

TITULO DA MONOGRAFIA: UM MODELO UFRJ

Nome do Autor Sobrenome

Exame de Qualificação de Mestrado apresentado  
ao Programa de Pós-graduação em Engenharia de  
Produção, COPPE, da Universidade Federal do Rio  
de Janeiro, como parte dos requisitos necessários  
à obtenção do título de Mestre em Engenharia de  
Produção.

Orientadores: Nome do Primeiro Orientador

Sobrenome

Nome do Segundo Orientador

Sobrenome

Nome do Terceiro Orientador

Sobrenome

Rio de Janeiro

Março de 2022

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EXAME DE QUALIFICAÇÃO SUBMETIDO AO CORPO DOCENTE DO INSTITUTO ALBERTO LUIZ COIMBRA DE PÓS-GRADUAÇÃO E PESQUISA DE ENGENHARIA DA UNIVERSIDADE FEDERAL DO RIO DE JANEIRO COMO PARTE DOS REQUISITOS NECESSÁRIOS PARA A OBTENÇÃO DO GRAU DE MESTRE EM CIÊNCIAS EM ENGENHARIA DE PRODUÇÃO.

Orientadores: Nome do Primeiro Orientador Sobrenome

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Nome do Terceiro Orientador Sobrenome

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Prof. Nome do Terceiro Examinador Sobrenome

Prof. Nome do Quarto Examinador Sobrenome

Prof. Nome do Quinto Examinador Sobrenome

RIO DE JANEIRO, RJ – BRASIL

MARÇO DE 2022

*Dedicado à uma pessoa.*

# Agradecimentos

Gostaria de agradecer a todos.

Resumo do Exame de Qualificação apresentado à COPPE/UFRJ como parte dos requisitos necessários para a obtenção do grau de Mestre em Ciências (M.Sc.)

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Nome do Autor Sobrenome

Março/2022

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Nome do Segundo Orientador Sobrenome

Nome do Terceiro Orientador Sobrenome

Programa: Engenharia de Produção

O bitcoin é a primeira moeda descentralizada do mundo. Isso significa que, além de não ser regulado por governos, bancos ou empresas, é possível comprar, enviar e receber bitcoins sem nenhum intermediário, como bancos ou emissores de cartão de crédito.

Além disso, é uma moeda limitada. Diferentemente do real, dólar e euro, moedas que podem ser emitidas conforme os países sentirem necessidade, o bitcoin e seu código foram criados de forma que somente 21 milhões de moedas possam ser emitidas – este é o limite. Até 2019, estima-se que 18 milhões de bitcoins já haviam sido emitidos.

Abstract of Qualifying Exam presented to COPPE/UFRJ as a partial fulfillment of the requirements for the degree of Master of Science (M.Sc.)

TITLE OF THE MONOGRAPH: A UFRJ MODEL

Nome do Autor Sobrenome

March/2022

Advisors: Nome do Primeiro Orientador Sobrenome

Nome do Segundo Orientador Sobrenome

Nome do Terceiro Orientador Sobrenome

Department: Production Engineering

Bitcoin (BTC) is a cryptocurrency, a virtual currency designed to act as money and a form of payment outside the control of any one person, group, or entity, thus removing the need for third-party involvement in financial transactions. It is rewarded to blockchain miners for verifying transactions and can be purchased on several exchanges.

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# Introdução

*Subindo nos ombros de gigantes.*

— Isaac Newton

Primeiro de tudo precisa ser definido o que é a engenharia .

Segundo a norma de formatação de teses e dissertações do Instituto Alberto Luiz Coimbra de Pós-graduação e Pesquisa de Engenharia (COPPE), toda abreviatura deve ser definida antes de utilizada.

Do mesmo modo, é imprescindível definir os símbolos, tal como o conjunto dos números reais  $\mathbb{R}$  e o conjunto vazio  $\emptyset$ .

