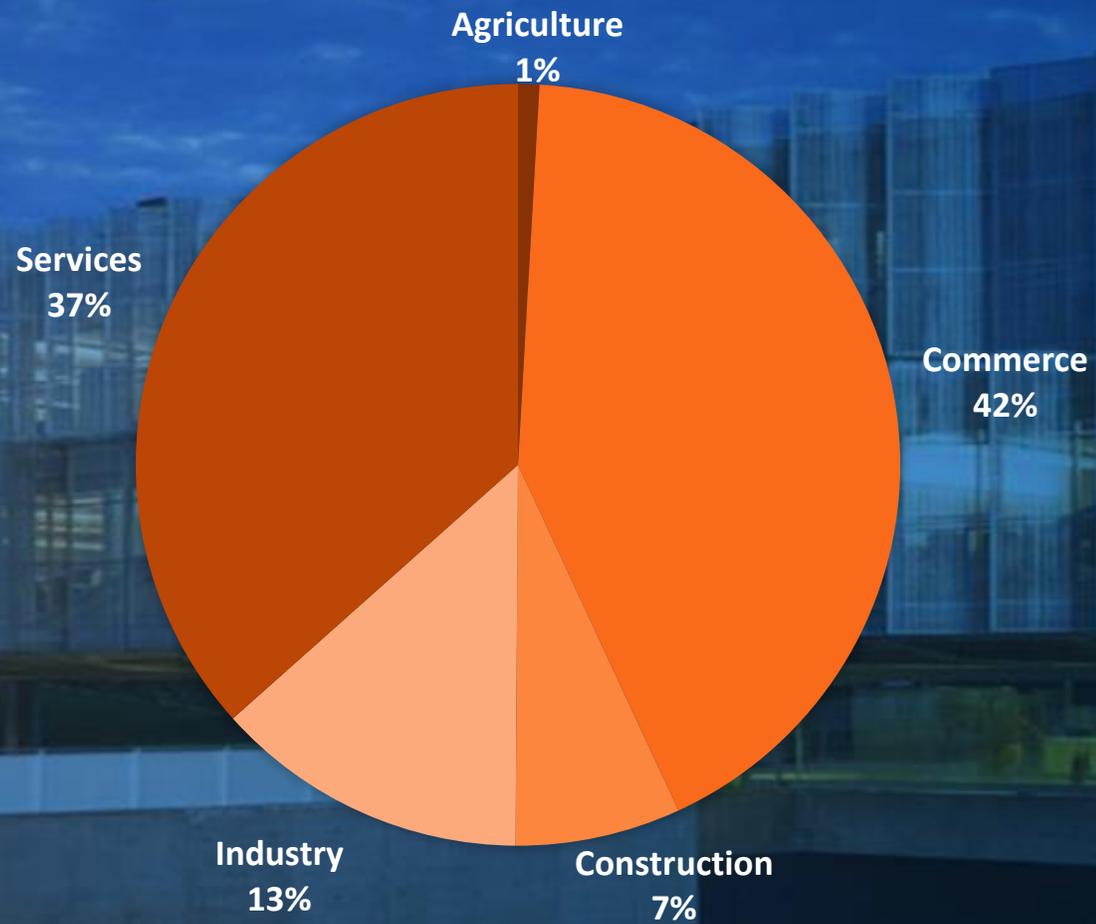


Small Businesses in the Brazilian Economy

Distribution per sector

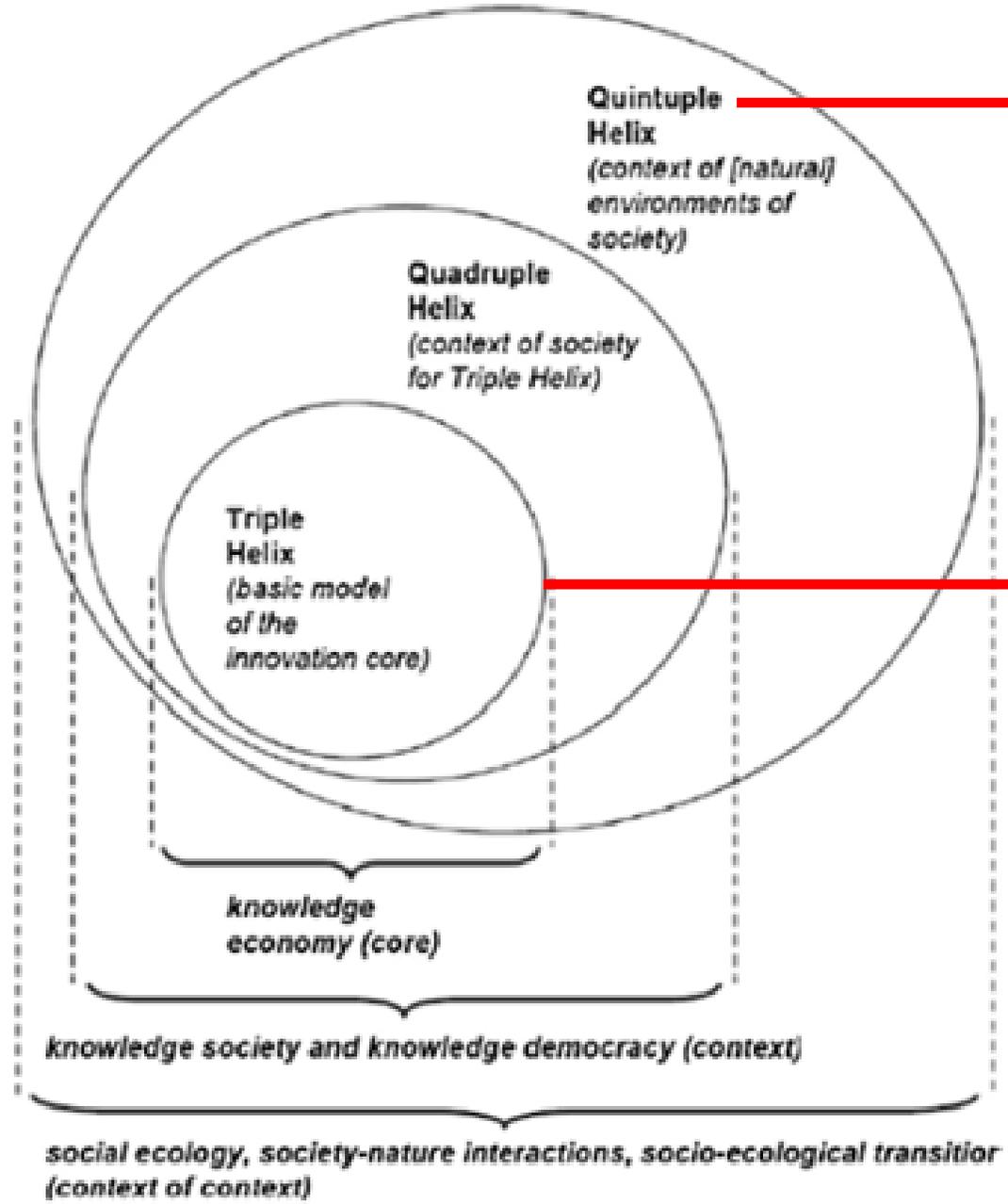


Source: Data Sebrae (2017)

