sociology from Indiana University. He previously was a member of the Management faculty at the University of Wisconsin, Madison and Marquette University. He has served on the editorial board of the Academy of Management Journal, the Journal of Business Research, and the Journal of Small Business Management. He currently serves on the editorial board of the Oxford University Press Business and Management. Professor Stearns has co-authored a textbook on management and is the author of more than 100 research articles and presentations. He recently published the first portal based ebook with Kendall Hunt Publishers for college introduction courses in Entrepreneurship. He has taught and lectured on entrepreneurship and innovation to students and executives in Thailand, Poland, Japan, Kazakhstan, Macau, India, Singapore, Hong Kong, Germany, Malaysia, France, Belgium, Sri Lanka, and the People's Republic of China. He served as Chair of the Entrepreneurship Division of the Academy of Management www.aomonline.org in 2006 and 2008. In addition, he served as President of the Water, Energy & Technology Center, a not for profit facility www.wetcenter.org. Professor Stearns is the co-founder of Kids Invent! www.kidsinvent.com a company that sells creative hands on learning around the world. He was a co-founder of the National Network for Technology Entrepreneurship and Commercialization www.n2tec.org, a nonprofit located in Rapid City, South Dakota which concluded its work in 2013. He regularly works as a consultant for the government of Malaysia on innovation and technology commercialization. He is also host and organizer of the National Elevator Pitch Competition held annually at the Collegiate Entrepreneurs Conference. He recently launched Idea2Venture®, a two week program designed for international entrepreneurs to go from idea to market www.idea2v.com. In 2007, Professor Stearns won the prestigious Wang Family Excellence Award given each year to 4 faculty members selected from the 23 campus wide California State System. In January 2009, Professor Stearns was elected a Fellow of the U.S. Association of Small Business and Entrepreneurship, one of 66 Fellows who have been inducted since 1986. He also received the university's 2009 President's Award of Excellence which annually recognizes a faculty member at California State University, Fresno.

Suporte



Programa de Doutorado
em Bioenergia
USP UNICAMP UNESP



Vice-President for Process Technology Dr. Parastoo Yaghmaee

RF Biocidics (<http://www.rfbiocidics.com/>)

Dr. Yaghmaee works at RF Biocidics' clients on integrating the company's equipment into their food processing systems, allowing for customization according to each client's needs. Yaghmaee also help RF Biocidics continue to expand its global customer base, as well as lead research projects and the development of new designs as the company enhances its product line.

"RF Biocidics' technology offers unprecedented flexibility for food processors that are seeking a natural, non-chemical way of disinfecting, disinfesting and pasteurizing their products," Yaghmaee said. "I see a tremendous opportunity for RF Biocidics to expand the application of its technology, and widen the variety of foods, and therefore food companies, it works with."

A Ph.D. graduate in Food Science from the University of British Columbia, Yaghmaee previously served as Senior Scientist at EnWave Corp., where she collaborated with engineers on the design of new equipment in industrial process development. She also oversaw research at EnWave that included analyzing the effect of the company's Radiant Energy Vacuum dehydration technology on probiotics and food culture, as well as its impact on enzymes and antibodies.

During Dr. Yaghmaee's more than two decades in the field of food science, she also served as a Food Quality Control/Quality Assurance manager and a Thermal Process Specialist, with responsibilities that included performing process validation as well as determining pasteurization and sterilization processes for companies.

"The addition of Parastoo Yaghmaee to our team illustrates RF Biocidics' commitment to providing our customers with a best-in-class solution for meeting food safety requirements," said RF Biocidics Chief Executive Officer Craig Powell.

Dr. Yaghmaee is the third senior executive to join RF Biocidics this year. The company has been undergoing a rapid expansion under the leadership of CEO Powell, who joined the Vacaville, California-based company in March. Powell recently hired food industry veteran Charley Phillips as Vice President of Sales as the company bolsters its network in Europe, Latin America and the Middle East.

RF Biocidics offers an organic, chemical-free system for eliminating pathogens, pests and fungi from food and other commodities. Its unique disinfection and disinfestation system can be used in a broad range of applications, including food safety, agriculture, import/export compliance and wood and wastewater treatment.

The RF Biocidics system achieves reliable pathogen control, high throughput efficiency, and cost-effective performance. It surpasses well beyond the requirements for food safety in the United States, and does so with minimal to no degradation of the sensory and quality characteristics of the commodity, such as the flavor, color, texture or skin integrity. In addition, the system has been used to treat loose bulk, boxed, bagged and consumer-packaged commodities.

RF Biocidics is a subsidiary of Boston-based private investment company Allied Minds.

Suporte