Um exemplo de citação longa nas regras da ABNT (4cm de recuo e fonte menor) feita com o ambiente longquote

The primary objective of this investigation was to determine the feasibility of detecting corrosion in aluminum Naval aircraft components with neutron radiographic interrogation and the use of standard corrosion penetrameters. Secondary objectives included the determination of the effect of object thickness on image quality, the defining of minimum levels of detectability and a preliminary investigation of a means whereby the degree of corrosion could be quantified with neutron radiographic data. [1]

Agora vamos testar o uso de abreviações, com uma que aparecerá muitas vezes ao longo do texto: RSL (Revisão Sistemática da Literatura). . Otorrinolarin-  
gologista, Otorrinolaringologista, Otorrinolaringologista, Otorrinolaringologista,  
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Gráfico 1.1: Um gráfico de exemplo



# Capítulo 2

## Revisão Bibliográfica

Para ilustrar a completa adesão ao estilo de citações e listagem de referências bibliográficas, a Tabela 2.1 apresenta citações de alguns dos trabalhos contidos na norma fornecida pela CPGP da COPPE, utilizando o estilo numérico.

Tabela 2.1: Exemplos de citações utilizando o comando padrão `\cite` do  $\text{\LaTeX}$  e o comando `\citet`, fornecido pelo pacote `natbib`.

Tipo da Publicação	<code>\cite</code>	<code>\citet</code>
Livro	[2]	ABRAHAM <i>et al.</i> [2]
Artigo	[1]	IESAN [1]
Relatório	[3]	MAESTRELLO [3]
Relatório	[4]	GARRET [4]
Anais de Congresso	[5]	GURTIN [5]
Séries	[6]	COWIN [6]
Em Livro	[7]	EDWARDS [7]
Dissertação de mestrado	[8]	TUNTOMO <i>et al.</i> [8]
Tese de doutorado	[9]	PAES JUNIOR [9]

# Capítulo 3

## Design da Pesquisa

### 3.1 Nível 2

And taking advantage of the quote from Satoshi Nakamoto, there are also those who say: "Bitcoin was not supposed to be like that. This is not what Satoshi Nakamoto conceived". Note, I don't know what exactly the individual or group behind the Bitcoin invention conceived. But you see, every human invention encapsulates the knowledge and knowhow of its creator. Encapsulate your ideas. But after "free in the world", invention has a "life of its own", and the ecosystem that was created from the invention has a life of its own. For good and for bad. There is not much more to be said for this.

We are near the end of the opinions I would like to express. One of the last concerns the opinions of politicians, investors, bankers and researchers about the future potential for cryptocurrencies. As I've already expressed, I see no reason to treat cryptocurrencies as an innovation unlike any other technological advance seen in humanity. And so, I am optimistic about the potential of cryptocurrencies, but realistic, far from the detachment from reality of some "moon boys". Now, one of the nuisances driving the perceived value of cryptocurrencies up is good news coming from these industries, which is fair, because it implies progress in adoption. On the other hand, there is the impact of bad news also coming from politicians, investors, bankers and researchers. And it is on this news that I want to do one of our latest mental exercises.

#### 3.1.1 Nível 3

These people, sometimes representatives of large organizations, are ultimately the guardians of the status quo, for better or for worse. The opinions they declare, therefore, never define the true disruptive potential of cryptocurrencies, but rather the position that public opinion is wanted to believe on the subject. What do you expect to hear, for example, in an interview with, for example, an FED director? Do you think it's possible that he'll say something like: "Cryptocurrencies are indeed disruptive, they have enormous potential to transform the current financial system, and it's all a shame, because the organization I represent tends to lose more and more relevance because of it. of that and we will also lose the monopoly of issuing fiat money". Do you really think that a representative of the status quo, public or private, will say something like this?

Representatives of the status quo will always present opinions in defense of the status



quo. It doesn't matter which arguments are used. The arguments will sometimes be good, sometimes bad, but the purpose behind is always to maintain the status quo. Simultaneously with any attempt to maintain the status quo, there are organizations that perceive change as an opportunity to uplift the current status quo, that is, to turn innovation into a competitive differential for themselves. These organizations can be companies or even countries, and in the case of cryptocurrencies, they can see: "Ok, I'm going to dive into cryptocurrencies, because I can make this a competitive advantage for my country."