Small Businesses in the Brazilian Economy

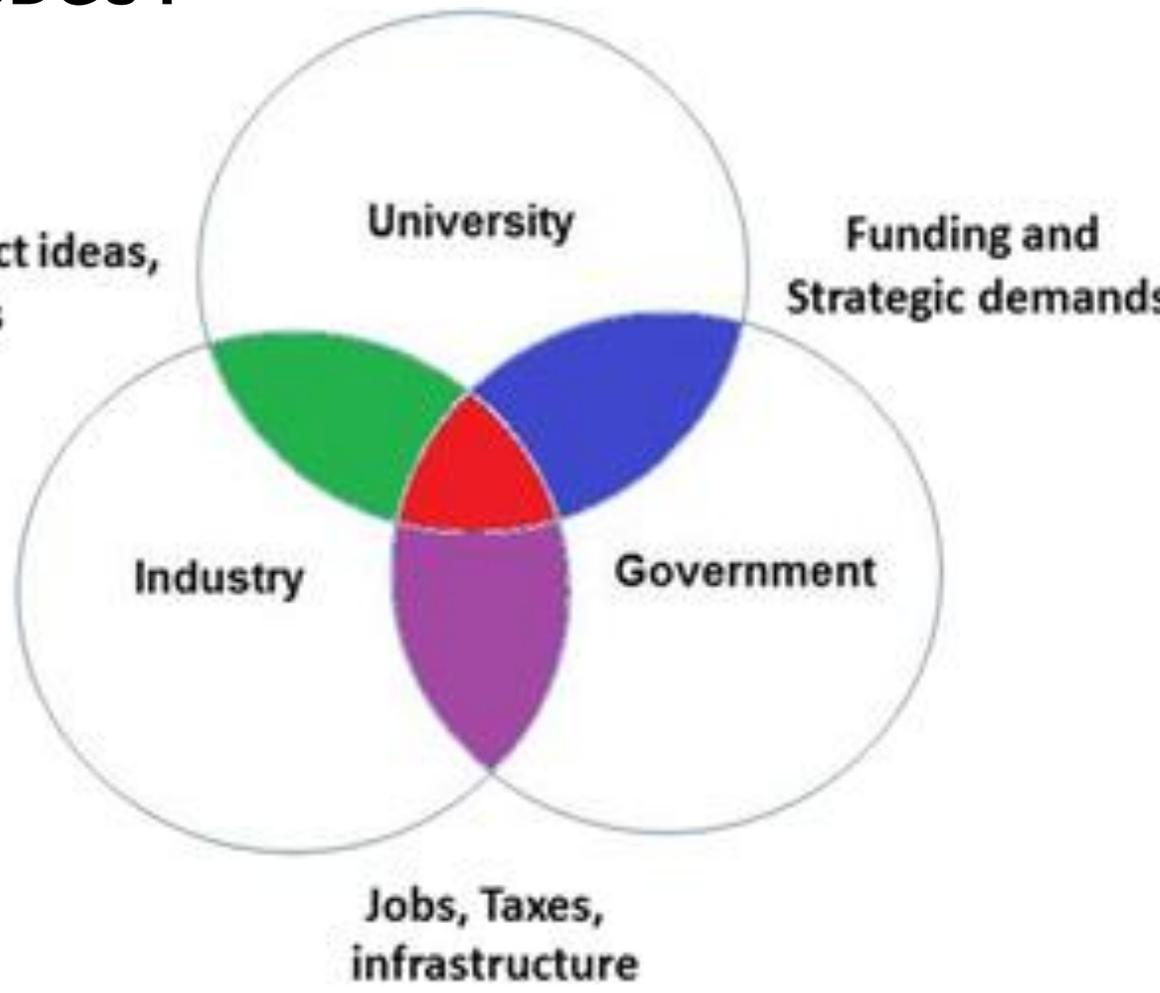
General Data





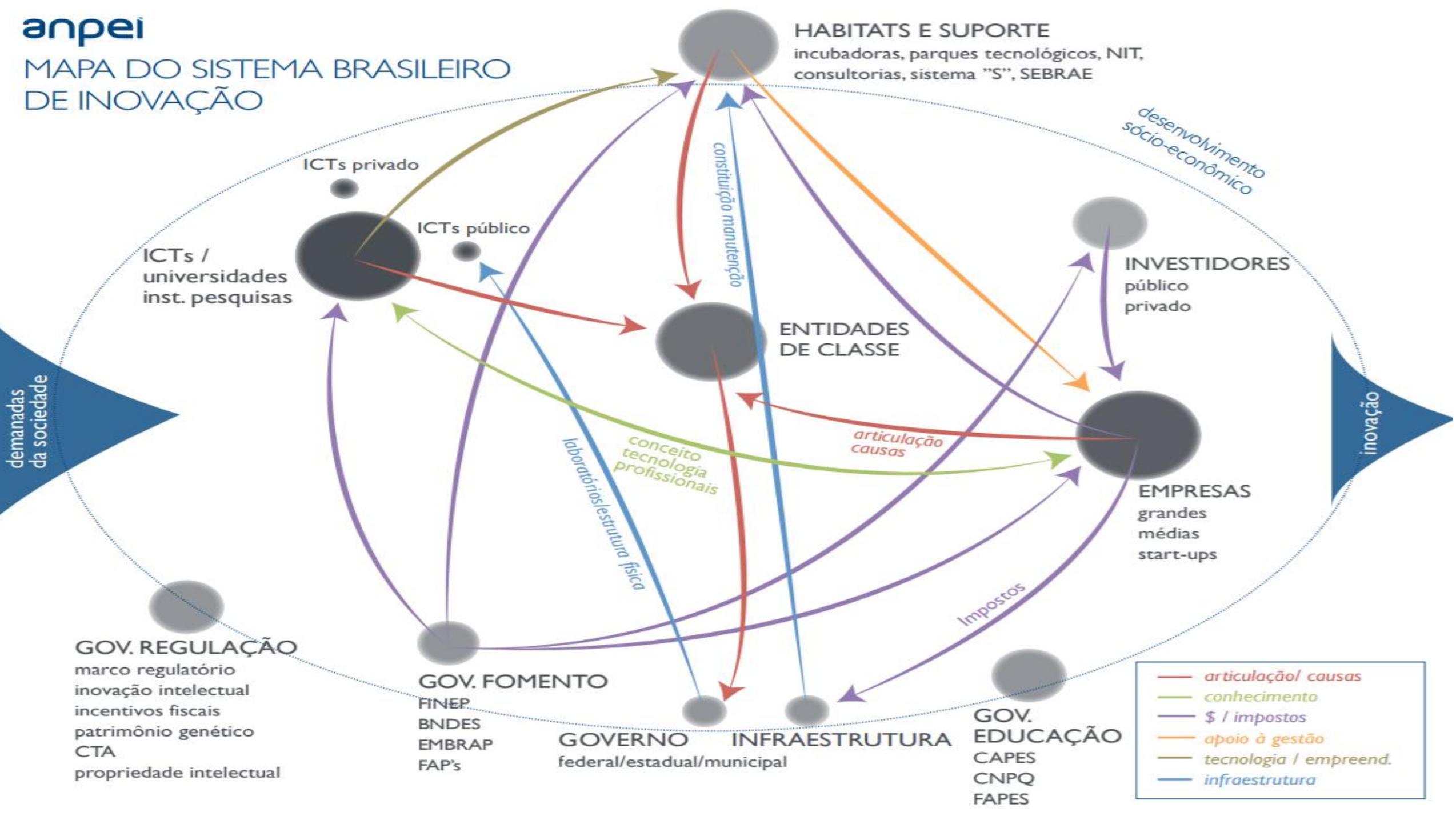
SDGs !

New Product ideas, Innovations



From Triple to Quadruple and quintuple innovation Helix perspectives

MAPA DO SISTEMA BRASILEIRO DE INOVAÇÃO

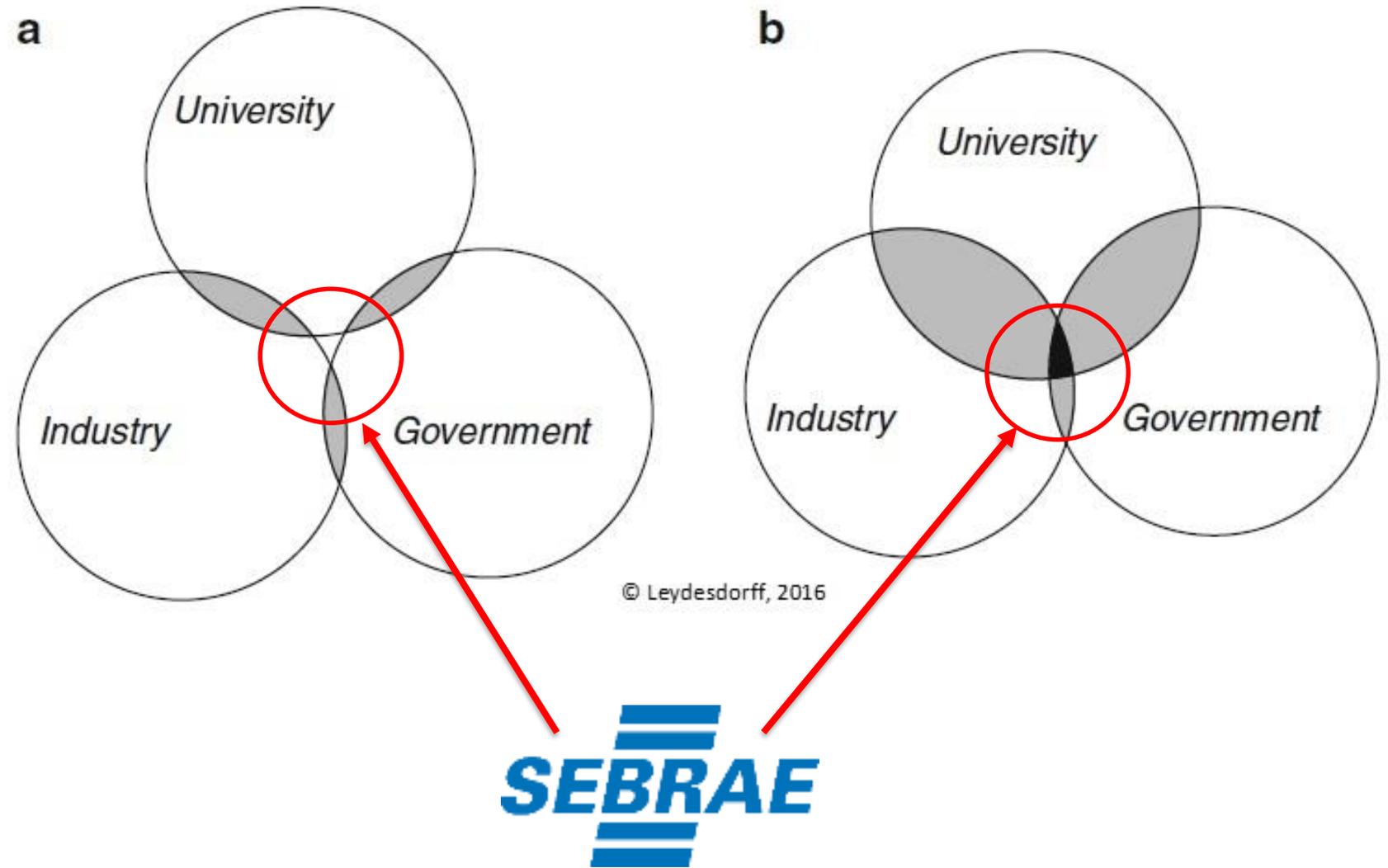






Triple Helix of University-Industry-Government Relations,

Fig. 1 A triple helix configuration with negative and positive overlap among the three subsystems



About

Focusing on entrepreneurial incentives and the sustainable development of small business, Sebrae acts in:



Access to new markets



Entrepreneurial
Education



Public Policies that foster a
more favorable legal
environment



Access to technology and
innovation

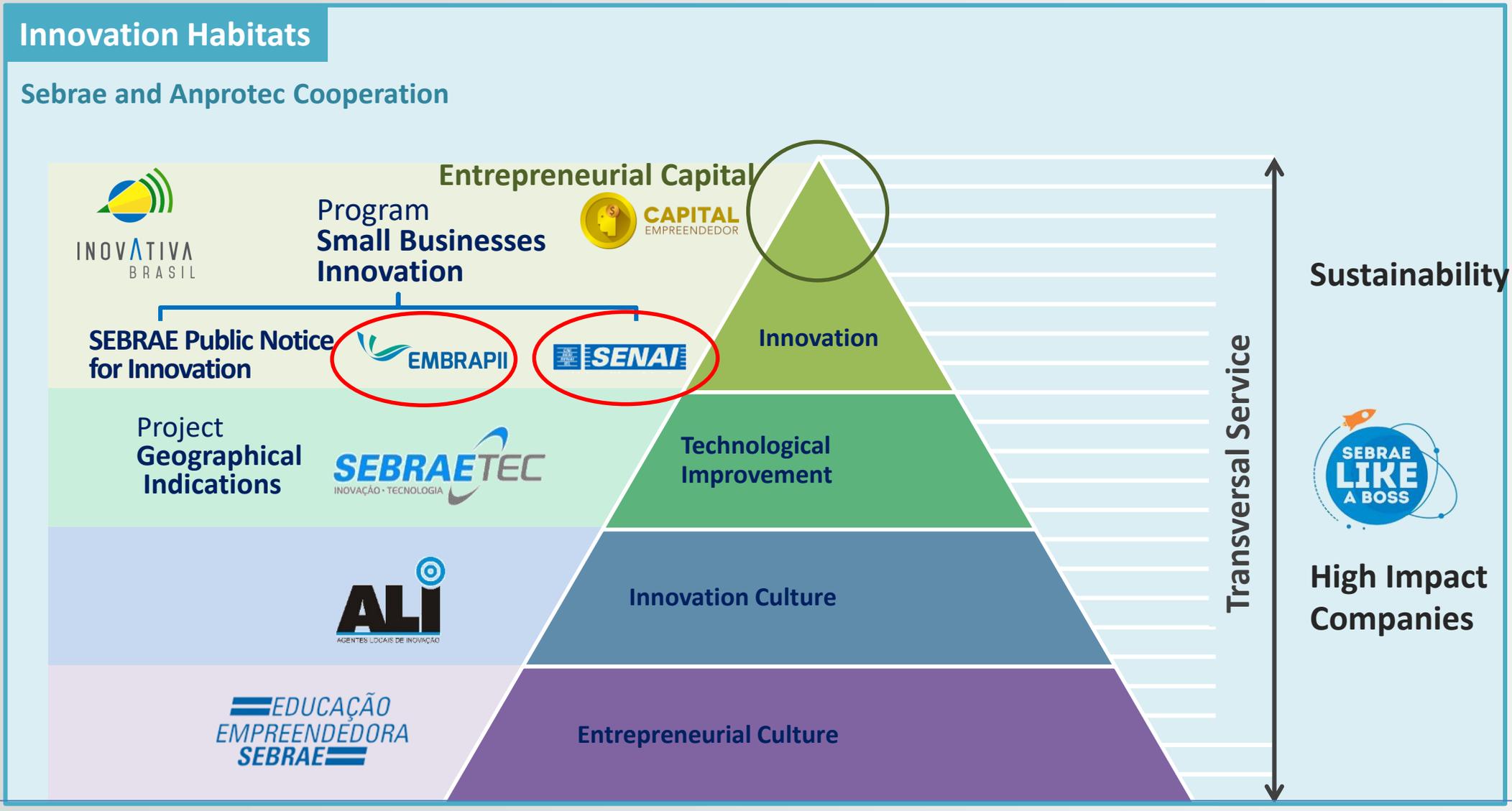


Entrepreneurs
and Business
persons training



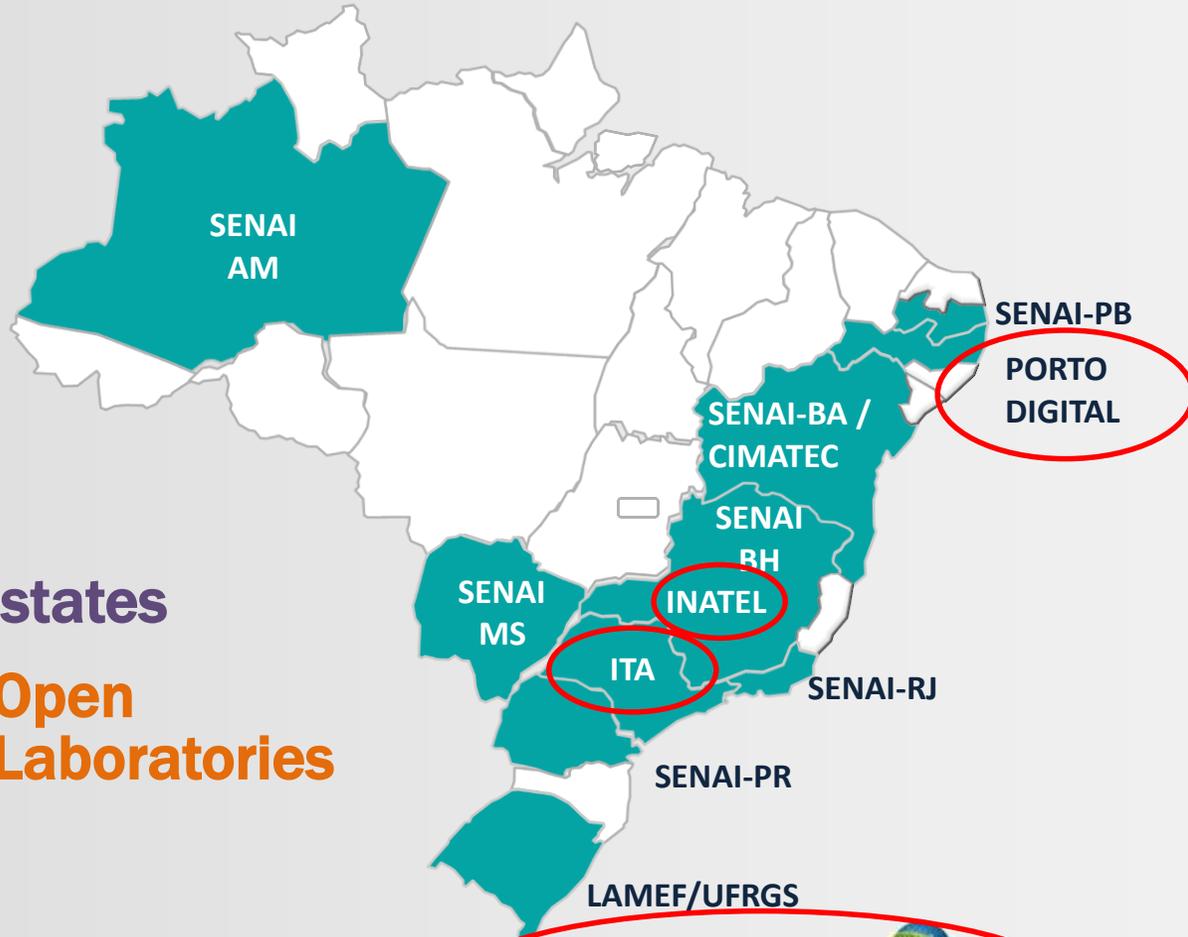
Access to financial
services orientation

