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Adriano Bürgi

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Swiss-Brazilian living for the first time in Switzerland since 2 months and working as Startup Accelerator Manager at Climate-KIC Zurich. Climate-KIC is Europe's largest public-private innovation partnership focused on climate innovation to mitigate and adapt to climate change. Its Startup Accelerator Programme supported more than 2,000 cleantech startups across Europe.



Over the last two years I supported Swiss science and technology based startups enter the Brazilian market as Startup Project Manager for swissnex Brazil based in Rio de Janeiro, my hometown. The way I approached swissnex Brazil prior working there was trying to become an entrepreneur by joining one of the programs offered.



Worked as Climate Change Consultant for ICF International in Rio de Janeiro, applying my academic background in Environmental Engineering (Bachelor) and Energy Planning (M.Sc.).

What is a Startup?



Young Company (usually no older than 5 years)



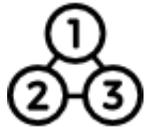
Small Team (at the beginning mainly the founders are active team members)



Highly Innovative Solution (product, service or business model)



Potential to Scale the Business Globally (so called Born Global)



Ability to Iterate (Build, Measure, Learn in order to launch as fast as possible its Minimum Viable Product)



External Investment Dependent (company runs initially from founders' finances or operating revenues)

Types of Startups...

...can range from science and technology based  to e-marketplaces 

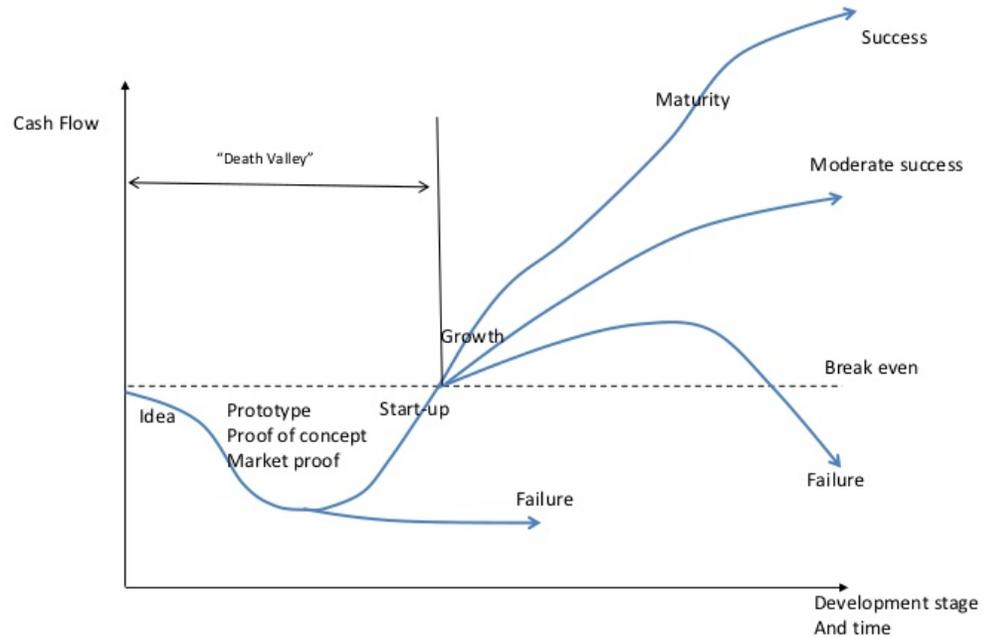
...originate from single inventions , university research  and spin-off from corporates 

....and offer multiple business models

- Business-to-Business (B2B)
- Business-to-Business-to-Customer (B2B2C)
- Business-to-Consumer (B2C)
- Business-to-Government (B2G)
- Consumer-to-Business (C2B)

