



Projeto de Fomento ao Ecossistema de Startups no Brasil

Fundo de Capital Semente BR Startups

Franklin M. Luzes Jr.
COO Microsoft Participações





Missão

Empoderar cada pessoa e
cada organização no planeta
a conquistar mais

Visão de como as novas tecnologias de AI, estão mudando o nossa mundo?





“Nossa indústria não
respeita tradição – só
respeita a inovação”

Satya Nadella
CEO da Microsoft

Ecossistemas Mundiais de Startups

2019 Global Startup Ecosystem Ranking

<https://startupgenome.com/reports>

	Ranking	Change from 2017	Performance	Funding	Market Reach	Connectedness	Talent	Experience	Knowledge	Growth Index
Silicon Valley	1	0	1st	1st	1st	1st	1st	1st	1st	5
New York City	2	0	1st	1st	3rd	2nd	1st	1st	2nd	6
London	3-4	0	1st	1st	1st	1st	2nd	2nd	1st	6
Beijing	1	+1	1st	1st	5th	5th	1st	1st	1st	4
Boston	5	0	1st	2nd	2nd	3rd	1st	1st	2nd	7
Tel Aviv	6-7	0	2nd	2nd	2nd	1st	2nd	2nd	1st	6
Los Angeles	8	+3	1st	2nd	3rd	4th	3rd	2nd	3rd	5
Shanghai	9	0	2nd	2nd	2nd	4th	1st	3rd	1st	6
Paris	10	+2	2nd	1st	3rd	2nd	3rd	3rd	2nd	8
Berlin	11	-3	3rd	2nd	1st	1st	2nd	3rd	4th	6
Stockholm	11	+3	3rd	2nd	2nd	2nd	4th	2nd	2nd	7
Seattle	12	-2	2nd	3rd	3rd	3rd	1st	1st	3rd	5
Toronto-Waterloo	13	+3	3rd	2nd	1st	3rd	4th	4th	3rd	5
Singapore	14	-2	2nd	4th	4th	1st	2nd	3rd	4th	5
Amsterdam-StartupDelta	15	+4	2nd	3rd	5th	3rd	5th	4th	3rd	7
Austin	16	-3	3rd	3rd	4th	4th	1st	1st	3rd	5
Chicago	17	+1	3rd	4th	4th	5th	3rd	4th	5th	4
Bangalore	18	+2	3rd	4th	5th	2nd	4th	4th	2nd	7
Washington, D.C.	19	NEW	4th	3rd	3rd	5th	4th	2nd	4th	5
San Diego	20	NEW	4th	3rd	4th	4th	3rd	3rd	4th	6
Denver-Boulder	21	NEW	4th	4th	4th	4th	3rd	2nd	4th	7
Lausanne-Bern-Geneva	22	NEW	4th	4th	2nd	3rd	5th	5th	2nd	8
Sydney	23	-6	5th	5th	5th	2nd	4th	5th	5th	7
Vancouver	24	-9	4th	5th	1st	3rd	3rd	3rd	3rd	6
Hong Kong	25	NEW	5th	5th	2nd	1st	4th	5th	5th	6
26-30 (alphabetical order)										
Atlanta		NEW	5th	5th	4th	5th	2nd	4th	5th	4
Barcelona		NEW	5th	4th	5th	4th	5th	5th	5th	6
Dublin	26-30	NEW	5th	3rd	5th	5th	5th	4th	5th	5
Miami		NEW	4th	5th	1st	5th	5th	5th	4th	5
Munich		NEW	5th	5th	3rd	2nd	5th	5th	5th	2



 GLOBAL UNICORN CLUB: 360 PRIVATE COMPANIES VALUED AT \$1B+
as of 6/17/2019



The image is a horizontal collage of numerous company logos, each enclosed in a small box. The logos are organized into several distinct sections, likely representing different industries or technology domains. The sections include: Cybersecurity, Travel, Auto & transportation, Edtech, Data management & analytics, E-commerce & direct-to-consumer, Hardware, Mobile & telecommunications, Consumer & retail, Supply chain, logistics, & delivery, Artificial intelligence, Internet software & services, and Health. Each section contains a grid of logos from various well-known companies.

