



THE **HUB@ISA**

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THE HUB@ISA

The Hub@ISA, will be a unique future living Hub for agriculture, forestry, food science, environmental engineering, natural resources management and landscape architecture.

The Hub will excel by combining new converging technologies with domain knowledge, and global business and policy approaches.

It will help train students, professionals and executives.

It will incubate a new generation of companies in those areas.

It will become a global magnet of excellence in tech, science, business and policy.

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THE HUB@ISA WORLDS

Real and Virtual

There are undergoing systemic technological changes that are affecting all human activity areas. They will change the interaction between humans, machines and Nature.

These changes enable humans to create new opportunities in the interaction with Nature: by optimizing existing and generating new activities.

AI will be in the back end. AR and VR will be the front end creating new Digital Worlds: the Augmented overlaying the Real World; the Digital Twin replicating it; and the Virtual, exploring virtual simulations. New hardware devices will enable improved sensing and, in the case of robots, actuation in the Real World.

The Hub@ISA will be a leading Hub of new technological developments in this human-machine-Nature interaction.



THE IMAGINARIUM@ISA

Teaching lab



The **Hub@ISA** will include a state-of-the-art teaching lab connecting technologies and application domains: the Imaginarium@ISA Teaching Lab.

The Imaginarium will follow a project learning approach to teach scientific and technological fundamentals.

Its Lab space will consist of an instructional space, meeting rooms and specialized labs (AR/VR, Robotics, 3D printing, electronics, mechanics, bio and chemistry).

The Imaginarium will host courses primarily for ISA students, professionals and executives. Courses for high school students will be also offered after classes, weekends and in school vacations.



THE INFINITE CURIOSITY@ISA



The Infinite Curiosity Infrastructure (both digital and physical) will be built based on an original library (and its extensions) developed by the Sousa da Câmara family.

Members of that family have been part of the history of Tapada da Ajuda and ISA since mid- 19th century. Three of them were professors at ISA. An Infinite Curiosity Digital Library will be developed providing free access to documents with historical and scientific significance. A weekly newsletter will be freely offered.

The Sousa da Câmara family also nurtured the use and development of scientific and technological devices for agriculture, forestry, environmental engineering and landscape architecture. They will be on display in The infinite Curiosity space at ISA and the initiative's Web site.

The initiative will fund The Annual Infinite Curiosity Lecture by a leading promoter of curiosity.

RESEARCH LABS, COMPANIES AND STRATEGIC CONSORTIA

The Hub@ISA will be open to the installation of research labs and companies working in its domain areas.

As space is limited, selection criteria will have to be defined.

A relevant parameter will be the contribution of the lab and/or company to The Hub@ISA' strategic goals, pilot and moonshot projects.



THE **SUPPORT ECOSYSTEM**



People,
Universities,
Companies,
Media,
Financing.



The Hub@ISA' key actors are people engaged in learning and doing.

ISA is the primary source of people (via current students and alumni) but The Hub@ISA can accept members of other universities from Portugal and elsewhere.

