

APEX-BRASIL

PORTFOLIO - BATCH 1





INVEST
IN BRASIL

APEX-BRASIL

PORTFOLIO - BATCH 1

WHO WE ARE

The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) is the Brazilian federal government agency responsible for promoting exports and attracting investments. Since 2010, the agency has been conducting a series of programs with Brazilian companies, startups and investment fund managers in partnership with ABVCAP. The program has successfully helped dozens of funds to raise more than US\$10 billion and hundreds of companies through its promotional and matchmaking agenda.

For more information about Apex-Brasil, visit:

www.apexbrasil.com.br/en/home



Ministério do
**Desenvolvimento, Indústria
e Comércio Exterior**

GOVERNO FEDERAL
BRASIL
PÁTRIA EDUCADORA

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COMPANY: AiderNano

WEBSITE: www.aidernano.com.br

SECTOR: B2B – Nanotech



AIDERNANO CORPORATION S/A is a technology-based company focused on the development of nanotechnology inputs based on magnetized carbon nanotubes and R&D+I personalized consulting. We pay close attention to social, economic and environmental issues, acting with social and environmental responsibility in all our business activities. As we are a technology-based company, we focus on innovative, high-tech businesses with great prospects for growth, scalability, high short-term results and low maintenance costs. AIDERNANO's mission is to innovate in Brazilian and foreign industries, initially in the vertical polymeric resin, construction and renewable energy markets. Magnetized carbon nanotubes are now considered one of the most important examples of nanomaterials in the market. At AIDERNANO, they are synthesized on an industrial scale through a sustainable process, using organic substances as raw materials, without any waste generation, with low processing costs, and marketed under the NanoMago brand. NanoMago inputs are able to significantly modify the properties of many materials, such as by increasing their strength and electrical and thermal conductivity, making end products more competitive and technological. We develop all R&D+I work for our customers through personalized consulting, indicating in which stage of the process the input should be added, which properties will have benefits and what the financial results of the technology's application will be.

COMPANY: Ambievo

WEBSITE: www.ambievo.com.br

SECTOR: B2C – Cleantech / Biotech



The company has a 100% organic hydrocarbon removal technology, specializing in degreasing solutions, and mainly used in soil decontamination. Its products and services were developed using the concept of Nature Tech – the replication of natural solutions. It all starts with P-terpenes, which are the basis for the company's technology. Through a specific process, common terpene is enhanced to become a powerful degreasing agent, with superior quality to existing similar synthesized chemical products in the market. The process of soil degreasing is done on site, and it has the capacity to process 20 tons of contaminated soil per hour. The great innovation is the recovery of contaminants through high-tech and patented processes. In 2015, the company received an Innovator's Award from NASA.

COMPANY: ATAR

WEBSITE: www.atartech.com.br

SECTOR: B2B-B2C Fintech / Wearables



ATAR is a FinTech company that improves the experience of in-store purchases through its pay-as-you-go wearables. Our solution helps you choose the best stores to obtain benefits from your purchases, and to make payments with a single touch. You don't even have to take your wallet out of your pocket. We are pioneers in developing and using wearable technology in Brazil, and we launched the first Brazilian wearable device for payments at CIAB this year. We have already received seven innovation awards, including an InovaBra award from Bradesco, one of the largest banks in Latin America.

COMPANY: Athenas

WEBSITE: <http://athen.as>

SECTOR: B2B – Logistics / IoT



Athenas is a company specializing in port logistics. The Athenas team has developed the Terminal Operating System PLUS (TOS+), a state-of-the-art platform integrating information, control, optimization and collaboration, which can be scaled up to suit any size terminal operation, ready for the cloud and built based on IoT concepts. This product was developed by Athenas Logistics Technology based in its 15 years of experience providing IT and process solutions for terminals and ports. Now, after a year of development, having built TOS+ and with two successful new projects in full operation (Sepetiba Container Terminal and Manaus Super Terminals), Athenas is ready to expand its horizons, starting with targeted overseas expansion.

