



# Service Portfolio





# about aliança empreendedora

## We believe that everyone can be an entrepreneur.

Our work consists of supporting companies, social organizations and governments in order for them to develop inclusive business models and projects to support low-income micro-entrepreneurs, expanding access to knowledge, networks, markets and credit so that they can start or develop their businesses. We create business, work and income generation opportunities via entrepreneurship, promoting social and economic inclusion and development.

**OUR VISION:** *Turning the economy into a place for all.*

**OUR MISSION:** *Join forces and enable access in order to help low-income people and communities to become entrepreneurs, promoting social and economic inclusion and development.*





# impact



Founded in **2005**



**More than 47.900** supported micro-entrepreneurs



Present in **21 states in Brazil**



**86 trained** delivery partners



**More than 109** completed projects



Increased at Entrepreneurial Inclusion Index (EEI)\* for **84%** of the microentrepreneurs in 2014



**14** national and international awards received



**More than 70** clients and partners



**More than 300** articles published on print and online, as well as aired on TV







# clients, partners and supporters

## CLIENTS

*Services and inclusive businesses*



## PARTNERS

*Projects to support micro-entrepreneurs*



## INSTITUTIONAL SUPPORTERS

*Pro-bono services*





# awards, networks and acknowledgement

## AWARDS AND ACKNOWLEDGEMENT



“Partner Leader” of Avina Foundation  
– 2004



Fellow Ashoka Social Entrepreneurs – 2007



Visionaris UBS Ashoka National Award -  
2007



Social Entrepreneur Award, by Folha de  
S. Paulo and Schwab Foundation  
(finalist) - 2008



Young Global Leader in the World  
Economic Forum - 2010



Clinton Global Initiative Member -  
2010



Most Trustworthy NGO, in the Work and  
Income Generation Category, by  
“Seleções” Magazine - 2010



Unreasonable Institute Fellowship  
(finalist) - 2011



Rockefeller Centennial Innovation Challenge -  
2013

## NETWORKS



Folha’s Network of Social and  
Environmental Entrepreneurs



Vital Voices – Global Ambassadors Program  
– 2013



Official Member of the Youth Business  
International – 2012



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



Global Fellow of the Youth Action Net –  
2010 and 2016



Member of the National Committee for  
the Global Entrepreneurship Week in  
Brazil





More than 300 articles published on print and online, as well as aired on Brazilian TV

Valor.com.br ValorInveste

Olá, Luisa (Editar perfil) 1/5 Sair Assine

Valor

ECONOMICO

Home

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Carreira

Cultura & Estilo

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Cias Abertas

Indústria

Infraestrutura

Consumo

Tecnologia

Energia

Mais setores

18/12/2013 às 00h00

Curso aumenta a renda de catadores de recicláveis

Por De São Paulo

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Últimas Lidas Comentadas Compartilhadas

"Economist": Brasil reza a São Pedro para resolver crise de energia

17h40

os vai acionar polícia para

esistentes

Empresas & Negócios

BUSCA OK

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home como começar dia a dia franquias banco de ideias startups

DI A DIA - EDUCAÇÃO

TAMANHO DO TEXTO: A- A+

Educação empreendedora é tema de mesa de pré-abertura da Semana Global

Participantes falam da importância da atuação e mostram histórias de sucesso entre jovens, universitários e pessoas de comunidades mais pobres da população

Por Adriano Lima - 12/11/2013

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BUSCA DE FRANQUIAS

ESCOLHA AO MENOS UMA OPÇÃO

NOME DA FRANQUIA

SECTOR

TIPO DE NEGÓCIO

CAPITAL INICIAL 2.000.000

BUSCAR

ESTADÃO

POLÍTICA | ECONOMIA | ESPORTES | LINK | DIVIRTA-SE | PME | JORNAL DO CARRO | OPINIÃO | ARQUIVO | RÁDIO | EL DORADO | BLOGS | TÓPICOS

