



# {startUp} Economia Criativa

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Diálogos MEI  
2017-06-08

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## Tech Entrepreneurship accelerating in Brazil

## M&A / EXIT STARTUPS

**2014**

15 Large VCs (< 500 Mi R\$)  
 20 Accelerators  
 300 Incubators  
 2000 startups/year  
 ~100Mi R\$ public investment  
 From **copycat** model

(Sources: **TECHCRUNCH, ANPROTEC & MCTIC**)



*Detect/Foment Emerging Techies and Business Models through Startups to support local Samsung Business*

**2016**

+25 Large VCs (> 1 Bi R\$)  
 +50 Accelerators (+100 co-works/makerslab)  
 +400 Incubators  
 +5000 startups/year  
 +500Mi R\$ Public Investment  
 +TO **knowledge intensive model**

**2016**

• LAUNCH/PILOT

**2015**

• LEGAL FRAME

Harmonize Informatics Law with Venturing Startups Initiative, ANPROTEC & CCEI.

**2017**

• EXPANSION

**2018**

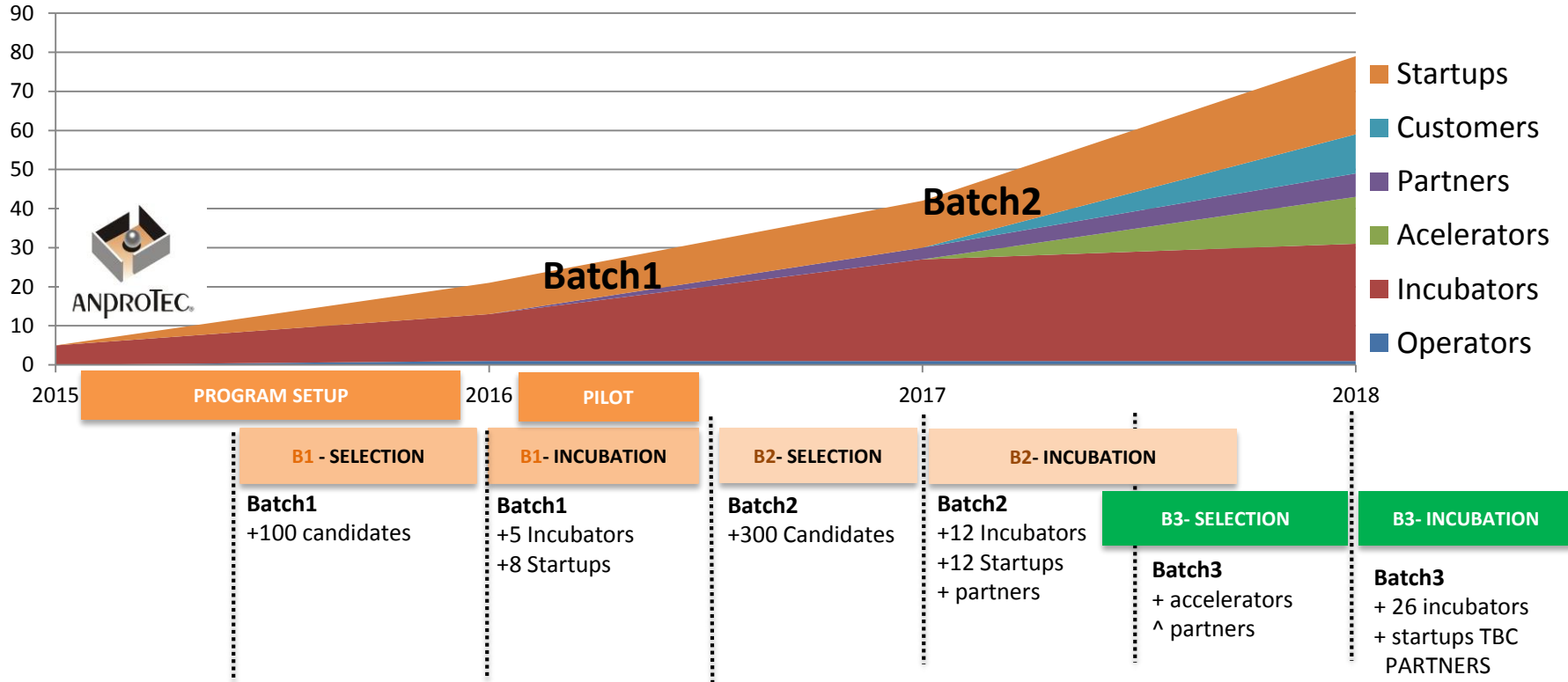
• VENTURE

**2020**

• M&A / EXIT

+50 Startups expected in our portfolio Creative Economy Program

# RAISING UP



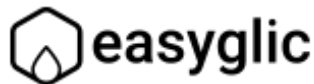
# CREATIVE startups



stratos360



TREEVIA



FLYINGSACI



pixcube

CUBEE

Produto

EvoBooks



Reminds

movsmart  
exercícios inteligentes

Quanto  
gastei

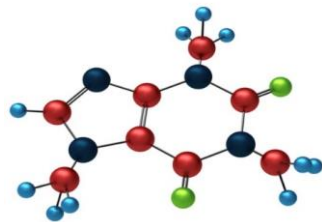
# CREATIVE startups

MINISTÉRIO DA  
CIÊNCIA, TECNOLOGIA,  
INOVAÇÕES E COMUNICAÇÕES

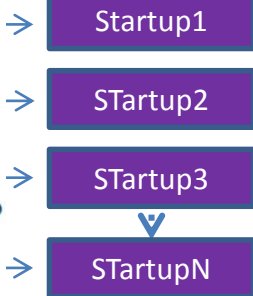


HUB  
SAMSUNG

INCUBADORAS



ACCELERADORAS

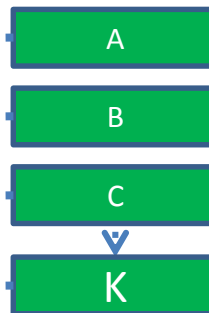


- +Technical Support
- +Financial investment
- +Products & Platform

- +Open Innovation Network
- +Catalyst MVP & IP
- +Business builder



NODES B2B / B2G  
(multi-industry)



- + Technical Support
- + Economic Investment
- + Field Lab + Real world problems

# CREATIVE startups

Portal para Inscrições: <http://anprotec.org.br/samsung>

CREATIVE  
startups

Inscrições  
até 20/08

## TERCEIRA RODADA DO PROGRAMA DE PROMOÇÃO DA ECONOMIA CRIATIVA

seleciona novos empreendedores  
e projetos inovadores



### novidades

+VAGAS PARA STARTUPS  
+INVESTIMENTO

Execução



Patrocínio

**SAMSUNG**

Parceria





**THANKS !**

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