



# 17º Seminário femipa

**Desafios e Estratégias para Navegar na Transformação Digital**

**Palestrante: Luis M Colombo**

Instituição:  
**Interall do Brasil**

**Bom Dia!**



**GO**  
**DIGITAL**

**TRANSFORMAÇÃO**

**RE**  
**DIGITAL**



# COMO ESTAMOS HOJE?



**SOMOS ASSIM?**



**NOS APROFUNDAMOS?**





**VAMOS LÁ?**

# PROCESSO DE CRIAÇÃO



International Astronomical Search Collaboration

# ACESSO À IA

\*TAAFT.com for short

## THE SA... FOR THAT®\*

32,457 AI tools found 4,989 jobs.

(Marketplace)

Sponsor: Ager

#1 website for AI tools. Used by 50M+ humans.

Generate images

Generate text

Home

For You <sup>1</sup>

Trending

### Just released

### Trending

v5.1.0 released 3h ago



PrometAI

Business plans



PreCheck.ai

Identity verifica...

Released 2mo ago

5 317

# STARTUP DE FIM DE SEMANA





POUCA  
RESPONSABILIDADE

MUITO TRABALHO

TEMPO SOBRANDO

DISCIPLINA

NADA A PERDER

DEDICAÇÃO

# PESSOAS



# OBSTÁCULOS



# RESISTÊNCIA À MUDANÇAS



# FALTA DE VISÃO ESTRATÉGICA



# FALTA DE TALENTOS

- B.  $-1/10 \cos 5 2x + C$
- C.  $1/10 \cos 5 2x + C$
- D.  $1/10 \cos 5 2x + C$
- E.  $1/10 \sin 5 2x + C$

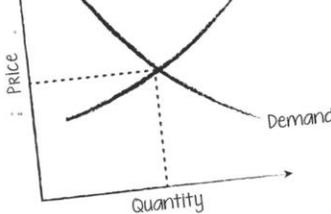


$$\sin(x-y)/2 \cos(x+y)/2 = -2 \sin(x-y)/2 \cos(x+y)/2$$

$$V = V_0(1 + \beta \Delta T)$$

$$(0^2 + 20 + 1)y = x$$

$$(0+1)(0+1)y = x$$

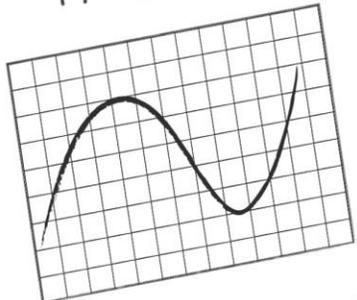
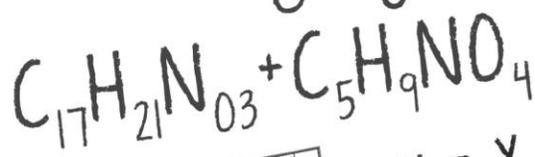
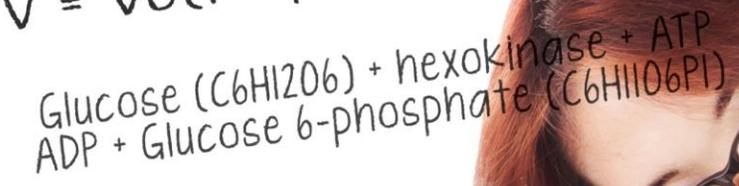