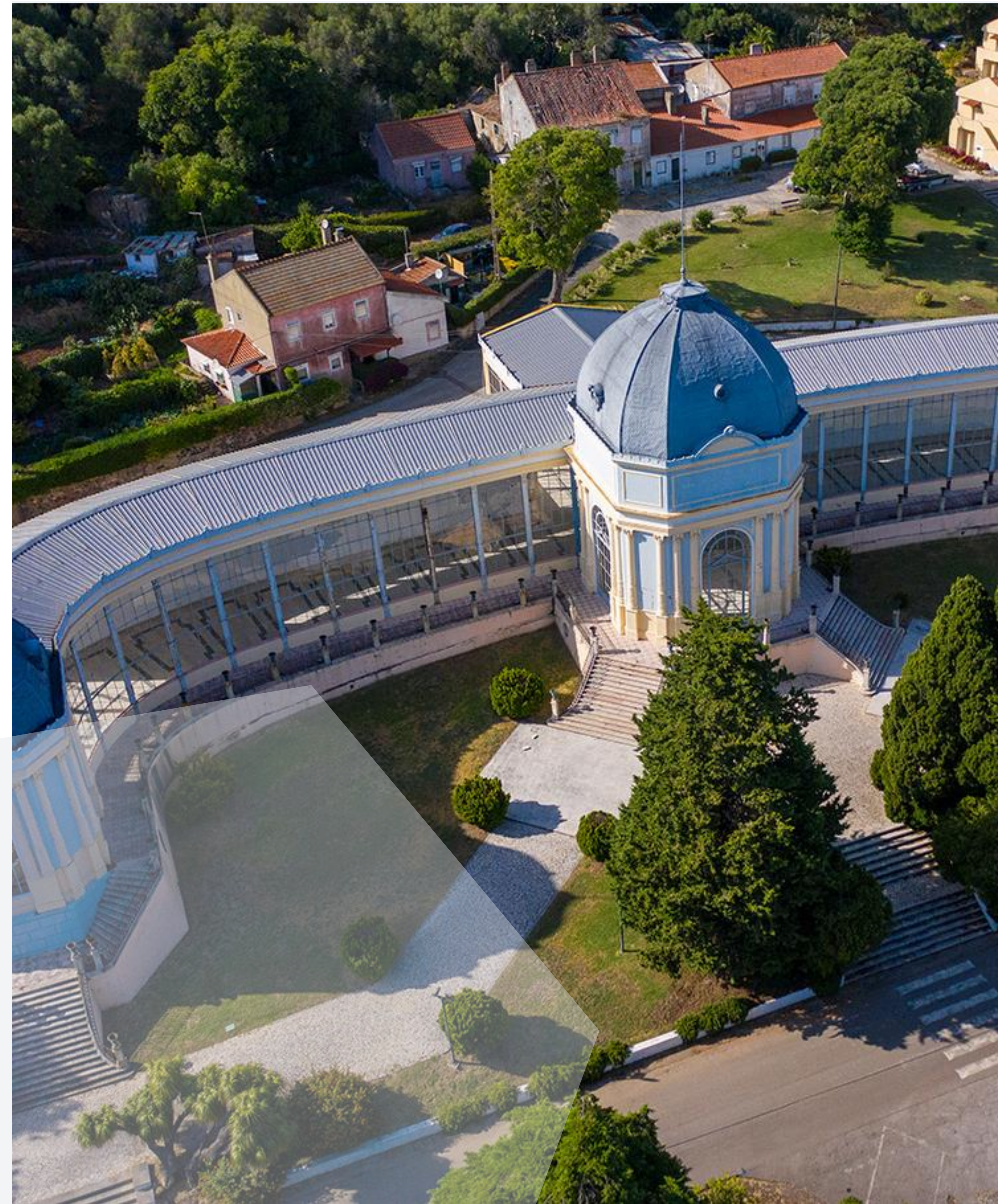


The Hub@ISA should play the media game (owned media, paid media and earned media) involving global agents from day one.

Media coverage will attract investors, partners and clients to create a strong support ecosystem.

TRUST THE PROCESS

- The Hub@ISA will support students, professionals, executives and entrepreneurs that aspire to excellence.
- The process will be based on a journey that includes:
 - A learning stage.
 - Support to the development of innovative ideas, including connections to initial capital and World class mentorship.
 - Involvement with accelerators, investors, partners and clients.
 - Support to growth and exit management (intellectual property monetization, trade sales, stock market listing)



PILOT PROJECTS

Software,
Hardware, Bio,
Policy R&D
Projects





Tapada Ajuda and ISA are already Living Labs.

