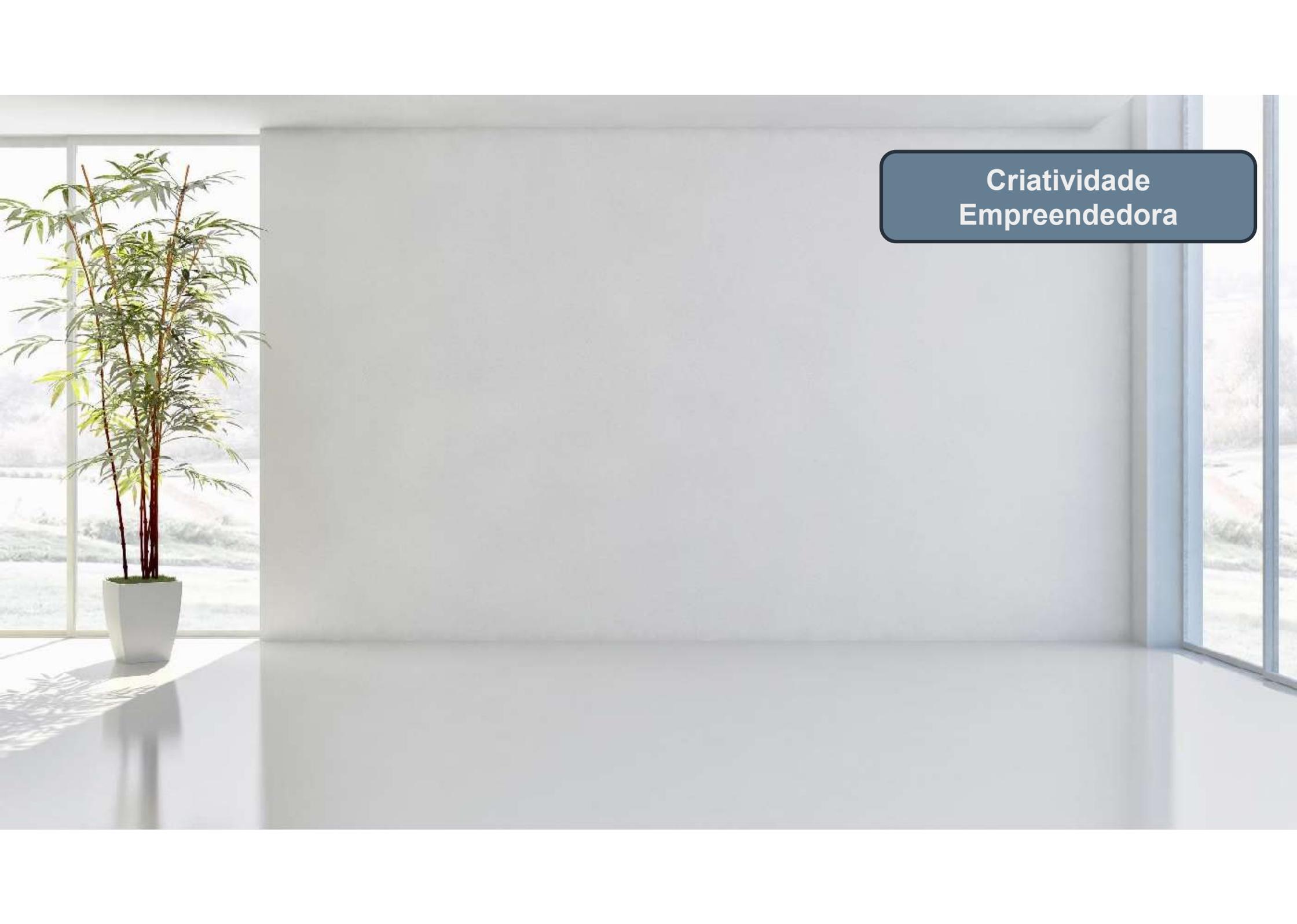
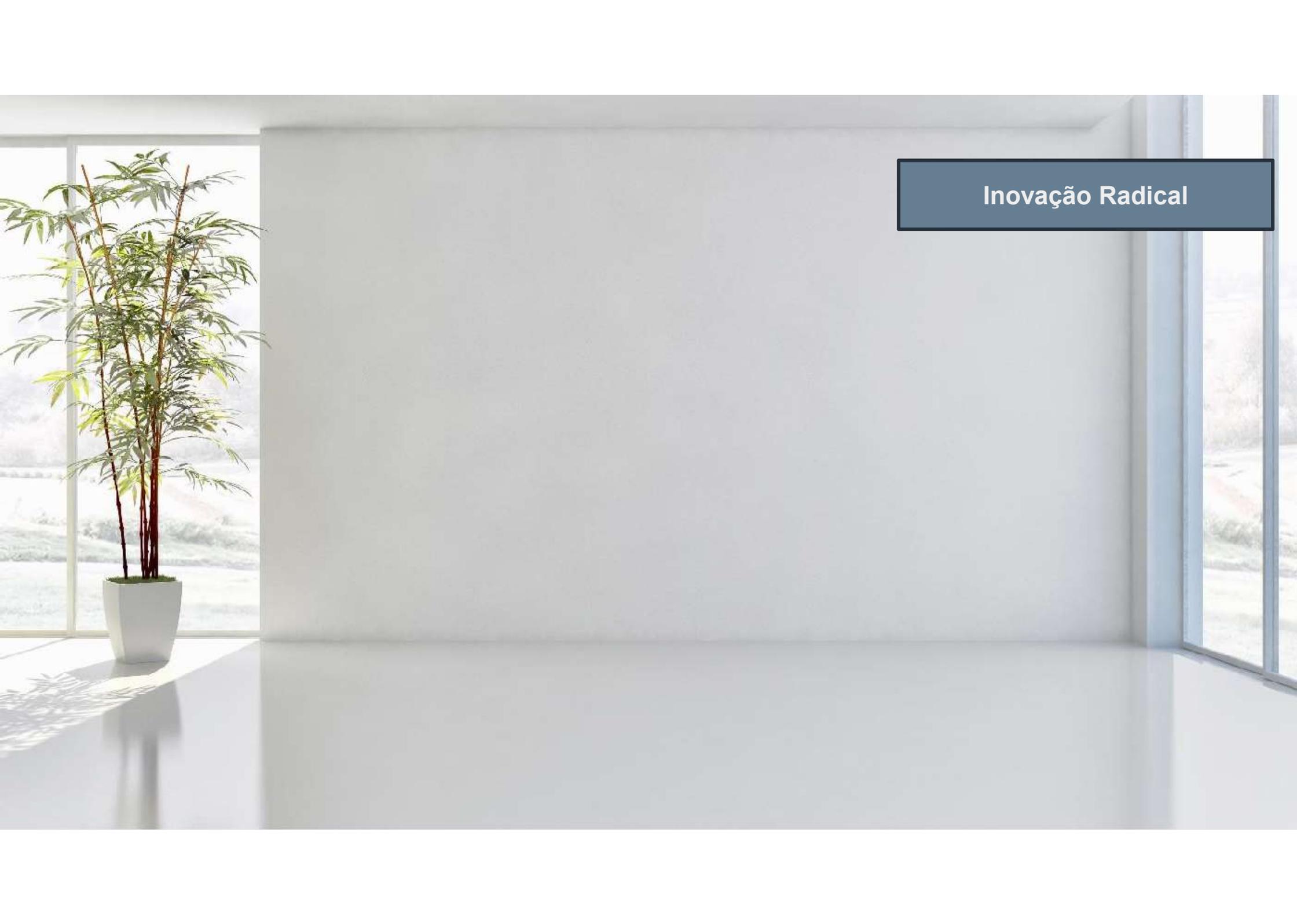


