



7 .ABOUT THE AUTHORS & CREDITS



MARCOS BARRETTO: graduated in electrical engineering from the University of São Paulo's Engineering School (POLI-USP) in 1983. He holds a master's degree (1988) and PhD (1993) from the same institution. He has taught there for over 30 years. He has published more than 100 articles in Brazilian and international journals and

newspapers, as well as several book chapters. During his academic career he has undertaken at least five entrepreneurial ventures of his own in the field of technology. The latest one is a fintech.



ARTUR VILAS BOAS: Holds a master's degree in entrepreneurship and innovation from the University of São Paulo's School of Economics & Business Administration (FEA-USP). Currently preparing a PhD in administration. Coordinator of the university's Center for Entrepreneurship (NEU-USP) and a researcher in its Center for Technology Policy & Management (NPGT-USP).

Author of articles published in Brazilian and international journals. Teaches entrepreneurship, innovation and management at POLI-USP and the university's Medical School (FM-USP), as well as MBA programs at Fundação Vanzolini and the Federal University of São Carlos (UFSCar). As a leader of AWC, NEU and other programs, he has been directly involved in the acceleration of hundreds of startups in various parts of Brazil.



DIOGO DUTRA: Graduated in mechatronic engineering from POLI-USP and holds a master's degree in engineering design from the same institution. Studied engineering design at Mines ParisTech (France). Specialist in design-based innovation. Founding partner, venture builder CAOS Focado, with a leading role in developing

a startup in a current portfolio of three startups in the segments edtech, agtech and healthtech. Lead coordinator of TIM Institute's AWC entrepreneurship education program since its inception in 2015.



RODRIGO FRANCO: Communicator and specialist in Strategic Design by ESPM, and Master's student in entrepreneurship and innovation by FEA-USP. Worked for more than a decade with graphic, service, process and systems design, creativity, innovation and startups from technology-based to creative economy, helping in the initial stages of dozens of innovative businesses. Was part of

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Acknowledgments and credits

Our thanks to TIM Institute, which for the past five years has maintained the AWC program, our inspiration in developing and applying early-stage startup methodologies. We also want to pay tribute to all our partners in this initiative, especially the University of São Paulo's Center for Entrepreneurship (NEU-USP) and CAOS Focado, for their extremely important contributions to the university's ecosystem, enabling us to offer more cutting-edge technology to society. We are grateful to the entire team who participated in the various programs and projects we have conducted over the years. They all bought into our dream of impacting early-stage entrepreneurship and contributed enormously to the thinking that has produced this methodology. We also thank all the students, mentors, entrepreneurs and board members with whom we have crossed paths and who have helped us develop the ideas, concepts and practices set out here to maturity. Finally, special thanks to Rodrigo Franco, who revised and designed this playbook, and brilliantly developed the structure of the shell presented here.