science practice + essential knowledge  
= learning objective

$$\sec(-x) = \sec(x)$$

$$\tan(-x) = -\tan(x)$$

$$\cos(-x) = \cos(x)$$



$$x = x_0 + v_0 t + 1/2 a t^2$$

$$v_f = v_0 + a t$$

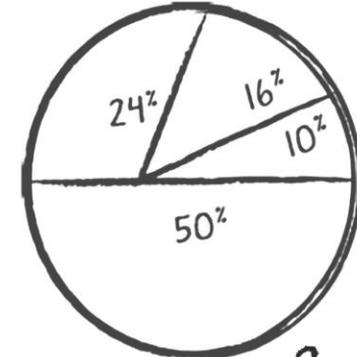


Oxygen  
13.999  
6

Name of Element  
Atomic Weight  
Symbol for oxygen  
Atomic Number

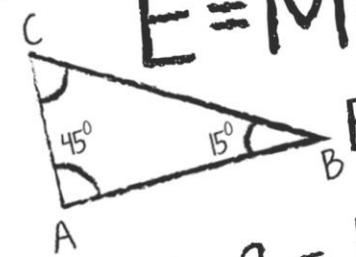
1, 3, 5, 7, 9, 11, 13, 15, 17

$$\cos x - \cos y = -2 \sin((x-y)/2) \sin((x+y)/2)$$



$$L = L_0(1 + \alpha \Delta T)$$

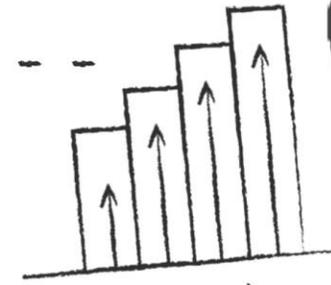
$$E = MC^2$$



$$F = G \frac{m_1 m_2}{r^2}$$

$$\tan 2(x) + 1 = \sec 2(x)$$

$$R_{eq} = R_1 + R_2 + R_3 + \dots$$

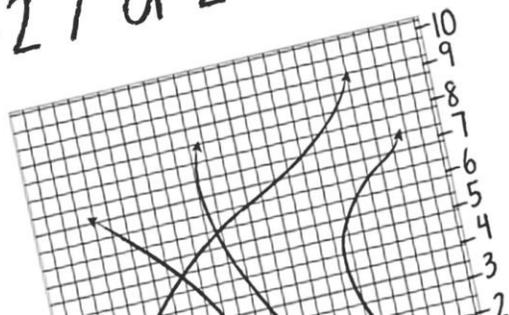


$$a = e^{i 2 \pi x z} = e^{i x z}$$

$$e^{i x z} \left( \frac{dy}{dz} + 2 i x y \right) = x e^{i x z}$$



$$y^2 / a^2 - x^2 / b^2 = 1$$



$$y = y_c + y_p$$

$$= C_1 e^{-x} + C_2 x e^{-x} + 2x$$

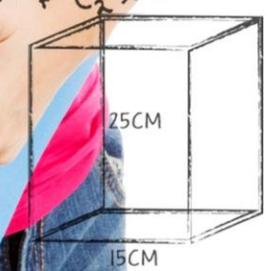
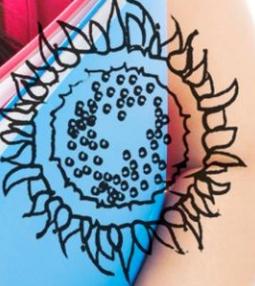


$$\frac{d}{dz} (y \cdot e^{i x z}) = x e^{i x z}$$

$$y e^{i x z} = \int x e^{i x z} dz$$

A	V	B
V	0	V

$$\frac{5-2i}{5+2i} = \frac{5-2i}{5+2i} \cdot \frac{5-2i}{5-2i} = 1$$



# INTEGRAÇÕES COM LEGADO



# FOCO EM TECNOLOGIA E NÃO NO CLIENTE



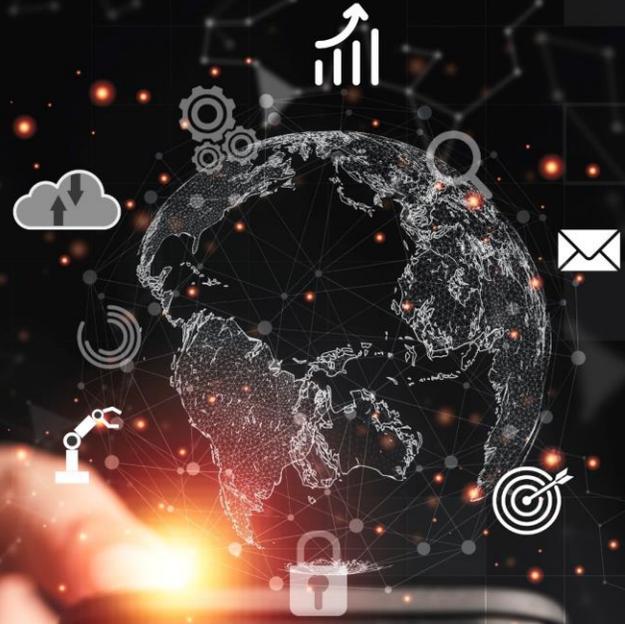
# MUDANÇAS RÁPIDAS NO MERCADO



# FALTA DE LÍDERES ENGAJADOS



**PESSOAS**  
**CULTURA**  
**DISCIPLINA**  
**LIDERANÇA**



# PESSOAS



# CULTURA



**DISCIPLINA**





A black and white close-up portrait of an elderly man with short, thinning hair. He is looking slightly to the right of the camera with a thoughtful expression. He is holding a pair of dark-rimmed glasses in his right hand, with the frames resting near his chin. The background is a plain, light-colored wall.

**LIDERANÇA**

# ALGUMAS SUGESTÕES





IA  
Diagnóstico, prevenção,  
Chatbots

Telemedicina,  
Saúde Digital

Blockchain

Impressão 3D  
Cirurgia Personalizada

Medicina de Precisão  
Terapia Genética

AR e VR  
Treinamento e Tratamento de  
Doenças Mentais

Robótica

IOT (Internet das Coisas)

Medicamentos baseados em  
IA

Saúde Mental Digital



*“That’s all Folks!”*



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