Tutoria – A Case of Success …

… of the Reformulated RNP Working Groups Programme

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8th of June of 2023
Agenda

- RNP – The Brazilian Research and Education Network
- The Reformulated RNP Working Groups Programme
- Tutoria – A Case of Success
OUR BUSINESS IS MORE THAN CONNECTIVITY. IT'S CONNECTION.
SHARE TO EXPAND:
WE CONNECT PEOPLE
IN AN ENVIRONMENT CREATED FOR
THE PRODUCTION OF KNOWLEDGE
AND WE PROVIDE SAFE AND
HIGH CAPACITY SERVICES

800
Connected organizations

+ 4 million
User

50
Community connections

+ 100 Gbps
Connections
Former ‘R&D Working Group Programme’ and Current ‘Advanced Services R,D&I Programme’

+20 years innovating in partnership with academia

New products and services

• Former WG Programme:
  • Since 2002
  • Build **prototypes and pilots**
  • Only **Technological Development**
  • Public **Open Calls to academia**

• Current Advanced Services R,D&I Programme:
  • Since 2019
  • Develop/validate a **Minimum Viable Product (MVP)**
  • **Business / Market + Product / Technology**
  • Public **Open Calls to academia + startups**
  • **Faster value delivery with Innovation Ecosystem**
RNP Open Innovation Funnel

- +20 years innovating with academy
- Focused on creating new products and services for RNP
RNP Working Group (WG) in the ‘Advanced Services R,D&I Programme’

PARTNERSHIP or INDUCTION of startups

Academic Coordination

Development Assistants

Product

INNOVATION LEADER

INNOVATION ASSISTANTS

BUSINESS
The Phases of the ‘Advanced Services R,D&I Programme’

Phase 1
Customer Discovery + MVP Development

Phase 2
MVP Evolution + Early Adopters + New Offerings
Phase 1 Development Cycle

- Business Vision
- Product Vision
- Product and Business Vision Development
- Initial MVP for the RNP System

1st Quarter
- Entrepreneurship Capacitation

2nd and 3rd Quarters
- Mentorships

4th Quarter
- Problem/Solution Fit
Phase 1 Entrepreneurship Capacitation

- Based: ‘PIPE Empreendedor’ (FAPESP) - iCorps Program (NSF)
- External instructor: Flavio Grynzspan
- Goal:
  - Build first business model canvas (BMC)
  - Validate business hypothesis
  - Focus on business from beginning
- How:
  - Interview early adopters (RNP System)
  - Understand customers’ problems/needs
  - Mentors to build the BMC
Phase 2 Development Cycle

1st Quarter
- Product and Service Design

2nd and 3rd Quarters
- Experiments and Evolutions of the MVP with Early Adopters
- Mentorships

3rd Quarter
- Entrepreneurship Capacitation

4th Quarter
- Proposal of a New Offering for the RNP System
- Pre Product/Market Fit
Phase 2 Entrepreneurship Capacitation

• Programme by ‘Traçao.Online’
  • Bespoken methodology based on ‘Growth Hacking’
  • Validate the MVP with early adopters
  • Mix of self-paced training, and group and individual mentorships

• 1st quarter:
  • Refine persona, pain points and moment
  • Build first hypothesis for experimentation
  • Prioritisation using ‘bullseye framework’
  • Definition of a ‘North Star Metric’

• 2nd and 3rd quarters:
  • WGs run experiments and collect results

• 4th quarter:
  • WGs consolidate the results
  • Training in pitch techniques
Evaluation beyond the Grade

**TUTORIA**

*A platform to help teachers to evaluate activities, while guiding this process for the creation of complete feedback to the whole class*
Tutoria in the ‘Advanced Services R,D&I Programme’

1st Phase
2021
WG fully academic
MVP pivoted from a feedback to an more comprehensive evaluation tool

2nd Phase
2022
First early adopters validating the solution
Solution is named as TutorIA

Transition to RNP Catalogue
2023
Tutoria becomes a startup
Build offerings for RNP System (institutional and instructor)
Startup goes to further markets
Where does Tutoria come from?

How to **improve** teachers’ feedback, with **quality**, in a **personalised** and **scalable** way?
Main features

From parts of a response ...

... creates ‘tags’ ...

... to give specific feedback.
Main features

**Detects** parts of the answer based on **AI learning**...

...suggesting ‘tags’.
Main features

Checks possible plagiarism.
Main features

Give tailor made feedback.
Tutoria Team

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Coordenador

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Key Take-aways

• The Programme is:
  • An evolution of national technical and business competitiveness
  • Addressing the gap between academia and market
• Main impact: business development and innovation tools available to academia
• New Startups contribute to country's economic development, generating new high-level jobs
• This program is not a fully-fledged answer to address the challenge to transform research into a solution in the market
Thank you

Any questions?

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