<https://www.cbinsights.com/research/unicorn-startup-market-map/>



Market Cap

40.055B

20/06/19



Market Cap

76.062B

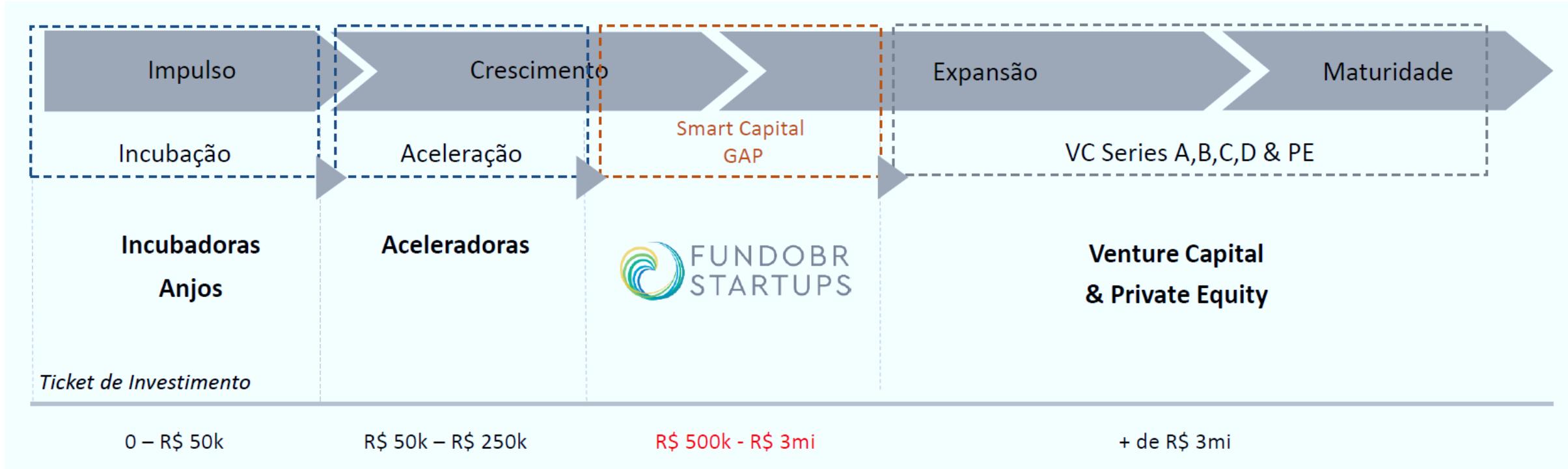
Ecossistema Brasileiro de Startups

The image is a collage of logos from various Brazilian startup ecosystem entities, organized into several sections:

- Networks:** Círculo Startup, LAICA, LatAm Founders Network, +INNOVATORS, abvcap, Open Beta, abstartups, Silicon Drinkabout.
- Coworking:** wework, PLUG DISTRITO, cubo, órbi, STARTUP GRID network, house of all, AHoy BERLIN, Raja Valley, iNovaBra habitat, CN Clube de Negócios, IMPACT HUB, COW.
- Media & Events:** Startup Weekend, link, Campus Party, GROWTH, STARTSe, STARTUPI, VIRADA EMPREENDEDORA, HACK TOWN 2014, project hub, Empresas Negócios, THE BRIEF, baguete, techtudo, youpix, CASE, path, PICNIC BRASIL, TECMUNDO, +BR NEW TECH, Canaltech, Festival, SP TEC.
- Education:** DRAFT, ENDEAVOR BRASIL, Wylinka, le wagon, Digital House Coding School, FOUNDER INSTITUTE, ceu, GAMA ACADEMY, Inatel NEmp, FIAP, MASTERTECH, troposlab, Insper, Tera, IITS.
- Local VCs:** Kaszek VENTURES, a5, monashers+, DOMO, Redpoint ventures, ASTELLA, CANARY, YellowVentures, FUNDOBRA STARTUPS, e.BRICKS DIGITAL, INSEED INVESTIMENTOS, spventures, Koolen&PARTNERS SMART VENTURE CAPITAL, bossanova, LAB, INNOVA CAPITAL, CONTRAPAR, bzplan, Indicator Capital, cventures, FIR CAPITAL, Kick, BOZANO INVESTIMENTOS, DGF INVESTIMENTOS, INVEST TECH, TRIAXIS CAPITAL, performa INVESTIMENTOS, TOTVSVENTURES, EMBRAER, CRP COMPANHIA DE PARTICIPAÇÕES.
- Global Investors:** QUALCOMM VENTURES, QED INVESTORS, QUONA CAPITAL, 500, Y Combinator, VALOR CAPITAL GROUP LTD, FOUNDER'S FUND.
- Business Angels:** Anjos do Brasil, GVANGELS, ENCONTRE UM ANJO, eqseed, Gávea Angels, HARVARD BUSINESS SCHOOL Alumni Angels of Brazil, FLORIPA ANGELS.
- Accelerators:** ACE, @startupfarm, wow ACCELERADORA DE STARTUP, 85 labs aceleradora, LIGA VENTURES, DARWIN STARTER, FABRIQ ACCELERADORA, VENTIUR, acelera MGTI, gnpq, SYU, oxigenio, Lemonade, wayra., colisões, JUMP BRAS, SEVNA, B2Mamy, W55, ((CÓDIGO)), MOVE 2 THE NEXT LEVEL, ACELERA PARTNERS, SUPERÁ, BIOSTARTUP LAB, grow+, baixa, techmall.
- Corporate:** IBM Global Entrepreneur Program, ALGARVENTURES, Google for Entrepreneurs, BMG UpTech, Oracle Startup Cloud Accelerator, OITO, Microsoft BizSpark, movile, inovaBRA, INOVE Senior.
- Public Entities:** UP brasil, Finep, BNDES, seed, acelera startup, SEBRAE, IDEXO, SUPERA.

<https://medium.com/codando/mapeamento-do-ecossistema-brasileiro-de-startups-9593069ed8c5>

Lacuna de Investimento de Risco que Existe no Brasil



Overview: Fundo BR Startups

Investidores Atuais



Investidor âncora: Agtech



Investidor âncora: Fintech



Investidor âncora: Insurtech



FUNDO BR
STARTUP



Combustível para as
startups se tornarem
empresas de sucesso global

MSW
CAPITAL

Gestor do Fundo

Debêntures /
Mútuo Conversível / Ações

Start-
up Start-
up

Investimentos entre R\$ 500 mil e
R\$ 2 milhões / startup

Portfolio de Investimentos



Critérios de Seleção:

- Ser uma empresa sediada no Brasil
- Já possuir receita anual entre R\$ 60 mil e R\$ 3 milhões
- Ter pelo menos 2 sócios fundadores, idealmente com as seguintes responsabilidades: CEO (Gestão, Marketing e Vendas) e CTO (Arquitetura e Desenvolvimento Tecnológico das soluções)

O Que Olhamos nas Startups? O Time e a Solução...

A Solução
Resolve um
Problema Real?

A Solução
Desenvolvida Foca no
Cliente e em suas
Necessidades?

A Solução
Entrega Valor
para o Cliente?

A Solução deixa
o Cliente
Satisfeito e
Encantado?

Investment Selection

When considering a deal, VCs will look at the attractiveness of the market, strategy, technology, product/service, customer adoption, competition, deal terms and the quality and experience of the management team.