#### **3.1.1.1 Nivel 4**

It is a natural scenario, inherent to any major transformation in society, markets, form and type of goods and services provided. The point is: bullish news about crypto adoption is indeed bullish news. But you have to be careful with pessimistic news, because deep down, from the beginning, you never expected anything different after all. Organizations that find themselves in a position of dominance of the current status quo, in control of the financial system, will only take positive moves in favor of cryptocurrencies to avoid a "greater evil" from falling behind in relation to other organizations that adopt cryptos as a competitive differential.

And as a last reflection, I invite you to the following reflection: how wrong can all this go? Could it be that all the disruptive potential of cryptocurrencies hasn't already been priced in, and haven't we gone much further? This question is very pertinent. The most pertinent for the cryptocurrency investor after all. The "moon boys" want us to believe that "there are no limits", but in my opinion, there is a limit. Although the adoption of cryptos by society occurs extremely quickly and painlessly, without the need for a "war" against the current status quo, even if the entire world economic system is transformed, there are still limits to the intrinsic and extrinsic value of the sector. Remember the economy is bigger than that.

**3.1.1.1.1 Nivel 5** Judging by the innovations that cryptocurrencies are likely to bring, I believe there is still room for investment in the sector, without it being detached from the real potential of generating value to society. And I believe this because, a lot is said about cryptoCURRENCY, but beyond that, the central point here is not the money, but the transactions. And transactions aren't just economical. Every exchange of information in social dynamics is a transaction. The combination of cryptography with a decentralized consensus protocol undoubtedly finds its greatest utility in the financial system, but it is far from being the last. Ultimately, a decentralized consensus protocol is likely to change the dynamics of the entire internet as we know it today. This is definitely not a small thing, and it is definitely not of little value.

**3.1.1.1.1.1 Nível 6** And taking advantage of the quote from Satoshi Nakamoto, there are also those who say: "Bitcoin was not supposed to be like that. This is not what Satoshi Nakamoto conceived". Note, I don't know what exactly the individual or group behind the Bitcoin invention conceived. But you see, every human invention encapsulates the knowledge and knowhow of its creator. Encapsulate your ideas. But after "free in the world", invention has a "life of its own", and the ecosystem that was created from the invention has a life of its own. For good and for bad. There is not much more to be said for this.

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Quadro 3.1: Um quadro de exemplo

CRITÉRIOS DE INCLUSÃO	CRITÉRIOS DE REJEIÇÃO
(a) Trabalhos com foco no engajamento corporativo com startups	(a) Texto completo indisponível
(b) Trabalhos que falam do tema de CSE, a partir das palavras-chave elencadas	(b) Trabalhos duplicados – será considerada a versão mais recente ou mais completa
(c) Trabalhos de literatura cinza que digam respeito ao tema proposto	(c) Estudos que não falam do tema do engajamento corporativo com startups, a partir das palavras-chave elencadas
(d) Textos disponíveis para consulta e/ou “download” em sua completude	(d) Estudos não apresentados em inglês e/ou português
(e) Documentos acadêmicos e/ou de mercado, que cumpram os critérios (a) ao (d) e possam servir para as análises e discussões	(e) Trabalhos que não atendam às metas de trabalho dessa pesquisa

Fonte: elaborado pelo autor

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Figura 3.1: Uma figura deitado de exemplo