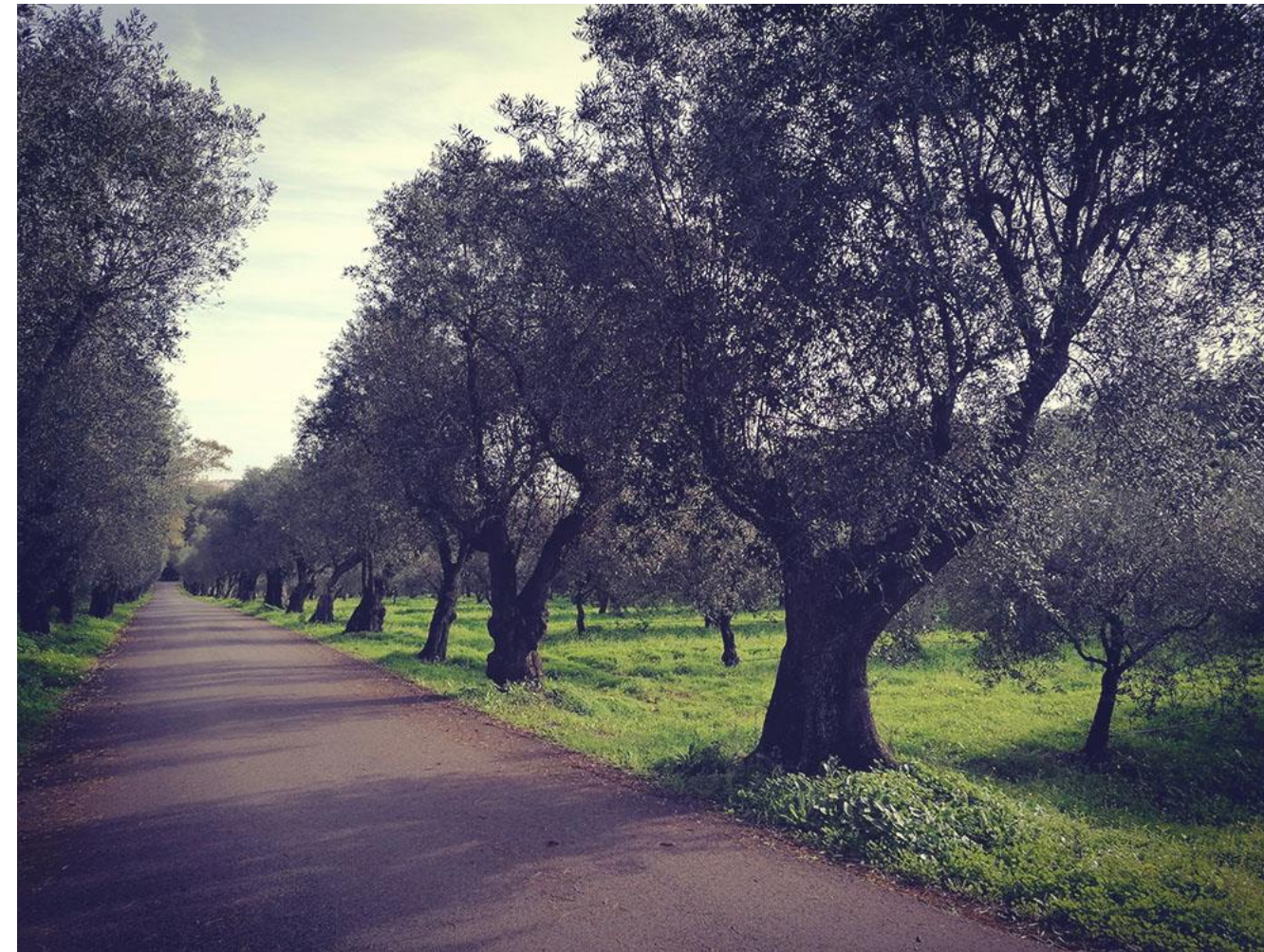
Strategic pilot projects including ISA research teams plus members of The Hub@ISA will be developed with and for key strategic partners in fields related to ISA knowledge areas.

The Hub@ISA will generate 30+ new ideas for projects every year
10 of these may become pilot projects to test new ideas in the application of software, hardware, bio and policy to The Hub@ISA' domains.

Those that become successful may become new companies or new products for existing companies.

THE MOONSHOT PROJECT

Developing The Internet of Nature (IoN)



There are several versions of what can become the Internet of Nature (IoN): the Internet of Plants; the Internet of Living Things; the Internet of Cities, for example.

In these early versions, indexing is king.

But indexing is the first layer. There are several others that emerge when you want to assess, predict certify and even trade Nature services.

The Hub@ISA has access to World class research and development talent and experienced companies. Together, we can build IoN.

The IoN moonshot project will help to create international critical mass at The Hub@ISA, spreading its brand worldwide.

The project will have the support of: Tony Fernandes, the designer of Internet's first commercial browser; Werner Kuhn, UC Santa Barbara and ETH; and leading researchers at Cornell University, MIT, University of Illinois, Free University of Amsterdam and Wageningen University.

Major partners will include Epic Games, Google, Meta and NOKIA.

