



How to Approach the Brazilian Innovation Ecosystem and Market

Filipe Cassapo, Director at Anpei, and Executive Innovation Manager at Fiep System

A little bit of Context...



Filipe M. Cassapo

I was born and spent quite half of my life in France, until 24, when I moved to Brazil, started working in the “Innovation field”, for 18 years, in several national and multinational companies.

Currently: Executive Manager of the International Innovation Center of the Federation of Industries in Paraná, Brazil, and Director at Anpei.

Experience: 18-years’ experience in innovation management, in several national and multinational companies, in Brazil, and is a national and international invited speaker for the topics of innovation and high impact entrepreneurship.

A little bit of Context...



Anpei is the largest multisectoral and independent Brazilian association that brings together the main professionals who **practice** technology-based innovation for the generation of high value-added business.

- 33 years of Association;
- **60% of private investment in R,D&I;**
- **R\$ 1,68 bi in innovation incentives throughout the year;**
- **+ 3.500 SMEs prone to innovate;**
- + 20.000 innovation-related contacts
- **50% of the BNDES innovation portfolio**



This is the Brazil you already know!



Let us now Introduce another perspective on Brazil



Global competition for artificial intelligence startups @ Wayra



One of the turbines of the Itaipu Hydroelectric Power Plant



Brazil is Really Big!



Area
8.514.876 km² (5th)

Population
207.660.929 (6th)

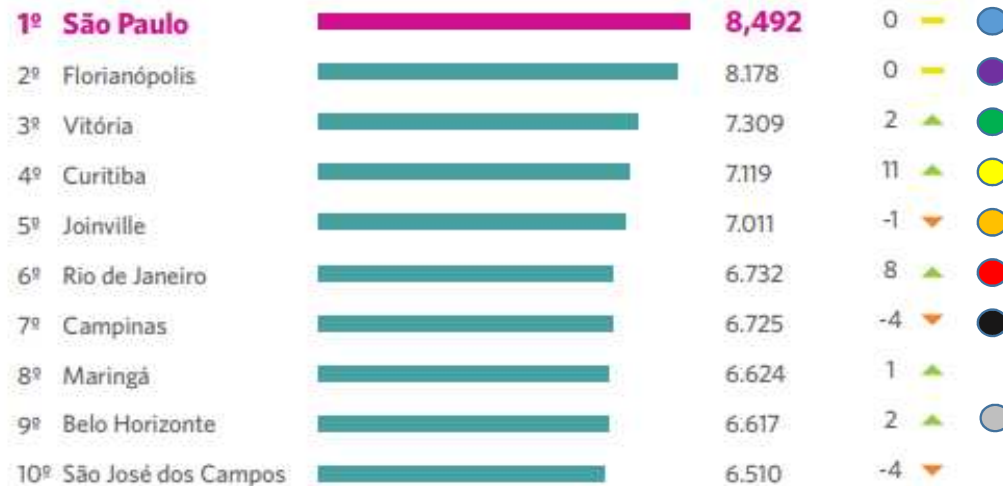
GDP
US\$ 3,217 Trillion (8th)

Students at Universities
4.880.381 Students

Brazil has large Innovative Entrepreneurship Landscape



Entrepreneurial City Index 2017 by Endeavor Brasil



Brazil has a large applied R&D landscape



SENAI: A Network of 26 Applied R&D Institutes (Based on the Fraunhofer Model)