RAZÕES PARA CSE	MODOS DE CSE	ACCELERADORAS [15]	EVENTOS ONE- OFF/DESAFIOS [13]	CORPORATE VENTURE CAPITAL [13]	FUSÕES E AQUISIÇÕES [12]	ESPAÇOS DE COWORKING [11]	PLATAFORMA E PARCERIAS [11]	INCUBADORA CORPORATIVA [11]	INCUBADORA DE NEGÓCIOS [10]	SERVIÇOS DE SUPPORTE [9]
Acesso à inovação [21]		[2] Goldstein, Lehmann e Prax, 2015; Bonzom e Netessine, 2016.		[3] Furlani, 2018; Lucerga, 2018; Gutmann, 2018.	[2] Bonzom e Netessine, 2016; Furlani, 2018.			[2] Weiblen e Chesbrough, 2015; Lucerga, 2018.	[1] Bonzom e Netessine, 2016.	
Acesso a novos mercados/clientes/fornecedores (ecossistema de negócios) [18]		[4] Goldstein, Lehmann e Prax, 2015; Arthur D Little, 2016; OpenAxe], 2016; Brigi et al., 2019.	[4] Bonzom e Netessine, 2016; OpenAxe], 2016; Furlani, 2018; Jung, 2018.	[7] Mocker, Bielli e Haley, 2015; Bannerjee, Bielli e Haley, 2015; Bonzom e Netessine, 2016; Sudati, 2016; Furlani, 2018; Mason, Arrington e Mawson, 2019; Brigi et al., 2019.	[6] Mocker, Bielli e Haley, 2015; Bannerjee, Bielli e Haley, 2015; Bonzom e Netessine, 2016; Arthur D Little, 2016; Sudati, 2016; Rundquist e Osterling, 2018.	[2] Bonzom e Netessine, 2016; Kitsuta e Quadros, 2018.	[2] Weiblen e Chesbrough, 2015; 500 Startups, 2016.	[2] Carvalho, 2019; Lucerga, 2018.	[1] Arthur D Little, 2016.	
Agilidade e velocidade [18]		[2] Goldstein, Lehmann e Prax, 2015; Ream e Schatsky, 2016.		[2] Van Peteghem e Mohout, 2018; Gutmann, 2018.	[1] KPMG, 2015.					
Diversificação da cultura de inovação [15]		[5] Goldstein, Lehmann e Prax, 2015; Mocker, Bielli e Haley, 2015; Bannerjee, Bielli e Haley, 2015; Bonzom e Netessine, 2016; Sudati, 2016.	[5] Mocker, Bielli e Haley, 2015; Bannerjee, Bielli e Haley, 2015; Bonzom e Netessine, 2016; Sudati, 2016; Jung, 2018.	[2] Gutmann, 2018; Bagno, Salerno, Souza Junior, 2019.	[2] Bonzom e Netessine, 2016; Arthur D Little, 2016.	[3] Mocker, Bielli e Haley, 2015; Bannerjee, Bielli e Haley, 2015; Bonzom e Netessine, 2016.		[3] Mocker, Bielli e Haley, 2015; Bannerjee, Bielli e Haley, 2015; Sudati, 2016.	[4] Mocker, Bielli e Haley, 2015; Bannerjee, Bielli e Haley, 2015; Bonzom e Netessine, 2016; Sudati, 2016.	[1] Bonzom e Netessine, 2016.
Busca por novos (modelos de) negócios [14]		[2] Goldstein, Lehmann e Prax, 2015; Bonzom e Netessine, 2016.		[5] Bonzom e Netessine, 2016; Gutmann, 2018; Furlani, 2018; Lucerga, 2018; Bagno, Salerno, Souza Junior, 2019.	[1] KPMG, 2015.		[1] OpenAxe], 2016.	[3] Linna, 2017; Richardson, 2018; Kitsuta e Quadros, 2018.		
Busca por conhecimento tecnológico [13]			[2] Sudati, 2016; Jung, 2018.	[1] Vanhaverbeke, Vermeersch e De Zutter, 2012.	[1] Thieme, 2017.	[1] Kitsuta e Quadros, 2018.	[1] Hora et al., 2017.	[1] Rundquist e Osterling, 2018.		
Acesso a novas tecnologias [12]		[4] Bonzom e Netessine, 2016; Arthur D Little, 2016; Ream e Schatsky, 2016; OpenAxe], 2016.	[3] Bonzom e Netessine, 2016; Furlani, 2018; Jung, 2018.	[4] KPMG, 2015; Bonzom e Netessine, 2016; OpenAxe], 2016; Mason, Arrington e Mawson, 2019.	[6] Arthur D Little, 2016; Sudati, 2016; Saalasti, 2016; Thieme, 2017; Furlani, 2018; Rundquist e Osterling, 2018.		[2] 100 Open Startups, 2017; Hora et al., 2017.	[1] Rundquist e Osterling, 2018.	[3] Arthur D Little, 2016; Furlani, 2018; Kitsuta e Quadros, 2018.	
Propensão ao risco [11]		[1] Goldstein, Lehmann e Prax, 2015.		[1] Gutmann, 2018.			[1] 500 Startups, 2016.			
Acesso a novos talentos (reter talentos) [10]		[3] Goldstein, Lehmann e Prax, 2015; Ream e Schatsky, 2016; Brigi et al., 2019.	[2] Bonzom e Netessine, 2016; Furlani, 2018.	[2] KPMG, 2015; Mason, Arrington e Mawson, 2019.	[2] Arthur D Little, 2016; Furlani, 2018.			[1] Carvalho, 2019.		
Soluções com menor tempo e/ou custo [10]			[1] Bonzom e Netessine, 2016.				[1] OpenAxe], 2016.			
Processos burocráticos e pouco flexíveis [8]					[1] Arthur D Little, 2016.			[1] Weiblen e Chesbrough, 2015.		
Ampliação das fontes de receita [7]		[2] Ream e Schatsky, 2016; De la Tour et al., 2017.		[7] Bonzom e Netessine, 2016; Arthur D Little, 2016; Sudati, 2016; OpenAxe], 2016; Thieme, 2017; Lucerga, 2018; Carvalho, 2019.				[1] Furlani, 2018.	[1] Furlani, 2018.	