# Empreendedorismo e Inovação

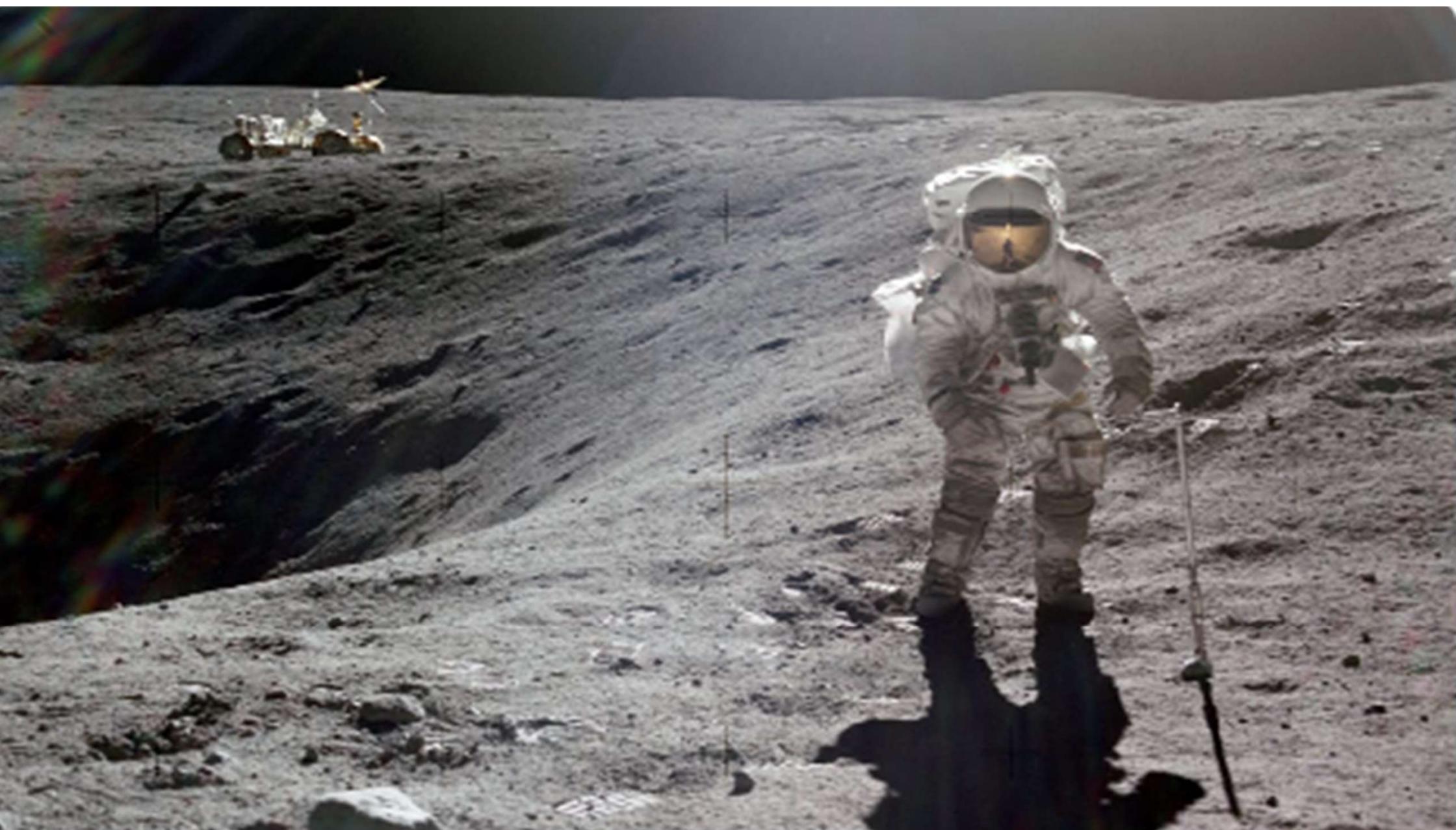
Profa Suzi Bueno de Almeida

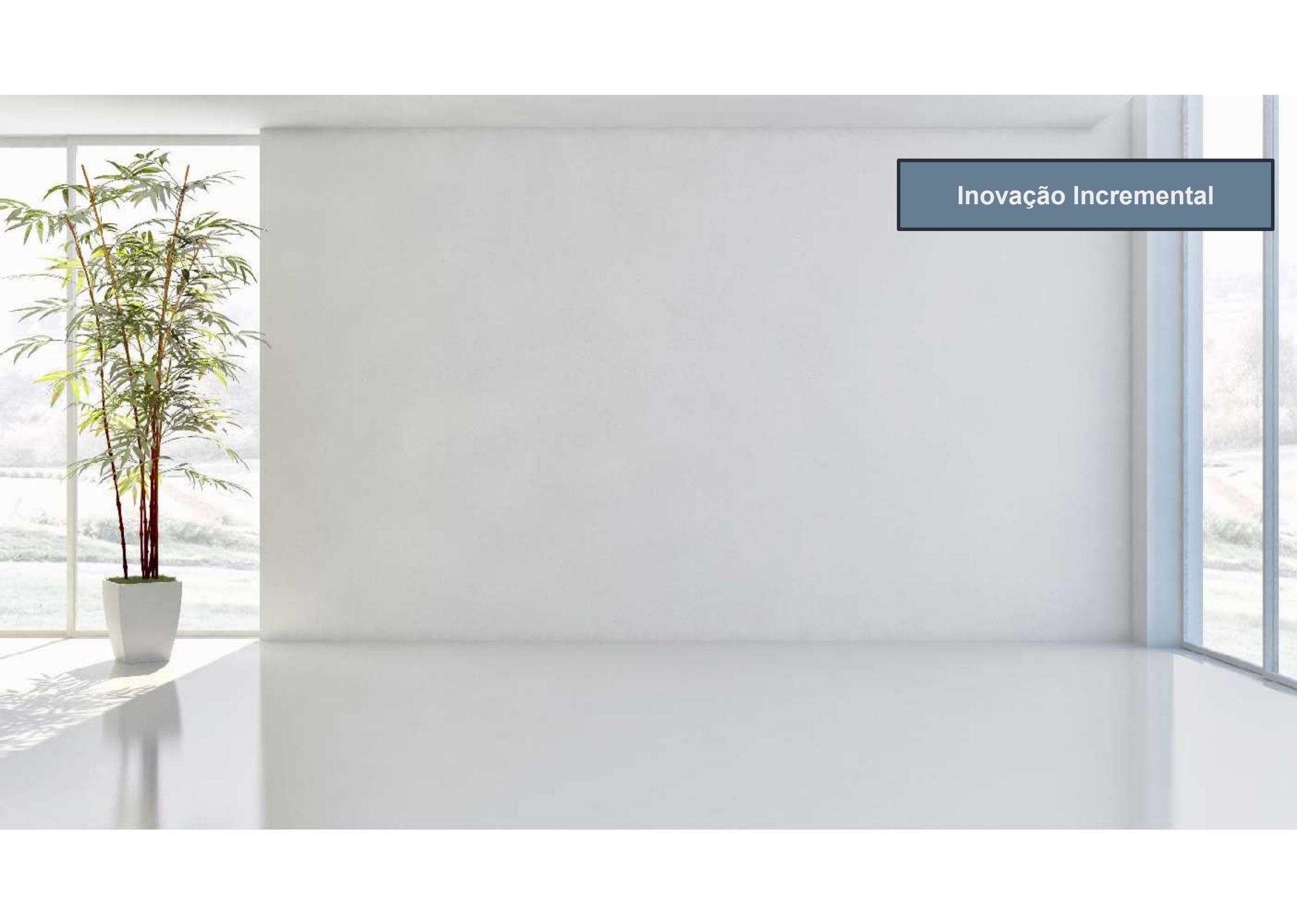
A minimalist office interior with a large window on the left, a potted plant, and a text box in the upper right corner. The room has white walls and a light-colored floor. The window looks out onto a landscape with trees and a path. The text box is dark blue with white text.

**Criatividade  
Empreendedora**

A minimalist, bright white room with large windows and a potted plant. The room is empty, with a large white wall and a reflective white floor. A potted plant with green leaves and brown stems sits on the floor near a window on the left. Sunlight streams in from the windows, casting shadows on the floor. A dark blue rectangular box with white text is positioned in the upper right corner of the image.

