



Service Portfolio



impact



Founded in **2005**



More than 100.000 supported micro-entrepreneurs



Presence in **27 states in Brazil**



134 trained delivery partners



More than 271 completed projects



Increased at Entrepreneurial Inclusion Index (EII)* for **84%** of the microentrepreneurs in 2016



15 national and international awards received



More than 100 clients and partners



More than 1500 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



ONG MAIS CONFIÁVEL
CATEGORIA GERAÇÃO DE
TRABALHO E RENDA
REVISTA SELEÇÕES
2010



REDE FOLHA DE EMPREENDEDORES
SOCIOAMBIENTAIS



VITAL VOICES
GLOBAL AMBASSADORS PROGRAM
2013



OFFICIAL MEMBER
ANDE
ASPEN NETWORK OF DEVELOPMENT ENTREPRENEURS
2013



YOUTH ACTION NET
GLOBAL FELLOW
2010 E 2016



NETWORKS



More than 1500 articles published on print and online, as well as aired on Brazilian TV



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 8+1 2 Print Share 2



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



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 8+1 4



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



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



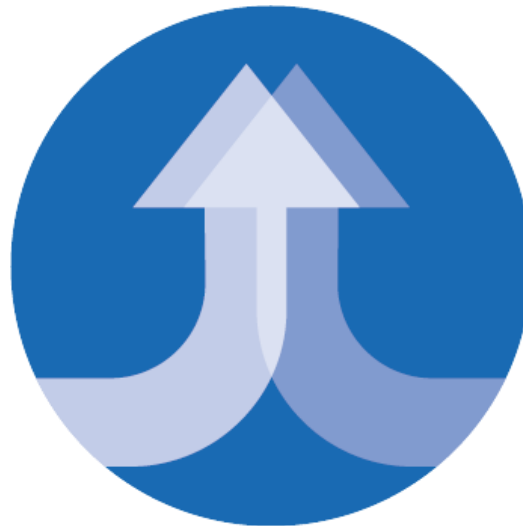


our work

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

→ project cases



Santander

PROGRAM PARTNERS IN ACTION

SANTANDER BANK / 2013-2019

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. This partnership has supported more than 4.000 entrepreneurs.



Telefônica

vivo

Fundação Telefônica

"THINK BIG" INCUBATION

FUNDAÇÃO TELEFÔNICA VIVO/ 2015 - 2019

This Project aims to support young entrepreneurs in low-income communities around Brasil. Every year we select around 20 entrepreneurs that will receive support to develop their entrepreneurial skills and business models. The Project is focus on accelerating entrepreneurs that creates solutions for social problems using technology.



**Fundação
Volkswagen**

SEWING THE FUTURE/ FUNDAÇÃO VOLKSWAGEM 2016-2018

The project consists of supporting artisans, who receive raw materials from Volkswagen obtained from the recycling of various items and materials used in the automotive industry. The project provides training and income generation to the participants, as well as to the communities where they are inserted and, above all, it disseminates more sustainable practices, minimizing the impact on the environment.





institutional projects



EMPREENDER 360

BANK OF AMERICA MERRILL LYNCH (since 2016)

Empreender 360 is an initiative of the Entrepreneurial Alliance in partnership with Bank of America Merrill Lynch, and aims to strengthen the ecosystem of support to the Brazilian microentrepreneur. Divided into 3 strategic fronts, a. Knowledge Production, b. Dissemination and c. Action and Influence; this Think & Action Tank seeks to develop and disseminate relevant content to help organizations, companies and governments to be more effective in supporting microentrepreneurs in low-income communities in Brazil.



“TAMO JUNTO” – www.tamojunto.org.br

CORPORAÇÃO ANDINA DE FOMENTO/ITAIPU/SERASA EXPERIAN – 2014-2017

Tamo Junto is the first Brazilian site focused on the low-income microentrepreneur. There are more than 12,000 registered microentrepreneurs and more than 22,000 enrolled in our Youtube channel. In 2017, online course functionality with certificate issuance was launched, and the course completion rate for users is 15% (Harvard considers 7% completion as the average goal in online courses).



SEWING DREAMS: FAIR LABOR RELATIONS IN THE TEXTILE INDUSTRY

INSTITUTO C&A / BRAZIL FOUNDATION / BOLSA DE VALORES DE SÃO PAULO / ZARA

Collaborate to promote fair and decent working relationships, through actions that integrate micro and small entrepreneurs of the chain of fashion, stakeholders and technologies that transform the relations of its chain and responsible consumption.



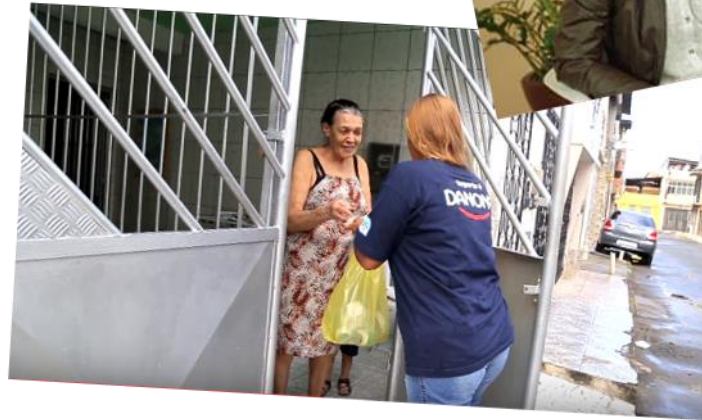


inclusive businesses

→ project cases

KITEIRAS PROJECT DANONE ECO SYSTEM / FOMIN 2011 – 2017

In partnership with Danone, IDB, and World Vision, 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. It has more than 5,000 active resellers in 5 cities in Brazil.





inclusive businesses

"I'M KIBON"

**UNILEVER ICECREAMS (KIBON)
/ 2016-2017**

This project is an Inclusive Business Model that is focused on supporting and training the icecream sellers, improving their business. At the same time we are training microentrepreneurs that operate like micro distributors and work in partnership with the icecream sellers. The pilot phase helped to create 30 micro distributors and supported 180 icecream sellers.



