

# THE BIGGEST IMPACT MAPPING OF STARTUPS IN LATIN AMERICA

LATAM POSITIVE IMPACT STARTUP

INNOVATION  
LATAM

FDC FUNDAÇÃO  
DOM CABRAL

iImpact

2020

PLATINUM SPONSORSHIP

ae  
degea



SPONSORSHIP

A.YOSHII

Grant Thornton

METHODOLOGY

FDC FUNDAÇÃO  
DOM CABRAL

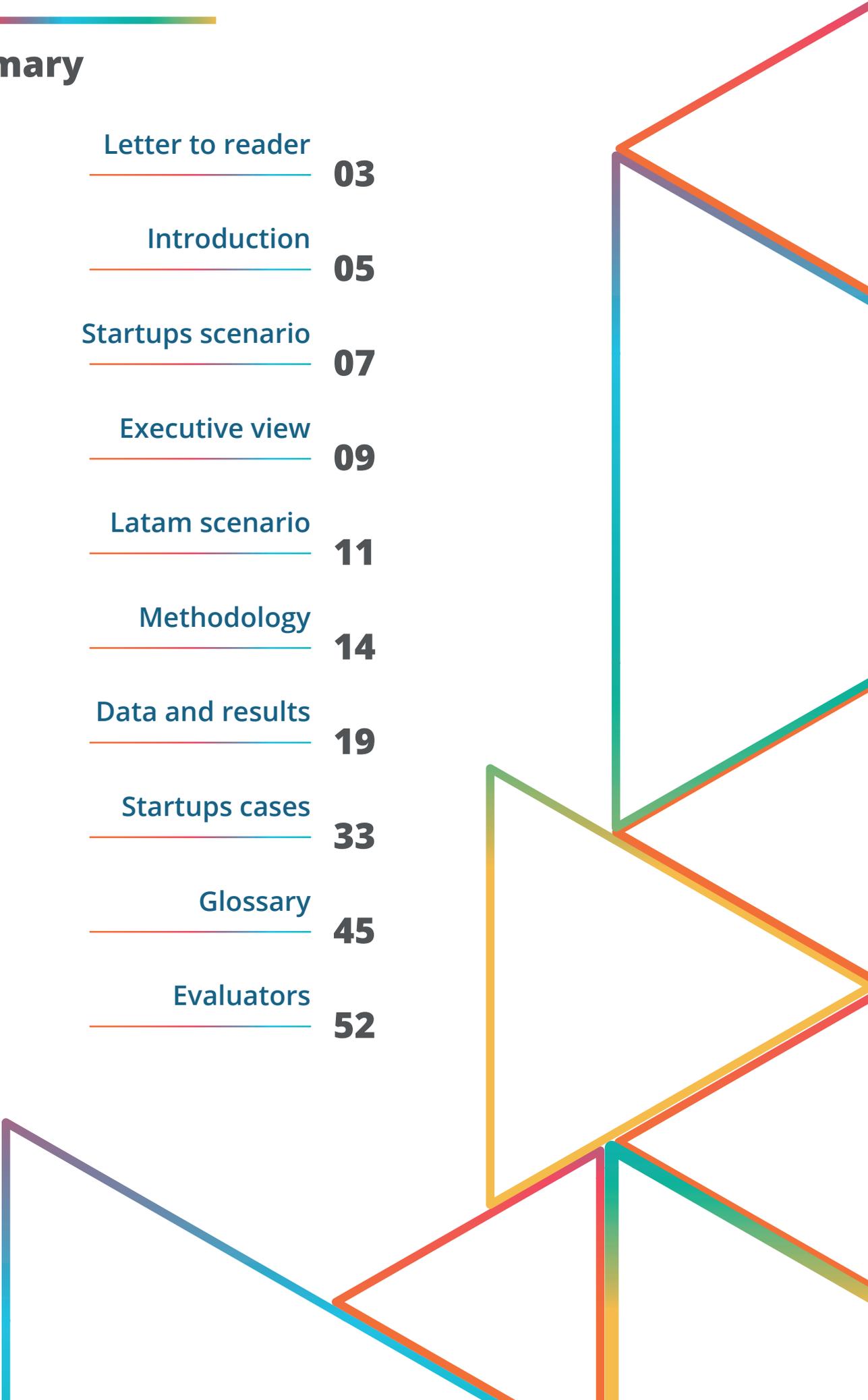
REALIZATION

INNOVATION  
LATAM



## Summary

<u>Letter to reader</u>	<b>03</b>
<u>Introduction</u>	<b>05</b>
<u>Startups scenario</u>	<b>07</b>
<u>Executive view</u>	<b>09</b>
<u>Latam scenario</u>	<b>11</b>
<u>Methodology</u>	<b>14</b>
<u>Data and results</u>	<b>19</b>
<u>Startups cases</u>	<b>33</b>
<u>Glossary</u>	<b>45</b>
<u>Evaluators</u>	<b>52</b>



## The impact purposes and the Sustainable Development Goals

*To talk of impact is to talk of the relationship between cause and effect. Focus on positive impact is gaining strength among businesses, both startups and well-established companies.*

Fundação Dom Cabral is a Brazilian business school that participates, for more than forty years, in the executive education market, adopting international standards. For the 14th consecutive time, FDC was ranked the best business school in Latin America in the Executive Education Ranking issued by English magazine Financial Times.

Relevantly involved in the transformation of society, aware of and performing its role as a business school, FDC presents the results of a social and environmental impact mapping of Latin American startups. To talk of impact is to talk of the relationship between cause and effect. Impacts may be either negative, as when toxic substances leak into rivers, or positive, as greater access to quality education.

Focus on positive impact is gaining strength among businesses, both

startups and well-established companies. Many startups are created for that purpose: the idea that a business has to bring good to everyone, that it must create value for itself and for society and the environment. Impact is the word used to describe a new economic ethics that targets at positive social and environmental results rather than merely at profits.

UNO's 17 Sustainable Development Goals are excellent criteria by which to guide the impact purposes of businesses. The problems currently affecting Latin America are all included in the SDGs and many of them are already being addressed by startups. The mitigation or elimination of these problems is a phenomenon that happens over time. And, certainly, many variables influence the final effect. After all, impact is not a journey to make alone.



**Fabian Salum**

PROFESSOR AT FUNDAÇÃO DOM CABRAL & LEADER OF THE RESEARCH AND METHODOLOGY IIMPACT BADGE



**Karina Coleta**

GUEST PROFESSOR  
FUNDAÇÃO DOM CABRAL

# The challenges of 2020 and the strengthening of social impact in Latin America

**The main objective of this study is to facilitate connections: our region has a vibrant innovation ecosystem with startups engaged in troubleshooting the impact problematics.**

The year 2020 will certainly be remembered for history not only due to the pandemic, but also by the almost exponential growth of corporate awareness in relation to the positive impact they can generate on the planet.

This type of initiative has already been growing in the previous years, but the difficulties imposed by Covid-19 have further fostered the demand of the companies to aid society with the most diverse socio-environmental impact actions, either by direct or indirect investment.

Parallel to this movement, a real explosion is happening in the number of startups and entrepreneurs in virtually every country. The pandemic and the scenario generated by it will certainly propel the emergence of new innovative companies even further. It is possible, including, to make a comparison with the legacy brought about by the crisis of 2008. It was justly after that difficult time faced by the planet that emerged some of the startups that transformed the status quo of their markets. It is the cases of Airbnb, Groupon, Slack, Spotify, Uber and others that surround justly as responses to the difficulties generated by the crisis.

This reflection leads to the conclusion that moments such as these can propel the emergence of new technologies and business models.

Considering this scenario, ilmpact emerges to aid and foster junction among companies in pursuit of developing impact actions and the startups nipped by growth. On the basis of a solid methodology developed by Fundação Dom Cabral, the most relevant business school in Latin America, and Innovation Latam, 509 startups

have been recruited from, practically, all of Latin America (the only country without representatives was Belize). These have gone through diverse filters and analysis until they manage to qualify for the ilmpact badge.

Worth to mention that one of the most important findings of this project is the certainty that our region has a vibrant innovation ecosystem with startups engaged in troubleshooting the impact problematics.

Our expectation, therefore, is that ilmpact consolidates as a tool of support for the social impact ecosystem linked to the 17 SDGs in Latin America.

In this e-book we present some examples of how the connection between large organizations and these social impact startups is generating results in practice. We hope that they inspire more people and organizations to participate in this journey.

Have a good reading!



**João Pedro Brasileiro**  
CEO & FOUNDER  
INNOVATION LATAM



# Introduction





# Introduction

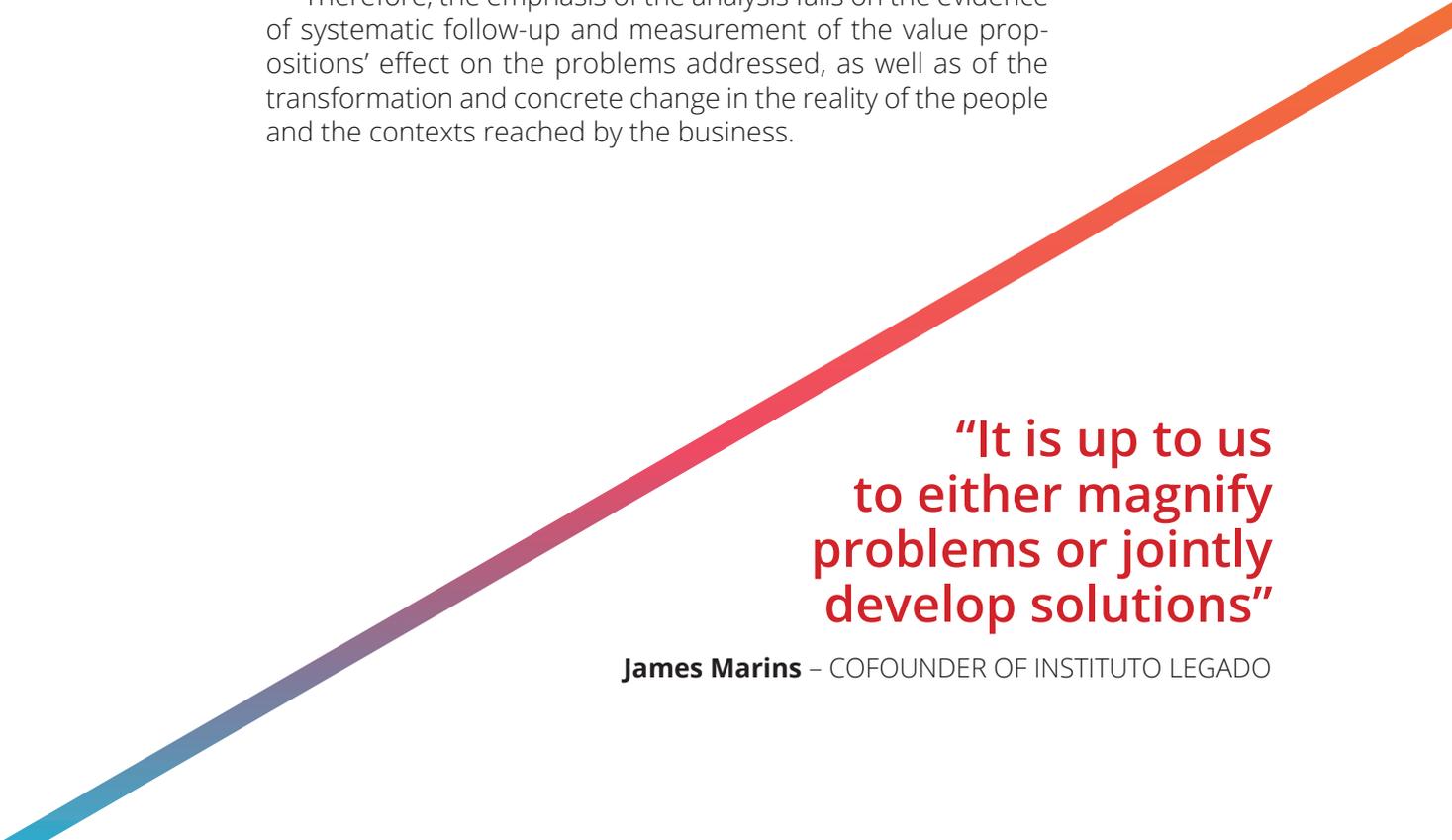
Our age is witnessing a movement where ethical and responsible purpose is becoming part of the DNA of emerging companies. Are they avowedly an impactful business or not, the fact is that we cannot anymore avoid recognising them as a force for good; a force that redefines success criteria and focuses not only on financial achievements but also on effectively contributing to the solution of nearby problems.

Our objective with the ilmpact Badge is to acknowledge the impact of Latin American startups on the solution or mitigation of problems in the context where they operate and in line with the SDG.

Three specific objectives derive from this general picture:

- 1** TO IDENTIFY THE MAJOR PROBLEMS LATIN AMERICAN STARTUPS ADDRESS WITH THE SOLUTIONS THEY DEVELOP. THIS WILL POINT OUT THE MOST IMPORTANT DIRECTIONS BUSINESSES ARE TAKING IN THIS REGARD.
- 2** TO UNDERSTAND HOW (AND IF) STARTUPS PERCEIVE THE CONTRIBUTION THEY GENERATE (OR MAY GENERATE) FOR SOCIETY AND THE ENVIRONMENT.
- 3** TO UNDERSTAND HOW STARTUPS MONITOR, RECORD AND MEASURE THE CONTRIBUTION GENERATED FOR SOCIETY AND THE ENVIRONMENT, TAKING INTO ACCOUNT THE PERSPECTIVE OF THEIR MULTIPLE STAKEHOLDERS.

Therefore, the emphasis of the analysis falls on the evidence of systematic follow-up and measurement of the value propositions' effect on the problems addressed, as well as of the transformation and concrete change in the reality of the people and the contexts reached by the business.