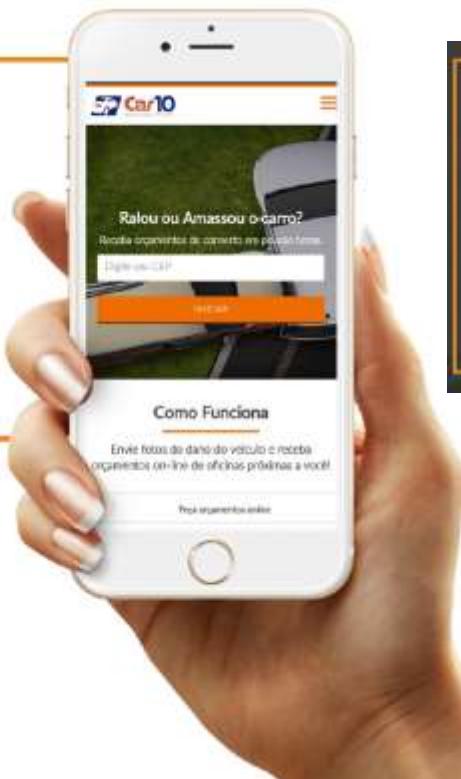
Important Factors for Investment Selection		
Most Important Factor	Early Stage Percentage (%)	Late Stage Percentage (%)
Team	53	39
Business Model	7	19
Product/Technology	12	8
Market	7	11
Industry	6	4
Valuation	0	3
Ability to add value	2	2
Fit with the fund	13	13

Table 2: Important Factors for Investment Selection

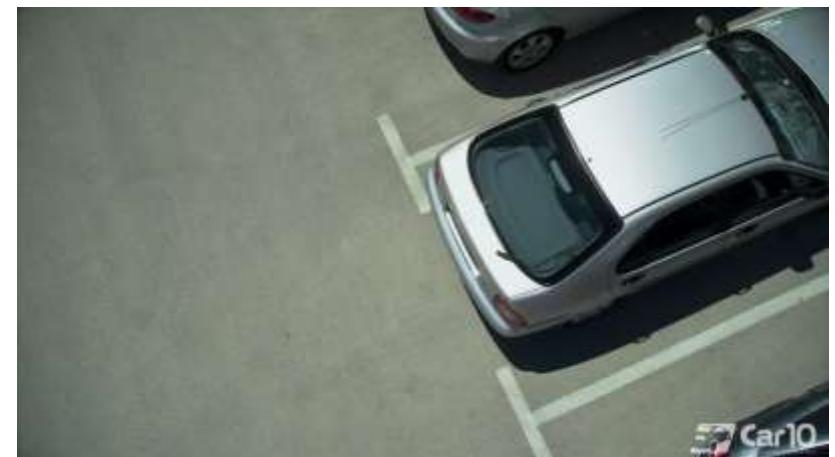
Exemplo de uma Startup de Insurtech investida pelo Fundo: Car10

Solução mobile first - Funilaria

1ª plataforma online para serviços automotivos no Brasil. Jornada do usuário começa com pedido de orçamentos online em até 3 minutos. Em menos de um hora o usuário recebe até 4 orçamentos das oficinas próximas.



 **Car10**
BATEU, CLICOU, CONSETOU.
www.car10.com.br



Lições Apreendidas..Sugestões de KPIs para Medirmos o Sucesso..

Performance	<ul style="list-style-type: none">• A solução da startup pode ser contratada pela corporação?• # Número de corporações que já são clientes?	Talent	<ul style="list-style-type: none">• Acesso a Capital Intelectual (engenheiros de software, programadores, AI designers, etc.)	Startup Experience	<ul style="list-style-type: none">• Grau de habilidades adquiridas pelos empreendedores fundadores das startups:<ul style="list-style-type: none">• É um Empreendedor Serial?• Os sócios já trabalharam juntos anteriormente?• É acostumado com a relação com Investidores de Risco (VCs)?• Tem ambição de ser tornar um player Global?• Tem um propósito claro?• Disponibiliza “stock options” para os colaboradores chave da empresa?• É fluente em inglês?
Funding	<ul style="list-style-type: none">• A startup tem acesso a Capital (Investimento de Risco) por pelo menos 18 meses?• Existe uma visão clara da saída do investimento realizado na startup?	Market Reach	<ul style="list-style-type: none">• Se a startup têm condições de conquistar clientes fora do seu país e de se tornar um player global?		



Para mais informações,
por favor, entrem em
contato com:

Franklin M. Luzes Jr.
COO
Microsoft Participações

fmluzes@microsoft.com