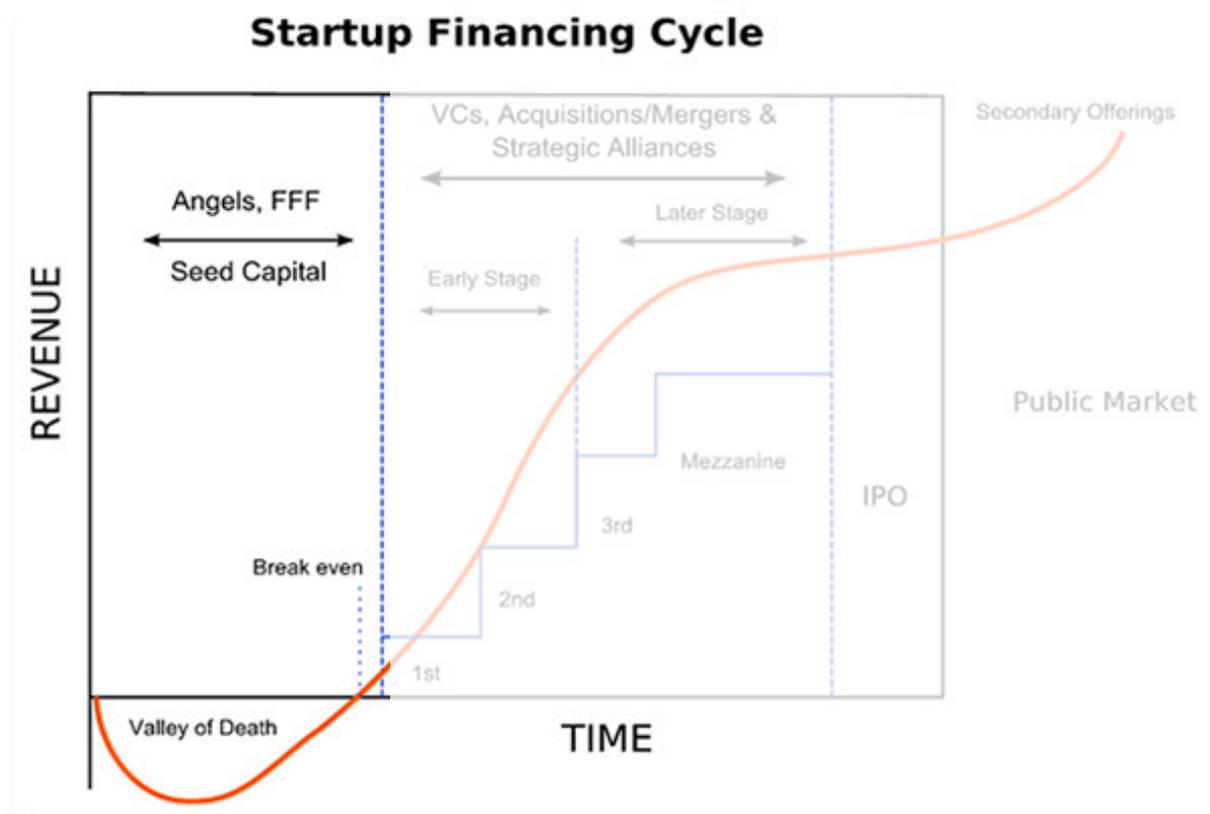
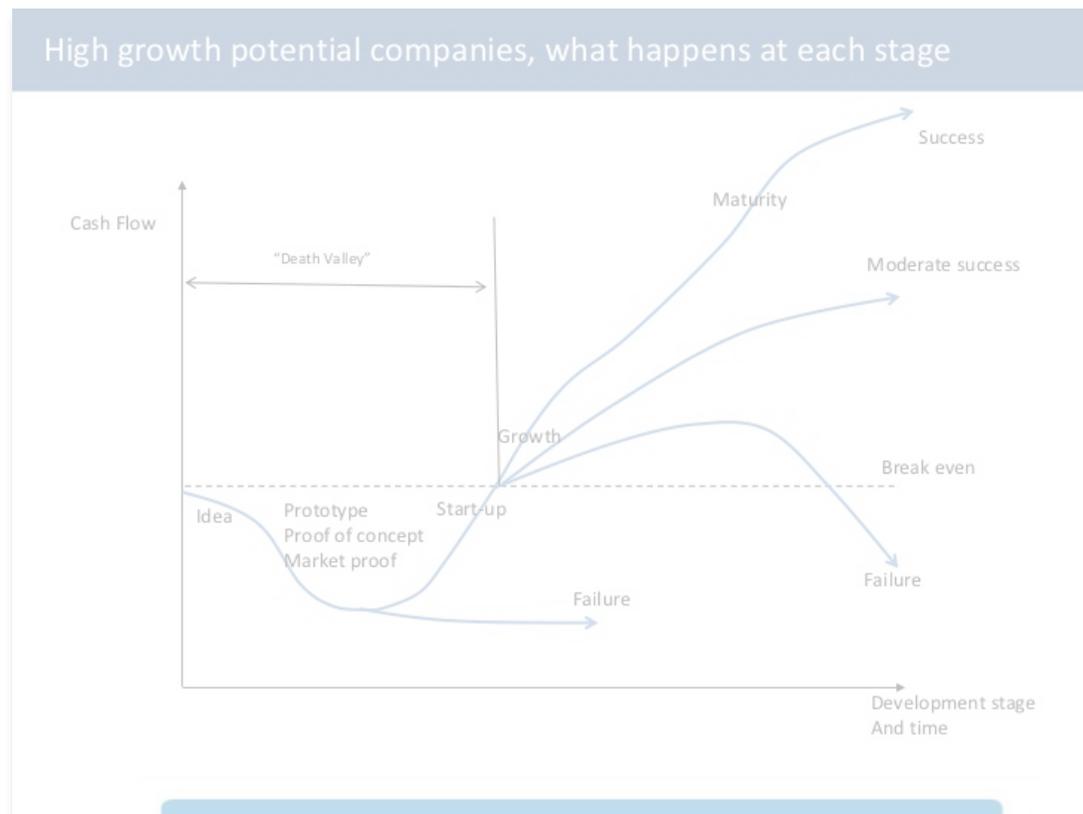
Startups Growth (and Failure)

