

SEPTEMBER 2021

CNI+SOSA
'GOING GLOBAL'
STARTUP PROGRAM
REPORT.

SOSA



SUMMARY

This report presents an in-depth overview of the inaugural CNI+SOSA 'Going Global' Program in New York.

The CNI+SOSA 'Going Global' Program brought a cohort of six innovative Brazilian startups to initially immerse themselves in New York's tech ecosystem and acutely equip them with the tools needed to expand into the U.S. and additional target markets. The selected companies in this year's program were indicated by Fundo Pitanga and Baita Aceleradora, and include ALTAVE, Decript, I.Systems, Naiad Drug Design, Stattus4, and Vyro Therapeutics.

The pre-launch activities included a PR announcement, curating the program schedule and invited speakers, creation of the minisite, program dealbook, indexing the program participants into SOSA Q, and social media materials. The launch activities included the execution of the program schedule, marketing plan, and introductions. The diverse program schedule included experts workshops and sessions to address various aspects that startups should consider before entering the US and additional prospective markets. In tandem, SOSA and CNI organized market and mentorship introductions, as well as 1:1 calls with each of the startups during and after the program,

The program concluded with notable and ongoing business introductions for the cohort, as further described in this report. This report also includes a debrief summary which reviews the program's results and next steps

Based on the successful completion of the first 'Going Global' program in New York, we believe that CNI's market positioning and the emerging strength of the Brazilian tech ecosystem, combined with CNI and SOSA's strategic partnership, can lead to many more successful virtual and in-person startup programs.

Gianna Sagazio
Director of Innovation, CNI

Uzi Scheffer
CEO, SOSA

PROGRAM ACTIVITIES

HIGHLIGHTS

6

STARTUPS

Indicated by Fundo Pitanga and Baíta Aceleradora... Selected by CNI



14

SESSIONS & WORKSHOPS

Topics curated based on the specific needs of the cohort



24

SPEAKERS

Industry experts speaking from New York, Tel Aviv, Abu Dhabi, London, and Silicon Valley



20+

MENTOR AND B2B MATCHING

Introductions to relevant MNCs, service providers, investors, and venture capital funds



STATS



100%

of participants would recommend the program to other Brazilian entrepreneurs.



85%

of mentor and B2B introductions were found relevant.



40%

of speakers were women founders, VC partners, financial and industry leaders.



91%

Selected speakers were Brazilian-U.S.-based experts or had experience in LATAM tech ecosystems

HIGHLIGHTED SESSIONS

How to Launch and Scale in the U.S. Market

Cementing your U.S. & Brazilian VC Market Approach

Storytelling, Messaging, and Public Speaking

Forging Strategic Partnerships

What VCs talk about AFTER you leave the room

Deciphering the U.S. Regulatory Landscape

OUTCOMES & NEXT STEPS

Significant business opportunities were created for all six companies, including:

- A developed PoC with one of the largest national water companies in the Middle East
- Two companies are in continued conversations with a New York angel investor
- One company is in discussions with an Australia-based innovation fund and a Brazil and U.S.-based growth equity firm.
- One company has decided to incorporate in the United States next month.

Throughout these engagements, and even today, SOSA remains in contact with the cohort to provide support, whether it be editing pitch decks, sending reminder emails or making relevant introductions. We will continue to monitor the program results and are looking forward to seeing the growth of this cohort.

MARKETING ASSETS

HIGHLIGHTS

SOSA and CNI strategically devised and distributed the marketing assets to ensure the cohort received notable traction from potential mentor and market introductions, as well as online exposure on social media channels such as LinkedIn, Twitter, and Facebook. In doing so, we aimed to bolster CNI's program efforts and reputation in supporting Brazilian entrepreneurs.

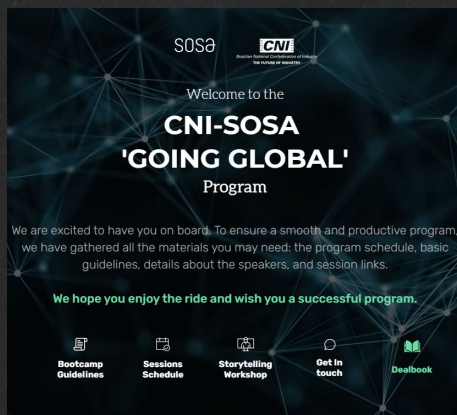
COHORT SPOTLIGHT POST



PRESS RELEASE



PROGRAM SCHEDULE MINI-SITE



COHORT DEALBOOK



TESTIMONIALS

TESTIMONIAL



"The Land-to-Launch was a **"one-of-a-kind"** program. The **high quality** of the material that was presented, the different views of international players and the networking made possible are certainly crucial for high-tech startups in terms of understanding the specifics of the market and the international ecosystem in a unique way. "



PEDRO PENNA

Co-Founder , NAIAD Drug Design

TESTIMONIAL



RAPHAEL RIBEIRO

Strategic Finance, ALTAVE

"Our team was very satisfied with the program; its content was of **high quality** and the new business connections have been fruitful. With the help of this program, we were able to refine our storytelling and pitch, as well as understand the **right actions for the right time** in regards to our expansion to the United States."

THANK YOU.

CONTACT US.
WITH ANY REQUESTS OR
INQUIRIES.

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6

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