



Portfolio of Services

Aliança Empreendedora is a non-profit, socially focused organization that supports organizations, NGO's, and governments nation-wide to design, test and implement **inclusive business models** and projects that **stimulate and support entrepreneurship** for low-income communities. Through these efforts, new business, work and income generating opportunities are created, further developing and improving the social and economic landscape.



About Us



+ than 17.000 microentrepreneurs supported

Presence in 16 Brazilian States

+ than 50 trained NGOs in our network

+ than 70 projects succesfully executed

13 National and International Awards.

+ than 40 partners and clients



Aliança's Results

Clients (Services and Inclusive Business)



Partners and Sponsors for entrepreneurial development projects



Redes e fellowships



Clients, Partners and sponsors



In order to succeed in its mission to include micro-entrepreneurs and to amplify their success in a sustainable manner, Aliança Empreendedora provides various services and partners with companies, governments and NGOs in all of Brazil. By disseminating its entrepreneurial methodologies and implanting new concepts and ideas, Aliança Empreendedora continues to develop an alliance of people and organizations that contribute to the reduction of poverty through entrepreneurship. These services are:

1 – Inclusive business model design, implementation, evaluation and development consulting.

2 – Design, implementation, and evaluation of community entrepreneurial incentive and support programs for the generation of work and income.

3 – Workshops, Training, and Presentations for companies, NGOs, Universities and Government.

4 – Generation and dissemination of information, content, and methodologies related to the motivation and support of entrepreneurship in low-income communities.

Design, Implementation and Evaluation Consulting

Inclusive Businesses are profitable financial initiatives that generate positive social impact. Marketing mechanisms are used to improve the quality of life for the low income population to allow:

- The participation of low-income communities and individuals in the value chain as producers of raw material, increasing the value of goods and services, or salesmen/distributors;
- Access for low income communities and individuals to basic, essential services of higher quality or at a lower price;
- Access for low income communities and individuals to products or services that allow them to enter into a "virtuous circle" of opportunities of doing business or improving their socioeconomic situation.

With this focus, Aliança Empreendedora supports and advises companies to work with low income communities - starting from the research phase of their projects to the identification of opportunities, design, implementation and evaluation of business models that generate social inclusion and impact.



Inclusive Businesses

Natura



Professional and Beauty Consultants

In partnership with Natura's commercial innovation department, the project is structuring a support model for micro beauticians, manicurists, and pedicurists that are Natura consultants in order to generate as much growth in the sales of Natura products as they do in their business.

Gerdau



Gerdau/GIZ Alliance of Inclusive Recycling

In partnership with Gerdau and GIZ (German Cooperation Agency) the project integrates recyclables collection organizations to Gerdau's metallic materials purchasing areas in nine cities of six Brazilian states. To date, 210 recyclables collectors have benefited from this partnership.

Danone



Kiteiras Danone

In partnership with Danone, the direct sales representative of "Quero Kit" – a product distribution company, and another local NGO, Aliança Empreendedora contributed the design and implementation of their 1st network of entrepreneurs in the north-east of Brazil that sell the Danone products door to door. The project started in Salvador and forecasts its expansion into Recife next year.



Inclusive Businesses: Our Efforts

Conceptualization, planning and implementation of low-income entrepreneurial inclusion and support projects.

Our projects identify, incentivize, and support low-income entrepreneurs to focus on three major obstacles that the micro-entrepreneur encounters:

- **Access to Knowledge**
- **Access to Credit**
- **Access to Commercialization**

With this work, the beneficiaries identify, create, and develop opportunities for the growth and development of their own businesses. Upon achieving this growth, they then become shining examples and local role-models, further contributing to their community's social-economic development.

During the seven years of Aliança Empreenedora's existence, our work has formed support systems, processes and methodologies for different areas of micro-entrepreneurship, including youth, women, urban and rural productive groups, recyclable materials collectors, and individual entrepreneurs.



Community Entrepreneurship Projects and Work and Income Generation



Partners in Action: In partnership with **Banco Santander** (Santander Bank), the *Partners in Action* project have a focus on entrepreneurship for women. Formed in 2009, they have selected and supported ten projects led by women entrepreneurs in eight different states within Brazil. In this project, local NGOs and micro-entrepreneurs receive support for the formation, development, and financial investments for their businesses.



Business to Business: Formed in 2010 in partnership with **SEBRAE (Brazilian Service to Support Micro and Small Enterprises) Paraná**, the project runs diagnostics, implements a plan of action and best management practices, and the results for each business in the state of Paraná. In three years more than 5,000 micro-entrepreneurs have been supported.



Walmart Alliance of Inclusive Entrepreneurship: Partners since 2006, Aliança and Walmart have successfully created 4 projects together that have benefited 65 micro-entrepreneurs and more than 700 people in three states (PR, SP e PE) - mostly including women. In addition, this partnership has contributed to the birth of the social-business Solidarium (www.solidarium.com.br) and Impulso - the #1 crowdfunding site for micro-entrepreneurs in Brasil (www.impulso.org.br).