**“It is up to us  
to either magnify  
problems or jointly  
develop solutions”**

**James Marins** – COFOUNDER OF INSTITUTO LEGADO

## Startups impact on Latin America growth

*Job creation and financial inclusion are some of the most frequent impacts*

Research involving 255 Latin American startups and conducted by LAVCA – Latin America Venture Capital Association detected that startups had created twenty-five thousand full-time jobs. This corresponds to 129 new jobs created by each initiative, on average, and demonstrates the potential social impact these companies offer, especially considering that there are approximately thirteen thousand registered startups in Brazil alone.

The study also revealed that 59% of the startups measure some kind of impact such as jobs created or financial inclusion. Besides, 29% said they had achieved gender parity among collaborators.

Nicolas Szekasy, Board member at LAVCA, Partnership Manager at Kaszek Ventures and cofounder of Mercado Livre, believes the region is witnessing the birth of a new generation of Latin American businesspeople, who dare to dream, perform with excellence and build incredible and highly impactful companies.

**29%** of startups have reached gender parity in their workforce <sup>(1)</sup>

*“It seems the next twenty years will be even better. We are reaching a turning point here, as technological tendencies, outstanding talents, capital flows and success stories feed and accelerate this virtuous cycle”,* he said.

The answers collected by LAVCA show how willingly these entrepreneurs will continue to promote social impact. According to the research, 40% of the executives who lead these startups said their organisations are equally focused on profit and on a social or environmental mission, while 3.4% of them even declared that social and environmental objectives prevail over profitability of operations.

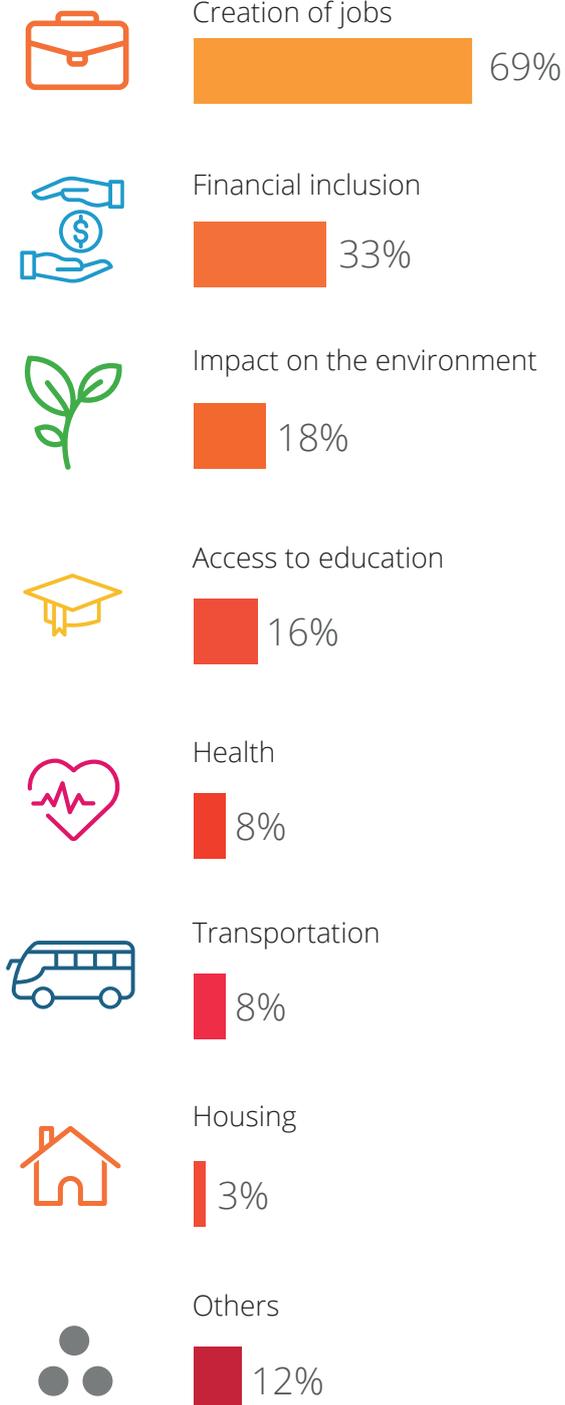


(1) According to Lavca (2018) – Source: <https://ab2l.org.br/wp-content/uploads/2019/05/LAVCA-Inaugural-Startup-Survey-FINAL2-04.24.19.pdf>

# LATIN AMERICAN STARTUPS

(LAVCA - Inaugural Survey of Latin American Startups)

## SOCIAL MISSION FOCUS



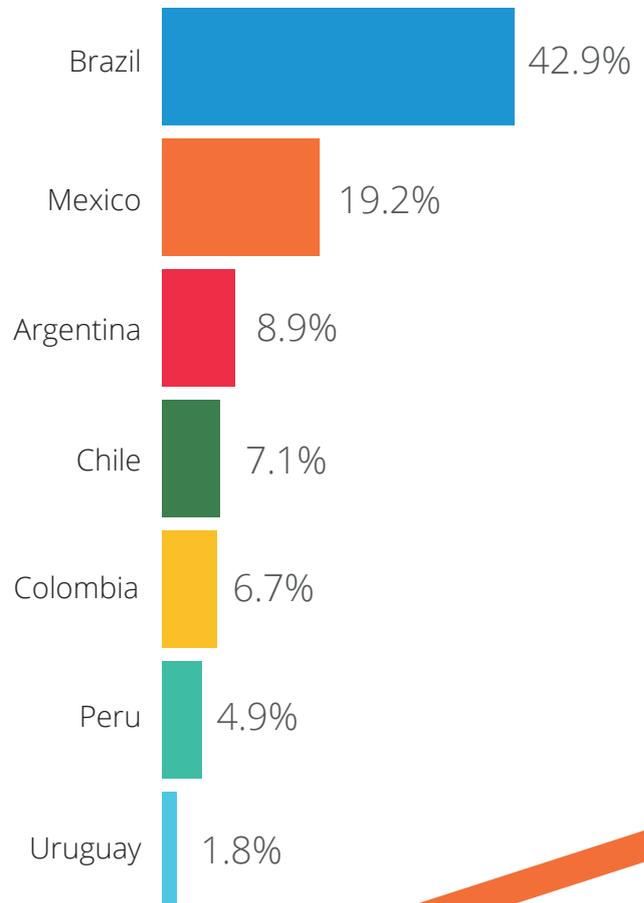
## MARKET STRATEGY OPERATIONS' CORE

**69%** B2B | **29%** B2C

**73%** are using (in all sectors) some type of *big data, machine learning or artificial intelligence*.

STARTUPS OF THE REGION ARE MOSTLY HEADQUARTERED IN THE FOLLOWING COUNTRIES:

% of startups



**40% of the startups are similarly focused on both profit and a social or environmental mission**

## Executive view



### Thinking and Acting Collectively



With technology increasingly important and participating in our daily life, we detect a movement in the market that is making traditional and startup companies richer and closer to each other through mutual and strengthening links. The success of such interactions is clear to see vis-à-vis the demands of society and the environment.

We are feeling the impact we exert on our environment; an impact that, since the beginning of the Industrial Revolution, steadily grows. UN's Sustainable Development Goals (SDG), together with 2030 agenda and other compacts and proposals, are warning us of the situation we have placed ourselves in, and we, as human beings, need to become aware of the impacts we create. As companies, we need to be protagonists and disseminators of a sustainable culture. It is important that an ecosystem be created where companies, startups and society as a whole work together not only in matters of ecological sustainability but also in the economic and social realms. The search for positive impact and harmonic cooperation of economic chains will gradually bring forth a better operating society.

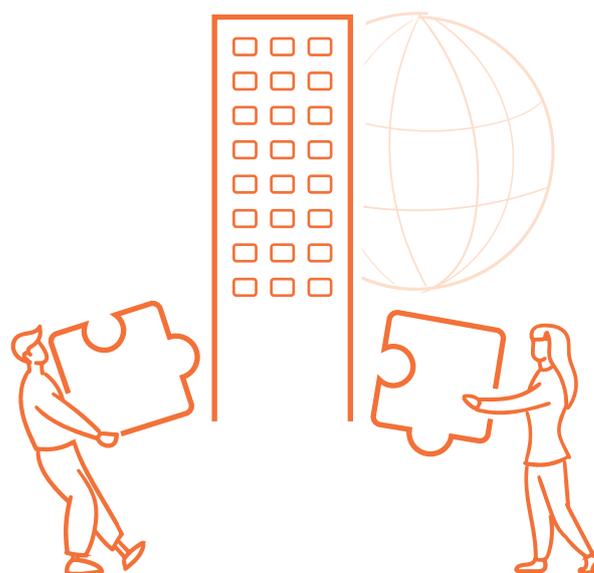
**Simoni da Silva Ziwich Bianchi**

CFO AND PRESIDENT OF INSTITUTO A.YOSHII  
GRUPO A.YOSHII

### The new entrepreneurial generation



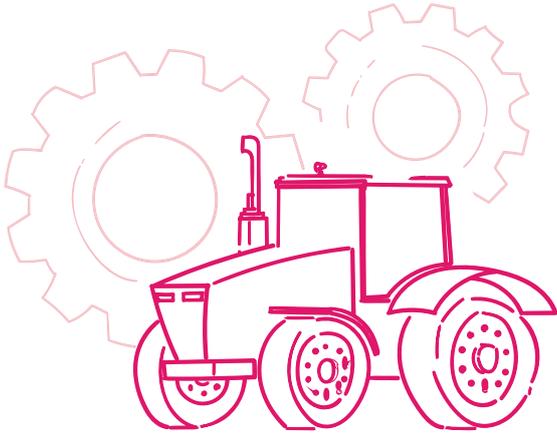
The world is facing unprecedented economic and political challenges. Every year, the World Economic Forum comes out to display our global reality. And companies are urged to more responsibly manage the impact they create in their social, environmental and economic interactions. They are not being able, however, to obtain quick and tangible solutions to productive dynamics that directly impact the lives of millions of people all around the world. Besides, poverty and precariousness of health conditions are constantly increasing. Startups play extremely important roles in such context. The new generation of entrepreneurs that is knocking at our doors does not accept the so far established modus operandi. They see the same things being done in different, faster and increasingly creative ways. Welcome the new generation!



**Meire de Ferreira**

SUSTAINABILITY LEADER  
GRANT THORNTON BRASIL

## Executive view



### How startups contribute to Agribusiness



Agribusiness has always been fertile soil for innovation. Over the last years, startups developed many activities together with agribusiness enterprises to help the industry address the challenge of seeking more agile, modern and digital business models, and support farmers in the management and increase of productivity in a sustainable – and socially and environmentally committed – way. Startups, and the solutions they deliver, are essential for streamlining crops of small Brazilian farmers and expanding credit to agricultural producers of all sizes.

At Corteva Agriscience, we work in partnership with startups. We are the first agribusiness company to ever take part in Itaú Cube (*Cubo Itaú*). Additionally, we also participate in Embrapa's Bridges for Innovation (*Pontes para Inovação*) programme. We are currently developing – together with startups - many projects in the areas of pasture, credit and funding, development of small farmers, machine leasing and on-line negotiation of agricultural products and services. Relationship between startups and multinationals is already here and quickly changing the way we deal with technology in search of a more productive and sustainable sector.

**Douglas Ribeiro**  
MARKETING AND COMMERCIAL  
EFFECTIVENESS DIRECTOR  
CORTEVA AGRISCIENCE

### 2030 Target: to eliminate deforestation



At Cargill, our purpose is to feed the world in a safe, responsible and sustainable way. Accordingly, we recognise the fundamental role played by Brazil in the production of food and our responsibility as a leading Company in the segment. We participate in every stage of the process – from farmers to industry to consumers. And we know we ought to use our influence to promote positive changes.

We have made a bold commitment: to eliminate deforestation from our production chains up to 2030. Our approach acknowledges that alone we will not be able to eliminate deforestation. We know we need to acquaint ourselves with our clients, suppliers and other publics, if we want to promote a multi-stakeholder dialogue and establish partnerships in search of creative and innovative solutions. And, in such a context, working in partnership with startups is essential.

We have the conviction that this is the only way Cargill will really help the world to prosper.



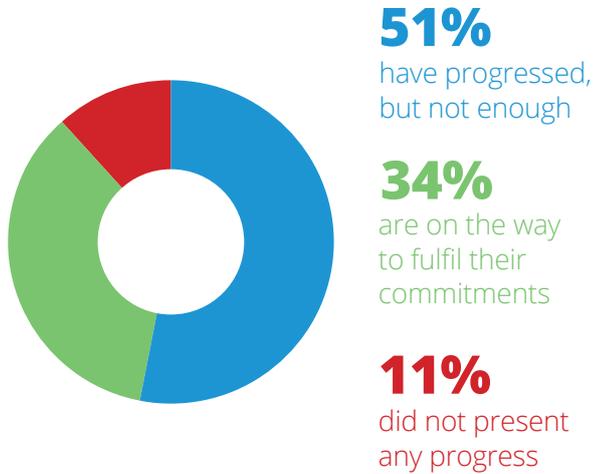
**Renata Nogueira**  
SUSTAINABILITY MANAGER  
OF AGRIBUSINESS IN SOUTH AMERICA  
CARGILL

## Incentive for a sustainable world

*Having failed to fully achieve sustainability goals, countries need to boost socially impactful initiatives.*

The fifth edition of Global Biodiversity Outlook (GBO-5), issued last September by UNO's Convention on Biological Diversity (CDB), revealed that both the Sustainable Development Goals (SDG) and the objectives defined by the 2030 Agenda face substantial risk of not being achieved. The study demonstrated that the countries have not been able to fully reach any of the twenty goals related to the Strategic Plan for Biodiversity 2011-2020, agreed upon in 2010, in Japan.

Here are some highlights regarding the behaviour of the countries:



### A NEW WAY FOR LATIN AMERICA

Latin America is in an embarrassing position. Although the region, together with the Caribbean, is responsible for only a small percentage of the world's aggressions against the environment, it is highly affected by their impacts.