Brazil: Cultural Diversity is Really Welcome



Amerindian



Afro-Brazilian



Portuguese



Italian



German

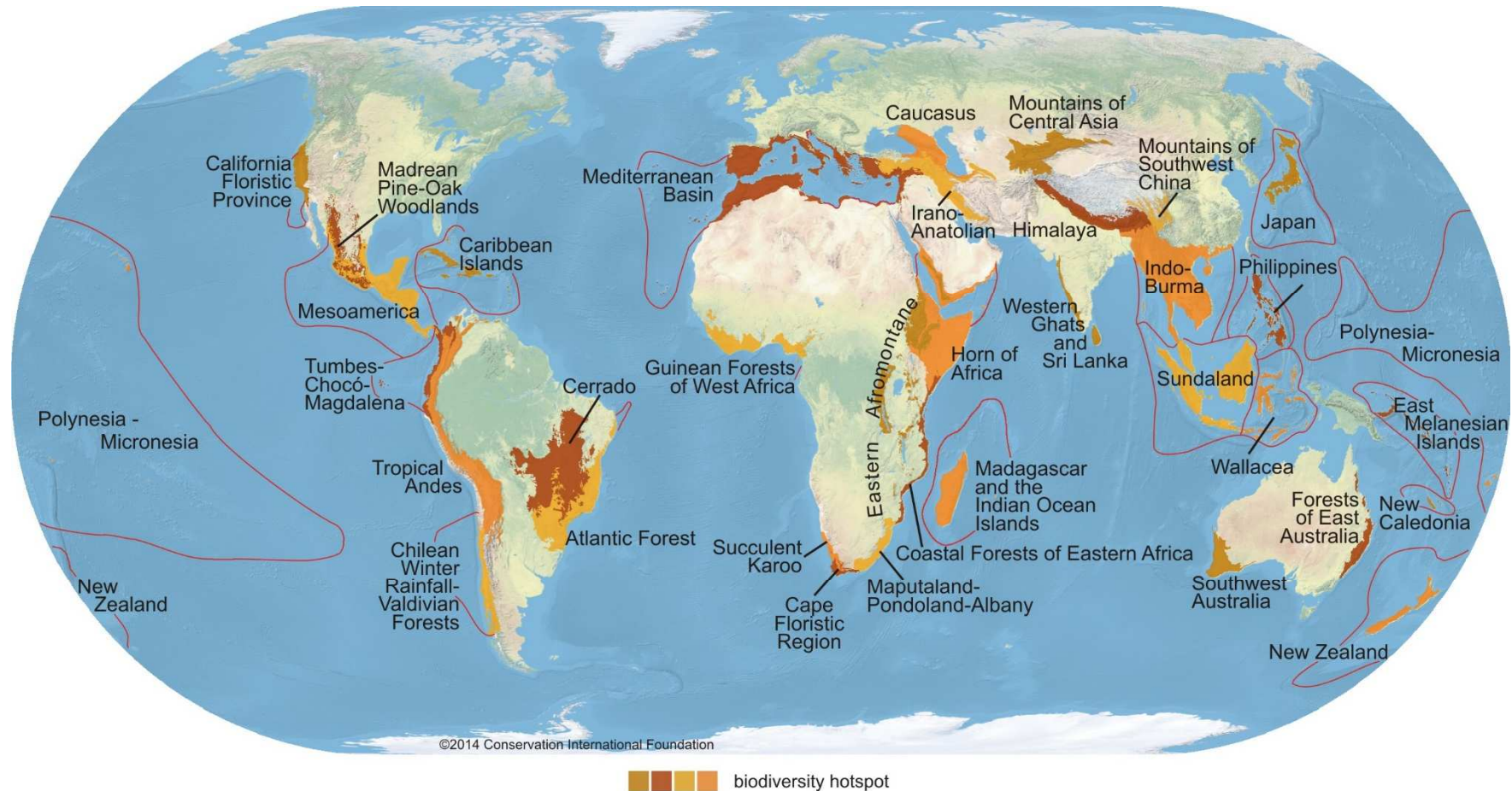


Ukrainian, Polish...