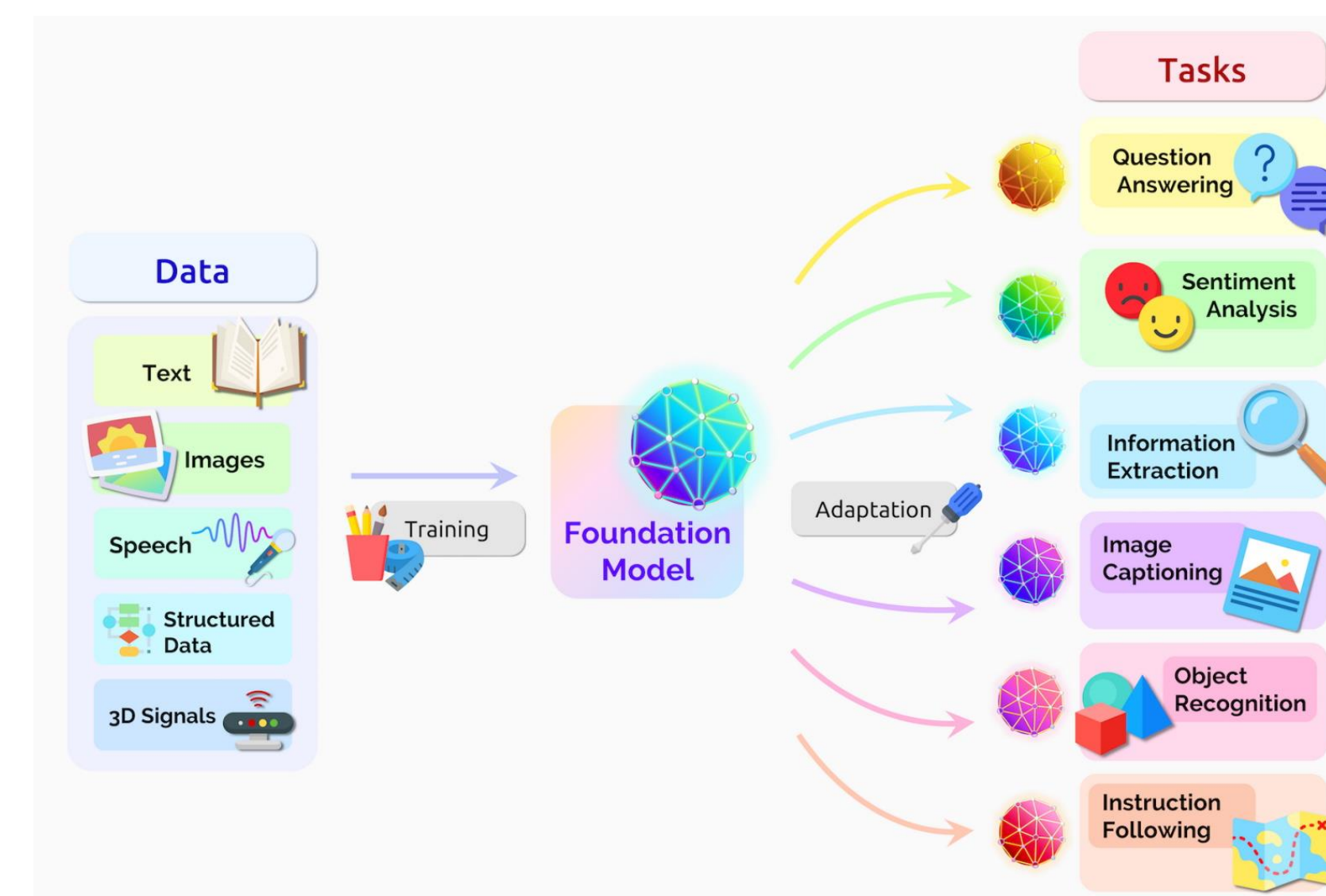


ION SEMINARS ANNUAL CONFERENCE JOURNAL NATURE FOUNDATIONAL MODEL INFRASTRUCTURE

By being an early player in the development of IoN, The Hub@ISA and ISA by extension, can achieve global thought leadership.

TheHub@ISA will organize a world class program of seminars and an annual conference.

The Hub will also launch its own peer-reviewed journal feeding its own Nature Foundational Model. Thus, instead of paying to be published, researchers may receive compensation the attribution system will recommend



THE HUB@ISA WORLDS

Executive Course Series

- By tackling the whole SDG and ESG frameworks, the Hub@ISA, in connection with ISA and other institutions, can offer uniquely tailored Executive Courses.
- These Courses can be designed having three goal categories:
 - Domain knowledge (agriculture, forestry, environmental engineering, ecological management, food science, landscape architecture).
 - Technological applications to domain knowledge use cases (AI,AR/VR, robotics, 3D printing, biological engineering).
 - Business development (project/product management, logistics, marketing and sales, financing, mergers & acquisitions).



THE HUB@ISA WORLDS

Scientific, Tech And Cultural Events

- The Hub@ISA' planning includes attractive physical places to be developed in an already unique area.
- Events will be critical to bring life to them. These events can be scientific, technologic and cultural.
- The design of the latter will be the key definer of the The Hub@ISA: it should be based of assorted pop-ups of art exhibitions, music concerts, and food and beverage offerings.
- They should be mixed with scientific seminars and company pitches.
- An The Hub@ISAstore (both physical, in the pop-up mode, and online) should be developed



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