At the end of October, the Economic Commission for Latin America and the Caribbean – ECLAC issued the report "Building a New Future: Transformative Recovery with Equality and Sustainability".



The report formulates policies to face current grave problems and simultaneously suggests ways to overcome structural problems.

The project proposes that focus should be narrowed on seven sectors, which may become drivers of a new kind of development.

These sectors are linked to:



A **novel energy mix**



**Electric urban transportation**



**Digital** revolution



**Healthcare equipment** industry



**Bioeconomics**



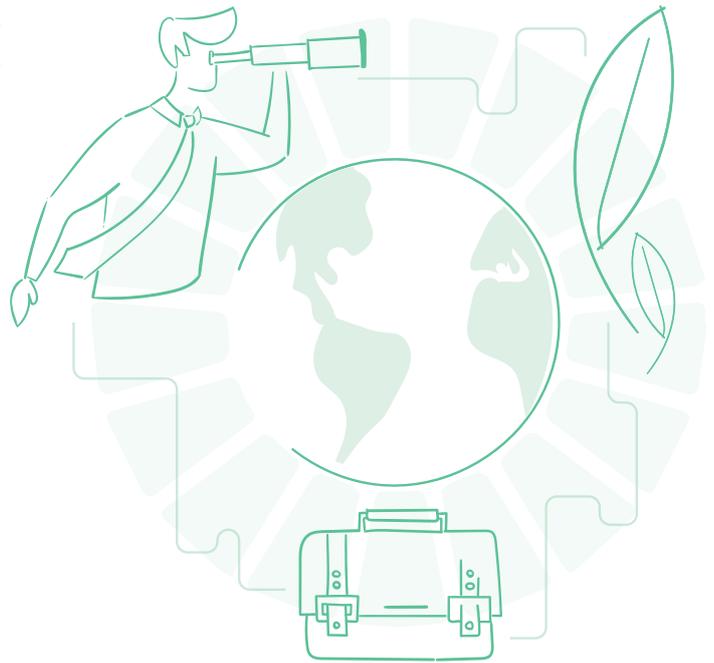
**Circular** economy



**Sustainable** tourism



**Innovative and socially responsible** job creation



Another international institution, International Labour Organisation – ILO, has also presented a study on the subject in partnership with the Inter-American Development Bank. (IADB). The study indicates that the transition to a “zero-emission economy” may generate up to fifteen million new job positions in Latin America and the Caribbean before 2030.

According to ILO, dialogue between private sector, labour unions and governments is essential for planning long-term strategies. According to the agency, this will make possible to fight climate change, create jobs, reduce inequality and achieve SDGs.

**Study warns  
that the targets set  
for the 2030 Agenda  
are at serious risk of not  
being achieved**

## Executive view



### The future is in what you consume!



Market tendencies reveal that the future of an economic segment is influenced by what is consumed or discarded within that segment. Advances in technology, information and data analysis are bringing this reality closer to consumers. Clean technology startups are becoming increasingly prominent and gaining ground through sustainable innovations that increase productivity and efficiency of processes, while reducing costs and cutting down on wastes. Counting on a team focused on growth and innovation goals, aligned with companies' expectations and aware of the companies' vision of products and services will become a great advantage, because these concerns are more and more affecting the purchase decisions of consumers of younger generations. These consumers are gradually becoming more aware of sustainability, of the type of product they consume and of social and environmental practices adopted by companies. And the mentioned advantage may be transferred to other segments, offering them the opportunity to purposefully develop products and services, thus increasing the chances of generating engagement.

**Sérgio All**

CEO & FOUNDER  
BLACK ACCOUNT (CONTA BLACK)

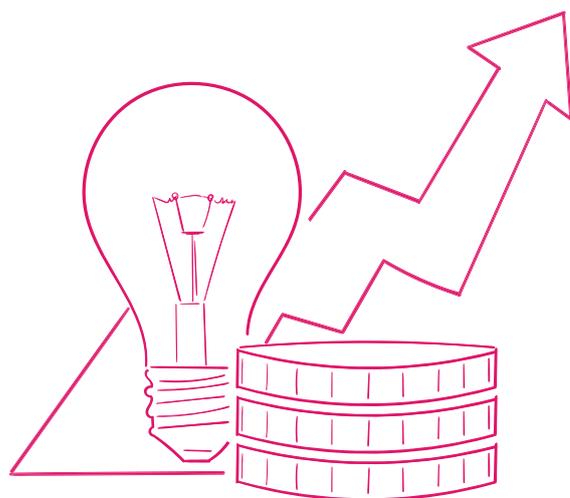
### Impact through innovation



Large companies position their socially responsible brands relative to their public. The impact is limited by the financial stimulus given by the promoting company.

Pre-accelerators and private and public impactful entrepreneurship programmes create opportunities. The number and the quality of the startups enable companies to create robust relationships and find solutions to business demands in this volatile reality. Links are developed, and both grow to maturity and gain valuable knowledge for their teams.

A significant benefit: social impact. According to Kauffman Foundation, startups react by creating more than 50% of the world job positions. Eletrobras-Furnas promotes links to startups that put forward solutions to business demands and creates its own Venture Builder to stimulate intrapreneurs in the establishment of their own startups. We are getting ready to work with young people from peripheral areas, offering training and mentorship aimed at creating solutions and generating jobs, income and positive impacts for all.



**Thiago Peixoto**

HEAD OF INNOVATION  
FURNAS

# Methodology



# Research methodology

*The ilmpact badge included two stages and three analytic filters.*

In Stage 1, startups were invited to participate in the process by answering a questionnaire including three sets of questions:

1. Information on the business;
2. Social and environmental problems addressed;
3. Perceptions on the impact created and how they track and measure it.

As a whole, 509 startups from 22 countries have applied to participate.

The questionnaires completed in this stage were classified based on a parametric criterion. Weights have been assigned to all questions, according to their adherence to the objectives of the ilmpact badge. Objective questions were assigned more weight because their reliability is easier to certify in later stages. In this group, questions addressed the phase of development of the startup, types of

**509** startups from 22 countries have applied to participate.

impact evidence and diversity in the composition of work teams.

As for the subjective questions, for which there are agreement scales, perceptions such as type of impact generated, orientation of the business with regard to the problem and effort to identify and highlight their contributions to environment and society have been analysed.

As a result of this first analytical filter, 327 startups have been selected to proceed to the second stage.

Stage 2 evaluated how relevant is the startup effective contribution to the elimination or alleviation of problems detected, including data that evidenced changes resulting from interventions. The questionnaire included questions relative to challenges and opportunities for the development of the business,

## STAGE 1

509 applied startups

### ANALYTICAL FILTER 1

Scoring and weighting of questions

- Information on the business
- Addressed problems
- Perceptions on the impact generated

327 startups selected for stage 2

## STAGE 2

259 applied startups

### ANALYTICAL FILTER 2

Parametric and qualitative validation (committee of researchers)

- Quality of the narrative and evidence of impact •

120 startups selected

### ANALYTICAL FILTER 3

Qualitative analysis (external evaluators)

- Strength of the narrative and evidence of impact •

65 startups recognised

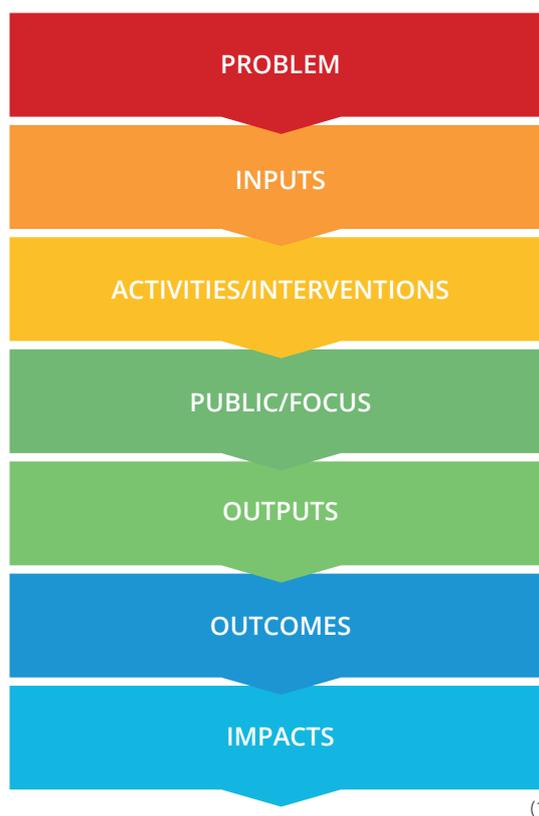
Each startup was examined by a number of three to five different evaluators. The framework was used as a reference with the aim of capturing the perceptions of the evaluators on each item

partnerships and investments, as well as to the intensity of the generated impact (potential, initial, intermediate or consolidated) and its characteristics (specific, scalable, unprecedented, recurring etc.).

In addition to the questionnaire, startups constructed their narratives of impact following the framework (*above, on the right*).

Finally, following the narrative, the startups added all available evidence of impact in support of their statements in the three last fields of the narrative (videos, documents, awards, reportages, internal reports, stakeholders testimonials etc). This action became unavoidable for the classification of the business. As a whole, 259 startups completed this stage's questionnaire and narrative.

The second stage included two filters. The first, conducted by a committee of researchers, prepared a parametrical and a qualitative validation aimed at screening the cases and obtaining narratives and documents that pointed to the generation of



impact. Following the application of this analytical filter, 120 startups were considered apt to proceed and submitted to the next filter: analysis by external evaluators from different fields of knowledge and segments of the economy.

Each startup was examined by a number of three to five different evaluators. The framework was used as a reference with the aim of capturing the perceptions of the evaluators on each item. Grades from 1 to 5 were assigned to the content of the narrative and the sufficiency of the evidence. Each evaluator then informed his/her recommendation to the Impact badge. Using the trimmed mean among the evaluators' grades (disregarding the larger and the smallest grade), we recommended to recognition the startups with a grade higher than that observed among the participants (3.51). This parameter represents partial or total recommendation to the badge.

With these criteria, at the end of the process 65 startups were recognized for their positive and qualified contribution to Latin American problems, aligned to the SDGs.

**259** startups filled out the questionnaire and the narrative of stage 2

**120** startups were considered apt to proceed to the analysis filter 3

## Executive view



### An impressive marriage



Demands from consumers, and from Planet Earth as well, are triggering a silent, deep and accelerated revolution in the behaviour of corporations willing to prosper in the near future. Themes such as circular economy, sustainability and social responsibility are increasingly present in conversations, in business-specialised publications and even in the financial market, as the ESG index demonstrates.

The problem here is that traditional corporate culture, centred on a hierarchic organisation supported by cash cows, leads to a direction opposite to a necessarily agile culture and close relationship with academy, both fundamentally important to innovation. New technologies such as artificial intelligence, robotisation, nanotechnologies and genetic engineering, among others, are insufficiently used or understood.

Open innovation is clearly the tendency when it comes to resolving this deadlock. Open innovation – a scheme where large companies open their innovation centres or accelerators and enable association of their brand names and capital with the inventiveness and agility of startups – continually offers innumerable business opportunities, both for large corporations and startups that address social and environmental issues. This relationship, which usually begins with a flirt, may end up in marriage, involving equity and even producing offspring, such as a NewCo.

**Mauro Galvani D'Angelo**  
MARKETING AND STRATEGY EXECUTIVE

### Collaborate to impact



Nowadays, collaborating and converging experience and experimentation are crucial factors. From my point of view, the first point to which companies and startups converge regarding environmental issues is the concern for environmental, social and governance aspects (ESG – Environment, Social and Governance).

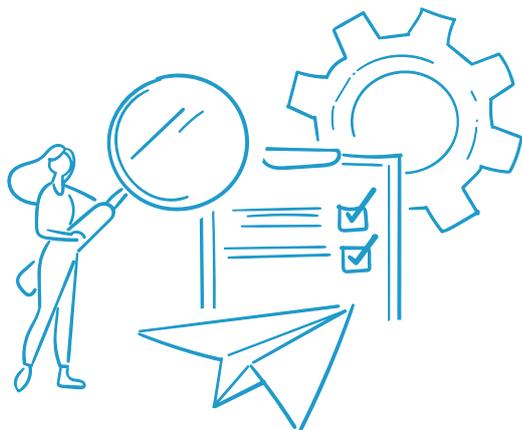
A startup may potentiate these values in favour of a company, both internally and externally. I believe that the relationship between startups and companies exhibits a tendency to become increasingly stronger, given the need to add diversity and environmental protection to the core of economic concerns.

We are now experiencing a period of extreme and quick changes, where consumption and investment are being aligned with social and environmental issues. The interaction among startups and companies as a whole, each one displaying its own roles and specificities, tends to respond to the demands for higher social impact and generation of value for everyone.



**Mayra Castro**  
CONNECTOR  
MAYRACASTRO.PRO

## Executive view



### Proficuous relationship



Startups are key to the innovation of large companies; they are sources of inspiration and creativity.

They speed up the creation of a culture of innovation within companies, boosting processes, products and management. Especially now, when the world is forced to rapidly change and adapt to the new reality brought about by the pandemic, startups are making a difference. At MRV, we have always believed in the transformative power of this new business model. Our Innovation Lab registers more than 200 startups from different business areas.