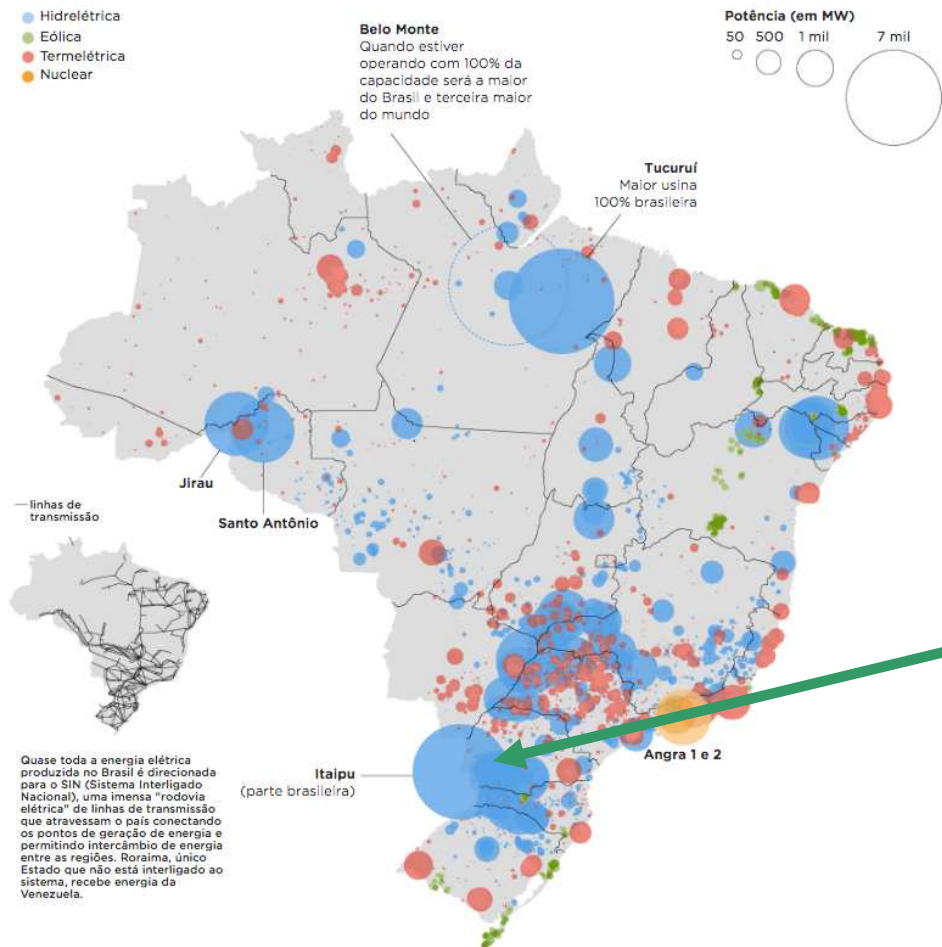
Japanese

Brazil: Biodiversity is Key



Conservation International (conservation.org) defines 35 biodiversity hotspots — extraordinary places that harbor vast numbers of plant and animal species found nowhere else. All are heavily threatened by habitat loss and degradation, making their conservation crucial to protecting nature for the benefit of all life on Earth.

Brazil: Renewable Energy is Key



Composição da matriz energética elétrica, em % da potência total instalada



*Não está no gráfico a energia solar, que corresponde a 0,02% da matriz energética



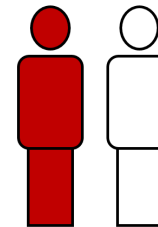
Foz do Iguaçu

Partnerships: Unique Entrepreneurial Shape

20% of the working population
involved in early stage
entrepreneurship!

50% of the early stage
entrepreneurs under 34 years old!

Entrepreneur Gender Full Equity!



Between 18 and 34 years old More than 34 years old



48% of Men



52% of Women

According to the Global Entrepreneurship Monitor (GEM) 2016.

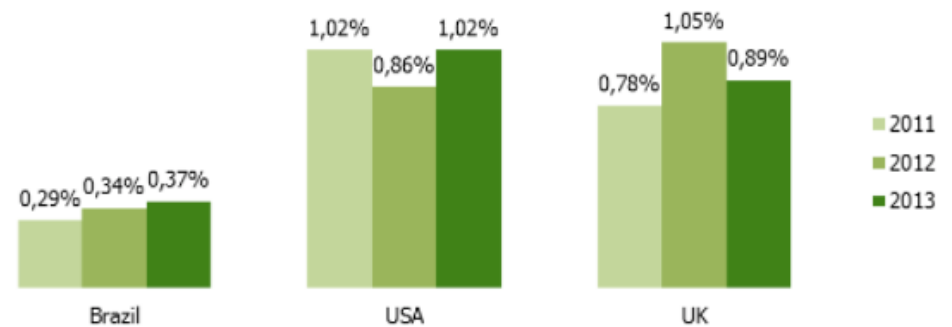
Brazil: Emerging Market of PE/VC Funds

NUMBER OF COMPANIES



PE 73 VC 84

Total Investments made by VC/PE funds as a ratio of GDP



Source: KPMG/ABVCAP; IMF; EMPEA

So in the End... What are my 5 key-tips?



1. Brazil is Big: Be geographically focused for softlanding
2. Brazil has large R&D Centers, Coworking, Accelerator Net: make partnerships!
3. Legal Framework is quite complex: go baby-steps, with local partners
4. Brazilian do appreciate diversity
5. Remember some key aspects : biodiversity, cultural diversity, sustainability, social awareness, health and security culture

Startout: Check these success Sorties



<https://www.startoutbrasil.com.br/>



Highly-customizable and flexible solution for BPM



Open source team collaboration platform for all types of organizations



The leading cryptocurrency exchange in Brazil



Artificial-intelligence for products and competition analysis in retail environments

Thank you for your kind attention!