ESTADÃO PME

PEQUENAS E MÉDIAS EMPRESAS

INFORMAÇÃO

SEU NEGÓCIO NA WEB

LINKS PATROCINADOS

PAINEL DE NEGÓCIOS

PRÊMIO ESTADÃO PME

Últimas notícias

Casos de Sucesso

Análise

Agenda tributária

Índices e cotações

Alertas

Newsletters

Quiz

Rádio PME

TV PME

Enc

ESTADÃO PME

INFORMAÇÃO

NOTÍCIAS

Programação

13 de novembro de 2013 | 6h 31

Confira dez atividades gratuitas na Semana Global do Empreendedorismo

Na quarta-feira, dia 13, ocorre a pré-abertura oficial do evento, em São Paulo

PME

Alerta

Compartilhar

6

Tweetar

25

Recomendar

81

Google+

4

ESTADÃO PME

A Semana Global do Empreendedorismo vai movimentar o mês de novembro com o objetivo de capacitar, inspirar e conectar instituições e pessoas que fomentem um ambiente empreendedor. Diante da programação, o Estadão PME selecionou dez atividades programadas para São Paulo que são gratuitas. A lista.comoleta.com as atividades pode ser

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Usuário

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F5

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Blogs

+SEÇÕES

ÚLTIMAS NOTÍCIAS

Jovem que acendeu rojão afirmou ter matado 'por besteira', diz colôga

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empreendedor social

O QUE É CRONOGRAMA REGULAMENTOS PREMIAÇÕES PERGUNTAS FREQUENTES FUNDAÇÃO SCHWAB FINALISTAS JURADOS FALE CONOSCO

13/11/2013 - 17h13

Aliança Empreendedora faz caminhada de mentoria

DE SÃO PAULO

Recomendar

34

Google+

0

Divulgar o texto

Amanhã, (16), acontece no Brasil a primeira "Caminhada Empreendedora - Global Mentoring Walk". O evento, que é realizado há seis anos simultaneamente em 19 países, faz parte da Semana Global do Empreendedorismo.

NO PARANÁ

Patrocínio

[CNI](#)

Parceria Estratégica

[Deloitte](#)

[FAM](#)

Um empurrãozinho

Há oito anos, o trabalho da Aliança Empreendedora é dar suporte ao microempreendedor de baixa renda, oferecendo orientação e criando pontes de relacionamento que possam tirar comunidades inteiras da periferia da economia tradicional

LINA USECHE

Diretora Executiva da Aliança Empreendedora

Programa de capacitação seleciona jovens empreendedores de baixa renda

O objetivo do Programa Geração Empreendedora é incentivar e capacitar 300 jovens entre 18 e 35 anos que queiram abrir ou melhorar o seu negócio

- 10/09/2013

Curir

14

Tweetar

9

Google+

2

Print

Share

2

O programa conta com empresas juniores de

O Programa Geração Empreendedora, fruto de uma parceria entre a Aliança Empreendedora e a Youth Business International, pretende incentivar 300 jovens empreendedores de baixa renda entre 18 e 35 anos. Gratuito, ele oferece

aliança empreendedora



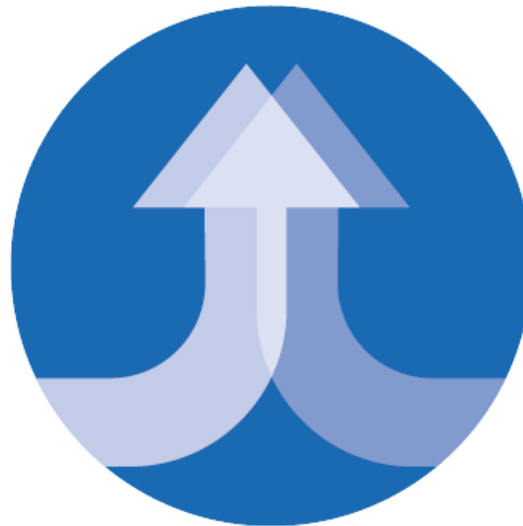


# our work

We provide the following services in order to promote impact and economic inclusion:



**ENTREPRENEURIAL INCLUSION  
PROJECTS**



**CONSULTING AND  
IMPLEMENTATION OF INCLUSIVE  
BUSINESSES**



**CONTENT PRODUCTION IN ORDER  
TO RAISE AWARENESS OF THE  
CAUSE**



# entrepreneurial inclusion

Planning, execution and evaluation of projects that aim at supporting low-income micro-entrepreneurs in order to develop their entrepreneurial and management skills and to enlarge their access to knowledge, networks, markets and credit. We build the projects together with our partner in a collaborative way, always focusing on the direct impact that they may have on the lives of the supported micro-entrepreneurs.

The methodology applied in the trainings stimulate the micro-entrepreneurs by proposing achievable challenges that bring quick answers to the participants' doubts and work as "fuel" for entrepreneurship, combining theory and practice in order to meet the micro-entrepreneurs' needs and interests. At the end of the training, the participants are able to analyze the problems and difficulties they may have when running a business, as well as to search for ways of dealing with these problems.

This process results in the empowerment of the micro-entrepreneurs and the acknowledgement of oneself as an entrepreneur. Many of the supported micro-entrepreneurs become role models to other members of their communities and actively contribute for the social and economic development of these places.







# entrepreneurial inclusion

We work with a dynamic methodology that is based on andragogy (adult education), group dynamics and in a theory called Effectuation. Andragogy takes into account the participants' life experience and uses problem solving and the immediate application of whatever is learned as motivation. Using concepts from group dynamics, our trainings are always planned for groups and they follow a humanistic approach, which says that human beings are able to find solutions for their problems and can change their own behavior in order to obtain different outcomes. The Effectuation theory, which was developed based on researches made by Dr. Saras Sarasvathy, see entrepreneurship not as a gift or a group of characteristics, but as a set of skills that are developed through practice and experience.





# entrepreneurial inclusion

## → effectuation

Instead of focusing on making a business plan based merely of predictions, Aliança Empreendedora's methodology uses the Effectuation theory to stimulate micro-entrepreneurs to develop or improve their own businesses starting with what they already have. We work with three essential concepts:



- 1 – Who they are (identity, dreams, self-image)
- 2 – What they know (knowledge and experience)
- 3 – Who they know (network)

The Effectuation theory was chosen not only because it's simple, but also because it is very efficient when dealing with low-income micro-entrepreneurs, who generally start their businesses with “whatever they have”.

Our methodology is divided into five different types, each one relating to a specific audience. All types are applied using accessible language, so as to be understood by any micro-entrepreneur, regardless of their schooling.





# entrepreneurial inclusion

All of our trainings directly impact the microentrepreneurs' behavior.

Because of that, evaluating just the growth of each business is not enough to understand the real impact that our methodologies have on their lives. In order to understand and evaluate this change, Aliança Empreendedora has developed the Entrepreneurial Inclusion Index, which is based on Effectuation Theory matched with an income evaluation: Who am I (skills), What do I know (knowledge), Who do I know (network) and How much do I earn (income and business growth).



In 2014, **84%** of the supported micro-entrepreneurs increased their Entrepreneurial Inclusion Index

Every micro-entrepreneur supported by Aliança Empreendedora answers the Entrepreneurial Inclusion Index questionnaire twice: first at the beginning of the trainings and then at the end. This process enables us to evaluate their development in a thorough way.





# entrepreneurial inclusion

## → project cases



### **PROGRAM PARTNERS IN ACTION**

#### **SANTANDER BANK / 2013-2014**

The program is an initiative of Social Investment Department at Santander Bank executed by Aliança Empreendedora. It has Santander Microcredit as its partner. The program has as its objective to identify, support, train and connect micro-entrepreneurs from low-income communities located in the cities where Santander Microcredit acts, so as to create more opportunities.



### **A MESSAGE FOR FREEDOM**

#### **THE ROCKFELLER FOUNDATION / 2013-2014**

In 2013, Aliança Empreendedora won the Centennial Innovation Challenge, by The Rockefeller Foundation, with the Project “A Message for Freedom”. The project aims at strengthening entrepreneurs and fighting work in conditions similar to slavery in the textile industry in São Paulo.



### **FINANCIAL HEALTH FOR MICRO-ENTREPRENEURS**

#### **SERASA EXPERIAN 2014**

The project is developing an effective financial education methodology that focuses in management, financial evaluation and debt regularization for low-income micro-entrepreneurs. The project focuses in three different groups: people starting their businesses, micro-entrepreneurs that want to enlarge their businesses and micro-entrepreneurs in debt.