COMPANY: BovControl

WEBSITE: www.bovcontrol.com

SECTOR: B2B – Agritech / IT



BovControl is a new information empowerment solution for livestock ranchers. Ranchers often complain that they lack information required to manage their cattle operations effectively. In addition, their main complaint is the absence of a user-friendly data collection technology to implement results-oriented processes. This means they have limited control of information to make better decisions based on best practices related to genetics, dairy and breeding subjects. Aware of this, BovControl was founded to provide a secure mobile data collection solution in the cloud for this group. The mobile app presents a simple interface, allowing users to quickly learn how to operate it and its tools. Besides significantly improving operating profits, BovControl also offers production performance dashboards, analytics for better decision making and auto-sync wherever there is an internet connection. It is a revolution in the livestock business.



COMPANY: BrasilbyBus.com

WEBSITE: www.brasilbybus.com

SECTOR: B2B2C – e-Mobility / Events & Tourism



Founded in São Paulo, Brazil by Bus proposes to revamp Brazilian and global passenger road transport through its tech innovation. With more than 3,000 destinations available all over the country and in association with major bus companies, www.brasilbybus.com is a stress-free way to buy tickets and an easy-to-manage tool to provide the best experience for passengers. Besides making it possible to book bus tickets online, this solution helps local and foreign tourists to quickly find relevant information to plan their trip, such as road maps, available bus companies per destination, bus timetables, tips and travel suggestions.

COMPANY: Brastax

WEBSITE: <http://brastax.com.br/>

SECTOR: B2C – Biotech



Brastax is a biotech company founded in the southern Brazilian state of Santa Catarina. The company develops products and solutions based on the use of microalgae. Its main activity consists of the application of bioproducts used as food supplements by people looking to maintain a healthy, balanced diet. The company maintains a close relationship with final consumers, seeking to understand their needs and desires, and supplying them with superfoods to improve their nutritional balance. Brastax's products also cleanse the toxins out of the body, and they are safe and natural athletic performance boosters. The next step in the startup's growth process consists of implementing its own microalgae cultivation plant, so that the company can improve its product quality, enhance its delivery conditions and provide higher margins for investors.

COMPANY: Bright Photomedicine

WEBSITE: www.brightmed.com.br

SECTOR: B2B – Medtech



Bright Photomedicine is a company that provides health and welfare through photomedicine. Our first product is Light-Aid®, a portable and flexible bandage that uses light to reduce and block pain. Our company is the first in the world to integrate flexible electronics with artificial intelligence to provide a simple, effective and affordable device. Portable and flexible, the Light-Aid combines the simplicity of a bandage with effective high-performance equipment to reduce and block pain in any area of the body.

COMPANY: Calculador
WEBSITE: www.calculador.com.br
SECTOR: B2B-B2C/ Internet / Fintech

calculador

Calculador Payroll is the first self-service payroll solution for small businesses in Brazil. We help small business owners deal with bureaucratic employee compliance regulations. We tackle the lack of a payroll solution that combines simplicity and affordability for the 14 million small and medium businesses in Brazil. We provide an easy-to-use software program, tailored to small and medium enterprises' conditions, ensuring compliance with all employee regulations through the best cost-benefit solution. We launched our alpha platform three months ago in a controlled environment, and we are already helping 16 small businesses to save effort, time and money in their payroll services. We also have the biggest media website in Brazil for labor laws and regulations, reaching over 700,000 employees every month.

COMPANY: Cerensa
WEBSITE: www.cerensa.com
SECTOR: B2B – Cleantech / SaaS / Analytics



Cerensa helps organizations to be sustainable. Our business revolves around the sustainability of governance. Cerensa's set of solutions helps companies to collect, manage, plan and accurately report information related to environmental, economic and social impacts. Our solutions ensure compliance, minimize risks and increase profitability through new technologies to track carbon emissions, energy and water consumption, waste generation and other things, all in an integrated and efficient way. The main innovation of our software is our Environment, Health, Safety and Sustainability (EHSS) solution, which involves a set of services and technologies that can be used by small and large companies. In a practical way, our software and methodology help companies to plan their ecological footprints, manage risks and become more transparent with the market and regulators.

COMPANY: Climatempo
WEBSITE: www.climatempo.com.br
SECTOR: B2B2C – Big Data / Analytics

CLIMATEMPO
O céu fala. A gente entende.

Climatempo is a company with 2 million unique visitors a day, which most Brazilians believe is merely a website. What the general public does not know is that we are a private, completely Brazilian-owned company that creates technology to analyze thousands of meteorological data points needed to forecast the weather. We run very complex mathematical models, employ many scientists, and carry out R&D for various other companies. Climatempo is taking advantage of market opportunities and it plans to enter many new markets, including in other countries through radio occultation technology and the massive data we are to process in partnership Plant IQ.