High growth potential companies, what happens at each stage



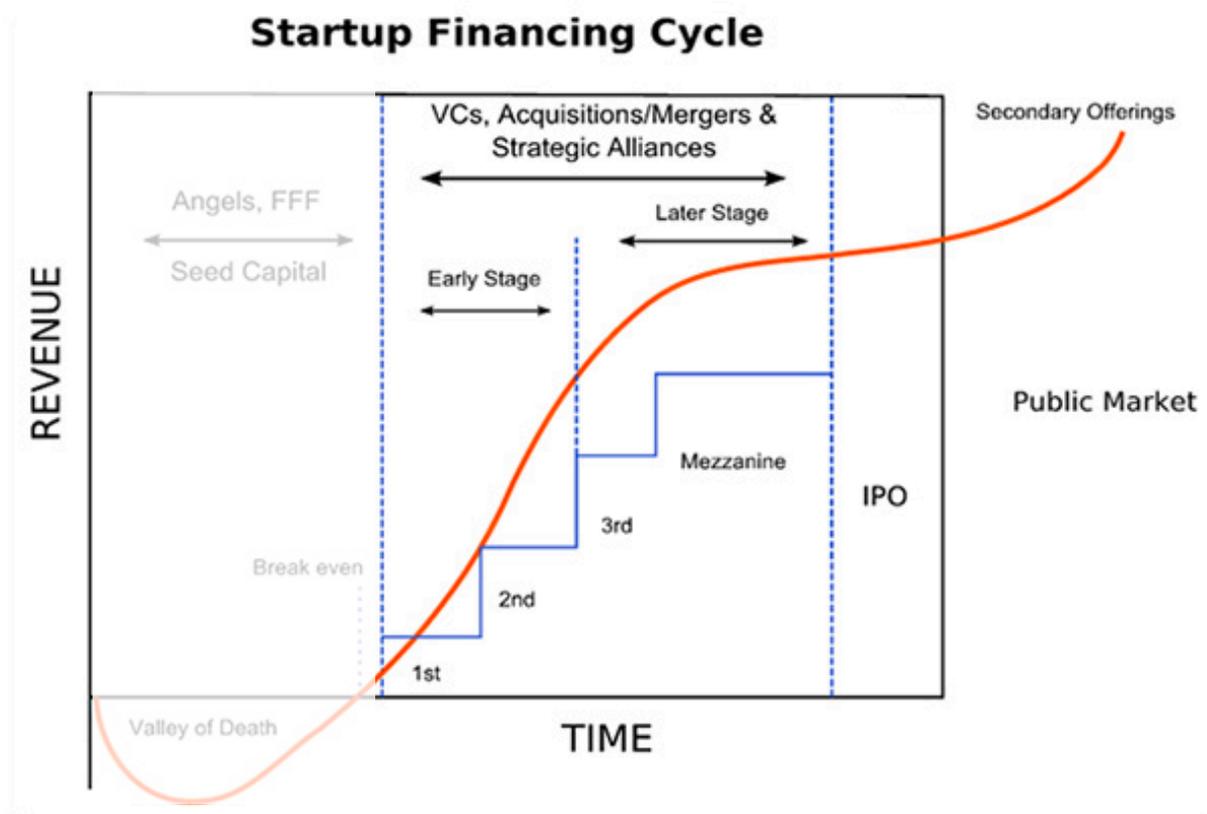
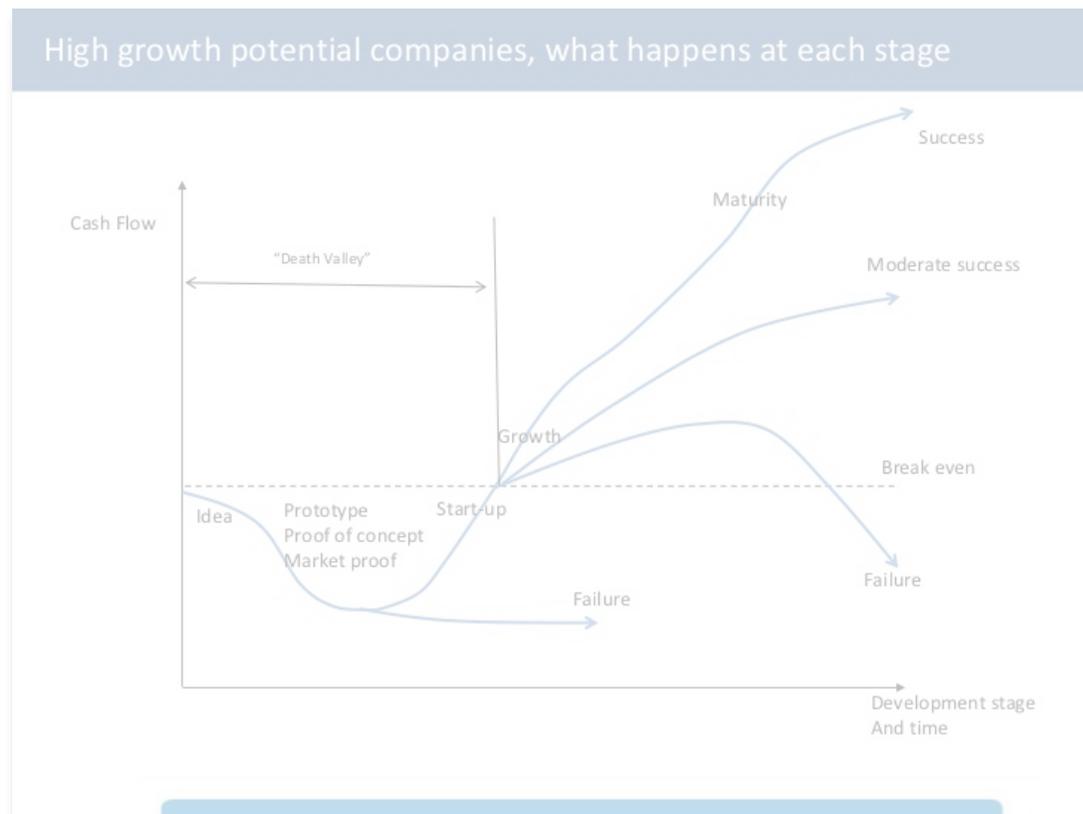
There are many reasons for failures, but sometimes the “Problem Chaser Situation” plays an important role. This doesn’t seem to be the case regarding Social Innovation, where real problems need to be tackled with sustainable solutions.

Startups Financing Rounds



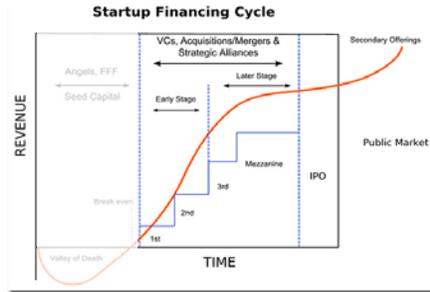
In Switzerland there is a high ration between seed capital, angel investment, grants offer and the number of startups, whereas in Brazil there is not enough seed capital available considering the large number of startups the country has.

Startups Financing Rounds



On the other hand, Brazil has a good offer on Venture Capital and other higher financing rounds mechanisms as Switzerland still lacks on such high-risk investment players.

Startup “Gazelles” in Brazil



The higher offer of risk capital available in Brazil combined with its large market and early adopter profile of consumers might be reasons for Brazilian “Gazelles” outperform other countries, such as Switzerland (Source Swiss Start-up Monitor 2016).