FOLHA DE S. PAULO

★ ★ ★ UM JORNAL A SERVIÇO DO BRASIL

QUINTA-FEIRA, 20 DE JULHO DE 2017 18:14



'Não há plano B por não haver planeta B', diz presidente da Unilever Brasil

Aos 50 anos, Fernando Fernandez está há cinco à frente da Unilever Brasil, uma das três maiores operações da companhia que faturou 2,7 bilhões de euros em...

M.FOLHA.UOL.COM.BR

MAIS DE
30 MICRO-OPERAÇÕES
FORAM ABERTAS

Como funciona o modelo?

Em parceria com a Aliança Empreendedora, construímos pacotes para dar aos microempreendedores capacidade de começar o seu negócio. Entregamos em comodato carrinhos e freezers, que funcionam como ponto de estoque. Não há desembolso inicial. A primeira carga de sorvete é em consignação. Damos oportunidades e também é bom para os negócios. Em Pernambuco, a cada 1 km de praia, há um vendedor Kibon. Esquema que estamos levando a outros quatro Estados: Rio Grande do Norte, Bahia, Alagoas e Maranhão.





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

"BRIGHT SCHOOL"

UNILEVER WASHING
POWDER (BRILHANTE) /
2016-2017

Launched in 2015, this program has the objective to empower women entrepreneurs around the country. In 2017 this online school had 235 thousand subscriptions. This online course has 20 short videos that helps women to start and develop their businesses. At the end of the course they are invited to participate in a contest called "It's time to shine". Every year we select 10 finalists that receive in presence training and 3 winners receive investment.





NACIONAL MEETING OF ENTREPRENEURS AND PARTNERS - #EveryOneCanBeEntrepreneur

Since 2014

During the Global Entrepreneurship Week, the Entrepreneurial Alliance holds the National Meeting of Micro Entrepreneurs and Partners - EVERYONE CAN BE AN ENTREPRENEUR. The event brings together approximately 100 microentrepreneurs supported by the Entrepreneurial Alliance of all regions of the country to discuss entrepreneurship under their different perspectives through lectures, entrepreneurship cases and research presentations. Since 2016, the event is broadcast live via Facebook and Youtube.

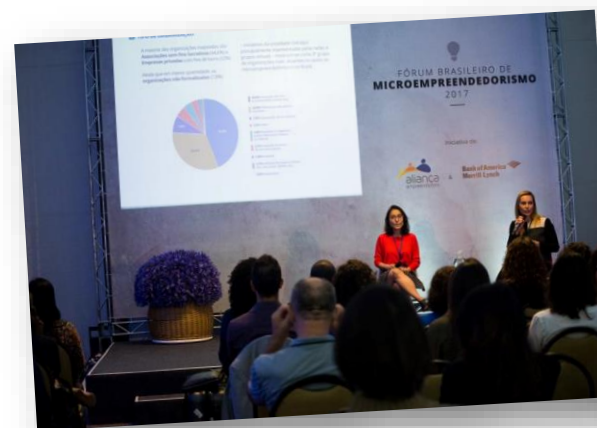




BRAZILIAN MICRO-ENTREPRENEURSHIP FORUM BANK OF AMERICA MERRILL LYNCH

Since 2017

As part of the initiative Empreender 360, the Entrepreneurial Alliance holds the first Brazilian Microentrepreneurship Forum. In 2018, the event brought together 150 participants representing companies, entrepreneurs, and organizations supporting the entrepreneurial ecosystem. We also had over 1000 views on the event's online broadcast. The Forum aims to bring together the main players of the ecosystem of support to the Brazilian microentrepreneur to discuss the challenges and generate solutions that will impact the entrepreneurs, especially those at the base of the pyramid.



testimonials



"The work we do with the Entrepreneurial Alliance in the Kiteiras Project clearly demonstrates the power of transformation when we are in a space of co-creation. The relationship of transparency and open talk possibilities direct our vision to a common area that generates clear benefits for the business and to society. I thank the entire AE team for their unprecedented effort to make further progress in our value chain. "

MAURO HOMEM – *Gerente de Sustentabilidade - Danone Brasil*

"The Entrepreneurial Alliance is a great partner of Pense Grande, our social entrepreneurship program for young people. Together with Quintessa, he supported the implementation of our incubation pilot and also the application of the I.E. as an external evaluation of our project. In both cases, it was very evident the commitment and dedication of the teams, besides the technical knowledge and clarity on the subject, thus reflecting in the quality of the deliveries and the final result of the projects."

LUIS FERNANDO GUGGENBERGER – *Gerente de Inovação Social e Voluntariado da Fundação Telefônica*



"The Entrepreneurial Alliance is our partner in the important mission of revealing stories of small entrepreneurs who are dedicated to transforming and developing local economies. Thanks to this partnership, we have been able to inspire new cases of success and leverage micro-entrepreneurship in Brazil. "

HELEN FAQUINETTI – *Gerente de Comunicação Institucional e Sustentabilidade – Citi Brasil*



contact us

Lina Maria Useche Jaramillo Kempf

Chief Executive Officer

lina@aliancaempreendedora.org.br



www.facebook.com/aliancaempreendedora

www.twitter.com/aliancaempreend

<https://www.youtube.com/aliancavideos>

www.instagram.com/aliancaempreendedora