COMPANY: Contentools

WEBSITE: www.contentools.com.br

SECTOR: B2B – Media / Marketing



Contentools is the first Brazilian platform to simplify marketing content for customers. Using Contentools, people can manage all their communication needs in a single platform, including solutions for strategy design, publishing and content creation, all in one place. This is possible through a software program able to find the best professionals for each specific content request. Users simply inform their needs on the platform and the most qualified writer or designer will propose topics, write news or produce graphic content. Thus, after a fast approval process via email, the content is self-published on social media and customers' websites and blogs. Contentools also features a whole set of tools to help professionals access new freelance job opportunities, content development status, customer relationships and payments.

COMPANY: Convenia

WEBSITE: www.convenia.com.br

SECTOR: B2B – Human Resources / IT



People are not robots. Accordingly, Convenia has created a corporate solution that brings countless benefits to employees, tailored to different profiles found at companies. Developed to be cloud-based and offering integrated tools, Convenia has built a platform that provides automatic reports to help companies manage people in a strategic way. We have hundreds of partners adding services, solutions and benefits to please all employees in different stages of their lives, thereby benefiting companies and ensuring their employees' wellbeing.

COMPANY: Denox

WEBSITE: www.denox.com.br

SECTOR: B2B/B2C – IoT



Denox brings together automation, security and image services in a single innovative platform based on a collaborative concept, in which people interact with places/venues they are at and get notifications about relevant events, from alarms to panic requests. The platform developed by Denox allows users to have relevant information in the palm of their hands about people coming and going, images and alarms, at any time and place, by sending mobile notifications to their smartphones, tablets and email accounts. Denox's applications provide security and management services for both companies and residences, giving people online control of everything happening inside their offices and homes.

COMPANY: Dujour
WEBSITE: www.dujour.it
SECTOR: B2C – Fashion



Dujour is a platform for fashion lovers. Its app allows users to take pictures, edit and tag them using its exclusive “Daily Look” features, and then share these looks with others. You can also check what your friends and trendsetters have been wearing, and follow brands and people whose style you like. All content can be shared with different social media. Dujour helps thousands of people to find inspiration and share their style with the world.

COMPANY: eadBox
WEBSITE: www.eadbox.com
SECTOR: B2B – Edutech / Human Resources



eadBox is a complete, easy-to-use e-learning (or LMS) platform, which can be integrated into a company’s ERP or CRM system. With eadBox, companies can easily create customized and intuitive courses, allowing employees to access specific fields of work training, featuring video classes, animations, PDFs, Word and PPT files, and webcasts. Easy to create and user friendly, the platform offers complete reports for future improvement in the form of employee learning and motivation.

COMPANY: Ecosynth
WEBSITE: www.ecosynth.com.br
SECTOR: B2B – CleanTech / Biotech



The company is engaged in manufacturing and supplying products for water purification, sewage removal, sewage plants and oil filtration services. The company’s main product is a metabolic activator which, when applied to a customer’s biological effluent treatment plant, has several beneficial effects. Initially developed to control filamentous bacteria, the product has also had the effect of inhibiting the volume of disposed sludge. The increase in cellular metabolism reduces bacterial division and consequently the generated sludge undergoes drastic reduction, which in some cases can reach more than 90%. The product has been implemented in wastewater treatment by several clients in different business segments. In short, the product provides positive results in sludge generation reduction.



COMPANY: Electric Dreams

WEBSITE: www.electricdreams.com.br

SECTOR: B2B – Automotive / Energy Storage / Hardware



Electric Dreams' mission is to be a profitable high-tech company. Its products and patents are innovative, placing Brazil at the technological forefront of the global market for electric vehicles. Thus, it is contributing to the generation of local wealth and environmental sustainability. To reach this goal, the company is developing systems and technologies to apply in electric vehicles in various segments, using a high-performance electric vehicle as a development platform. So far, four tech spin-offs are under development, involving energy storage and efficiency, infotainment, and modular electronic control unit (ECU) enhancements.

COMPANY: EvoBooks

WEBSITE: www.evobooks.com.br

SECTOR: B2B – Edutech



EvoBooks is an education and tech company, focused on creating new digital learning experiences that speak the language of 21st century students. By means of interactive content, it offers digital educational projects that are motivating and interesting, including continued education services, educational followup and implementation support. The solution is now in more than 1,100 schools all over Brazil, and over 500,000 students are using it to study.