Note: Gazelles are companies that are not older than five years, have ten or more employees at the beginning of the measuring period and that have an average annual turnover and employment growth rate of more than 20% for a prolonged period of time.

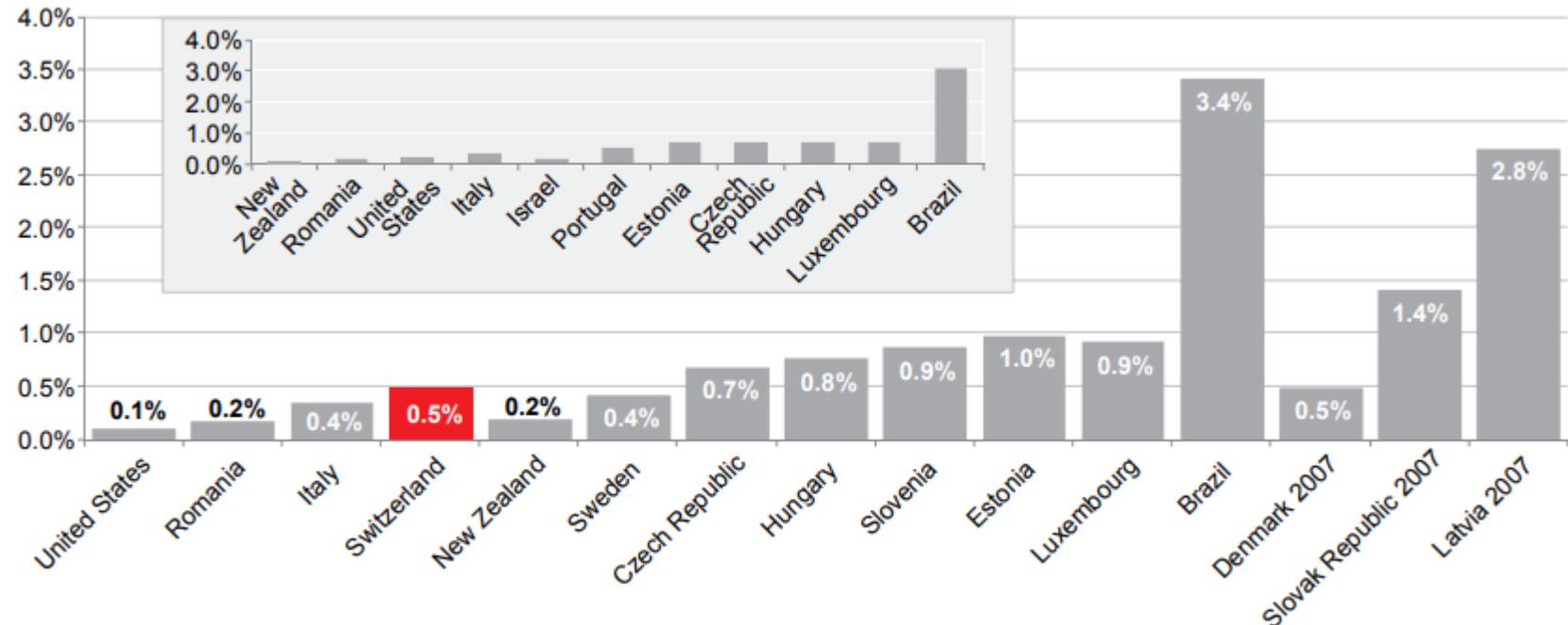


Figure 19: Share of gazelles, 2008 or latest available year (2009 in insert) measured by employment growth (Source: OECD, 2012).

Challenges and Benefits for Startups in Brazil



Huge market with rising purchase power



Early adopter and social media engaged customer base



Significant corporate-startup engagement



Lack of seed capital and early investment rounds



Inward and inland orientation of businesses due to large market, which leads to lack of competitiveness internationally



Complex and long-lasting intellectual property protection procedures

Corporate-Startup Engagement in Brazil



What if Government-Startup engagement would be also fostered in such a platform? Would it mean a boost on Social Innovation? Very interesting field of study. As of now, only municipalities engage actively through their so called City Challenges.

Social Innovation Network and Label



Variety of players taking part, such as startups, corporates and governments.

Social Innovation Entrepreneurs in Brazil



Maker movement empowering low income innovators on entrepreneurship.

“Gambiarra” is a way of tackling a problem with an effective solution which doesn’t look fancy. It relates with the startup movement in the sense of prototyping and bringing rapidly a minimum viable product (MVP) to the market.



THANK YOU

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