Fonte: Elaborado pelo autor

And taking advantage of the quote from Satoshi Nakamoto, there are also those who say: "Bitcoin was not supposed to be like that. This is not what Satoshi Nakamoto conceived". Note, I don't know what exactly the individual or group behind the Bitcoin invention conceived. But you see, every human invention encapsulates the knowledge and knowhow of its creator. Encapsulate your ideas. But after "free in the world", invention has a "life of its own", and the ecosystem that was created from the invention has a life of its own. For good and for bad. There is not much more to be said for this.

We are near the end of the opinions I would like to express. One of the last concerns the opinions of politicians, investors, bankers and researchers about the future potential for cryptocurrencies. As I've already expressed, I see no reason to treat cryptocurrencies as an innovation unlike any other technological advance seen in humanity. And so, I am optimistic about the potential of cryptocurrencies, but realistic, far from the detachment from reality of some "moon boys". Now, one of the nuisances driving the perceived value of cryptocurrencies up is good news coming from these industries, which is fair, because it implies progress in adoption. On the other hand, there is the impact of bad news also coming from politicians, investors, bankers and researchers. And it is on this news that I want to do one of our latest mental exercises.

These people, sometimes representatives of large organizations, are ultimately the guardians of the status quo, for better or for worse. The opinions they declare, therefore, never define the true disruptive potential of cryptocurrencies, but rather the position that public opinion is wanted to believe on the subject. What do you expect to hear, for example, in an interview with, for example, an FED director? Do you think it's possible that he'll say something like: "Cryptocurrencies are indeed disruptive, they have enormous potential to transform the current financial system, and it's all a shame, because the organization I represent tends to lose more and more relevance because of it. of that and we will also lose the monopoly of issuing fiat money". Do you really think that a representative of the status quo, public or private, will say something like this? <sup>1</sup>

foo	bar
foo	bar
foo	bar
foo	bar
foo	bar
foo	bar
foo	bar
foo	bar
foo	bar
foo	bar

---

<sup>1</sup> Este é um teste para checar o correto funcionamento das notas de rodapé.

foo	bar
-----	-----

Tabela 3.1: Your caption here

Representatives of the status quo will always present opinions in defense of the status quo. It doesn't matter which arguments are used. The arguments will sometimes be good, sometimes bad, but the purpose behind is always to maintain the status quo. Simultaneously with any attempt to maintain the status quo, there are organizations that perceive change as an opportunity to uplift the current status quo, that is, to turn innovation into a competitive differential for themselves. These organizations can be companies or even countries, and in the case of cryptocurrencies, they can see: "Ok, I'm going to dive into cryptocurrencies, because I can make this a competitive advantage for my country."