For us, innovation is in essence the permanent search for efficient and responsible actions. More than three years ago we created a startup accelerator, Orbi Conecta, and supported the launching of FDC's TREE Lab. Now, we are launching the Research and Development Centre - pioneer in the area of civil construction - to provide startups with the appropriate ambiance to develop their products. As signatories to UNO's Brazil Compact, we are supporting the launch of the first ODS HUB in Brazil. This initiative is intended to accelerate, through partnerships, the pursuit of UNO's Sustainable Development Agenda and its 17 Sustainable Development Goals (SDGs) up to 2030

**Eduardo Fischer**  
CEO  
MRV

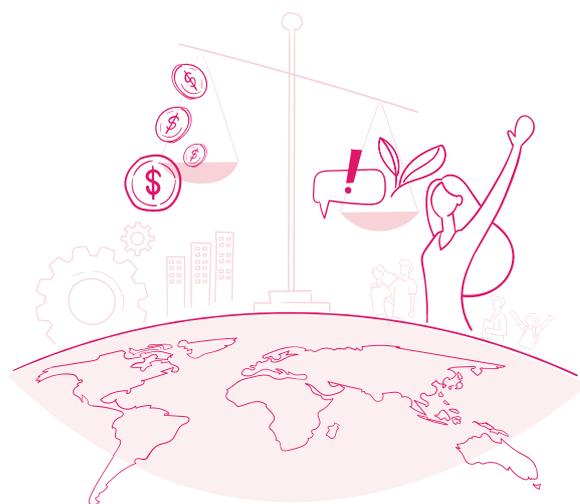
### Collaborative impact



For years, we have raised the flag of the importance and the need of social impact businesses in our "Purpose and Profit" ecosystem. The purpose is to create scalable solutions to low-income population' problems. It is inadmissible that we are among the top 10 economies in the world and at the same time being among the countries of greater inequality. This shows our inefficiency and the negligence of the public and private sectors in working networked, along with the community and the impact businesses to seek solutions to the chronic problems of our society.

The COVID-19 pandemic has forced us to change our way of seeing the world and relating as society. It made public, private and society initiatives work together in what we call "the Collaborative Impact Project".

If a company wants to be alive for the next 10 years, it will have to balance the interests of the shareholders and stakeholders. This means delivering profit by purpose and approaching the social impact ecosystem formed by initiatives such as *CIVI-CO*, *Feira Preta*, *O Porto Social*, *Vale do Dendê*, *Moinho JK*; accelerators such as *Quintessa* and *Artemisia*; impact funds such as *Vox Capital* and business" boutiques such as *Pipe Social*, among others.



**Ricardo Podval**  
CIVI-CO FOUNDER &  
MOINHO JK CEO

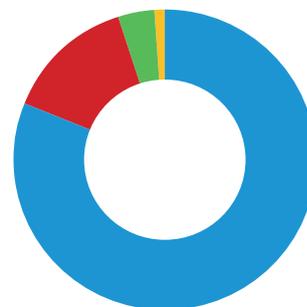
# Data and results



## Data and results – Stage 1

Next, we present the general profile of the startups that took part in the research.

### Participating startups per region



**14%**  
Central America

**4%**  
North America

**82%**  
South America

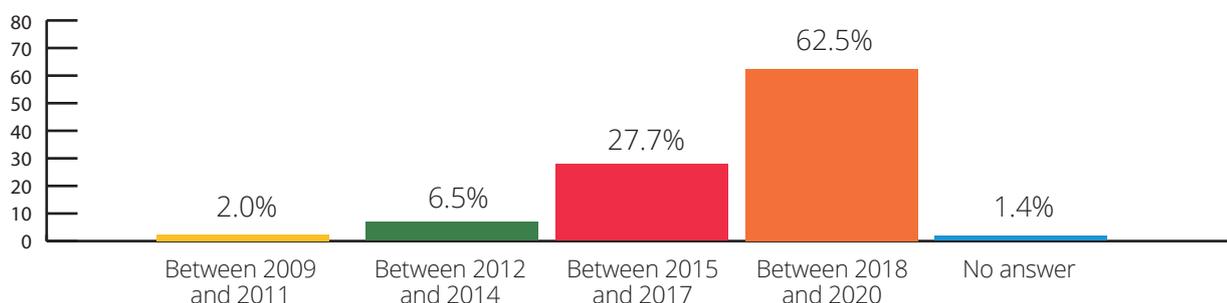
**1%**  
Other countries



South America contributed with eighty-two per cent of all participating startups; Brazil, Chile, Argentina and Peru being, in that order, the countries with more participants. As for Central America, Mexican, Salvadorian and Nicaraguan startups relevantly participated in the research.

**Relevant participation of Mexico, El Salvador and Nicaragua in the central region of America**

### Year when businesses were established



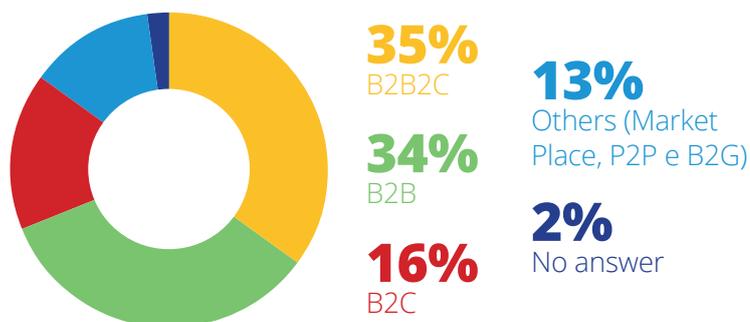
More than 60% of the businesses that participated in the research have been established less than two years ago, suggesting that businesses under development and those that adopt new technologies adhered more strongly to the research and responded to the questionnaire. Startups established in 2020 accounted for 20.2% of the sample, indicating that the new coronavirus pandemic may have created a favourable environment to the development of new socially and environmentally impactful solutions. Approximately 76% of the participating startups have been established in 2017 or later and, from them, one quarter declared they have more than one hundred active users or clients.

Most participating startups operate in the **Brand & Retail**, **Health & Wellness** (12.8%, each) and **Energy & Sustainability** (11.8%) market sectors. Among the least represented sectors are **Industry**, **Construtech**, **Smart Cities** and **Agribusiness** (0.2%, each).

**One-third of the respondent startups (33.2%) claims to own more than 100 customers or active users**

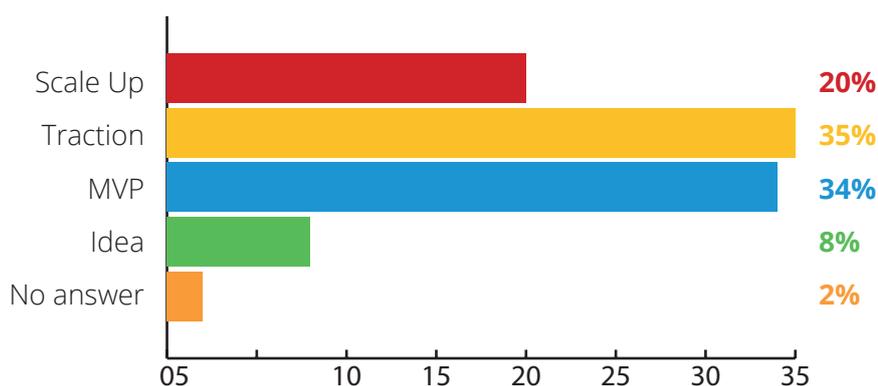
Still talking of startup profiles, participating businesses also informed how much clients or active users of their platforms they have. Most participating startups (60.3%) declared they have up to fifty clients or active users. One third of all respondents (33.2%) informed they have more than one hundred clients or active users, predominantly fully mature businesses (Scale and Traction).

### Business model of startups



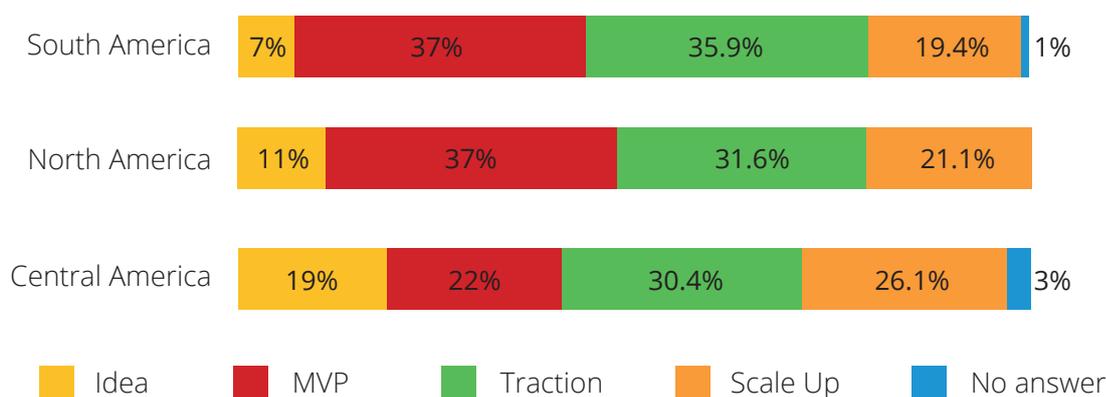
Businesses that provide solutions to other businesses (B2B) or solutions to companies that reach end consumers (B2B2C) represented 69% of all completed questionnaires. Among the most important clients of these startups, it is worth highlighting average-size companies, 17% participation, and small- and large-size companies, 15% of quotes each.

### Maturity of businesses



Fifty-five per cent of all businesses that participated in the research declared their businesses were at a more advanced level of development and maturity. Analysis of the maturity of startups by region shows that businesses in South America are better represented on the Traction level, while Central American companies stand out as Scale Up businesses, as pictured on the graph below.

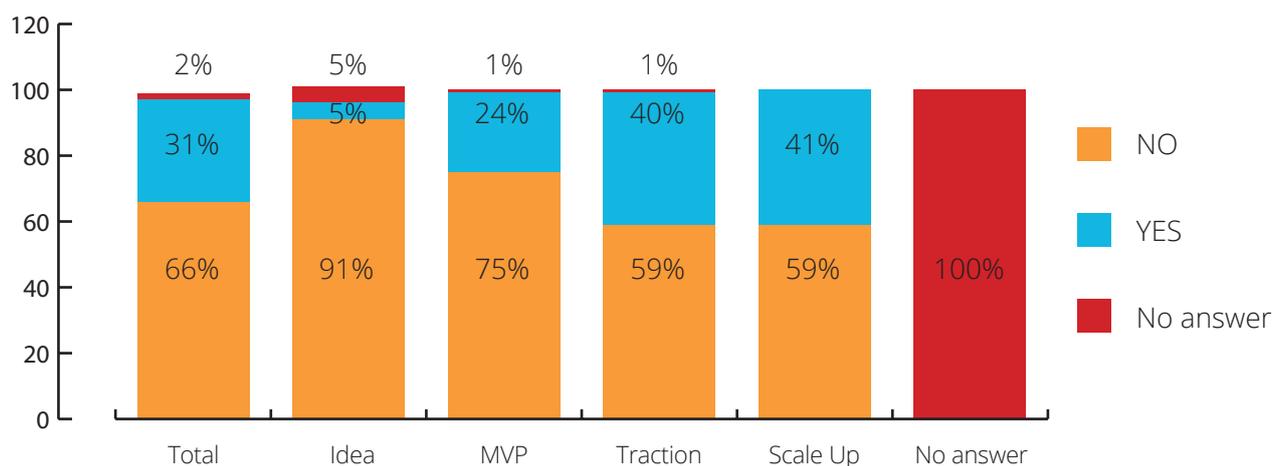
### Maturity of business per region



With regard to investments, startups were invited to declare whether they have received funding to develop their businesses. Overall, less than one third (31%) of them declared they are obtaining funding. Businesses at more advanced levels of maturity are also at higher levels of investment,

while timidly. Investments reach less than half of these companies. Results also indicate that Central America's businesses exhibit the lowest levels of investment, namely only 17% of the startups had obtained funding when the research was conducted.

## Investments and maturity of businesses



## Less than 1/3 (31%) of the startups have received investments

As for UNO's Sustainable Development Goals (SDG), the participating startups were invited to name those whom their businesses address solutions that help directly mitigate or resolve social and / or environmental issues. The startups declared their businesses directly impact some UNO's SDGs, especially the *Decent Work and Economic Growth* and the *Reducing Inequalities* goals, mentioned by 11.3% and 10.4% of the startups, respectively. Among less mentioned goals, *Life below water* and *Peace and Justice Strong Institutions* were mentioned by 1.8% and 2.2% of the startups, respectively.

Job creation, the sustainable development goal mostly addressed by startup solutions, is a promising theme according to UNO's 2030 Agenda. A UNO and IADB (Inter American Development Bank) Report indicated that Brazil will generate almost fifty per cent of the fifteen million jobs to be created in Latin America and the Caribbean up to 2030. The

creation of these jobs is related to the transition to a sustainable economy that includes zero carbon emissions, agriculture and renewable energy, among other aspects.

Still talking about SDGs, the impacts declared by startups are distributed differently among the participating countries. For Central America countries, *Good Health and Well-being* is the most mentioned goal (10.3%); for South America, on the other hand, the *Sustainable Cities and Communities* goal has deserved a substantial number of citations (10.4% of total).

**The startups claim that their business directly impacts some of the UN's SDGs**

The table below presents the five most addressed and the five less addressed SDGs, according to information provided by the startups in questionnaires.

## SDGS MOSTLY ADHERED TO BY BUSINESSES

% of businesses adhering to the SDG



## SDGS LEAST ADHERED TO BY BUSINESSES

% of businesses adhering to the SDG



The sheer existence of diversity within companies already points to the impact they generate. As part of the research, startups were invited to indicate diversity among their founders, employees and leadership positions. It came out that, in terms of generation diversity, 56.4% have two or more generations represented in their personnel. Approximately 8.4% of the responding startup companies employ collaborators from four different generations – namely Baby Boomers, Millennials, Generation X and Centennials.

As for ethnic, gender and capacity diversity, startups provided information on the percentage of women leaders, founders or employees, non-white ancestry and people with special needs. Around 47% of participants employ collaborators from at least two of the above-mentioned categories.

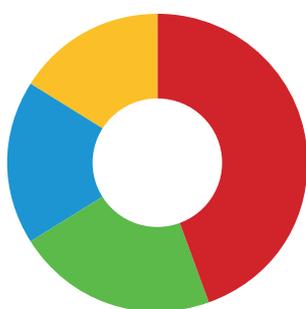
The importance of discussing gender diversity and inclusion is confirmed by the relevance the theme bears to UNO's General Assembly, in the realm of its 2030 Agenda. In October 2020, an event in New York gathered more than 150 countries to discuss the 25th anniversary of the Beijing Conference, whose guidelines are regarded as the most encompassing, concerning women's rights. Themes include wages, violence, women participating in leadership positions, rights and equality participation, its advances and challenges<sup>2</sup>.