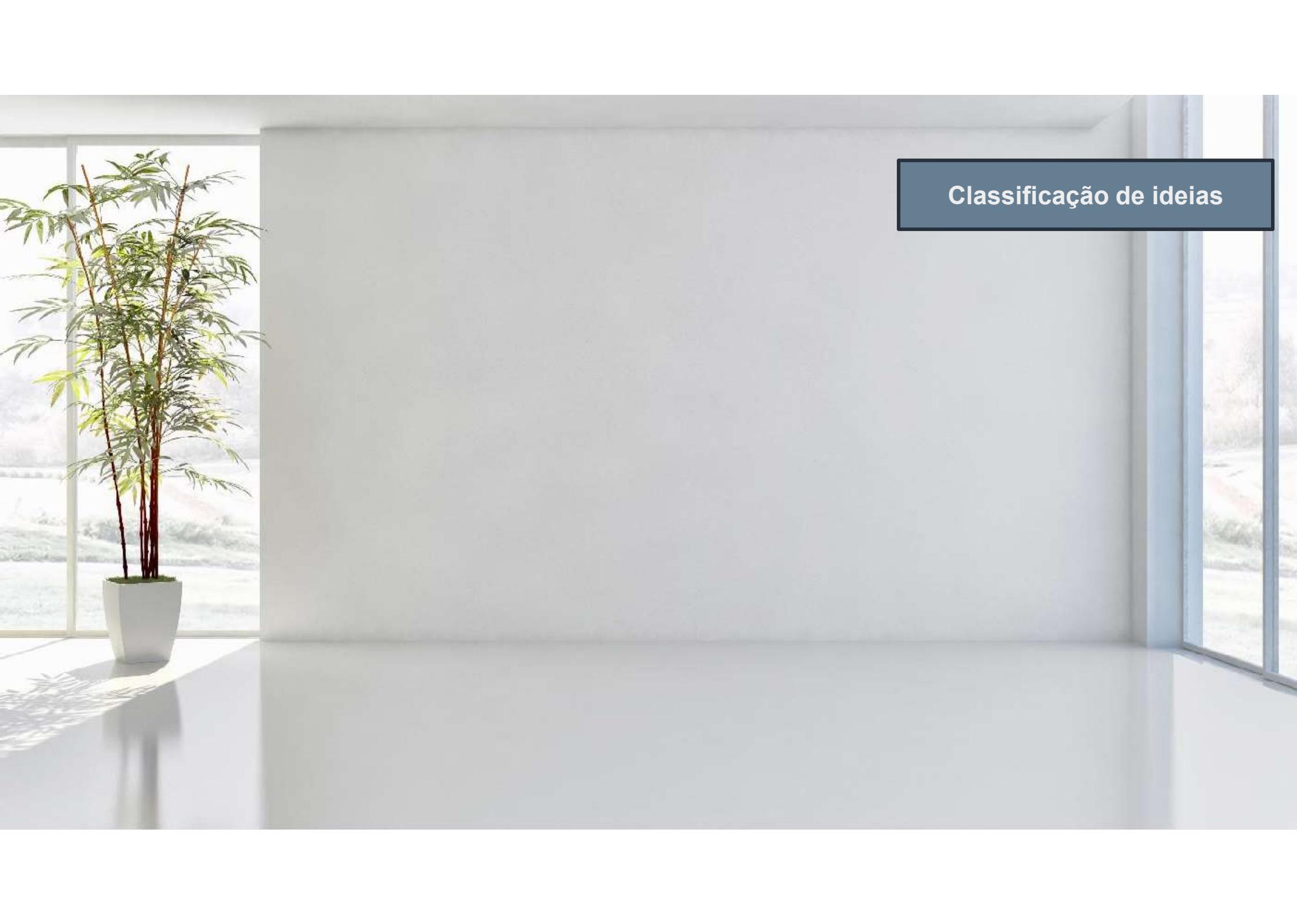
**Inovação Radical**



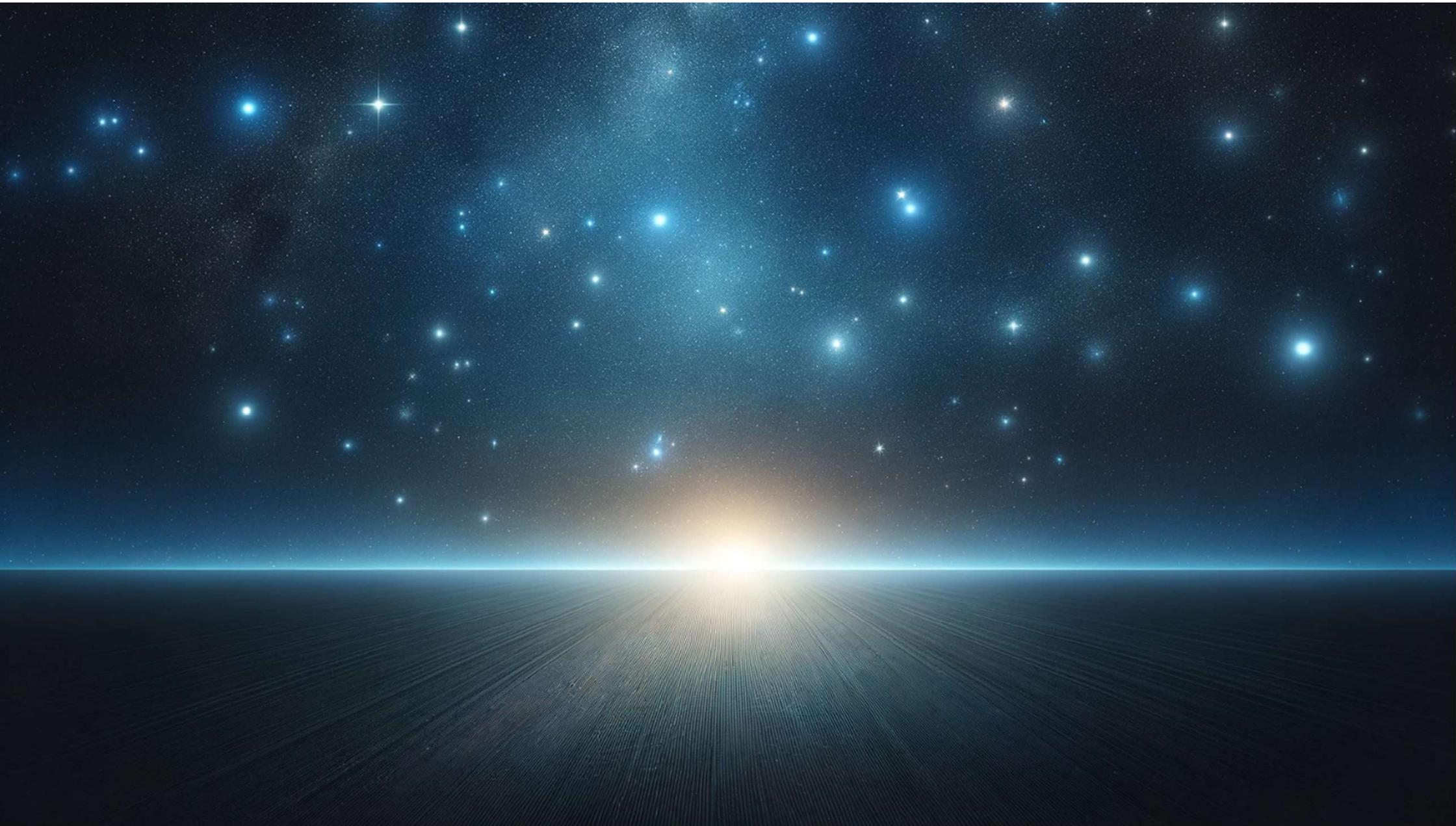


**Inovação Incremental**



A minimalist room with a large white wall, a potted plant, and windows. The room is bright and clean, with a large white wall and a light-colored floor. A potted plant is on the left, and windows are on the left and right. A dark blue box with white text is in the top right corner.

