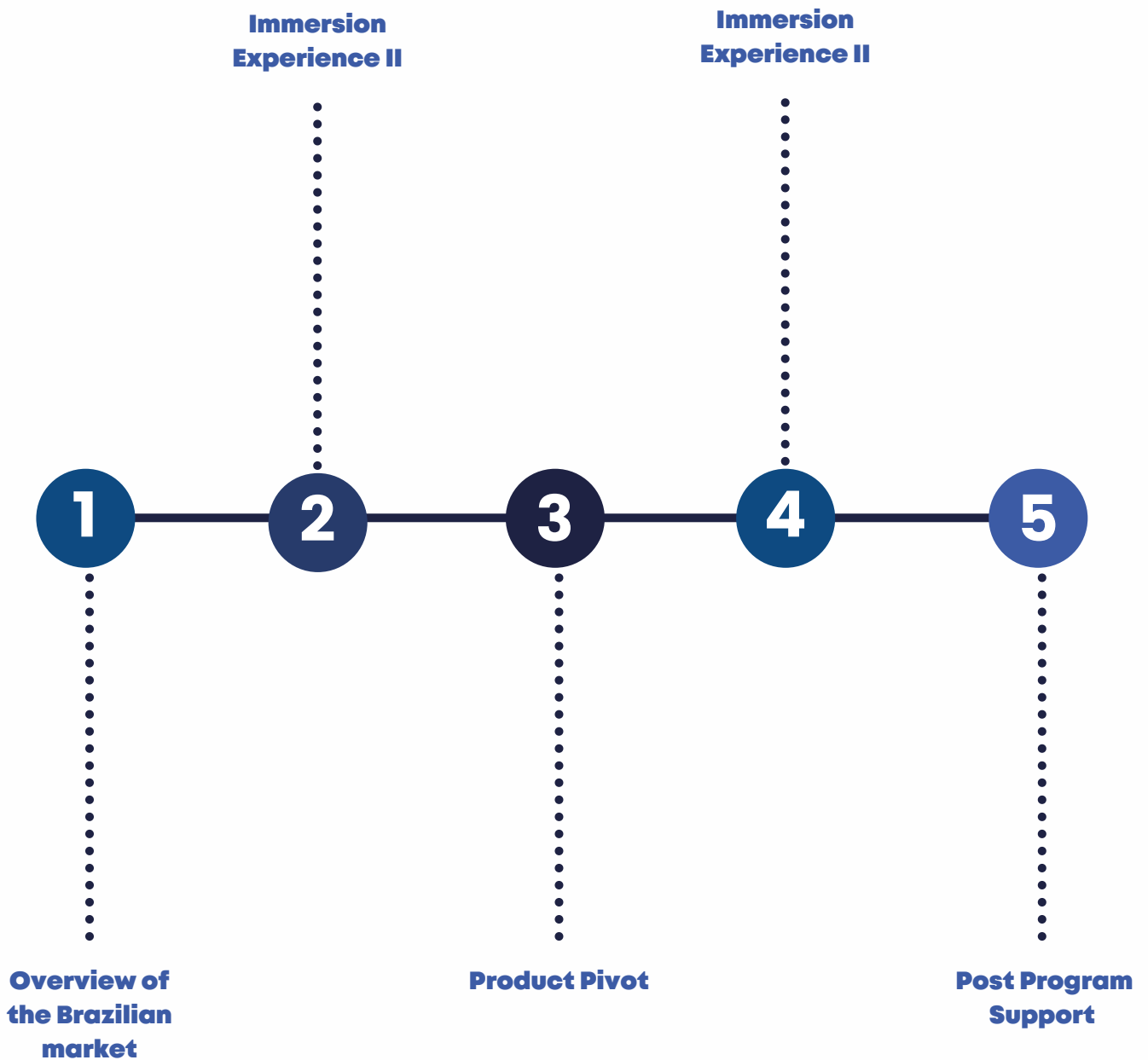


# Program Structure

## 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 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 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 into two parts, an 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

The companies will spend a total of two (2) weeks in Brazil. The onsite part will be held in CUBO, the second largest innovation hub in terms of size located in Sao Paulo.

## STAGE 3: Product Pivot

Upon completion of stage 2, the entrepreneurs will return to their countries and continue with product pivot to develop their company, product and Brazilian market penetration activities. We expect that at this stage you will:

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

- 
- 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 arranged meetings with potential local partners.

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

After the formal ending of the immersion experience II (stage 4), this time will be dedicated for a post program support.

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