**56.4%** have two or more generations represented in their internal workforce

**8.4%** of the respondent companies own the four generations

The startups evaluated the impact of the Covid-19 pandemic on the course and development of their businesses. The graphic below shows that 22% of the businesses declared they have not been impacted by the pandemic. Having been established after the beginning of the Covid-19 pandemic, many of these companies said they lacked references to detect any impact

### Impact of the Covid-19 Crisis on startups



**45%**  
Negatively impacted

**22%**  
No impact

**16%**  
Positively impacted

**18%**  
No answer

## STARTUPS' AREAS THAT HAVE EXPERIENCED ADAPTATIONS DUE TO COVID-19



Investments



Sales



Releases



New customers'  
acquisition

Despite the economic paralysis and the public health crisis brought about by the pandemic, 16% of the companies said that, in truth, the crisis produced positive effects on businesses, and even some increase in sales, reach and clients. Many businesses regarded digital environments as opportunities to develop new services, or as a potentially wide window to expand their services and products, tapping into restrictions on in-person relations.

Although almost half of the startups have indeed experienced some kind of negative impact created by the pandemic, stories of adaptations and learning processes triggered by the crisis have been told. The most affected areas, according to participating companies, include investments, sales, launches and in-person capture of new clients.

Businesses were also able to present the major characteristics of social and / or environmental impacts generated by their solutions. Approximately 81% of businesses fully agree that their structures or operations directly contribute to solve or mitigate social or environmental problems. Among companies at the MVP level of maturity, agreement rate was 83.9%, while, for businesses at the Scale Up level, agreement rate was 79.8%.

In the 'Communication' field, 75.1% of companies declared they have the intention of solving or mitigating social or environmental problems and that this is clearly conveyed by both internal and external communications about their businesses.

### COVID-19 IMPACT

**16%** REPORTED THAT THE CRISIS BROUGHT POSITIVE EFFECTS

**22%** WERE NOT IMPACTED

As for the nature of the impact, slightly more than half of the startups (50,6%) totally disagree on the social and / or environmental contribution from their businesses being non-intentional; but rather positive. This position reinforces the message that the impacts declared by companies are intentional. For North American companies, the rate of disagreement on non-intentional impact was 73%.

As for purposes involved in the solutions presented, 91.6% of participating startups totally or partially agree that their businesses' main activity offers a solution to a social and / or an environmental problem, and that this is, in the first place, the purpose of the business. Among companies at the Scale Up level, total or partial agreement rate is 92.1%, and among companies at the Traction level, the rate is 90.3%.

**75.1% of companies states that they have the intention to solve or mitigate social or environmental issues**

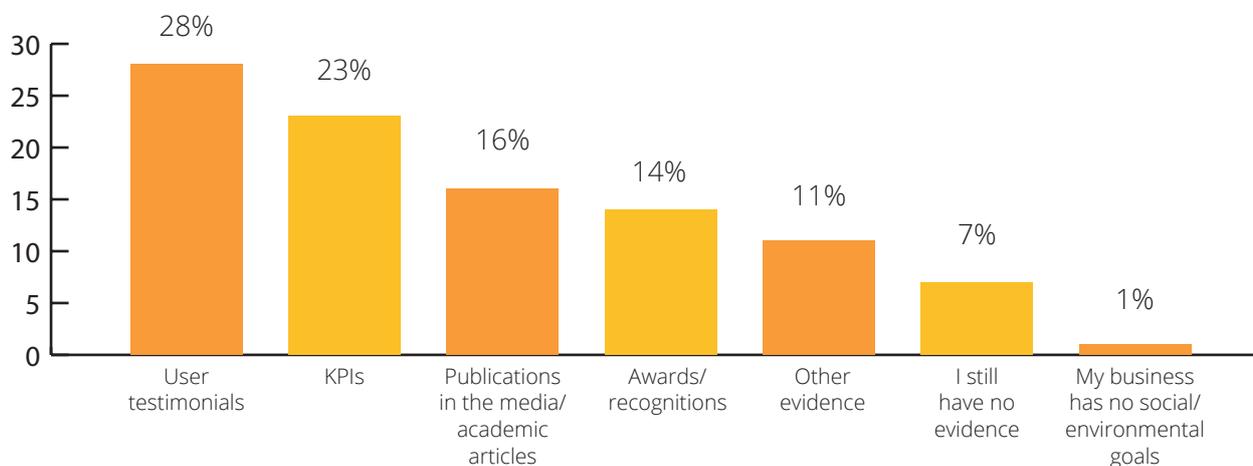
The well-known difficulty of measuring impacts generated by companies was mentioned by the startups seeking Impact Badge certification. Less than half of the businesses (39.9%) declared they systematically monitor and measure the social and / or environmental contribution they generate. Startups at more advanced levels of development (Scale Up and Traction) exhibit lower rates of agreement relative to those at initial levels (38.3% and 42.3%, respectively).

Again on the subject of impact measurement, the startups were invited to assess their agreement on the possibility of demonstrating their social and / or environmental contributions by means of data that display results before and after the adoption of the proposed solution. About 59% of the businesses declared they have the necessary evidences, and 10.5% of them totally disagree on the possibility of demonstrating the impacts created by their businesses. In Central America, agreement rate was slightly higher than average (60%).

All participating businesses were asked to inform what types of indicator are used to collect evidence on impacts generated by their solutions. Each business could mention up to two types of indicators; therefore, assessment will take into consideration how many times each type was mentioned. End-user testimonials and KPIs are the indicators participating startups mostly mentioned; respectively 28% and 23% of quotes. Other types of evidence presented include indicators related to Non-Governmental Organisations, specific to the field of technology, reduction of water consumption and to the startup ecosystem.

Less than 10% of the startups declared they still do not have evidences, or even they do not have social or environmental objectives.

### Impact evidence typology



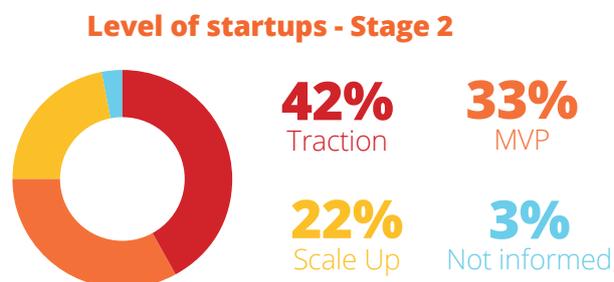
As for the monetisation model of participating businesses, a great diversity of solutions has been observed. Fees per transaction, SaaS, Consulting and Sale of goods account for, together, 46.7% of answers.

The research tool also offered startups the possibility of sharing the major barriers to the growth of their businesses. Among the mentioned reasons we highlight **Investments** (34%), **Customer acquisition** (16%) and **Exposure** (13%). Although lack of

investment is a recurring theme among countries, Central America representatives mentioned the lack of governmental incentives as another significant factor affecting the expansion of their businesses (12% of Central American startups mentioned this reason).

## Data and results - Stage 2 (Filter 1)

Regarding the level of development of businesses, Stage 2 showed a significant (64%) number of participants in more mature levels (Traction and Scale Up). When compared to the first stage of the research, a 9 percentage-point increase of startups at traction or scale up levels was observed.

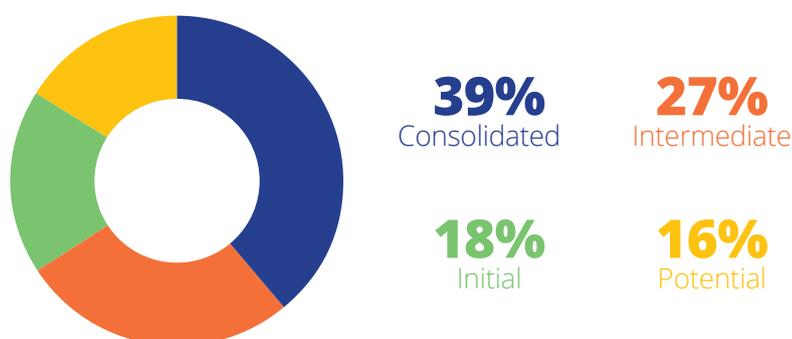


South America, especially Brazil, Mexico and Chile, contributed with 84.3% of companies participating in Stage 2.

Startups also assessed the establishment of partnerships within their ecosystem as a catalyst to the impacts their solutions generate. About 66% of participating startups declared that their businesses establish partnerships with many different players (governments, NGOs, cooperatives, associations, civil society etc.) to leverage their social and / or environmental contribution. Among businesses representing South America, the percentage of startups exhibiting this same characteristic is slightly above overall average (70.1%).

Startups were also invited to indicate the dimensions of the impact they generate. Almost 40% of the companies declared they generate consolidated impacts, in other words, the social / environmental impacts they generate are tangible and easily identified by impacted groups. It is also possible to take account of impacts in a structured way. Among consolidated-impact startups, we highlight those whose businesses are at mature levels (76% are at the Scale Up or Traction levels) and businesses headquartered in South America (93.3%).

### Dimension of generated impact

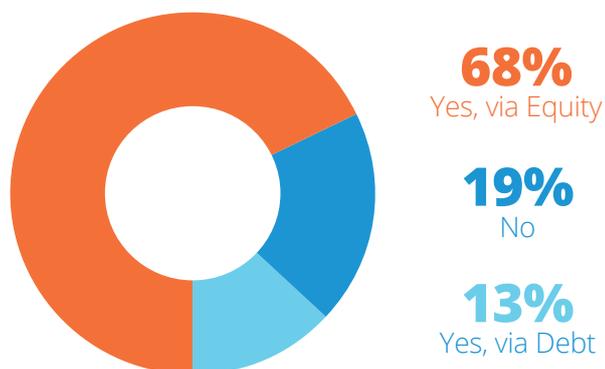


Funding is the leading area with respect to support or partnership needs, as drawn from the answers provided by startups participating in Stage 2. Among those that received funding, 20% declared they need new sources of funding. Among those that have not obtained funding, 22% believe investments are absolutely necessary to advance their solutions or services. In addition to investments, other areas to which companies also need support or partnerships include marketing and media, logistic services for the distribution of products and services, and development of technology.

In addition to great support needs, startups also pointed out funding as one of the biggest challenges companies face to raise the level of the social and / or environmental impact generated by their businesses (19% of mentions among startups). This challenge was even more frequently mentioned (23%) among businesses at the MVP level.

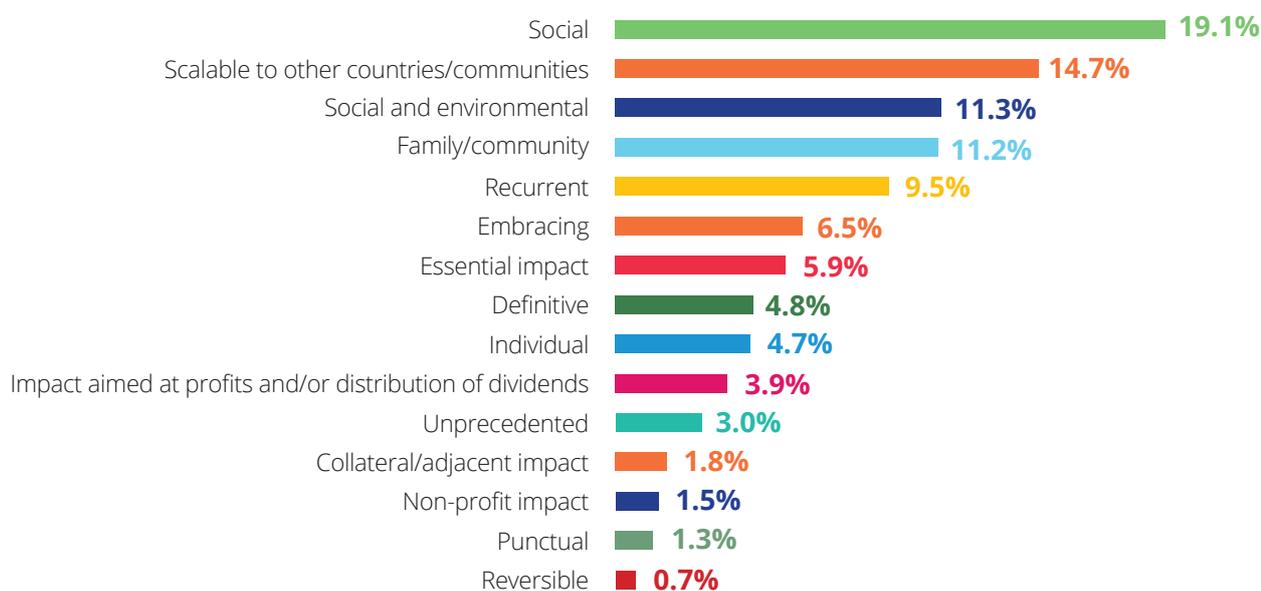
This result matches the evaluation carried out by the research tool regarding the current search for investments by startups. Approximately 82% of businesses were trying to attract investments during the time the research was being conducted, mostly via equity investment (68%).