COMPANY: GEOVOXEL

WEBSITE: <http://geovoxel.com/en/>

SECTOR: B2B – B2G / IT / Big Data



GEOVOXEL is a data processing and IT company based in Rio de Janeiro. The company sells web-based platforms to save lives and speed up natural disaster emergency responses. Through cutting-edge proprietary technology combining soil movement, water and climate information in an all-in-one mobile and real-time alert system, GEOVOXEL is changing the way engineers deal with risk management. Some leading multinational construction companies and public institutions like Odebrecht and the Brazilian Civil Defense are already among our valued customers. An experienced Brazilian-Canadian team with global ambitions is in place to provide complete support.

COMPANY: iAgros
WEBSITE: n/a
SECTOR: B2B – Agritech / Mobile / Analytics



iAgros is a pioneer in using collaborative intelligence models in agribusiness. It integrates farmers with small and large properties to generate market and product price analytics and to connect available land to people wishing to cultivate food in urban centers. iAgros also identifies excess or shortage trends for any agricultural products. Its intelligence algorithm suggests optimum bespoke productive rearrangements to maximize crop yields. Right now, iAgros is expanding its market outreach by testing the solution for the Smart Cities segment through the Urban Agros project.

COMPANY: InPulse
WEBSITE: www.InPulse.vet.br
SECTOR: B2B – Medtech / SaaS



The company develops diagnostic solutions for the veterinarian field. The business model is based on lending equipment to our customers in order to offer specialist telemedicine reports as a service. So far, we offer an electrocardiography solution (hardware, software and web applications) in a market worth around R\$1 billion per year in Brazil. The next steps in our roadmap include radiography solutions and an integrated clinic management system.

COMPANY: LogPyx
WEBSITE: www.logpyx.com
SECTOR: B2B – Logistics / IOT / SaaS



LogPyx intends to optimize the supply chain. Our core product is Revolog, a platform for optimizing internal logistics flow using wireless sensor networks and artificial intelligence. This results in a large increase in operational efficiency and significant cost savings. Currently, Revolog's main application is in the optimization of stockyard logistics, generating multi-million savings per month for our clients. This solution has three aspects: RTLS, Automation and Optimization. Through Revolog, LogPyx has achieved significant earnings involving reductions in freight costs, staff numbers and logistical support for operational decisions.



COMPANY: Menu for Tourist

WEBSITE: www.menufortourist.com

SECTOR: B2C – B2B / Mobile / App



Menu for Tourist is an app that brings foreign customers and restaurants together. We provide not only maps, directions, and prices, but also detailed translations of every dish on menus in several languages. We also display every menu in its local language, so that locals can use the app to choose where to eat, what to eat, and how much to spend. It is a great platform for tourists to enjoy good food when traveling, and for local businesses to reach a bigger and more diverse range of customers. Because of the advantages the app provides for tourists, we were chosen by Rio de Janeiro's city government as the official menu app for the Rio 2016 Olympic Games.

COMPANY: MinsulinTech

WEBSITE: www.minsulin.com.br

SECTOR: B2C – Medtech / Mobile



MinsulinTech was formed when a group of health professionals, developers and designers came together to develop the Minsulin system. We provide a smartphone app, Minsulin® (available in the App Store, with over 3,000 downloads), which is connected to a cloud platform, the Minsulin Cloud®. This system allows users to compute their diabetic insulin doses for every meal and store their blood glucose data, insulin doses taken and their carbohydrate intake in the cloud, allowing them and their health professionals to analyze their treatment in real time. It is crucial for the development of our Interstitial Glucose Sensor with Bluetooth technology. The mobile market is rapidly growing, and the use of these devices is aimed at reducing costs, increasing access and helping people to take their medicines correctly. The combination of interstitial blood glucose sensors with the Minsulin app and Minsulin Cloud is the great advantage of the Minsulin system. We envisage having millions of users, who need only acquire the sensor, since the analysis will be made available via our (free) app and cloud system via the web (also free).

