

The advances of the startups' ecosystem in Brazil and the connections with Portugal and the world

The economic crisis – caused by the political uncertainty – delayed the startup ecosystem evolution. Nevertheless, since the beginning of 2018 that Brazil has been making courageous strides comparing with the rest of the world.

Since 2015 acting in the development and acceleration of startups, I've had the opportunity of living different moments with entrepreneurs that risk themselves in the Brazilian ecosystem of innovation and technology.

The time before the apex of the crisis (2015-16) showed an ecosystem full of ideas, however with a regionalized applicability (designed solutions between the necessity of a city, for instance). Any solution must be scalable and needs to work on a global scale to become a big business. Hence, it was hard to imagine that Brazil could someday have its own unicorns (startup company valued at over \$1 billion).

With a great number of Brazilians with no access to bank services and a greater access of the population to electronic devices, the year of 2017 was characterized by the development of Fintechs (startups aimed at financial solutions) and online services (mainly mobility and nutrition). Even so, on visits to the Portuguese ecosystem I could verify that the world was a level up in what concerned startups growth and Brazil needed to fix this gap.

And then 2018 came. The possibilities of improvement on the political scenario – with positive consequences on the economic scenario – were confirmed with the developments throughout the year. Investments were resumed, big groups expanded their operations in Brazil (such as Amazon), whilst big multinational projects and even governmental ones that were suspended were back on track.

This allowed a leverage as never before in previous years. Brazil got 5 unicorns in 2018 and is expected to get 10 more in 2019. The ecosystem improved the way of guiding ideas, shortened decision making ways and gave investors more clarity in what concerns the potential of each analyzed project.

Finally, we can observe the increase of internationalization of businesses in Brazil to the world and vice-versa. In 2018 I worked on the development of Portuguese startups in Brazil and could verify the market potential. In 2019, without a doubt, this potential will be even bigger.