### Current search for investment by startups



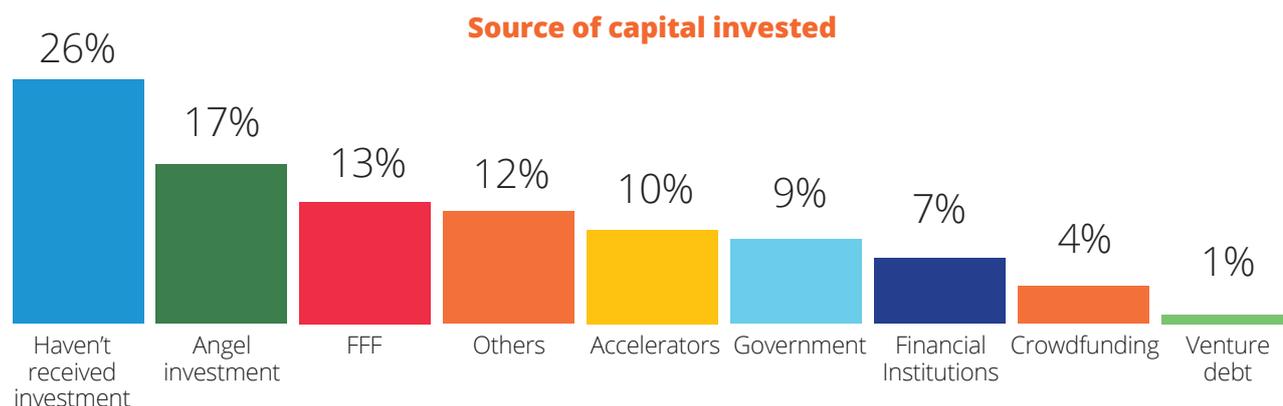
Startups also had the opportunity to assign up to five characteristics to the impact generated by their solutions or products. Among the most mentioned characteristics we highlight social and environmental impacts, scalable to other countries or communities, and impact on families and communities.

### Characteristics of impacts generated



Another subject analysed by the Stage 2 research tool is the source of invested capital. In addition to the substantial number of startups that did not receive any investments to start the development of their solutions (26%), funding from business angels, close friends and relatives (family, friends and fools) count among the most mentioned.

## The angel investment and the funding from FFF were the most cited

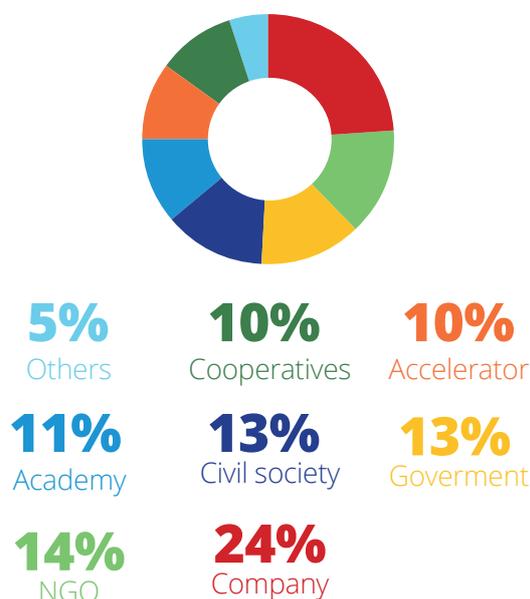


Among the answers provided regarding category Others, stood out equity, income coming from awards and contests, and financial support provided by cooperatives. As for mentions of the Government as source of starting capital for startups, significant differences could be observed for the regions under analysis. While only 7% of mentions indicated governments as investors in South America, in Central America the percentage raised to 14%, and in North America to 22%. Such data suggest a distinct enterprising and new-business policy in each region.

Among businesses at the Scale Up level and in addition to the above-mentioned players, we observed that businesses and academy are coming closer to each other, 14% of the responses including this particular stakeholder. As for startups at Traction level, the search for partnerships with accelerators has been substantially mentioned, even above overall average (12%).

To leverage the development of their businesses, startups were invited to list up to three stakeholders of their ecosystem with which they would be willing to establish partnerships. Small-, average- and large-size companies, non-governmental organisations, government and civil society were the players startups mentioned mostly.

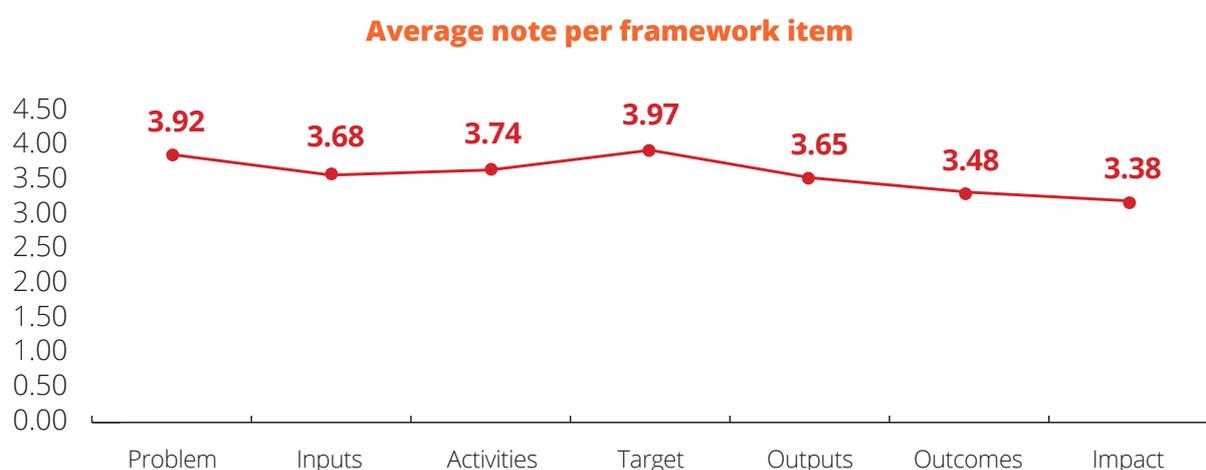
## Stakeholders with which startups are developing partnerships



## Data and results - Stage 2 (Filter 2)

Evaluating the average note of the evaluations at each step of the framework, the group of 120 businesses presented average concordance notes above the indifferent concept (scale 3) for all steps, which suggests the assertiveness of the business classification methodology that evidenced their social and / or environmental contributions in a robust manner.

**The group of 120 businesses presented average concordance notes above the indifferent concept**



It is important to highlight that the great challenge of startups in evidencing, robustly, the impacts generated by their solutions has been proven by the notes of the external evaluators, to the extent that the smallest grades obtained were observed exactly in the items where the research instrument evaluates the quality of the outputs, outcomes, and impact.

**The startups' big challenge in giving robust evidence of the impacts generated by their solutions has been proven by the notes of the external evaluators**

The following presents the summarized profile of the 65 startups recognized by the Impact badge:

- About 80% percent experiences more advanced stages of development and maturity of their solutions (Traction and Scale Up);

- Nine countries, among the 22 participants in Edition 2020, have recognized startups this year, with prominence for Brazil (51 business) and Chile (3 business). Peru, Mexico, Ecuador and the United States have had two recognized startups, each;

- Nearly half of the recognized startups (43% percent) are young ventures, with up to 2 years of foundation. Another 18 startups founded between 2014 and 2015 will also be recognized;

- Reducing Inequalities; Sustainable Cities and Communities; Responsible Consumption and Production and Industry; Innovation and Infrastructure; and Decent Work and Economic Growth are the most adherent Sustainable Development Goals to addressing solutions by the recognized businesses, and represent major challenges for Latin America's sustainable advancement and growth.

- About 46% percent recognized have already been invested at some point in the development of the business.

- The recognized startups have team compositions that value generational and ethnicity diversity, gender and people with disabilities. About 66% percent of the recognized businesses have among founders, employees, and leadership positions at least two generations represented (Baby Boomers, Millennials, Generation X and Centennials). Among women, non-white ethnicities and people with disabilities, approximately 60% percent have in their teams at least two of the cited groups.

**43%** are young ventures with up to 2 years of foundation

**80%** experience more advanced stages of development and maturity of their solutions

By the end, the evaluators also signaled in the research instrument the interest in getting to know the businesses with greater depth and eventually establishing relationships and business. About 95% of the businesses assessed in this latest analysis filter has aroused the interest of at least one evaluator in getting to know them better. For 11% of the startups, all evaluators reported that they would like to get to know them after the analysis of their narrative and the available impact evidence for evaluation.

**About 66% of the recognized businesses have among founders, employees and leadership positions, at least two generations represented (Baby Boomers, Millennials, Generation X and Centennials)**

# EGALITÊ INCLUSÃO E DIVERSIDADE

IBGE's (Brazilian Institute for Geography and Statistics) last data show there are thirty-four million economically active people with disabilities (PWD) but only four hundred and eighty thousand of them are employed in the formal market. Legislation requires that companies employing more than one hundred collaborators should reserve 2% to 5% of their job positions for people with disabilities. In 2018, notices of violation regarding the mentioned legislation have been issued to more than 4,000 companies.

Egalitê wants to give PWDs equal employment opportunities. To establish the necessary connections, an on-line platform entirely adapted to PWDs special needs was developed to recruit, assess profiles and provide education. To effectively promote inclusion, Egalitê prepares, evaluates and recruits candidates. Preparation includes free on-line courses, adapted to PWDs. Evaluation is carried out using a behavioural profile test whose outcomes help find the best job position and complete the recruiting process. An algorithm finds the best position for each candidate based on information such as geolocation, schooling, wage expectation, area of activity and behavioural profile.

We have already effected the inclusion of more than seven thousand people with disabilities in nineteen Brazilian states. In general, people with disabilities we introduce to the labour market earn more than minimum wage (120%) and enjoy several other benefits such as health care plan, luncheon vouchers and bonuses. We helped increase the employability of people with disabilities in Brazil by 1.46%.

To carry out inclusion effectively, Egalitê prepares, evaluates and recruits candidates



## Startup country



## SDG



**7.000**

PEOPLE WITH DISABILITIES INCLUDED IN THE LABOR MARKET

## Main results



### Increased employability

1.46% INCREASE IN THE EMPLOYABILITY OF PEOPLE WITH DISABILITIES



### Increase in income

120% HIGHER THAN THE MINIMUM WAGE



### Promotes access to diverse benefits

HEALTH, MEAL AND BONUSES

# GOCTORS

Goctors is an Ecuadorian technology company, founded in 2016 to facilitate access to health for vulnerable populations, with the help of technology and partnerships for the mobilization of resources. Goctors develops ecosystems of patients, organizations, healthcare providers and insurers, interconnected through a powerful technology platform, to facilitate access to affordable and quality healthcare services. The platform's digital health functionalities make it easy for each of the parties to manage their services or access them in a secure and scalable way. The platform also enables multiple types of personal medical data sources to be combined, creating interoperable electronic health records per patient, to contribute to personal health care through emerging technologies such as AI, IOT, and Machine Learning.

Our short and medium-term results are: 1) Health Services: Telemedicine access to reduce Covid19 exposure for NGO social assisted beneficiaries. NGO partnerships with Caritas, Ruta del Agro, Fundación Amiga, Fundación Remar. 2) Medical Research: Monitoring of 100 cases of severe patients due to Covid19 to whom convalescent plasma was applied. Carrying out communication campaigns and obtaining donors. 3) Innovation for Health: Design of a nutrition for life program with Fundación Amiga's Food Bank to nutritionally assist pregnant women through artificial intelligence from our partner NTH in Brazil and our medical network on the Goctors platform. The program was chosen as a finalist among 613 applicants to OpenIDEO's COVID-19 Global South Health and Livelihoods Challenge

Goctors develops ecosystems of patients, organizations, healthcare providers and insurers, interconnected through a platform



## Startup country



## SDG



## TECHNOLOGY

FACILITATING ACCESS TO HEALTH

### Main results



#### Health Services

TELEMEDICINE ACCESS FOR BENEFICIARIES



#### Design of a nutrition for life program

TO NUTRITIONALLY ASSIST PREGNANT WOMEN THROUGH A.I.



#### Medical Research

MONITORING OF 100 CASES OF SEVERE PATIENTS DUE TO COVID19 TO WHOM CONVALESCENT PLASMA

# SOCIAL BANK

Social Bank is a digital bank that offers all basic products offered by a traditional commercial bank, but at lower levels of bureaucracy and cost, and higher levels of agility and access. We are a collaborative ecosystem that provides financial solutions to the corporate world (clients and social partners).

The lack of banking services is a grave structural problem that affects many populations living different realities in Brazil. The Social Bank serves groups such as refugees, women, African Americans, rural workers, adults, collectors of recyclable materials etc. Our biggest projects, however, involve groups of refugees. They are conducted in partnership with the United Nations High Commissioner for Refugees (UNHCR) - reaching approximately 2,500 families - and the Foreign Refugees Support and Assistance Initiative (TAARE). An additional project is aimed at approximately thirty thousand employees of alcohol and sugar mills living in structurally precarious cities. In partnership with the Digital Social Basket (Cesta Social Digital) programme and twenty-three other NGOs, an amount of money corresponding to a food basket is distributed during three months to families vulnerable to the consequences of the Covid-19 pandemic in Uberlândia, state of Minas Gerais, via digital accounts at the Social Bank.

The changes we bring about to each different public we address are also different. For rural workers, for instance, we facilitate a first contact with the financial system, empowering their economic capital; to refugees, who live in extremely vulnerable conditions, we give access to the financial market; and families linked to our partner NGOs are supported in education and inclusion, and financially empowered by our digital solutions. We believe that our social initiatives generate impacts on the current and future realities of Brazilian families because, despite being a financial institution, we know that people are worth more than money and that, in truth, we are not talking about money, but rather about lives and values.

Our biggest projects involve groups of refugees.



## Startup country



## SDG



**30.000**

USERS LOCATED IN MUNICIPALITIES WITH PRECARIOUS FINANCIAL STRUCTURES

## Main results



**Facilitate a first contact with the financial system**  
EMPOWERING RURAL WORKERS



**Refugees assistance**  
GIVING ACCESS TO THE FINANCIAL MARKET

# LADER ENERGY

Lader Energy is reducing Global Warming by helping renewable energy companies win energy sales agreements at the cheapest rate, with the creation and delivery of "Ready To Build" solar and wind projects.