COMPANY: MobGeek

WEBSITE: www.mobgeek.com.br

SECTOR: B2B & B2C – Edutech



MobGeek is an e-learning platform enabling anyone to develop software by means of online classes, mentoring, exercises and webcasts. People with no previous development experience quickly learn to build their own websites and mobile apps through the content provided by MobGeek. Founded by two Brazilians who have studied at the Massachusetts Institute of technology, the company introduces all of its content in Portuguese, developed through a learning experience based on projects (ABPr), in which the main concept is practicing. Thus, MobGeek proposes practical projects linked to each available course. This approach allows students to build up their own skills at solving real problems through software development.

COMPANY: Myleus
WEBSITE: www.myleus.com
SECTOR: B2B – Biotech



Myleus is the first Brazilian company to use DNA tests to fight “pig in a poke” fraud in food & feed products and phytoproducts. Founded as a spin-off from UFMG, in 2014 Myleus received its first round of funding from Fundepar. It operates in economically important Brazilian markets, such as meat and fish, offering tests to assist with the qualification of suppliers and to add value to products. With a highly qualified team and diverse DNA platforms, Myleus is also a leader in providing DNA tests for both academic and private laboratories. Furthermore, Myleus has a successful history of fundraising for R&D and a robust innovation pipeline, and it is able to develop other scalable DNA tests for multiple purposes.

COMPANY: NetShowMe
WEBSITE: www.netshow.me
SECTOR: Entertainment



Netshow.me is a live streaming platform on which broadcasters (such as musicians, comedians and vloggers) perform live for their audience wherever they are. In addition to seeing exclusive performance, audiences can also interact in an intimate way with their favorite artists and support them with tips. Performers can reward their top supporters with creative prizes and rewards such as autographed CDs, live calls, dinner with their supporters, etc. After concerts, they get paid with a share of the revenues generated. Shows are always live, and never duplicated for distribution. Artists such as Fresno, Wanessa Camargo, Luiza Possi, Eduardo Sterblitch, PC Siqueira, Cone Crew Diretoria, dozens of “The Voice Brasil” contenders and hundreds of other artists have performed on Netshow.me.

COMPANY: Nexus
WEBSITE: www.nexusbr.com
SECTOR: B2B – Water Technology / IT



Nexus software designs water networks tailored to different sizes and operations to optimize water flow, avoiding stagnation and water supply disruptions. The main way to improve network efficiency, a major source of resource conservation, is to reduce leaks. In many of the world’s cities, more than 20% of water produced is lost in the distribution network. In Brazil, according to the National Sanitary Information System (SNIS), the estimated loss is 42%, representing a US\$4.2 billion loss every year. Nexus can rehabilitate such leaky networks and propose techniques starting with the use of network management tools such as modeling and geographical information systems.



COMPANY: Nortec Química

WEBSITE: www.nortecquimica.com.br

SECTOR: B2B – Nanotech / Biotech / Medtech



Nortec Química produces more than 50 active pharmaceutical ingredients (APIs) to formulate reference medicines including generic ones. With 30 years of expertise, the company supplies active molecules to the pharmaceutical industry and the public health system in Brazil. The company targets pharmaceutical labs, selling its products to more than 300 clients. Its technology is developed in-house. It also has solid partnerships with universities and corporate labs in the chemical-pharmaceutical area. It is the only Benzinidazol producer (used for treating Chagas disease) in the world, and the largest producer of antiretrovirals in the Western Hemisphere. Nortec has high levels of governance. It has been listed on the São Paulo Stock Exchange (BM&FBOVESPA) since 2013, in the “BOVESPA Mais” segment.

COMPANY: Opinion Box

WEBSITE: www.opinionbox.com

SECTOR: B2B2C – Media



Founded by market researchers with experience in marketing and technology, Opinion Box develops solutions for primary data collection. The tool offers a fast, safe and accurate way to manage online market research, allowing survey management and direct creation by users or with the support of our team. Users are free to set the target audience that really makes sense for their needs and they can count on an existing database of 130,000 respondents. Besides featuring content analytics tools, all the results can be analyzed in real time by clients and consolidated data is delivered in no more than five days. Business Focus: Marketing – B2B2C.

COMPANY: Orbital Engenharia

WEBSITE: www.orbitalengenharia.com.br

SECTOR: B2B – Aerospace Engineering / Solar Panels



Orbital Engenharia was founded in 2001 in São José do Campos, São Paulo. The company operates in the aerospace and defense industry as a supplier of services and equipment. The company focuses strategically on research, development and manufacturing involving microsatellite equipment and sounding rockets. Orbital's products include electrical components for solar generator satellites, developed by Brazil's National Space Research Institute (INPE). It was the first Brazilian company qualified to design and produce space solar panels. The company employs highly specialized and skilled professionals, and it has received a FINEP Innovation Award three times.