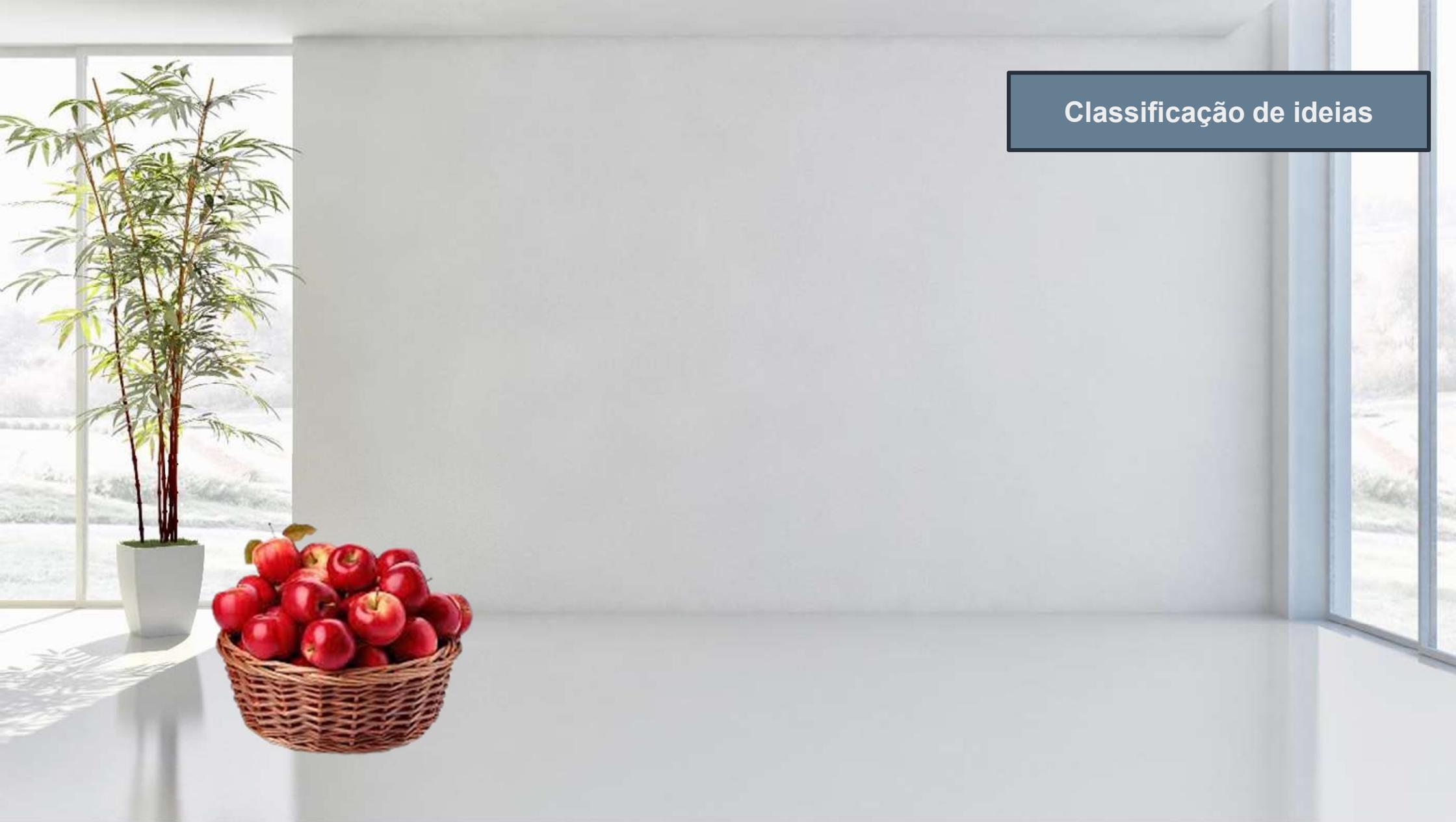
**Classificação de ideias**



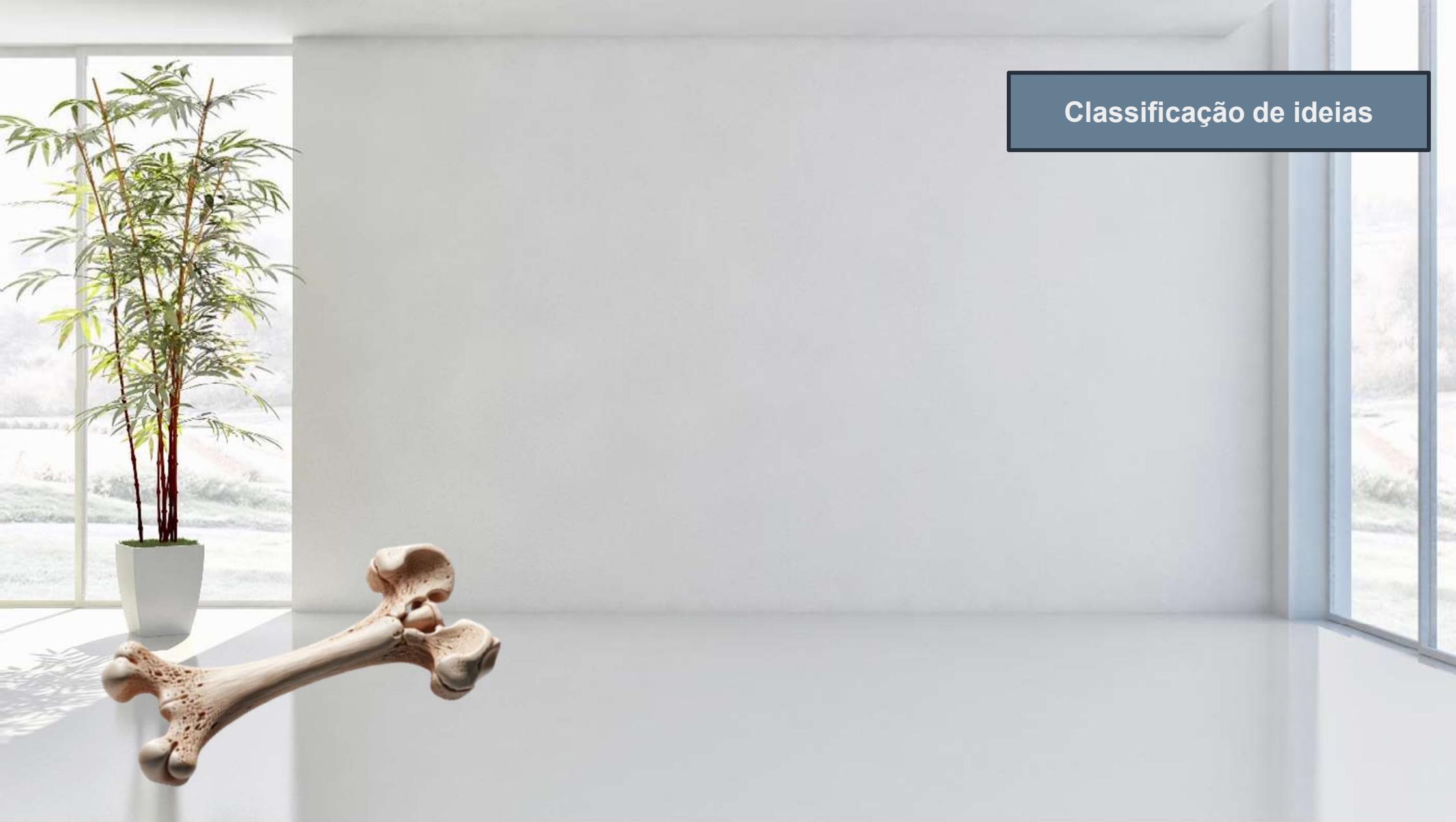
## Classificação de ideias

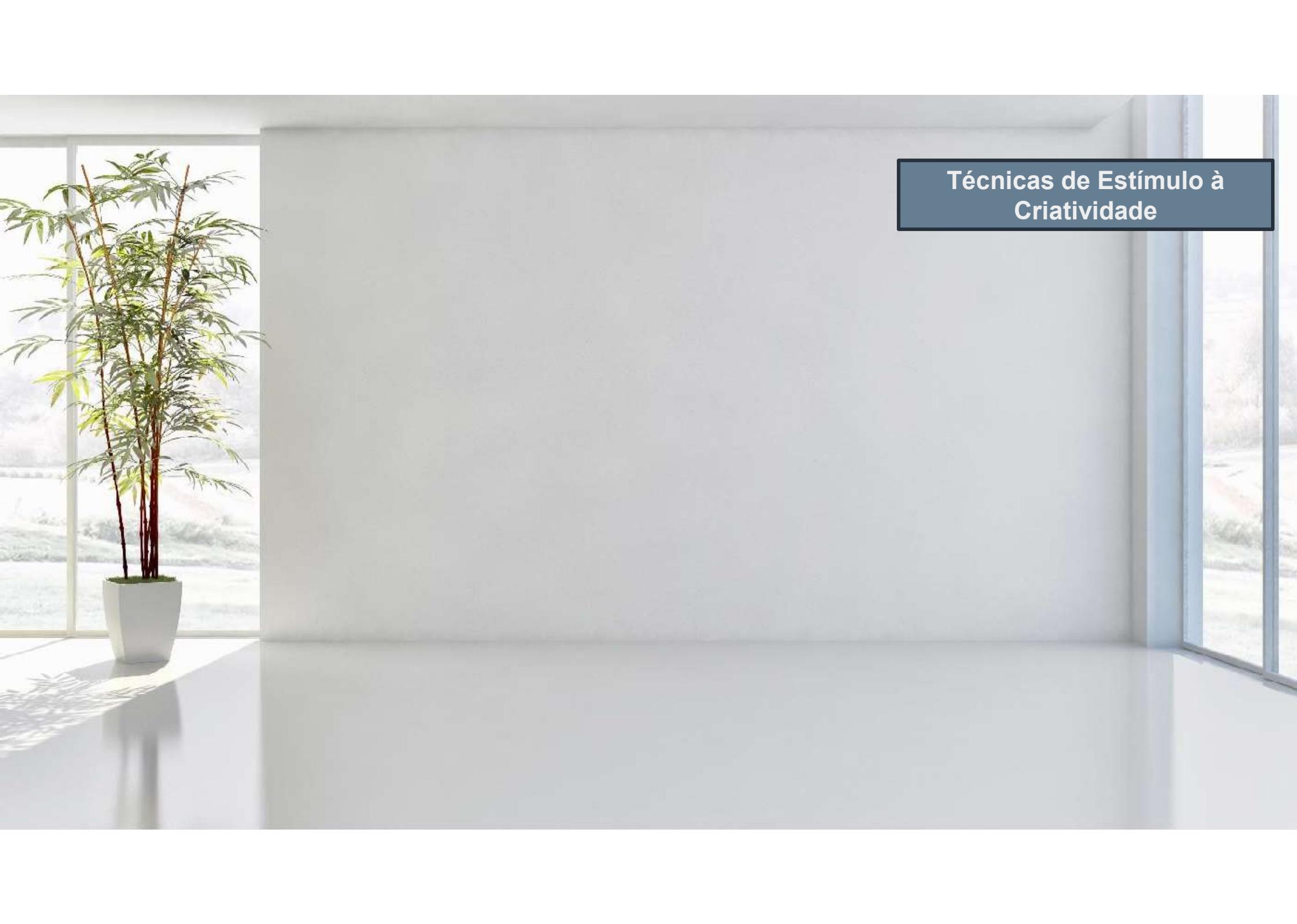


## Classificação de ideias

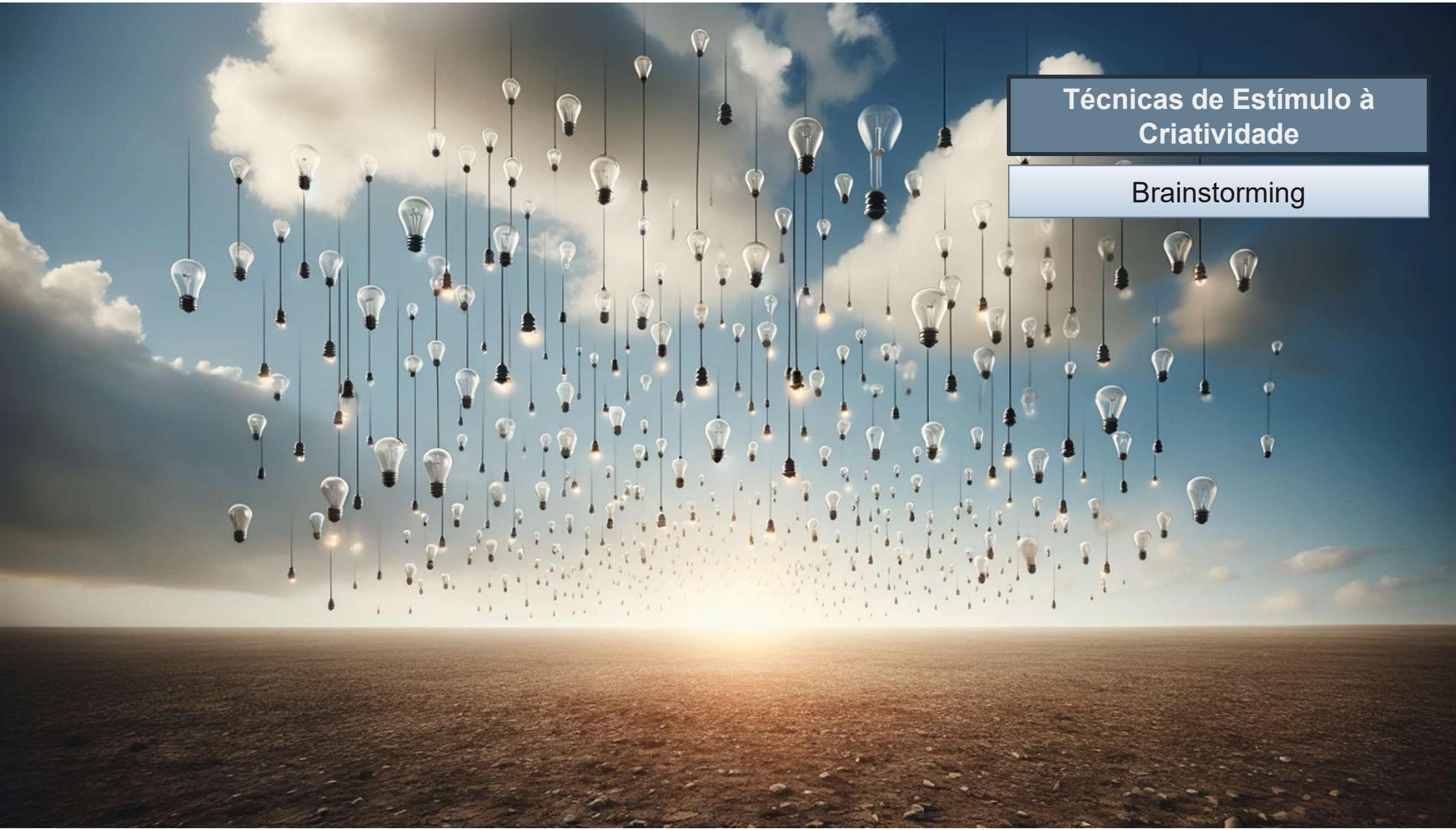


## Classificação de ideias



A minimalist room with a large window on the left, a potted plant, and a text box in the upper right corner. The room has white walls and a light-colored floor. The window shows a view of a landscape with trees and a path. The text box contains the title "Técnicas de Estímulo à Criatividade".

## Técnicas de Estímulo à Criatividade



**Técnicas de Estímulo à  
Criatividade**

**Brainstorming**



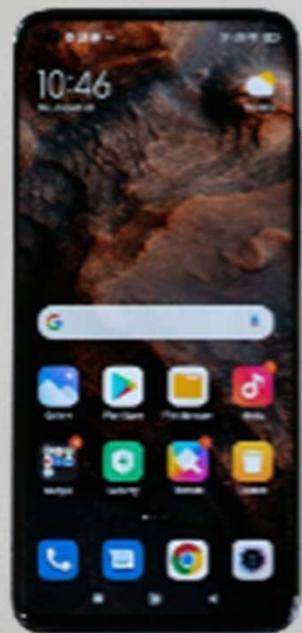
Técnicas de Estímulo à  
Criatividade

World Café

## Técnicas de Estímulo à Criatividade

### Biomimética





## Técnicas de Estímulo à Criatividade

SCAMPER: Substituir, Combinar, Adaptar, Modificar, Procurar outro uso, Eliminar e Rearrumar



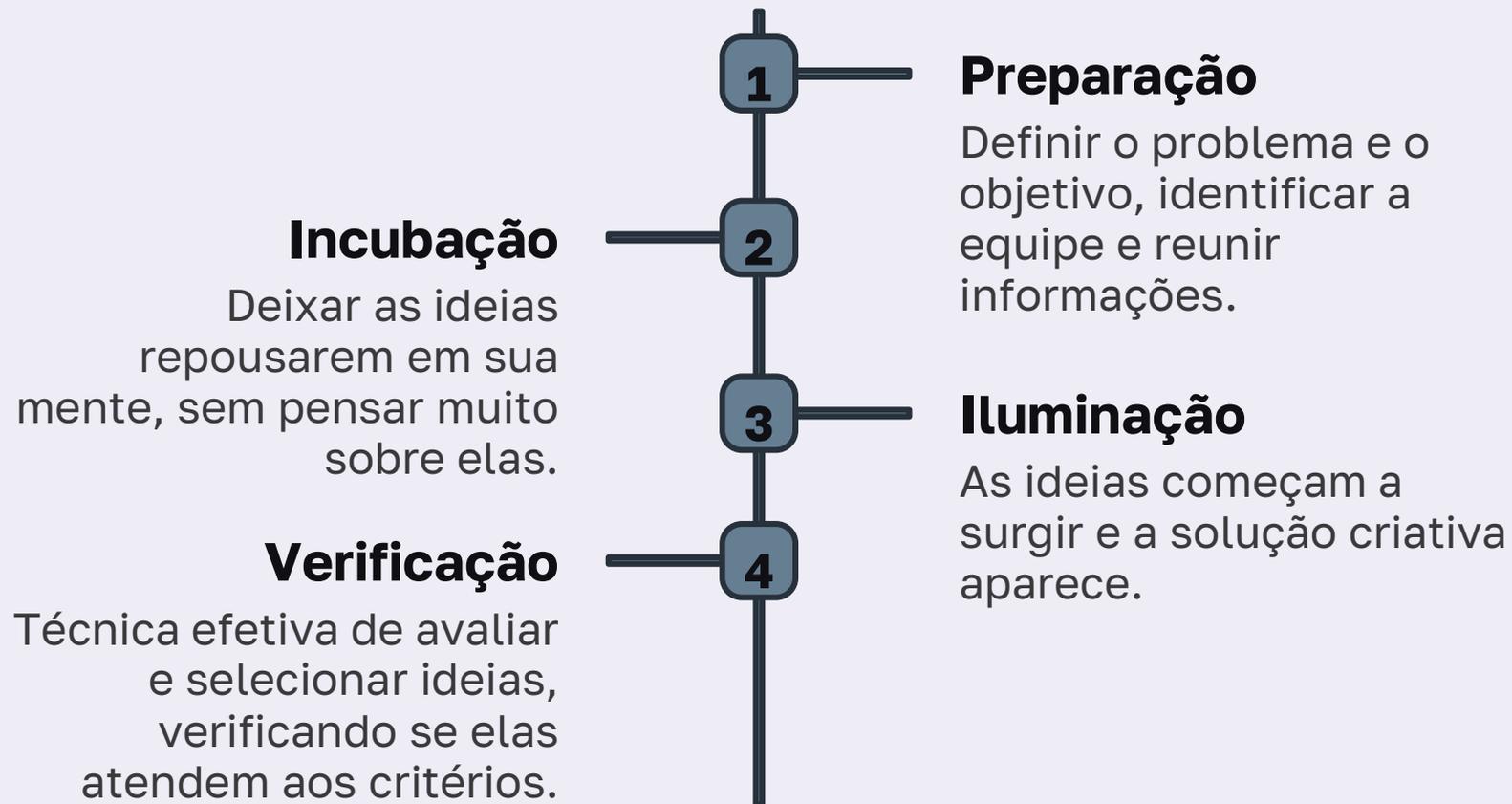
Técnicas de Estímulo à  
Criatividade

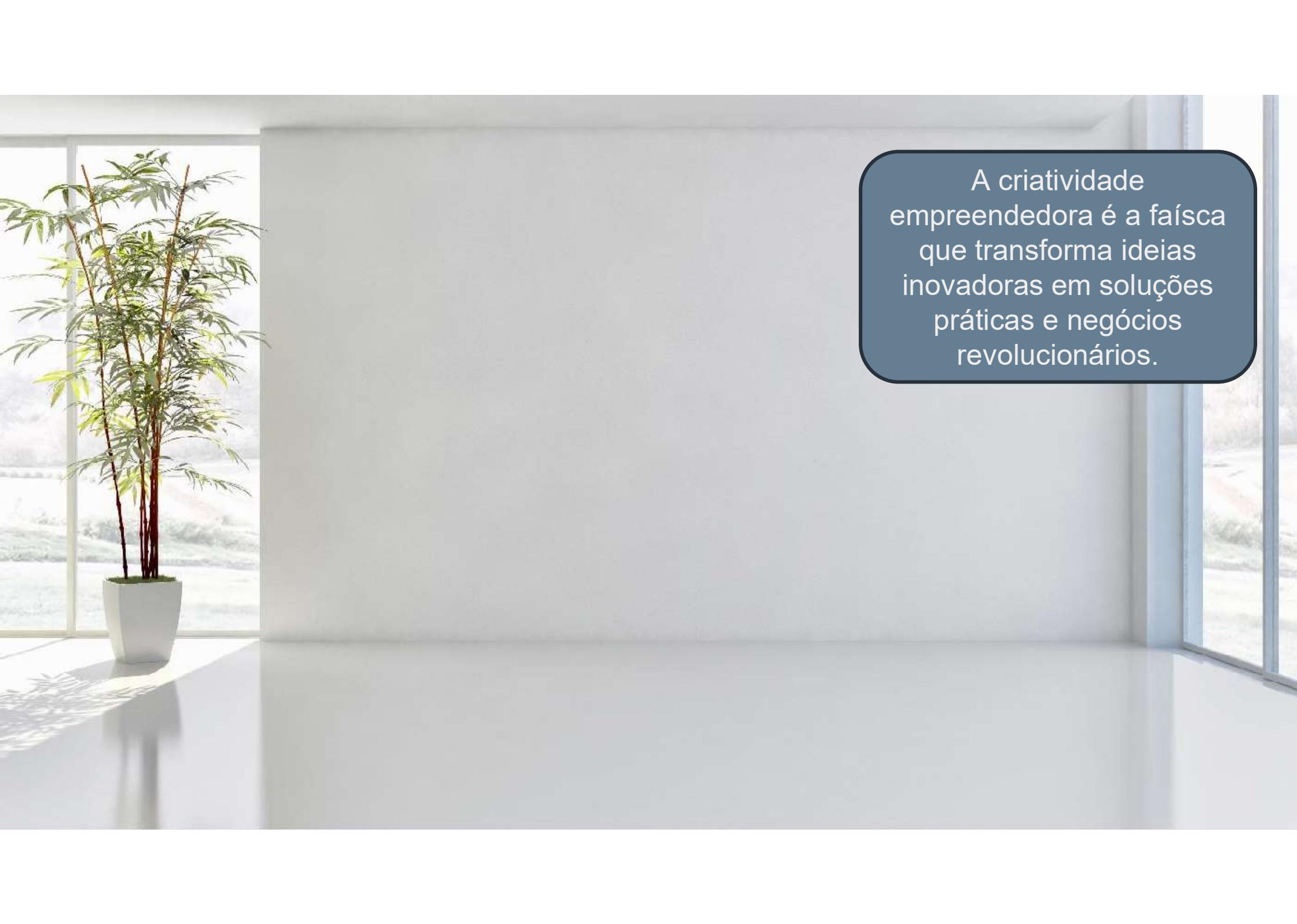
TRIZ

# Seis Chapéus do Pensamento



# Processo Criativo



A minimalist room with a large window on the left, a potted plant, and a text box on the right. The room has white walls and a light-colored floor. The text box is dark blue with white text.

A criatividade  
empreendedora é a faísca  
que transforma ideias  
inovadoras em soluções  
práticas e negócios  
revolucionários.