It is a natural scenario, inherent to any major transformation in society, markets, form and type of goods and services provided. The point is: bullish news about crypto adoption is indeed bullish news. But you have to be careful with pessimistic news, because deep down, from the beginning, you never expected anything different after all. Organizations that find themselves in a position of dominance of the current status quo, in control of the financial system, will only take positive moves in favor of cryptocurrencies to avoid a "greater evil" from falling behind in relation to other organizations that adopt cryptos as a competitive differential.

And as a last reflection, I invite you to the following reflection: how wrong can all this go? Could it be that all the disruptive potential of cryptocurrencies hasn't already been priced in, and haven't we gone much further? This question is very pertinent. The most pertinent for the cryptocurrency investor after all. The "moon boys" want us to believe that "there are no limits", but in my opinion, there is a limit. Although the adoption of cryptos by society occurs extremely quickly and painlessly, without the need for a "war" against the current status quo, even if the entire world economic system is transformed, there are still limits to the intrinsic and extrinsic value of the sector. Remember the economy is bigger than that.

Judging by the innovations that cryptocurrencies are likely to bring, I believe there is still room for investment in the sector, without it being detached from the real potential of generating value to society. And I believe this because, a lot is said about cryptoCURRENCY, but beyond that, the central point here is not the money, but the transactions. And transactions aren't just economical. Every exchange of information in social dynamics is a transaction. The combination of cryptography with a decentralized consensus protocol undoubtedly finds its greatest utility in the financial system, but it is far from being the last. Ultimately, a decentralized consensus protocol is likely to change the dynamics of the entire internet as we know it today. This is definitely not a small thing, and it is definitely not of little value.



# Capítulo 4

## Análise

And taking advantage of the quote from Satoshi Nakamoto, there are also those who say: "Bitcoin was not supposed to be like that. This is not what Satoshi Nakamoto conceived". Note, I don't know what exactly the individual or group behind the Bitcoin invention conceived. But you see, every human invention encapsulates the knowledge and knowhow of its creator. Encapsulate your ideas. But after "free in the world", invention has a "life of its own", and the ecosystem that was created from the invention has a life of its own. For good and for bad. There is not much more to be said for this.

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Quadro 4.1: Um quadro de exemplo

cell1	cell2	cell3
cell4	cell5	cell6
cell7	cell8	cell9

Fonte: Elaborado pelo autor

And taking advantage of the quote from Satoshi Nakamoto, there are also those who say: "Bitcoin was not supposed to be like that. This is not what Satoshi Nakamoto concei-

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Quadro 4.2: Um quadro de exemplo

cell1	cell2	cell3
cell4	cell5	cell6
cell7	cell8	cell9

Fonte: Elaborado pelo autor

It is a natural scenario, inherent to any major transformation in society, markets, form and type of goods and services provided. The point is: bullish news about crypto adoption is indeed bullish news. But you have to be careful with pessimistic news, because deep down, from the beginning, you never expected anything different after all. Organizations that find themselves in a position of dominance of the current status quo, in control of the financial system, will only take positive moves in favor of cryptocurrencies to avoid a "greater evil" from falling behind in relation to other organizations that adopt cryptos as a competitive differential.

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# Capítulo 5

## Síntese

Somente um exemplo

# Capítulo 6

## Conclusões

E para concluir ...

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# **Apêndice A**

## **Cientometria**

Um apêndice denominado "A".

# **Apêndice B**

## **Bibliometria**

Um apêndice denominado "B".