Intervention x complexity





Technology service template for users integrated by open ICT laboratories



10 states

11 Open Laboratories



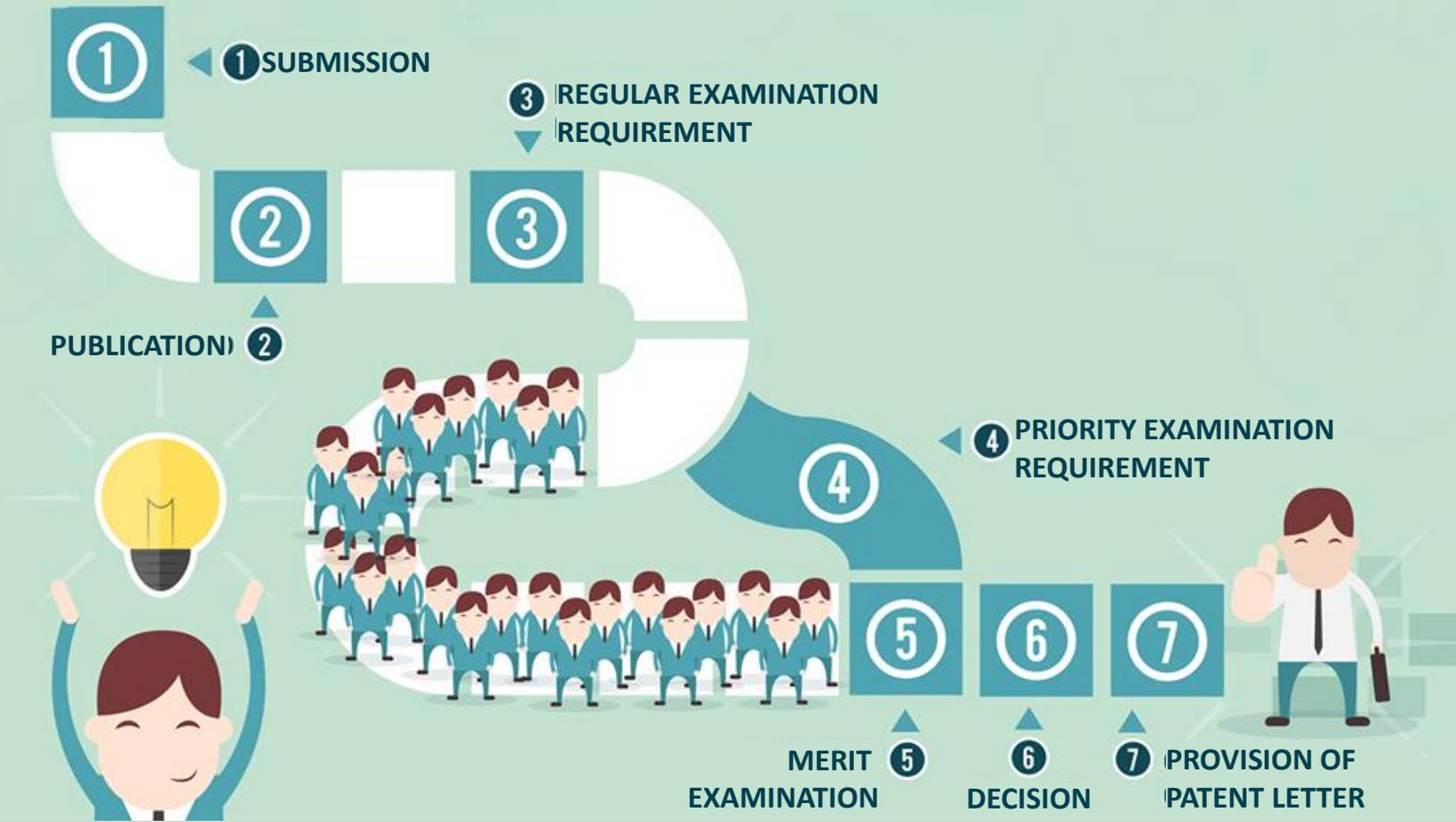
Small Businesses operation



MSB PATENT

In addition to Sebraetec service, the Intellectual Property service focuses on encouraging and consolidating the strategic use of intellectual property assets from small businesses.

