

# ScaleUp inBrazil



A landing pad for innovative tech companies

abvcap

apexBrasil

 ISRAEL Trade & Investment  
Brazil

Enterprise  
Singapore

JETRO  
Japan External Trade Organization



## **We are the bridge connecting you to Brazil**

The ScaleUp inBrazil program aims to bridge the gap and provide international innovative companies the methodology and tools they need to validate their product, secure customers and fast forward their operations in Brazil.

### **Learn and do business with industry experts and leaders**

The program focuses on five main pillars:

1. **Customers:** access to potential customers, corporations and strategic partners;
2. **Market Strategy:** strategic support to market access;
3. **Knowledge:** workshop with specialists addressing the mandatory information for a company to operate in Brazil;
4. **Cultural Environment:** support for an easier navigation through Brazilian business cultural environment;
5. **Funding:** access to local investors to expand the Brazilian operations



## Highlights of the previous two editions of the program

**15**

Accelerated Companies

**+300**

meetings with potential clients

**+60**

proofs of concept

**12**

Contracts signed

**\$ 9.96**

mm raised for local operation

**17**

new employees in Brazil

## The program welcomes companies from all sectors.

Batch I	Batch II
<a href="#">Cybereason   cybersecurity</a>	<a href="#">AgroScout   agtech</a>
<a href="#">Intervyo   HRtech</a>	<a href="#">Aleph Farms   foodtech</a>
<a href="#">SeeTree   agtech</a>	<a href="#">Autofleet   transportation and mobility</a>
<a href="#">Shelfy.io (formely SuperUp)   retailtech</a>	<a href="#">Appnext   adtech &amp; martech</a>
<a href="#">SysAid   software</a>	<a href="#">Docktech   transportation and mobility</a>
	<a href="#">Elgressy   energy &amp; cleantech</a>
	<a href="#">Facetrom   fintech</a>
	<a href="#">Inception   edtech</a>
	<a href="#">Medic Vision   medtech</a>
	<a href="#">Viridix   agtech</a>

# In this edition Israeli, Japanese and Singaporean startups can be accelerated in the ScaleUp inBrazil program

The program allowed two new partnering countries for a two-year cycle of the following next two editions (2022 and 2023): Japan and Singapore. This means that in addition to Israel-based startups, technology companies based in these two countries will also be able to participate in the ScaleUp inBrazil program.

The selection of a new partnering country requires the application of a national entity with an office in Brazil. The applicants are evaluated according to three criteria: its position in the Global Innovation Index published by WIPO; the submission of a list of potential companies willing to expand to Brazil; and the identification of the major challenges of country-based companies with operations in Brazil had to penetrate the Brazilian market.

## Find out more about the institutions that will be with you in this journey



Founded in 2000, ABVCAP is a non-profit organization that represents the private equity and venture capital industry and promotes the development of long-term investments. In more than two decades, ABVCAP has helped to improve industry conditions, advance understanding about the industry and promote best practices that are aligned with international industry



The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) works to promote Brazilian products and services abroad, and to attract foreign investment to strategic sectors of the Brazilian economy.



Israel Trade & Investment in São Paulo is a part of the Foreign Administration of the Ministry of Economy and Industry of Israel.



Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.



JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world.



## Program Structure

### Check out the steps of this climb:


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

A maximum of 30 companies will be selected to join this stage of the program, in which 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 I | 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 in two parts, online and onsite.





## **Online**

In this stage each company will go through an online interview with a professional biz dev expert 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**

Companies will be hosted in São Paulo and will participate in business meetings with potential clients, workshops and meetups.

## **STAGE 3: Product Pivot**

Upon completion of stage 2, the entrepreneurs will return to their countries and continue to adapt their products/services to the Brazilian market. We expect that at this stage companies will:

- Implement the product pivots identified during the immersion phase to deliver a minimum viable product to customers as quickly as possible



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- Participate in weekly individual company online discussions with the program managers
  - Continue with customer identification and relationship nurturing
  - Plan next steps for Brazil's market penetration and business development

### **STAGE 4: Immersion Experience II | Proof of Concept to the Brazilian market**

Immersion experience II is dedicated to presenting the main hubs of the Brazilian innovation ecosystem.

The companies will also have the opportunity of follow up meetings with potential clients met during Immersion I as well as meetings with new potential clients and partners.

### **STAGE 5: Post Program Support**

Scaling up is not easy especially if entering a new market. Understanding that this is a long-term process, the ScaleUp inBrazil program will continue to provide value-added services and support to the selected entrepreneurs for a period of 6 months by:

> Providing access to all the recorded training sessions held in the program.

>Providing support through an advisory committee composed of the program sponsors and experts in the entrepreneur's sectors to provide advice and introductions to Brazilian customers, suppliers, service providers, technical experts, regulators and government officials



## Selection process:

All registrants will be evaluated by the selection committee, which is comprised of members of ABVCAP, Apex-Brasil as well as VCs and CVCs from Brazil and from the partnering countries.

## Timeline

The main investment a participant must have is with time and dedication to the activities.

<b>Duration:</b> 16 months	<b>Format:</b> online and in person
Registrations open	March 7, 2022
Registrations close	June 12, 2022
Announcement of selected companies for Stage 1	July 7, 2022
<b>Stage 1:</b> Setting the Stage	July 26, 2022 - September 9, 2022
<b>Stage 2:</b> Immersion I	October 17, 2022 - October 28, 2022
<b>Stage 3:</b> Product Pivot	November 7, 2022 - February 1, 2023
<b>Stage 4:</b> Immersion Experience II	February 6, 2023 - February 17, 2023
<b>Stage 5:</b> Post-program support	February 27, 2023 - September 28, 2023

Please note that the schedule is subject to change due to potential changes in the program as well as external factors regarding weather or sanitary/safety conditions that may affect participants.





[I want to apply now](#)

[I want to learn more](#)

## Success never comes alone

That's why we count on a vast and highly qualified network of partners and supporter

- Anjos do Brasil
  - Antera
  - Antonella
  - Bossa Nova
  - BZCP
  - Consulado Geral de Israel
  - Crescera
  - Cubo
  - Cubo health
  - CSN
  - DFG
  - EDP
  - Eretz
  - EY
  - FM Derraik
  - Furukawa
  - GPA
  - GKH
  - Hagihara
  - HITACHI
  - KPTL
  - Kortex
  - Maverick
  - Mindset
  - Oria
  - Sojitz
  - SP Ventures
  - Startup Nation
  - STATE
  - Trutec
  - UMI
  - Veirano
  - VLI
  - Wix
  - X8
  - Acate
  - Agtech garage
  - BVC
  - CDL-BH
  - Champel
  - Chamber
  - Cyber 7
  - Federation Of Israeli Chambers Of Commerce
  - Gav-Yam Negev
  - Innovation Service
  - Israel Innovation Service
  - J-Startup
  - Mati Haifa
  - Minas Gerais
  - Órbi Conecta
  - Origgin
  - Our Crowd
  - Padang & Co
  - Parque Tecnológico - São José dos Campos
  - Pearl Cohen
  - Trendlines
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## **Let's scaleup together!**

**ScaleUp inBrazil is much more than a softlanding program. It is a community of people who truly believes that the more we exchange and support each other the better for our societies and for the expansion of innovation in solving our most pressing problems.**

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Contact us:

