



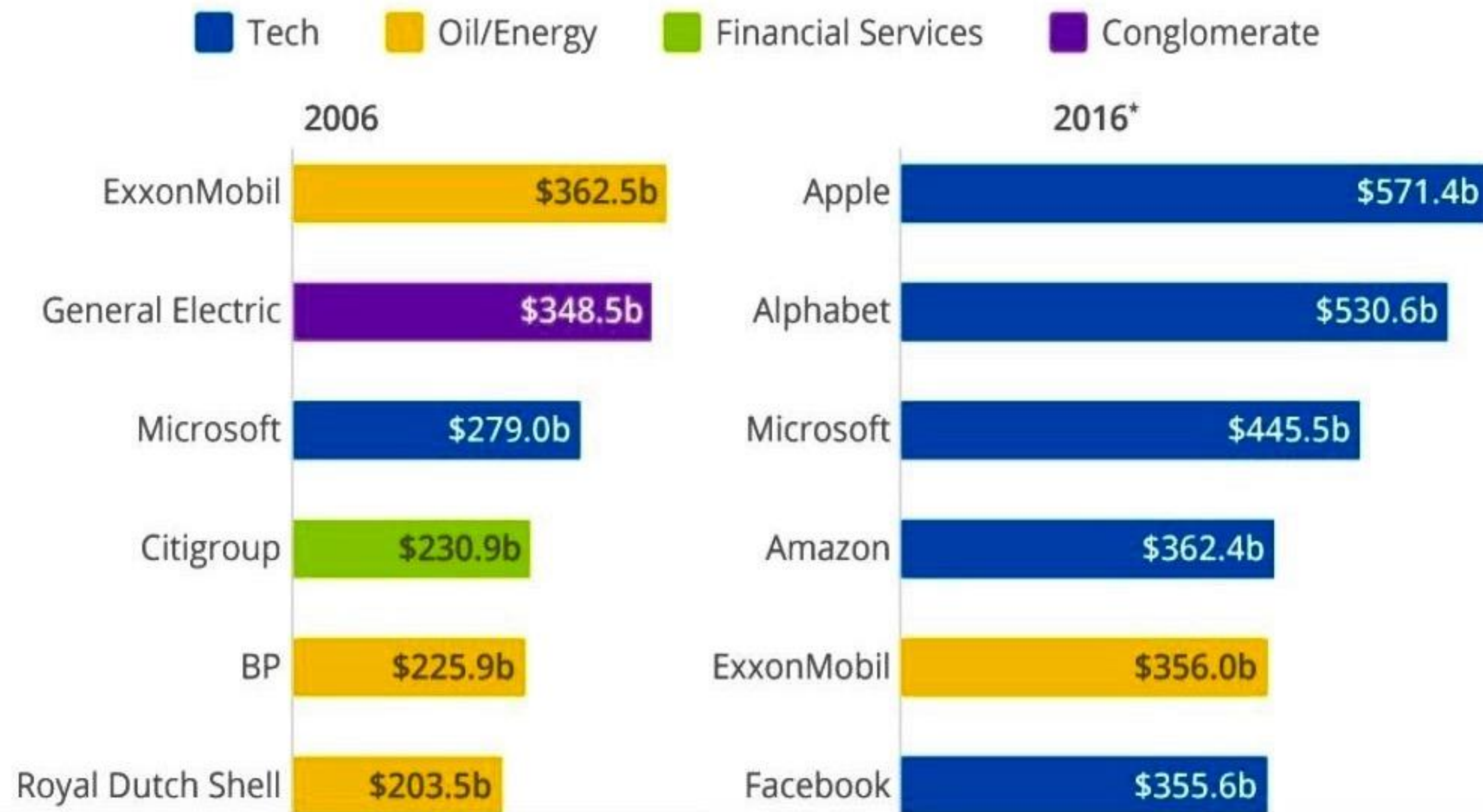
# INNOVATION Startup World

## Startup World 2016

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# The Age of Tech

Market capitalization of the world's most valuable public companies



# ENTREPRENEURSHIP

PEOPLE SEE THIS

SUCCESS

DISAPPOINTMENT

PERSISTENCE

HARD WORK

HUGE RISKS

LATE NIGHTS

STRUGGLES

COMPETITION

DISCIPLINE

COURAGE

DOUBTS

CRITICISM

PERSONAL FAILURES

ADVERSITY

REJECTIONS

SACRIFICES

WHAT REALLY HAPPENS

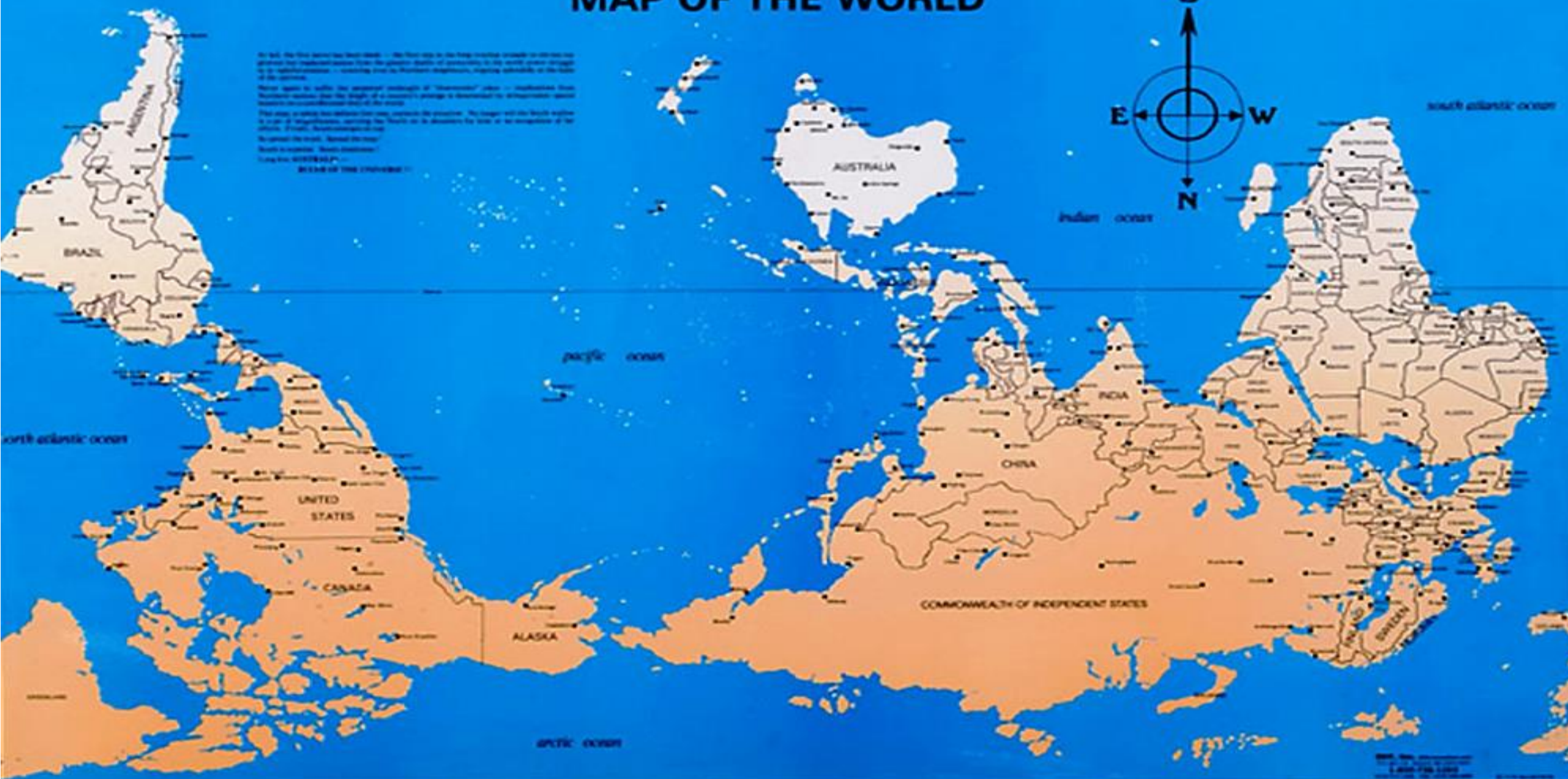
**ABES**  
SOFTWARE

**30**  
ANOS

CONNECT | PROTECT | ORIENT | DEVELOP

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

# McARTHUR'S UNIVERSAL CORRECTIVE MAP OF THE WORLD



# McARTHUR'S UNIVERSAL CORRECTIVE MAP OF THE WORLD

For all the time spent in the study... the first step in the long march towards an alternative  
global map involved a search for the greatest depth of humanity in the world, and a search  
to be undertaken... involving first by the most significant, and then gradually, in the  
of the world.  
These steps to reach the greatest depths of "humanity" were... undertaken from  
the very beginning, and the depth of an individual's presence in the world was  
measured in terms of the depth of their knowledge of the world.  
The map is a long and difficult task, and a search for justice. The map will be the best  
in a long time, and a search for justice, and a search for the best of humanity of the  
world. It will be the best of the world.  
It will be the best of the world.  
It will be the best of the world.



Research: \$ > Knowledge



# McARTHUR'S UNIVERSAL CORRECTIVE MAP OF THE WORLD

For all the time spent by the world ... the first step in the long march towards an international system has been taken from the greater depths of poverty in the world which brought it to light. ...

These steps in the universal struggle of "democracy" ...

The map is being prepared for use ...

South America ...

LONG DISTANCE ...