To achieve a significant and sustainably growing impact on Climate Change mitigation, Lader Energy is implementing a digital Marketplace: 1) to buy a wide variety of own and third parties high quality RTB projects to renewable energy companies or investors in different countries. 2) to anyone to invest and generate profit in medium and small renewable energy projects, through the Crowdfunding and/or Crowdlending. 3) to connect anyone interested in buy solar energy or have solar installation in their land or roof with solar installers, offering financial solutions (Crowdfunding/lending), if necessary. 4) to connect anyone interested in buy and sell products and services related with CO2 emission reduction or sustainable. 5) to provide education and training in renewable energy, climate change, sustainable and how to do green investments, through a blog or social where the community could interact. 6) to commercialize AWA Solar, the first high quality bottled solar water 100% renewable and responsible consumption, to people or companies, delivering a consumer experience related to the essence and history of the location (terroir) where we produce AWA Solar, which can be anywhere, offering variety an affordable price. Also with part of the revenues, we will bring water to families and communities with not access.

Our results involve 259 MW of solar projects created and delivered to our clients, unlocking of 160 MM USD of green investment in Argentina and Chile, increasing profitability by 20% per project delivered to our clientes. Reduction of 70.000 ton CO2/annually, creation of 600 jobs at this moment, generation of 372,6 GWh of clean energy at the moment. Besides, 3.000 MW of solar and wind project under development in 5 countries (Chile, Argentina, Colombia, Perú and Brasil)

To achieve a significant and sustainably growing impact on Climate Change mitigation, Lader Energy is implementing a digital Marketplace



## Startup country



## SDG



## 259 MW

OF SOLAR PROJECTS  
CREATED

## Main results



CO<sub>2</sub> emission reduction  
70.000 TON, ANNUALLY

# AGUA SEGURA

Agua Segura is a community model to install, operate and maintain water purification units in vulnerable communities in Venezuela to reduce the incidence of waterborne diseases.

This is done through alliances with social organizations that run community centers that provide any service to vulnerable population. The project starts with a community and medical diagnose to identify the situation of the community and their requirements, in order to design a water purification unit tailored to their reality. Quantitative and qualitative instruments are applied to the communities in order to identify the particular characteristics of the problem caused by the scarcity of quality water (both with social, health, and technical focus).

We understand that not only does a safe water source solves the problem, but also access to proper information. That is the reason why the project involves the community in pieces of training focused on generating awareness on the risks they are facing with the consumption of contaminated water, and teaching them prevention practices that can be done in households. The water purification unit is then managed by the social organization that runs the community center, provides safe water to its beneficiaries and offers the service to the surrounding community. This is our central activity. A tailored water purification plant is installed on the premises of a social organization. This plant offers them access to safe water to strengthen their activities and allows them to engage in a productive activity: offer the service of bottles refill to people that do not belong to their beneficiaries. Through these activities, the main causes of waterborne diseases are tackled: (a) lack of access to quality water, and (b) lack of a culture of prevention. And, in addition, generates jobs and income to sustain social organizations.

Agua Segura is a community model to install, operate and maintain water purification units in vulnerable communities



## AguaSegura

### Startup country



### SDG



## ALLIANCES

WITH SOCIAL ORGANIZATIONS

### Main results



**Training focused on generating awareness** ON THE RISKS WITH THE CONSUMPTION OF CONTAMINATED WATER



**The water purification unit** ALLOWS THEM TO ENGAGE IN A PRODUCTIVE ACTIVITY



**Generates jobs and income** TO SUSTAIN SOCIAL ORGANIZATIONS

# TI.SAÚDE

Ti.Saúde is a healthcare startup that provides a platform to connect doctors to patients in the real and the digital world. Our suite of systems and apps allows doctors to optimize their care, and also empowers the patient to have access to their caregivers and to their data. Our platform is already in use by more than three thousand health professionals in more than 22 states of Brazil, and they are now able to connect with more than 2 million registered patients.

They use our software to perform intelligent risk analysis, monitoring and delivery of care through digital communication platforms, such as WhatsApp, SMS, E-mail and push notifications. Our whitelabel platform makes it possible for the patient to interact with their healthcare insurance plan, city halls, hospitals or even independent health professionals. We provide a data-driven approach to improve care delivery and patient outcomes. Our analytics can make the stratification of populations based on out-of-the-box risk models for patient's health assessment and prioritization, identifying high-risk and impactable groups, not only for COVID19, but for different diseases. Ti.Saúde also provides an omnichannel communication platform using Voice, SMS, E-mail, WhatsApp, Push Notifications and video. Based on your care program, you can create the automatic trigger of reminders, confirmations and personalized orientations based on each patient's needs.

We delivered more than 1 million minutes of telemedicine in support for people that otherwise would have no access to a doctor or a nurse or a psychologist. We trained medicine students at the Federal University of Pernambuco and they gave more than 400 teleorientations by chat for free to the population of Pernambuco (Brazil). Our omnichannel communication platform delivered more than 1.5 million messages through e-mail, sms and whatsapp with orientations and follow-ups for patients with covid-19 and chronic diseases.

Our suite of systems and apps allows doctors to optimize their care, and also empowers the patient to have access to their caregivers



## Startup country



## SDG



# 2 MILLION

REGISTERED PATIENTS

## Main results



### Telemedicine

MORE THAN 1 MILLION MINUTES OF TELEMEDICINE



### Communication platform

MORE THAN 1.5 MILLION MESSAGES WITH ORIENTATIONS FOR PATIENTS WITH COVID-19



### Teleorientations

MORE THAN 400 TELEORIENTATIONS BY CHAT FOR FREE

# GIVEMOVE

According to CEPAL, only in Argentina live 130.000 kids and adolescents with difficulties walking or moving around by themselves. In Latin-America approx. 1.000.000 kids and adolescents have this type of difficulties. All of them need assistive technology not only to improve their health conditions but also to achieve social development according to their exploring spirit as kids. Regarding Chile, the other country where our startup is based, the II National Study on Disabilities estimates that 5,8% of the population of kids between 2 and 17 years old have a disability. This means that there are 229.904 kids and adolescents with disabilities in Chile.

GiveMove is an startup of medical technology and our motto is "science applied to happiness". When using Bipmov, our mobile stander, the first result is the verticalization which involves significant improvements for our users physical and physiological health. As users interact with Bipmov, they start moving around by themselves and acquire independence. This is a very important result given the fact that people with motor disabilities often depend on others to do tasks the rest of the people consider minneal. Being able to do tasks by themselves, experiencing what it takes, overcoming difficulties and interacting eye-to-eye with others helps improve these kids' self-esteem.

By using Bipmov in their houses and seeing their children use it, 86% of the parents are willing to/let their kids use it without their supervision. This is a great statistic since the main benefit of using Bipmov is enabling kids to be more independent. Not only kids are the ones who benefit from the use of Bipmov, their families do too. Bipmov allows them to let their kids move around the house by themselves and put their focus on other things. This reduces their level of stress and also improves their quality of life.

As users interact with Bipmov, they start moving around by themselves and acquire independence.



## Startup country



## SDG



**86%**

OF PARENTS ARE WILLING TO LET THEIR CHILDREN USE THE DEVICE UNSUPERVISED

## Main results



### Significant improvements for physical health

WHEN USING BIPMOV, OUR MOBILE STANDER



### Independence

HELPS TO IMPROVE SELF-ESTEEM



### Benefits for families

REDUCES THEIR LEVEL OF STRESS

# Company cases



# Reduction in loss index and energy efficiency

*Sanitation company Aegea uses big data and machine learning in partnership with startup TaKaDu*

Since 2013, after coming into contact with Israel's innovation environment, Aegea Saneamento - one of the largest private companies operating in the segment in Brazil - has been fostering its relationship with socially impactful startups.

As a result of this approaching, the company became one of the founding members of the World Water Innovation Fund - WWIF ([www.waterinnovationfund.com](http://www.waterinnovationfund.com)). The organisation, launched in 2019, gathers large companies from all parts of the world to find, develop and accelerate innovative technologies focused on improving people's quality of life.

Aegea operates in 57 cities and serves 8.9 million people. In 2021, it will operate in 126 cities and serve eleven million people. A very positive outcome of contacts with fourteen socially impactful startups last year is the expansion in the use of the Central Management of Events solution put forward by startup TaKaDu.

Based on big data analytics and machine learning, the cloud-based service detects, analyses and manages network events and incidents such as leaks, device failure, telemetry, and problems with data, operational failures and many others. Estimates indicate that yearly losses caused by these problems in Brazil amount to R\$10 billion.

Embracing initiatives such as those developed by Takadu and Utilis (startup that provides underground soil humidity data detected by satellite), Aegea reduced water losses by estimated 71 million cubic meters in four years.

For 2021, the company plans to further increase the participation of startups in the business, structuring new open-innovation initiatives.



**Marco Aurélio Pereira da Silva**  
EFFICIENCY MANAGER  
AND TECHNOLOGY

## 8.9 MILLION

PEOPLE SERVED

### Main results

#### Via satellite

SOIL HUMIDITY  
MANAGEMENT VIA  
SATELLITE



#### Water economy

71 MILLION CUBIC  
METERS OF WATER SAVED  
IN FOUR YEARS



#### World fund

CREATION OF THE WORLD  
FUND FOR INNOVATION  
IN SANITATION  
COMPANIES



# Support for social entrepreneurs and bottle of paper

*Johnnie Walker has global agenda for socio-environmental impact*

After decades excelling in social responsibility actions, Diageo, holder of Johnnie Walker, gives even more emphasis to socio-environmental impact actions and creates a sustainability agenda for the next few years. "We are broadening our positive impact actions to build together a better future for all," states the VP of Marketing, Paula Costa.

#KeepWalking is much more than a slogan, it is the DNA of the company's main brand, which has been encouraging the entire team and has never been so needed in the world.

Diageo was the first to implement the six-month paternity leave worldwide. It is globally awarded for having 48% percent of female presence on its global board.

A new action, implemented in Brazil, is the creation of partnerships with small impact entrepreneurs to launch products. Globally, the brand prepares the launch of a bottle fully made of paper in 2021, which will represent a transformation in the universe of premium drinks and distillates.

While the novelty does not arrive, Diageo develops the reverse logistics program of the glass packaging called "Glass is Good", in addition to the "Learning for Life" project, which has already formed and employed more than 2 thousand people as bartenders. There is also, the Movement called "Piloto da Vez", started more than 15 years ago, which has donated more than 500 thousand taxi rides, to avoid mixing drinking and driving.

"We know that a big impact needs to be built with clear metrics. Dreams need to be measured in real life to concretely change the lives of millions of people. In addition to the sponsorship to the badge, we want to offer our expertise in concrete metrics that assist in understanding how to produce to grow, how to communicate and sell at scale."

With that statement, Johnnie Walker justifies the decision to support Innovation Latam and Fundação Dom Cabral at the launch of the ilmpact badge.



**Paula Costa**

VP OF MARKETING AT DIAGEO

## 2021

LAUNCH OF A BOTTLE MADE ENTIRELY OF PAPER

### Main results



#### Paternity leave

SIX MONTH PATERNITY LEAVE



#### Donation

DONATION OF 500.000 TAXI RIDES IN THE MOVEMENT CALLED "PILOTO DA VEZ"



#### Girl Power

GLOBAL BOARD WITH PRESENCE 48% FEMALE

# Cost reduction, financial education and management of enterprises

*Asset Management Vox Capital develops project in partnership with payments startup Celcoin*

Using the experience of investments in socially impactful businesses since 2009, Vox Capital, an asset management company, has become a reference in terms of fostering this segment in 2019, keeping contact with approximately one thousand startups, of which fifty were initiatives directly focused on the solution of social problems.

Among the outcomes of this relationship there is a project developed in partnership with open-finance solutions company Celcoin. The startup enables commercial enterprises to offer different kinds of service to their clients such as payment of bills, resale of air travel tickets, recharge of mobile phones, inquiries about individual taxpayers identification numbers (CPF) and many other services. Consequently, they help increase their revenue and enable access to such services to a population that otherwise would not have banking services available in a region.

Experimental interventions involving research and guidance have been conducted via weekly telephonic contact with merchants, when Celcoin collaborators provided basic information on financial education and enterprise management.

The survey showed that, in cities serviced by Celcoin, interviewees said they spend, on average, R\$4.00 less per week to pay their bills, when compared to interviewees from cities where Celcoin does not operate.

Leandro Nardi, a doctoral student at Insper, participates in the study, which is close to completion.

Meanwhile, Vox Capital decided to expand even more its relationship with socially impactful startups in 2021, and created a new sector-specific fund.



**Patrícia Nader**  
HEAD OF INVESTMENTS

## 11 YEARS

INVESTING IN  
SOCIAL IMPACT  
BUSINESSES

### Main results



#### Strategy to acquire minority interests

VIA EQUITY OR  
CONVERTIBLE MUTUAL  
FUND



#### New fund to invest in 2021

FOCUSING ON SOCIAL  
IMPACT STARTUPS



#### Relationship with startups

RELATIONSHIP WITH  
ONE THOUSAND STARTUPS  
IN 2019

# Automation and digitisation of impact control

*Enel Chile uses algorithm to monitor sustainability indicators in partnership with startup MIMAsoft*

Enel Chile is the largest electric power distributor in Chile. It has been developing initiatives in partnership with startups for at least four years. Over this period, an outstanding project is the implementation of a platform to manage information from all areas of the company, such as sustainability, licencing, HSEQ, acquisitions, communities and many others.

The solution, developed by startup MIMAsoft, employs a measurement algorithm that prepares real-time reports to support decision making and continuous improvement.

The development of this system took into consideration Enel Chile's experiences and industry knowledge. Based on Enel Group's requirements and international standards, the system enables certification and performance comparisons with projects developed in different countries.

Significant results include a 47% reduction in the carbon footprint, and a 20% decrease of the environmental footprint, in addition to an increase in the efficiency in controlling documents and information, enabling the company to reduce risk of non-conformities and interruption of construction activities.

The organisation also celebrates a 70% reduction in the number of hours dedicated by collaborators to the management of sustainability information, a change that helped improve the team's quality of life.

Another result worth highlighting, achieved by Enel via relationship with startups, is the introduction of an automatic answering system over social networks to help clients in case of power failure. The initiative was developed in partnership with startup Chattigo.