PRIORITY PATENT EXAMINATION
PR Resolution no. 160/2006



Purpose

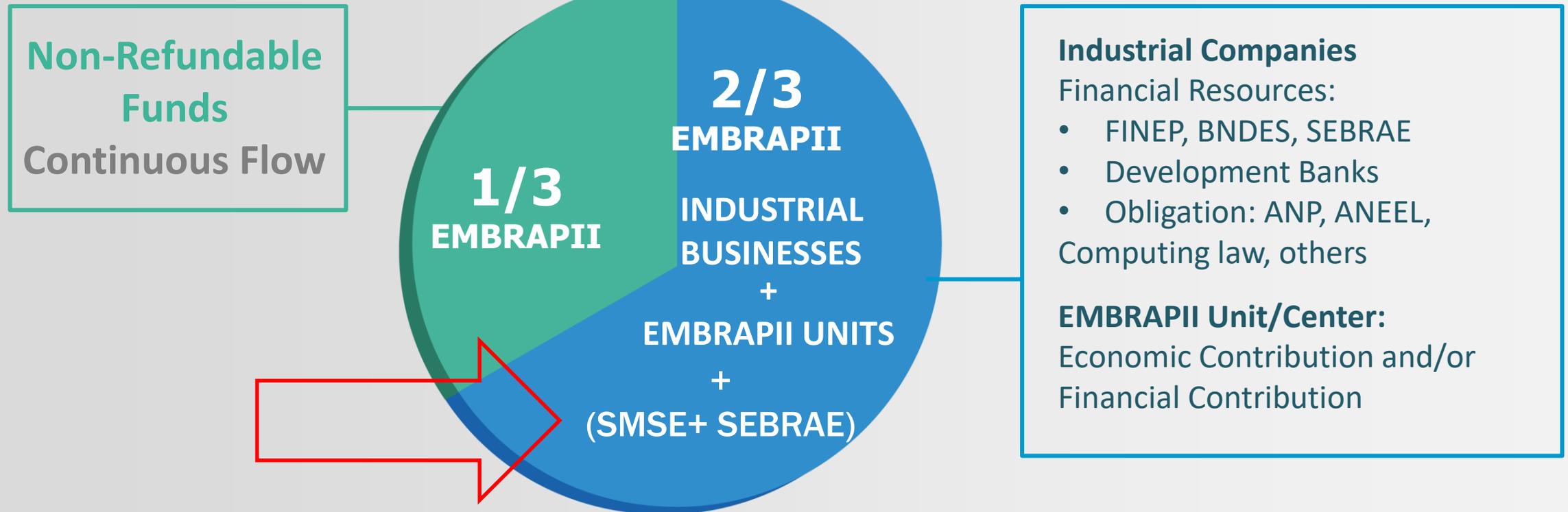
Enable Brazilian Small Businesses access to scientific and technology infrastructure and knowledge of the main Excellence Centers in the country so that they can innovate and differentiate themselves in the market, thus generating effective financial results for businesses.

Justifications of contracting

- Network operation;
- Integration efforts ;
- Internalization of competencies;
- Debureaucratization of the process;
- Enhancement of SEBRAE's investment

**Contract
EMBRAPII**

**Fundraising composition
Embrapii Unit | Amount of projects**



Technology Chaining (Big Companies Tech demands + MSME Tech Solutions – supported by R&D Centers



INOVATIVA
BRASIL

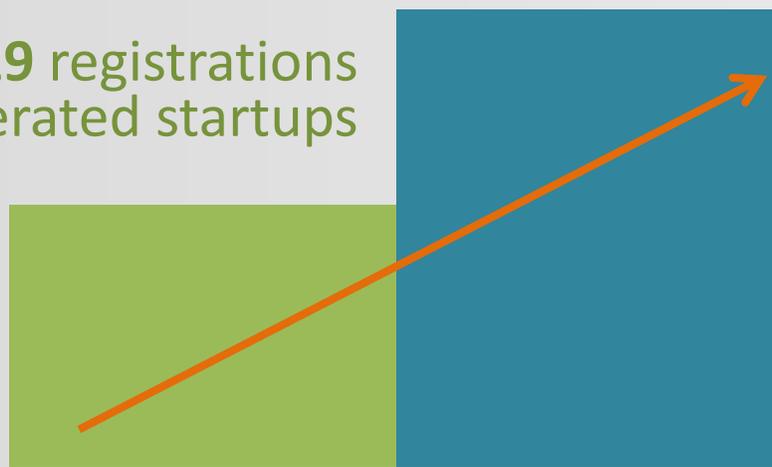
www.inovativabrasil.com.br

Startups acceleration platform aimed at transforming promising technologies into fast growth companies by offering **solutions, mentoring and approach with investors**

Two acceleration cycles are offered per year.

729 registrations
127 accelerated startups

2,521 registrations
600 accelerated startups



2015

2016

Increase

245% registrations

372% participants

Cycle 2

Registrations open
until 07/10/2017

+500

Network mentors

MINISTÉRIO DA
INDÚSTRIA, COMÉRCIO EXTERIOR
E SERVIÇOS



SEBRAE

Operation with Incubators



The partnership between Sebrae and Anprotec is especially aimed at producing contents, qualification, as well as other initiatives that contribute to the development of companies incubators in Brazil. INVESTMENT: BRL 20 million

+1 thousand Participants in Anprotec Conference

+1.2 thousand Qualified managers in Cerne methodology

91 Selected incubators in Cerne 2 public notice

455 Companies served in 17 states

43 Active innovation habitats in Land2land platform



SEBRAE STARTUP WAY



STARTUPS: 1,800
IT BUSINESSES: 400
E-COMMERCE: 400

SERVICES IN 2017



EXPERIENCES



STAR



SOLUTIONS FOR BUSINESSES WITH HIGH IMPACT POTENTIAL



BUSINESS MENTORING



STRATEGIC EVENTS AND PARTNERSHIPS

EXPERIENCES



TRACTION

SEBRAE STARTUP SERVICE PROJECTS



Governance Program for Startups



Relationship with Investors



DemoDay Sebrae Headquarters #sebraelikeabossLUP



SEBRAE INNOVATION PUBLIC NOTICE



BUSINESS MENTORING



ENTREPRENEURIAL CAPITAL



TECHNOLOGY CHAIN



STRATEGIC EVENTS AND PARTNERSHIPS

EXPERIENCES



OPERATION

STARTUP SERVICE SEBRAE PROJECTS



Creativity



Advanced Canvas



How to make a pitch



Validation Tools



Marketing and Sales



Metrics for Startups



Legal aspects for Startups



Investment sources



Pitch coaching



DemoDay Sebrae



MEETUPS



INCUBATORS



LOCAL INNOVATION AGENTS



"MN" INNOVATION CHALLENGES



STRATEGIC EVENTS AND PARTNERSHIPS

EXPERIENCES



IDEA



EMPRETEC



START WELL Transform your idea into Business Model



START WELL How to Validate your business model



START WELL Formalization



DO IT YOURSELF BUSINESS MODEL (SEBRAE - MINAS GERAIS UNIT)



START WELL Entrepreneurship



START WELL Market Analysis



Storytelling: how to tell stories



START WELL Integrated Business Management



BUSINESS MARATHON



STRATEGIC EVENTS AND PARTNERSHIPS

EXPERIENCES



CURIOSITY



ENTREPRENEURIAL EDUCATION Empreendedorismo em 2 tempos lecture



ENTREPRENEURIAL EDUCATION Entrepreneurship and Innovation Subject



ENTREPRENEURIAL EDUCATION Extension Project in Social Entrepreneurship and Social Impact Business



ENTREPRENEUR UNIVERSITY CHALLENGE



ENTREPRENEURSHIP FAIR



ESSENCIAL GUIDE FOR NEW ENTREPRENEURS (SEBRAE - STATE OF MINAS GERAIS)



WEB SERIES NEW ENTREPRENEURS (SEBRAE - STATE OF MINAS GERAIS)

