Small Businesses in the Brazilian Economy

Distribution per sector

- Commerce: 42%
- Services: 37%
- Industry: 13%
- Construction: 7%
- Agriculture: 1%

Source: Data Sebrae (2017)
Small Businesses in the Brazilian Economy

General Data

- Total of Businesses: 98.5%
- Formal Jobs: 54%
- Aggregated Salaries: 43.6%
- Gross Domestic Product (GDP): 27%
- Exports Volume: 0.9%

Source: Strategic Management Unit / Sebrae Headquarters (2017)
From Triple to Quadruple and quintuple innovation Helix perspectives

SDGs!
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

Innovation Habitats

Sebrae and Anprotec Cooperation

Entrepreneurial Capital

Program Small Businesses Innovation

SEBRAE Public Notice for Innovation

Project Geographical Indications

Technological Improvement

Innovation Culture

Entrepreneurial Culture

Sustainability

Transversal Service

High Impact Companies
Technology service template for users integrated by open ICT laboratories

10 states
11 Open Laboratories

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

Embrapii Unit | Amount of projects

Non-Refundable Funds
Continuous Flow

1/3 Embrapii
Industrial Businesses
+ Embrapii Units
+ (SMSE+ SEBRAE)

2/3 Embrapii

Industrial Companies
Financial Resources:
- FINEP, BNDES, SEBRAE
- Development Banks
- Obligation: ANP, ANEEL,
Computing law, others

Embrapii Unit/Center:
Economic Contribution and/or
Financial Contribution

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

**2015**
- 729 registrations
- 127 accelerated startups

**2016**
- 2,521 registrations
- 600 accelerated startups

**Increase**
- 245% registrations
- 372% participants

Cycle 2
Registrations open until 07/10/2017

www.inovativabrasil.com.br
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

**Operation with Incubators**

- **Participants in Anprotec Conference**: +1 thousand
- **Qualified managers in Cerne methodology**: +1.2 thousand
- **Selected incubators in Cerne 2 public notice**: 91
- **Companies served in 17 states**: 455
- **Active innovation habitats in Land2land platform**: 43
SEBRAE STARTUP WAY

STARTUPS: 1,800
IT BUSINESSES: 400
E-COMMERCE: 400
SERVICES IN 2017
Entrepreneurial Capital

Guide small businesses on capitalization alternatives via entrepreneurial capital

Qualification of managers SEBRAE Regional Offices

Approach between Entrepreneurs and investors

Investors preparation

Participation as shareholder in investment funds

In partnership
Geographical Indications

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
Online Access
7 million impacted people

Presential
70,000 site visits
28 Countries
Sustainability Intelligence

- Best Practices - Business Cases
- Research and Studies
- Intelligence Reports
- Booklets and guides
- Infographic
- Videos
- Business Models
Sustainability: Sebraetec accredited service providers

More than 4000 small business serviced in 2017

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

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