

**MINISTÉRIO DA EDUCAÇÃO**

Secretaria de Educação Profissional e Tecnológica

Instituto Federal do Ceará



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SETEC/MEC - IFES

CAPACITAÇÃO EM GESTÃO DA INOVAÇÃO

**A Virtual Technological Park,  
an innovation towards the Federal Institute Identity**

**FASE D1:** Definition of the Virtual Technological Park

**EATAP D1.2:** Report detailing the technical aspects of the Aracati  
Digital Park implementation at the IFCE

**DELIVERY D1.2.4:** Pool Form: IFCE Student

DATA: 18/05/2018 à 31/05/2018

RESPONSIBLE: Antonio Mauro Barbosa de Oliveira

# **A Virtual Technological Park, an innovation towards the Federal Institute Identity**

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## **ABSTRACT**

Nowadays, we have observed the positive expansion of several Federal Institutes of Technology (FI) campuses in small cities. However, most of these small cities are not prepared to offer facilities to absorb formed students, such as a job opportunity or facility to open their own business. As a consequence, these professionals end up accepting jobs that are not related with their formations or migrating to developed centers, where job offers in their areas are most attractive. In the latter case, we identify a paradox in relation to the IF mission once this institution tries to be a social transformation agent of the region, since these small cities lose the main subject of this transformation, the young people. Our proposal linked to the creation of Virtual Technological Park becomes an important component of FIs identity, which could be a safe mechanism to mitigate the negative results caused by these mentioned problems, as well as can increase the efficiency of the FIs. This is the **second** delivery of the FASE 01 of the project. It presents a **report detailing the technical aspects of the Aracati Digital Park implementation at the IFCE**. For that It uses an Innovation Management Professional framework (PEST, BCG and SWOT) and the PLANNER360 Methodology, both presented by the Steinbeis Berlin University, promoted by the Secretariat for Professional Education (SETEC) of the MEC.

**Keywords:** Technological Park, PEST, BCG, SWOT

# 1. Objective

The aim of this work is to create a methodology to implement and manage a Virtual Technological Park, a proposal based on an experience taken by the IFCE Aracati campus (ARACATI, 2018). The main purpose of this project is to be adopted by the Federal Institute network as a part of its brand identity, in order to mitigate the problem caused by the migration of the former students from the small cities that doesn't offer adequate job opportunities for them. For that, we expect to be supported by the local, national and international private companies and public programs as EMBRAPPII, SEBRAE, Governmental Sponsored Agencies (FINEP, CNPq, FUNCAP, etc.).

The steps to implement the Virtual Technological Park:

- 1) Elaborate a study about the Aracati Digital experience (ARACATI, 2018) in terms of its social and economic impacts and other technological parks available in the country and abroad, their successes and fails.
- 2) Define a Virtual Technological Park proposal as a new concept and highlighting the advantages and disadvantages issues comparing it to the traditional Parks based on physical spaces.
- 3) Prepare a Strategical Plan based on the innovation management concepts, using IMP framework (STEINBEIS BERLIN UNIVERSITY, 2018).
- 4) Describe a new methodology composed by the steps able to develop and manage a Virtual Technological Park.
- 5) Elaborate a business model to involve the FI community (students, administrative and teachers) and the entrepreneurs about the importance of the Virtual Technological Park to the FI mission and the socioeconomic advantages for the local society.
- 6) Prepare an installation and operation Guide of the Virtual Technological Park based on the IMP innovation framework (DOSTLER, 2016).

# MINISTÉRIO DA EDUCAÇÃO

Secretaria de Educação Profissional e Tecnológica  
Instituto Federal do Ceará – Campus ARACATI



**Steinbeis Berlin University**

**Prezado aluno,**  
Convido-o a colaborar com o projeto **Virtual Technological Park** respondendo às perguntas, a seguir (em uma linha).

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O projeto PARQUE TECNOLÓGICO VIRTUAL, submetido ao programa INNOVATION MANAGEMENT PROFESSIONAL, promovido pelo MEC/SETEC, realizado pela **Steinbeis Berlin University**, tem como objetivo criar um “ecossistema profissional” nos Institutos Federais que permita ao aluno trabalhar/gerar renda ao terminar seu curso no IFCE, contribuindo para o desenvolvimento social, cultural e econômico de sua cidade. Para tanto o projeto objetiva a criação de empresas, startups, etc., a partir da parceria em projetos realizados com o mercado.

Agradeço sua colaboração dando uma nota de 0 a 5 (e justificando) a cada um dos itens abaixo:

1. [  ] Qual a importância da EDUCAÇÃO para a solução dos atuais problemas brasileiros?  
Justifique: \_\_\_\_\_
2. [  ] A EDUCAÇÃO que você recebe no IFCE é adequada à solução destes problemas?  
J: \_\_\_\_\_
3. [  ] Você tem certeza de que o IFCE contribui eficientemente para sua melhoria pessoal e profissional?  
J: \_\_\_\_\_
4. [  ] O IFCE contribui efetivamente para o desenvolvimento social, cultural e econômico de sua cidade?  
J: \_\_\_\_\_
5. [  ] Você tem alguma responsabilidade social com sua cidade (participa de algum projeto social)?  
J: \_\_\_\_\_
6. [  ] O problema tratado (empregabilidade) no projeto VIRTUAL TECHNOLOGICAL PARK é relevante?  
J: \_\_\_\_\_
7. [  ] Ao terminar seu curso você já tem planos para ir trabalhar em outra cidade?  
J: \_\_\_\_\_
8. [  ] Você permaneceria no município se houvesse trabalho e remuneração adequados à sua formação?  
J: \_\_\_\_\_
9. [  ] Você trabalharia no seu município em uma atividade de menor (diferente) qualificação profissional?  
J: \_\_\_\_\_
10. [  ] Você estaria motivado a criar uma empresa em seu município na sua área profissional?  
J: \_\_\_\_\_

Enviar resposta para ([mauro@lar.edu.ifce.br](mailto:mauro@lar.edu.ifce.br)).

Grato! Mauro Oliveira