# institutional projects



## ENTREPRENEURIAL GENERATION

**YOUTH BUSINESS INTERNATIONAL / ACCENTURE/ BANK OF AMERICA/ ICAP – 2013-2014**

The program Entrepreneurial Generation has as its objective to encourage and support young Brazilian entrepreneurs from low-income communities to start and develop their own businesses. It is the result of a partnership between Aliança Empreendedora and Youth Business International, a global network dedicated to supporting young entrepreneurs. YBI acts today in 39 different countries and it has Prince Charles, of Wales, as its patron. The program supports young micro-entrepreneurs by giving them training, mentoring and access to microcredit.



## PROGRAM “TAMO JUNTO” (WE ARE TOGETHER)

**[www.tamojunto.org.br](http://www.tamojunto.org.br)**

**CORPORAÇÃO ANDINA DE FOMENTO/ITAIPU/SERASA EXPERIAN – 2014**

Tamo Junto is a website that intends to connect people and organizations in order to offer Brazilian micro-entrepreneurs more opportunities of personal and professional growth, by giving them access to content (videos, articles and management tools for download), services and events. Tamo Junto also works “off-line”, thanks to a network of over 140 volunteers that have been promoting meetings and events in order to encourage collaboration between micro-entrepreneurs.





# inclusive businesses

## Consulting and implementation of inclusive businesses models

that may transform traditional value chains into fairer and more profitable chains by including low-income micro-entrepreneurs. With this in mind, we work together with large companies in order to create business models and opportunities that are both profitable and socially impactful. The process begins with researches that aim at identifying these opportunities and it involves the design, the planning, the implementation and the evaluation of each models developed.

Aliança Empreendedora was one of the first organizations to develop this work-model in Brazil, which allowed us to create initiatives together with companies from many different areas, such as cosmetics, wholesale, recycling, furniture and food industry. Some of the companies we worked with are Natura, Danone, Coca-Cola Institute, Masisa, Gerdau, Serasa







# inclusive businesses

## → project cases



### **INCLUSIVE RECYCLING** **GERDAU/GIZ 2011-2013**

The project Inclusive Recycling was executed by Aliança Empreendedora together with NGOs in three different Brazilian states and it counted on the financial support from Gerdau and GIZ (German Cooperation Agency). Its objective was to support recyclable material pickers' organizations so that they could improve their management and sell their ferrous scrap directly to Gerdau, eliminating the middle people. Out of 11 organizations, 10 already sell directly to Gerdau, 7 of which use electronic invoice. Between 2011 and 2013, the supported pickers' organizations sold 604 tons of ferrous scrap directly to the industry and, with that, increased in 31% the average income of the supported pickers.



### **PROFESSIONAL BEAUTY CONSULTANTS** **NATURA 2010-2011**

In partnership with the Comercial Innovation Department from Natura, the project structured a model of support to hair dressers and manicurists in order for them to increase their sales of Natura products as well as improve their businesses. The project took place in peripheral regions of the city of São Paulo.



# inclusive businesses

## → project cases



### **PROJETO KITEIRAS**

**DANONE ECO SYSTEM/ 2011-2015**

In partnership with Danone, the distributor QualiKits, and the organizations Véle and Move, Aliança Empreendedora contributed to the design and implementation of the first network in the Northeast of female microentrepreneurs that sell Danone's kits from door to door in Salvador.



### **ARTS COLLECTIVE**

**COCA-COLA INSTITUTE 2012-2015**

The Arts Collective is an initiative of the Coca-Cola Institute in partnership with Aliança Empreendedora and Asta Network. The project, which integrates Coca-Cola Brazil's platform of social businesses, involves design, entrepreneurial training and fair trade, and its objective is to strengthen a national network of craftspeople that work with recyclables. After the training and with encouragement, these entrepreneurs start generating and distributing income where they live and work.





# awareness

In Brazil, most people believe that in order to be an entrepreneur, one has to have a gift or be born one. Because of that those interested in opening small businesses do not look for support in order to enable their projects. So as to change that, Aliança Empreendedora works on spreading the message that each and every one can be an entrepreneur by learning a new set of skills.