ENDEAVOR



STRATEGIC EVENTS AND PARTNERSHIPS

SEBRAE STARTUP WAY



CONEXÕES



ABVCAP



ENDEAVOR



APEX-BRASIL



ABRAIL



ANJOS DO BRASIL



SOFTEX



CNI/IEL



OPENCITY LAB



EQUITY



ANPROTEC



SENAI / SESI



ABSTARTUPS



TECH STARS



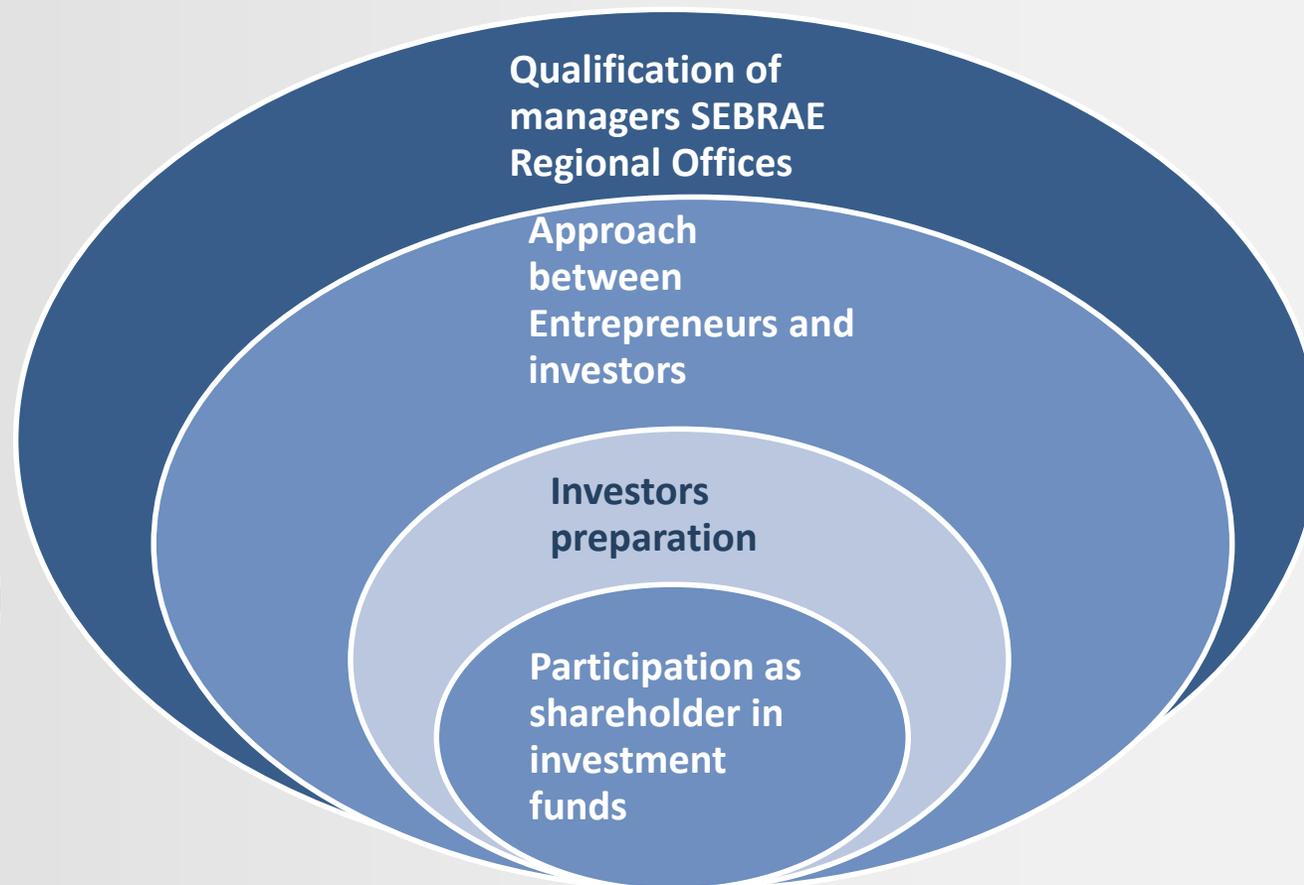
INSTITUTO CAMPUS PARTY

UNIVERSIDADE



Entrepreneurial Capital

Guide small businesses on capitalization alternatives via entrepreneurial capital



Geographical Indications

INPI INSTITUTO NACIONAL DA PROPRIEDADE INDUSTRIAL

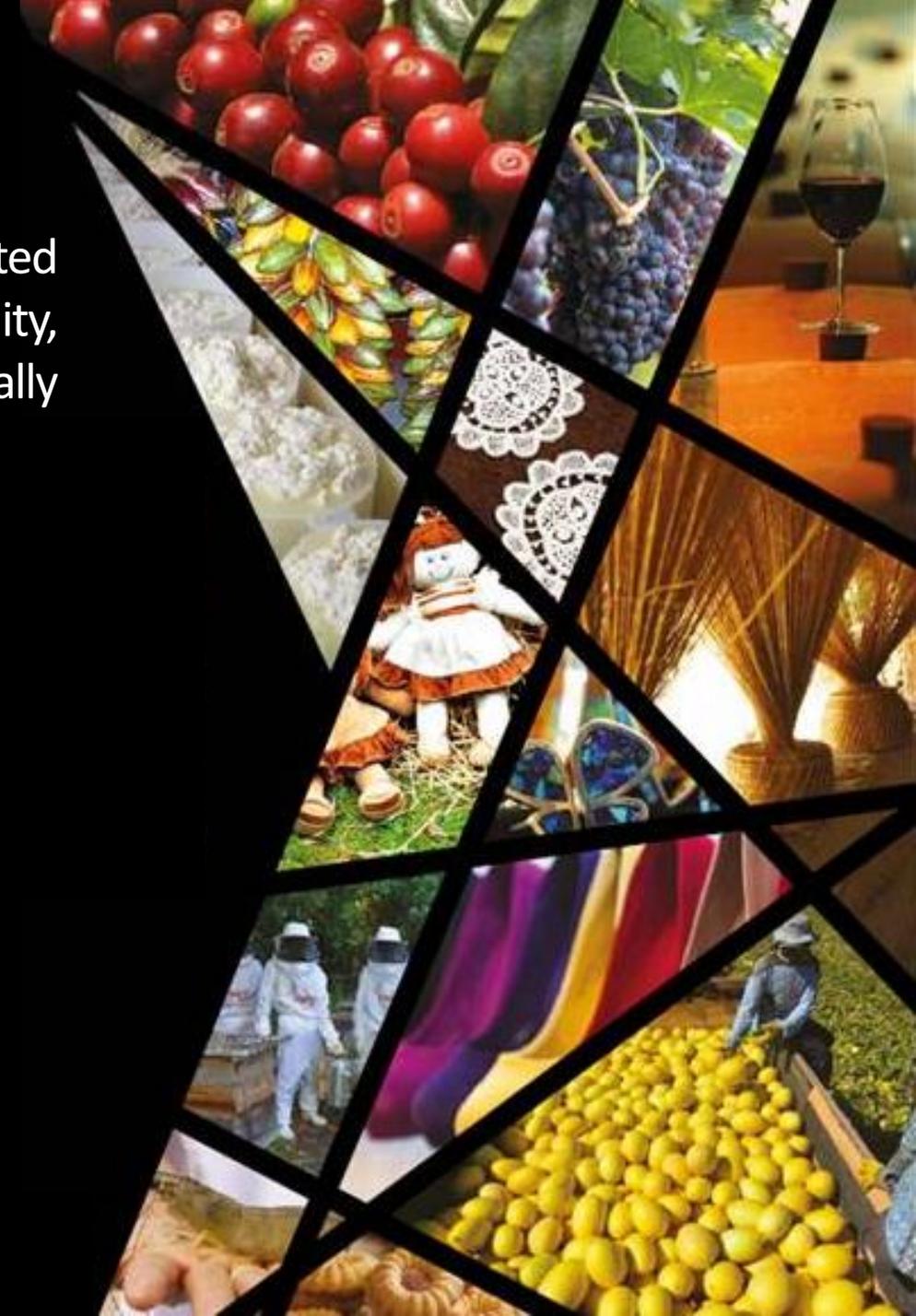
Identifies a product as from delimited geographical area where a particular quality, reputation or other characteristic is essentially attributed to such geographical origin