COMPANY: PagSaude
WEBSITE: www.pagsaude.com.br
SECTOR: HealthTech



PagSaude is a HealthTech company that helps people who need to wait months on the list for simple consultations and exams in the public health system. We are a mobile payment and payroll loan app that gives access to basic private health services through payment in installments. Currently there are more than 15 million unbanked Brazilian employees who cannot afford health insurance and do not have a credit card to pay for private health services. Through our app, the employer sets a credit limit for its employees, who then schedule consultations and exams at low-price clinics, paying through text messages and in installments to be discounted from the payroll. We have been accelerated by Berrini Ventures, the first Accelerator focused on health in Brazil, and we just launched our MVP.

COMPANY: POP Recarga
WEBSITE: www.poprecarga.com.br
SECTOR: B2B – B2C / Fintech / Social Impact



POP Recarga allows people with no credit cards or bank accounts to buy online using cash. POP is a prepaid account that can be recharged at points of sale such as bakeries, drugstores and newsstands. We are starting in Brazil, where there are 55 million unbanked people who last year spent up to US\$200 billion offline. We have received seed investments from Take.net, a leading mobile service provider in Brazil. We now have 300,000 recharging points spread all over the country, and we expect to have 500,000 by the end of this year, when we will officially launch.

COMPANY: Preditiva
WEBSITE: www.preditiva.com
SECTOR: B2B / Medtech / IOT



Every year, US\$18 billion goes to waste and many lives are lost globally because of ineffective and unsafe vaccines. This loss happens mainly because vaccines are not stored at the right temperature. According to CDC, handling and storage are the main sources of awareness regarding temperature control. Preditiva provides a hardware solution that collects temperature data, assuring that vaccines are kept safe and effective all the way from manufacture through to final use.



COMPANY: ProRadis

WEBSITE: www.proradis.com.br

SECTOR: B2B2C – Medtech



ProRadis is a tech company that develops tailored solutions for diagnostic clinics by providing smart, fast and safe management of medical and image diagnosis databases in the cloud. The innovative technology developed by ProRadis allows all exams and images to be digitalized, loaded into the system and tracked with each patient's medical records and reports. Our high compression technology preserves all data integrity besides maintaining high image definition, allowing greater accuracy in providing diagnoses. The company is currently developing a full new solution to influence overall prices and facilitate access to clinical exams.

COMPANY: Retroca

WEBSITE: www.retroca.com.br

SECTOR: B2C – Retail



Retroca is a Brazilian end-to-end marketplace in which parents can buy pre-owned kids clothing with guaranteed quality and/or sell it in a very easy and sustainable way. Since its launch in June 2013, Retroca has grown at an average monthly rate of 20%, bought and sold more than 30,000 items, and built a client base of 65,000 subscribers. Retroca's main goal is to strengthen the second-hand clothing industry in Brazil.

COMPANY: Sensorbox do Brasil

WEBSITE: www.sensorbox.com.br

SECTOR: B2B – Telecom / Energy / IT



Blackouts are taking place more and more often. Once lights go off, plants stop manufacturing, people can do nothing at home and some activities related to food and medicines may experience huge losses. In order to solve such an inconvenience, Sensorbox has developed a simple, low-cost and non-invasive solution. Composed of hardware and software tools to remotely monitor power lines, this solution makes it possible to preemptively report problems and solve them before they become really serious. Besides monitoring environments, Sensorbox also displays alerts in the case of electrical problems, temperature peaks and energy efficiency. It also allows remote activation, data analysis, online supervision and testing of uninterruptible power supply systems. Through this technology, users really control all information and minimize losses, therefore improving their reliability in the market.

COMPANY: Sencer

WEBSITE: www.sencer.com.br

SECTOR: B2B – Agritech / IOT / Analytics



Sencer's solution is dedicated to monitoring soil moisture for precise agriculture. Our key advantage is the ability to monitor soil information through the support of proprietary nanotech sensors developed by a team of people with PhDs and MAs in our own research facilities. Our nanostructured humidity sensor is a lower cost solution with high performance compared to existing technologies. Once installed in fields, Sencer's sensors gather information, to be processed by our proprietary analytics and big data solution, which recommends optimum water use in line with the planted crop.