In 2021, the company intends to intensify its relationship with startups via Enel Innovation Hub Chile. The model is based on the integration of Open Innovation with Sustainability, and is named 'Open Innovability'.



**Hernán Acuña Gamboa**  
HEAD OF INNOVATION HUB CHILE

## LARGEST

CHILE'S ELECTRICITY  
DISTRIBUTOR

### Main results



**Carbon footprint**  
47% REDUCTION IN  
CARBON FOOTPRINT



**Environmental footprint**  
20% REDUCTION IN  
ENVIRONMENTAL  
FOOTPRINT



**Information management**  
70% REDUCTION IN  
HOURS DEDICATED TO  
THE MANAGEMENT OF  
INFORMATION

# Glossary



STARTUP	SDGS	WEBSITE	COUNTRY
ADAPTA GROUP		WWW.ADAPTAGROUP.COM	
AFARMA		WWW.AFARMAAPP.COM.BR	
AGENDA EDU		WWW.AGENDAEDU.COM	
AGROSMART		WWW.AGROSMART.COM.BR	
AGUA SEGURA		WWW.MASVERDEMASHUMANO.ORG	
ALMAROMA		WWW.ALMAROMA.COM.BR	
ARIDIGITAL		WWW.DIGITALIZANDOMEXICO.COM	
AVULTA SOLUÇÕES INCLUSIVAS		WWW.AVULTA.COM	
BADU DESIGN		WWW.INSTAGRAM.COM/ BADUDESIGN/	
BIOSOLVIT SOLUÇÕES EM BIOTECNOLOGIA APLICADA SA.		WWW.BIOSOLVIT.COM	
BOTANITEC		WWW.BOTANITEC.CL	

STARTUP	SDGS	WEBSITE	COUNTRY
CACAO EMBASSY S.A		WWW.CACAOEMBASSY.COM	
CARBONO ZERO COURIER		WWW.CARBONZERO.COM.BR	
COLETALIXO.COM		WWW.COLETALIXO.COM/	
CONSTRUIDE		WWW.CONSTRUIDE.COM.BR/	
DALEGIG		WWW.2DLPRO.COM	
DESTINE JÁ		WWW.DESTINEJA.COM.BR	
DIG GRUPO EMPRESARIAL SAC		WWW.DIG-SAC.COM	
ECO FAST		WWW.ECOFAST.APP	
EGALITÊ INCLUSÃO & DIVERSIDADE		WWW.EGALITE.COM.BR	

STARTUP	SDGS	WEBSITE	COUNTRY
EMILLIA - INDEPENDÊNCIA PARA CRIANÇAS AUTISTAS	   	WWW.EMILLIA.COM.BR	
EQUALWEB	  	WWW.EQUALWEB.COM.BR	
ESPORTE EDUCA	  	WWW.ESPORTEEDUCA.COM.BR	
FLATMATCH	  	WWW.FLATMATCH.COM.BR	
GIVEMOVE	 	WWW.GIVEMOVE.COM	
GOCTORS		WWW.GOCTORS.COM	
GOODERS	  	WWW.GOODERS.COM.BR	
GREENING HUB	  	WWW.GREENING.ECO.BR/	
IMPACT TRAVEL COLLECTIVE	  	WWW.IMPACTTRAVELCOLLECTIVE.COM	
IN3CITI S.A.	     	WWW.IN3CITI.COM	
INCENTIV.ME	 	WWW.INCENTIV.ME/	
INSPECTRAL	 	WWW.INSPECTRAL.COM.BR	
IOUU		WWW.IOUU.COM.BR	
JA FUI MANDIOCA	    	WWW.JAFUIMANDIOCA.COM.BR	

STARTUP	SDGS	WEBSITE	COUNTRY
JOURNEY		WWW.JOURNEY.APP	
KEY2ENABLE	  	WWW.KEY2ENABLE.COM	
LADER ENERGY	      	WWW.LADERENERGY.COM	
MANA CREDITO	 	WWW.MANACREDITO.COM.BR	
METARECICLAGEM.COM.BR	       	WWW.METARECICLAGEM.COM.BR	
NEOEDU - ESCRITOR PARA O FUTURO	 	WWW.NEOEDU.CO	
NO FLUXO	  	WWW.OUTDOORSOCIAL.COM.BR	
NTU SOFTWARE TEHNOLOGY	    	WWW.NTU.AI	
NUBBI		WWW.NUBBI.COM.BR	
OKA COLIVING	 	WWW.OKACOLIVING.COM.BR	
PEGMED	      	WWW.PEGMED.COM.BR	

STARTUP	SDGS	WEBSITE	COUNTRY
PHOMENTA	 	WWW.PHOMENTA.COM.BR/	
PIIPEE	  	WWW.PIPEE.COM.BR	
POPLUZ	  	WWW.POPLUZ.COM.BR	
POTE	  	WWW.POTE.NET.BR	
PROL EDUCA	  	WWW.PROLEDUCA.COM.BR/ INDEX.PHP	
SANTA FOOD	     	WWW.SANTAFOOD.COM.BR	
SCHOOLASTIC		WWW.SCHOOLASTIC-APP.COM	
SIMEC SISTEMA WEBMEDICO SA	 	WWW.SIMEC.COM.EC	
SINTECSYS	   	WWW.SINTECSYS.COM/	
SOCIAL BANK	  	WWW.SOCIALBANK.COM.BR/	
SOMA NEGÓCIOS INCLUSIVOS	  	WWW.SOMAVANTAGENS.COM.BR	
TI.SAÚDE	 	WWW.TISAUDE.COM	
TRIBU MONSTA	  	WWW.MONSTA.CL	
VALORA	  	WWW.VALORASA.COM.BR	

STARTUP	SDGS	WEBSITE	COUNTRY
VERDE TELECOM	       	WWW.VERDETELE.COM	
WEB.DOCTOR		WWW.WEB.DOCTOR	
WHYWASTE	      	WWW.WHYWASTE.COM.BR	
WOMEN FRIENDLY	  	WWW.WOMENFRIENDLY.COM.BR	
YANNI SHOES	  	WWW.YANNISHOES.COM	
ZEROCARBON	 	WWW.ZEROCARBON.COM.BR/	



Evaluators



1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

# Evaluators

*Meet the executives and mentors who evaluated the startups.*

## 1. Fabian Salum

PROFESSOR AT FUNDAÇÃO DOM CABRAL &  
LEADER OF THE RESEARCH AND METHODOLOGY  
IIMPACT BADGE

## 2. Karina Coleta

GUEST PROFESSOR  
FUNDAÇÃO DOM CABRAL

## 3. Daniel Maranhão

COUNTRY MANAGING PARTNER/CEO  
GRANT THORNTON

## 4. Ana Paula Assis

GENERAL MANAGER  
IBM

## 5. Eduardo Fischer

PRESIDENT  
MRV ENGENHARIA

## 6. Marco Aurélio Pereira da Silva

INNOVATION AND TECHNOLOGY MANAGER  
AEGEA

## 7. Stefan Salej

BOARD MEMBER  
FIESP

## 8. Jaci Tadeu

CEO  
SISEN

## 9. Fabian Gil

INVESTOR & FORMER PRESIDENT  
DOW

## 10. Antonio Mandalozzo

DIGITAL INDUSTRIAL OPERATIONS LATAM  
ELECTROLUX

## 11. João Pedro Brasileiro

FOUNDER  
INNOVATION LATAM

## 12. Jacklyn Reis

DIRECTOR  
IDEA ELECTRONIC

## 13. Eduardo Peixoto

CDO  
CESAR

## 14. Silvia Ohara

GENERAL MANAGER SOUTH AMERICA  
BERTSCHI AG

## 15. Paulo Boneff

HEAD OF SUSTAINABILITY  
GERDAU

## 16. Víctor González

DIRECTOR & FOUNDER  
SPERIENTIA

## 17. Hernan Acuña

MANAGER  
ENEL INNOVATION HUB

## 18. Nicolás Vega

ACCELERATION DIRECTOR  
STARTUP CHILE

## 19. Charlie Travers

HEAD OF INVESTMENTS  
ANGEL VENTURES

## 20. Constanza Moraga

PORTFOLIO MANAGER  
MAGICAL

## 21. Tatiana Leon

OPEN INNOVATION DIRECTOR  
CONNECT BOGOTÁ

## 22. Ana Paula Franco Cavillo

DIRECTOR  
ACELERA

## 23. Flavia Bozzolla

SUSTAINABILITY & INSTITUTIONAL RELATIONS  
MRV ENGENHARIA

## 24. Enrique Garcia

CEO SOUTH AMERICA & AUSTRALIA  
KLÜBER LUBRIFICATION

**25. Meire Ferreira**

SUSTAINABILITY LEADER  
GRANT THORNTON

**26. Marie Timoner**

LATAM MARKET CONNECT  
ORACLE

**27. Roberto Sadami**

CRO  
BANCO CARREFOUR

**28. Karen Mirkin**

BD STARTUP & VC  
AMAZON

**29. Lisa Besserman**

CEO  
STARTUP BUENOS AIRES

**30. Rodrigo Vilela**

MANAGING DIRECTOR LATAM  
EAGLEBURGMANN

**31. Maria Farias**

DIRECTOR  
INVERSOR LATAM

**32. Patrícia Nader**

HEAD OF INVESTMENTS  
VOX CAPITAL

**33. Mayra Castro**

CEO  
MAYRACASTRO.PRO, TEDX SPEAKER

**34. João Marcelo Borges**

DIRECTOR OF POLITICAL STRATEGY  
TODOS PELA EDUCAÇÃO

**35. Alexandre Cordeiro**

HEAD OF PRODUCT AND MARKETING  
ARGO

**36. Renata Petrovic**

HEAD OF INOVABRA HABITAT  
BRADESCO

**37. Alexandre Scotti**

FINANCE TRANSFORMATION DIRECTOR  
ORACLE

**38. Renata Zanuto**

CO-HEAD  
CUBO ITAÚ

**39. Margot Greenman**

CEO  
CAPTALYS

**40. Ronaldo Aloise Junior**

BUSINESS DIRECTOR  
SAQUE E PAGUE

**41. Carlos Pignatari**

HEAD OF SOCIAL IMPACT  
AMBEV

**42. Janete Vaz**

FOUNDING PARTNER  
GRUPO SABIN

**43. Carlos Zambrando Sequera**

SENIOR ASSOCIATE INVESTMENT ADVISOR  
CREDICORP

**44. Clint Bartlett**

DIRECTOR  
AFRICAN IMPACT FOUNDATION

**45. Diego Garaycochea**

MANAGING DIRECTOR  
KREALO

**46. María Fabiana Oliver**

HEAD OF IMPACT & SUSTAINABILITY  
PUERTO ASIS

**47. Hamilton Nogueira**

LATAM IT DIRECTOR  
ROCHE

**48. Javier Benavides**

FOUNDER  
INVESTA

**49. Jorge Arbache**

VP FOR PRIVATE SECTOR  
BANCO DE DESARROLLO DE AMÉRICA LATINA

**50. José García Hertz**

MANAGING DIRECTOR  
WINNIPEG CAPITAL

**51. Livia Brando**

COUNTRY MANAGER  
WAYRA

**52. Philippe Figueiredo**

DIGITAL BUSINESS ANALYST  
SEBRAE

**53. Rodolfo Oppenheimer**

MANAGING PARTNER  
INSIGHTS MENTORS

**54. Sandra Boccia**

EDITOR IN CHIEF  
EDITORA GLOBO

**55. Susy Yoshimura**

HEAD OF SUSTAINABILITY  
GRUPO PÃO DE AÇÚCAR

**56. Thiago Contage**

CCO  
ÁGUAS DE PARÁ DE MINAS

**57. Sergio Delgado Coto**

MANAGING DIRECTOR  
FUNDACIÓN DAVINCI

**58. Paul Huerta**

VP LATAM VENTURE CAPITAL EXECUTIVE  
ARMORUM

**59. Lucas Oliveira**

HEAD OF SOCIAL IMPACT  
FÁBRICA DE STARTUPS

**60. Guilherme Paschoal**

PARTNER  
OSKI

**61. Renata Nogueira**

HEAD OF SOCIAL IMPACT  
CARGILL

**62. Rafael Guper**

CO-FOUNDER & CSO  
UJJI

**63. João Olivério**

CEO  
SALES AS A SYSTEM

**64. Simoni Bianchi**

CFO & PRESIDENT OF INSTITUTE  
A.YOSHII

**65. Ana Bavon**

FOUNDING-PARTNER  
B4PEOPLE

**66. Maria Fernanda Teixeira**

CEO  
INTEGROW

**67. Cristina Cameirão**

CEO  
TOKLOK

**68. Luisa Phebo**

GLOBAL PRODUCT PARTNERSHIP LATAM  
GOOGLE



# Editorial

## Leading professors

Dr. Fabian Salum, Dra. Karina Coleta

## Coordination and management of ecosystems

João Pedro Brasileiro

## Growth e internationalization

Rodrigo Brasileiro

## Statistics and data analysis

Dalila Pereira

## Programming

Gabriel Andrade

## Graphic Project and Design

Alessandro Meiguins, Dânué Falcão, Giovana Castro, Marcos de Lima (Shake Conteúdo Visual)

## Visual identity

Marlon Brasil, Mayumi Sakuda

## Development coordination

Éber Arã

## Editing of documents

Daniela Ank

## Support

Stefanny Otoni, Vinícius Ribeiro, Guilherme Morgado

## Journalist

Ademir Morata

## Orthographic review

Letícia Maria Klein Lobe

## Press Relations

DFreire Comunicação e Negócios

## Translation

Francisco Barros

## Thanks to

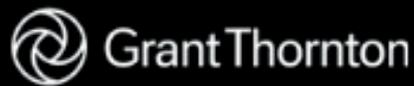
Alexandre Brisolla, Alexia Drummond, Gabriela Reis, Georges Blanc, Rita de Cássia Fontanez.



PLATINUM SPONSORSHIP



SPONSORSHIP



METHODOLOGY



REALIZATION