SEBRAE operation steps

 **Diagnosis**  **Structuring**  **Market**

51 geographical indications

+35,000 producers and businesses benefited





Sustainability in Small Business



**AWARDS 2018
WINNER**

**PRESENTIAL
70,000 site visits
28 Countries**

**ONLINE ACCESS
7 million impacted people**



Centro Sebrae de
Sustentabilidade

Sustainability Intelligence



Best Practices -
Business Cases



Research and Studies



Intelligence Reports



Booklets and guides



Infographic



Videos



Business Models

Sustainability:

Sebraetec accredited service providers



Water.....	111
Energy.....	152
Sustainability Management.....	379
Air Quality.....	40
Residues/Solid Waste.....	198

**More than
4000 small
business
serviced in
2017**



6 Sustainability Trends For Small Businesses

It was written by the journalist, business sustainability consultant and president of Ideia Sustentável, Ricardo Voltolini, commissioned by CSS.

In this new edition, the study presents a synthesis with 6 trends. They are the result of research, consultations and interviews with 70 national and international experts, 25 business leaders and 35 books, papers and conferences.

6 TENDÊNCIAS DE SUSTENTABILIDADE PARA PEQUENOS NEGÓCIOS



Realização:

SEBRAE

Centro Sebrae de Sustentabilidade

1 - Entrepreneurship with Purpose

Developing your own business has become not only an alternative to a personal purpose or the solution of concerns related to socio-environmental challenges, but also a way out for professionals who, discouraged by the bureaucracies of the corporate world, choose to create their companies and lead according to their values and beliefs.



TENDÊNCIA 1:

EMPREENDEDORISMO COM PROPÓSITO

POWER INDUSTRY

2 - Diversity as a Competitive Advantage

The so-called "minorities", which for a long time have not been perceived as potential consumer audiences, begin to see their interests included in the lines of products and services of large companies, but above all, they themselves seek to satisfy their needs and demands. bet on entrepreneurship as a form of expression in society and also as a source of income generation with greater possibility of growth, since blacks, women, people with disabilities (PCDs), lesbian, gay, bisexual, transvestites, transsexuals and transgender people (LGBT)) and other groups still face serious restrictions on joining - and developing - the market.



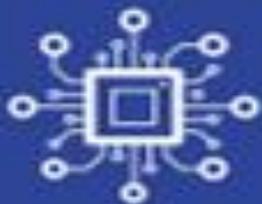
TENDÊNCIA 2:

DIVERSIDADE COMO VANTAGEM COMPETITIVA



3 - Innovation and Technology in favor of more Sustainable Business

Given the imminent scarcity of resources pointed out by international scientists and researchers, mainly due to changes in the climate, innovation becomes a key part for the development of digital products, services and technologies less impacting the environment and society. This is a complex challenge for large companies, because of the pace at which they tend to respond to change, and a broad field of new business opportunities for entrepreneurs, for their agility and creative ability.



TENDÊNCIA 3:

**INOVAÇÃO E TECNOLOGIA EM FAVOR DE
NEGÓCIOS MAIS SUSTENTÁVEIS**

4 - Collaborative Economy as a Source of Growth

In an increasingly connected world, with more informed people, aware of what is happening in their neighborhood and the planet, full of desire to create new solutions and contribute to society, companies need to reinvent themselves to meet the demands of this new scenario. When everything is intertwined, collaboration becomes the key to raising business to success.



TENDÊNCIA 4:

ECONOMIA COLABORATIVA COMO FONTE DE CRESCIMENTO

5 - Circular Economy as a Business Opportunity

The planet begins to show signs that it will not support for many years the traditional model of production of the capitalist system. Society buys and disposes of products at an unbridled speed and the environment has been charging its price. It is time to rethink linear models and adopt a more responsible logic, linked to circular economy.



TENDÊNCIA 5:

ECONOMIA CIRCULAR COMO OPORTUNIDADE DE NEGÓCIO

6 - Sustainable Cities, Environments for Entrepreneurship

The challenge of solving socio-environmental issues to make urban spaces more sustainable, such as maintaining air quality and guaranteeing citizens' rights, involves not only governments and civil society, but also businesses - especially small businesses - that can offer products and services specific to the local reality.



TENDÊNCIA 6:

CIDADES SUSTENTÁVEIS, AMBIENTES PARA O EMPREENDEDORISMO



COSMETICS BASED ON AMAZON SUPPLIES

Develop regulatory, technological and marketing knowledge of the sustainable productive business opportunities of the forest based cosmetics chain of the amazon region.



COSMÉTICOS
de base florestal da
AMAZÔNIA

SEBRAE



Thank you!

Agnaldo Dantas
agnaldo.dantas@sebrae.com.br