COMPANY: SMarkets

WEBSITE: www.smarketsolutions.com.br

SECTOR: B2B / IT / Big Data / Analytics / Retail



Supermarkets rely heavily on special offers, which typically account for 47% of their total revenues. Although promotions are a powerful instrument for increasing sales and margin, they are also hard to use effectively. One reason for this is a lack of clear insight into which special offers are working – and why. The final result: up to 50% of promotions generate no noticeable lift in sales. In a US\$675 billion market, this represents US\$157 billion of superficial information analysis. SMarkets is a software program that helps supermarkets prevent huge losses through wrong choices in sales and promotions. We analyze all information and give supermarkets the tools to make smart decisions. One of our clients has increased its gross earnings by US\$2.5 million because it now knows which products to put on sale.

COMPANY: Smarti9

WEBSITE: www.smarti9.com.br

SECTOR: B2B – Energy / IT / Hardware



Smarti9 Ltd. is a spin-off resulting from the experience and knowhow of its founders, who are PhDs and professors at the Federal University of Juiz de Fora (UFJF). They acquired this knowledge through 15 years of research and development in the telecommunications industry. Our primary product is the I9Hídrido, which is a reliable solution for optimizing power usage and distribution. I9Hídrido is a fundamental component of a smart grid, assisting the process of automating the control of distribution grids. Thus, it provides benefits such as lower operating costs, the incorporation of new sources of clean energy, improved continuity of energy supply and many others. i9Híbrido can do this because it communicates power consumption in a hybrid form, i.e. by utilizing two forms of communication, wireless and wired (through power line communication), making communication much more reliable.



COMPANY: TPG Brazil

WEBSITE: www.tpgdobrasil.com

SECTOR: B2B – Renewable Energies / O&G / IT



TPG Brazil was founded in 2005 and over the years it has developed technological solutions to better address compressed natural gas (CNG) issues such as compression, decompression, and gas transportation. Considering gas compression, TPG Brazil has developed innovative solutions such as compressors for natural gas recovery in mature fields and liquid injection technology for high-pressure water treatment in oil wells. These solutions have been proven to increase oil production, among other benefits, with very high levels of quality and safety. The company has a research center at the São José dos Campos Tech Park and it offers advisory services for oil & gas and renewable energy projects.

COMPANY: Virtual Avionics

WEBSITE: www.virtualavionics.com.br

SECTOR: B2C / B2B / Aeronautics

Virtual Avionics

Virtual Avionics designs and develops professional equipment and systems for flight simulation. The company aims to develop a complete flight simulation system, which can be used either for domestic recreation or formal pilot training at flight schools and airlines. The system is characterized by modularity and accurate reproductions of actual equipment within aircraft. The goal is to develop hardware and software to simulate digital avionics instruments, composed of several digital modules with specific functions, able to communicate through a USB interface with the flight simulation software via a dedicated protocol. Since Virtual Avionics' software and hardware solutions target B2C scalability needs and B2B market reliability requirements, the product's application ranges from entertainment to professional training.

COMPANY: VTX

WEBSITE: www.vtxbrasil.com.br

SECTOR: B2B – Retail / Image Recognition



VTX aims to provide solutions to make product searches simpler and more practical than currently available methods. PRP is a platform that is accessible from any mobile application, focusing on image recognition of products. What VTX provides is a quick and easy way for users to digitally identify products by pictures taken from camera phones and tablets. Besides the instant recognition feature, the solution also redirects users to websites or e-commerce stores selling the product. It saves time for consumers and it is a fast way to boost sales for retailers.

COMPANY: Welle Laser

WEBSITE: www.wellelaser.com.br

SECTOR: B2B – Automation / IOT / Industrial Process



A manufacturer of machinery and equipment for laser marking and laser engraving, the company works in 15 different segments and is now responsible for equipping the manufacturing facilities of business groups such as Bosch, GE, Docol, Weg, Whirlpool and Tramontina. In recent years, the company has become the absolute sales leader for this type of technology. In 2014, Welle Laser received the highest score in the Endeavor Institute's selection process and it began exporting in early 2015. Its main applications are QR code, barcodes, data matrix, serial codes, logos and images.

CONTATOS

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