



## Program Structure

### Check out the steps of this climb:

#### STAGE 1: Setting the Stage | An overview of the Brazilian market

A maximum of 40 companies will be selected to join this stage of the program where they will be provided with a local market report overview of the sectors where each company operates. The report is intended to provide each company with more sector-based details on the market they are looking to enter. They will also participate in webinars that will provide an overview of the:

- The Brazilian business environment including details on legal and taxes issues;
- A dialogue with foreign tech companies already operating in the country and their feedback on experiences and lessons learned;
- An overview of the business culture and what that means in terms of customer approach and relationship.





## **STAGE 2: Immersion Experience | Identifying customers and understanding how Brazil operates**


A maximum of twenty (20) companies will be selected to the second stage of the program to initiate their penetration process in Brazil. This stage is divided into two parts, an online and onsite.

### **Online**

In this stage each company will go through an online interview with a professional business strategic planners to understand more of the company's product and elaborate a strategic plan to enter the Brazilian market, identify potential customers and secure meetings for the onsite part of the program. The companies will also participate in online training sessions on key topics related to doing business in Brazil, adapting your product to the local market, understanding your customer and knowing who potential local partners and investors are.

### **Onsite**

The companies will spend a total of three (3) weeks in Brazil. The onsite part will be hosted in Cubo Itaú – the most relevant innovation hub in Latin America based in Sao Paulo–, and will also explore additional cities across Brazil. The program will focus on meetings with potential customers, networking sessions with local experts, potential partners, and investors.





### **STAGE 3: Post Program Support**

After the formal ending of the immersion experience (stage 2), this time will be dedicated for a 6 months post program support.

Individual calls will be arranged with the companies and the ScaleUp inBrazil team directly during this period.