One way to do that is by distributing awards – national and regional ones – that inspire micro-entrepreneurs to tell their stories and disseminate successful examples, contributing for the low-income entrepreneurs' empowerment.

We also give consultancy and produce content for TV programs and video producers in order to disseminate the cause. Our main case in this area is the segment “Mandando Bem”, aired on the program Caldeirão do Huck on Globo Tv Channel, which resulted from a partnership between the show and Aliança Empreendedora.





# awards distributed



## 1ST AND 2ND ALIANÇA EMPREENDEDORA'S COMMUNITY ENTREPRENEURSHIP AWARDS

2011 - 2012

A national award, Aliança Empreendedora's Community Entrepreneurship Award is going to its third edition in 2015. Its objective is to identify micro-entrepreneurs that stand out not only for their businesses, but also for their contribution to the economic and social development of their communities.

The first edition awarded three different micro-entrepreneurs, but the second counted on five different categories and each one awarded two micro-entrepreneurs.



## "PEQUENAS GIGANTES" (LITTLE GIANTS) CHALLENGE SÃO PAULO INSTITUTO WALMART 2013

The award is an initiative of Aliança Empreendedora and Walmart Institute and it has as its objective to identify, acknowledge, train and award women that own small businesses (yearly income of up to R\$ 240 thousand) in São Paulo and its metropolitan area.





# awards distributed

## **ANHANGUERA'S ENTREPRENEURIAL CHALLENGE 2014**



Created by Anhanguera Educacional in partnership with Aliança Empreendedora and Endeavor Brazil, the awards has as its objective to raise awareness of and stimulate the entrepreneurial culture among the students of Anhanguera Educacional. Apart from that, it aims at supporting businesses and innovative projects created by students and recent graduates of Anhanguera.



## **CITI AWARD FOR THE BEST MICROENTERPRISES 2014**

The award is promoted by Aliança Empreendedora with financial support from CitiBank Foundation. In its ninth edition in Brazil, this award is a global initiative present in more than 30 countries. It has as its objective to acknowledge micro-entrepreneurs that use microcredit to develop and improve their businesses.







# “mandando bem”

“Mandando Bem” is a segment on the TV program Caldeirão do Huck that was produced in partnership with Aliança Empreendedora. (2010-2013). The segment’s objective is to identify inspiring stories from microentrepreneurs from all over Brazil in order to support their businesses by improving their management skills, enlarging their network and helping them with all the necessary physical and financial infrastructure in order for their businesses to grow. By doing all this the segment also aims at inspiring people to search for solutions to their problems and becoming entrepreneurs in all aspects of their lives. During its first year, the segment reached over 18 million viewers, raising awareness of the cause and showing that entrepreneurship can create jobs and generate income.



# testimonials



“Aliança Empreendedora is one of the most innovative, entrepreneurial and visionary organizations I know because it is able to connect social impact to income and profit generation. As far as the entrepreneurs are concerned, Aliança Empreendedora enables a significant increase in their families’ income and in their businesses’ profit, training communities and bringing them closer to the market in a fair and coherent way.”

**MAURE PESSANHA** –*Director of Artemisia Social Businesses*

“Since it was founded, Aliança Empreendedora committed itself to understanding the economic sphere and make it accessible to all. It has been an honor and an ongoing learning process to follow the organization’s trajectory.”

**OSCAR FERGUTZ** –*Sustainable Cities and Extractive Industries - AVINA Foundation*



“The partnership between Aliança Empreendedora and Sebrae/PR has come a long way and it is the result of the effort made by both organizations in order to promote entrepreneurship and work in favor of micro/small businesses. For us – Aliança Empreendedora and Sebrae/PR – these businesses, which are big employment and income generators, are to promote economic and social changes, transforming realities and promoting development.”

**ALLAN MARCELO COSTA** – *Empreendedor e Ex Diretor do Sebrae Paraná*



# contact us

**Lina Maria Useche Jaramillo Kempf**

Chief Executive Officer

contato@aliancaempreendedora.org.br

[www.aliancaempreendedora.org.br](http://www.aliancaempreendedora.org.br)

+ 55 (41) 3013-2409 / + 55 3408-5285



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