Community Entrepreneurship Projects and Work and Income Generation

Geração Empreendedora / Youth Business Brazil

A joint strategy between YBI and Aliança Empreendedora to support under-served young entrepreneurs in Brazil (**see more attached**)



**Community Entrepreneurship Projects and Work
and Income Generation**

Whether in external or internal company events, our speeches have the focus of stimulating the entrepreneurship in people and businesses. Site visits include companies, governments, and NGOs who want to know more about entrepreneurship, start or improve on their inclusive businesses or engage in community entrepreneurship or social-economic development. Aliança Empreendedora's training, speeches, and workshops attract more than **5,000 people in Brazil each year.**

- ***Anyone can be an entrepreneur! – Entrepreneurship is not something you are born with, but a skill! How will you develop yours?***
- ***Inclusive Business and the Low-Income Market – What are they? How to innovate and come out in front?***
- ***How to plan, implement and evaluate incentive programs of support for community entrepreneurship and the generation of work and income.***
- ***Experiential Learning – Appreciative view of the communities.***
- ***Action for change – The birth and development of Aliança Empreendedora***

All of Aliança's training, speeches, and workshops are dependant on the dialog, interaction, concepts, and inspiring stories of entrepreneurs from the most diverse backgrounds and realities.



Training, Speeches, and Workshops



The Aliança Award for Community Entrepreneurship: Held annually, the Award aims to identify and support outstanding micro-entrepreneurs in communities throughout Brazil. In 2011, the Aliança Award received 155 entries from entrepreneurs in 27 states, resulting in three winners and more than 160 stories in the media. In 2012 there will be an increase to five categories resulting in five winners.



Impulso Crowdfunding for Brazilian Micro-Entrepreneurs: Impulso is the first Brazilian Crowdfunding site for micro-entrepreneurs. In 2011, the year it was created, over 250,000 people visited the site and more than 800 invested in micro-entrepreneurial projects. In June of 2012 Impulso released a new version, offering a more attractive and simple design period. It now enables any person to invest in either a individual micro-entrepreneur or to support entrepreneurial projects for low income communities in Brazil in exchange for creative compensation from the project authors. Impulso also utilizes channels sponsored by companies who want to associate their brand with entrepreneurial causes: www.impulso.org.br



AprendAE: AprendAE (roughly translating into *Learn*, with the company's initials included in the name) is a youtube channel that hosts a video series of classes and content related to the primary challenges that micro-entrepreneurs face. With an average video lasting about 12-minutes and created by Aliança consultants, the videos are available online, free of charge and have already been viewed more than 7,000 times in less than seven months.

We create partnerships with companies all year-long for the sponsorship of these activities.



Investment Opportunities



"Aliança Empreendedora is one of the most innovative, entrepreneurial and visionary companies that I have known - so much so that they are able to integrate into their entire value-chain social impact along with the generation of income and profit. In the scope of the entrepreneurs, Aliança is able to make possible the necessary increase in income for their families, profits for businesses and maintain the role of a respected educator and bridge for areas and communities with large consumer markets in a just and consistent manner. This organization also innovated its governance model and investor relations. In closing, because of all of this I have huge admiration and honor for partnering with Aliança." **Maure Pessanha – Director of Artemisia Social Business.**



"Since its foundation, Aliança Empreendedora assumed a responsibility to understand the economic space and to make it accessible to everyone. Being part of this journey has been an honor and an experience of great learning."

Oscar Fergutz – Manager of Inclusive Recycling for Latin America – Fundación AVINA.



"The partnership between Aliança Empreendedora and Sebrae (Brazilian Service to Support Micro and Small Enterprises) PR started long ago and from the fruit of the combination of forces from the two organizations in favor of entrepreneurship and of micro and small businesses. For Aliança Empreendedora as much as for Sebrae - PR, the small businesses - the champions in the generation of employment and income - have the power to promote economic, and above all, social transformations. A capacity to change realities and to promote development.." **Allan Marcelo de Campos Costa – Director Superintendent of SEBRAE Paraná.**



Client and Partner Testimonials



Rockefeller Centennial Innovation Challenge - 2013



Vital Voices - Global Ambassadors Program - 2013



Official Member – ANDE – Aspen Network of Development Entrepreneurs - 2013



Official Member - Youth Business International - 2012



Youth Action Net - Global Fellow - 2010



ONG mais confiável – Categoria Geração de Trabalho e Renda - Revista Seleções - 2010



Young Global Leader – Fórum Econômico Mundial - 2010



Finalista – Prêmio Empreendedor Social Folha de SP / Schwab Foundation – 2008 / Integrante da Rede Folha



Prêmio Nacional - Visionaris UBS Ashoka - 2007



Fellow - Ashoka Empreendedores Sociais - 2007



Líder Parceiro - Fundação AVINA – 2004



Awards and Recognitions

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