BEHOLD THE UNIVERSE !!



Innovation: Knowledge > \$



# How entrepreneur see the world?

E tudo que fica pronto na vida  
foi construído antes, na alma.

Nizan Guanaes

**Problem? Opportunity!**



CONNECT | PROTECT | ORIENT | DEVELOP



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**disCONNECT | unPROTECT | DISRUPT  
| INVENT**



# STARTUPS THAT WON

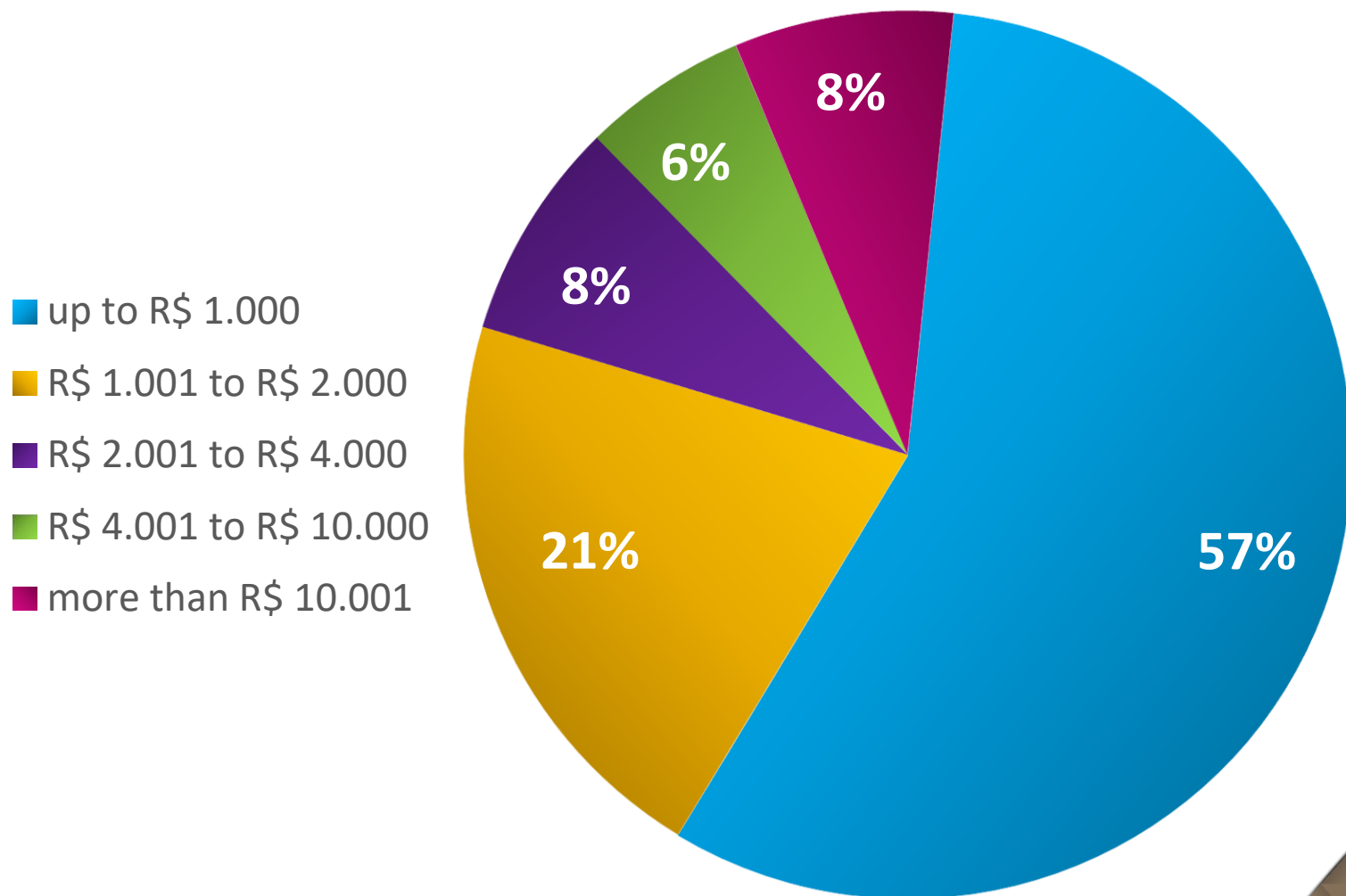


## ABES in a nutshell

- More than 1,600 Affiliates
- 86% of Micro & Small Business
- R\$ 60 billion in Revenue
- 120.000 direct jobs
- Affiliates located in 24 States

## Annual Revenue

In thousands of Reais



A group of six business professionals in a modern office setting, silhouetted against large windows. The scene is lit with a cool blue light, and the figures are reflected on the glossy floor. The overall atmosphere is professional and collaborative.

# GUIDELINES AND PROPOSITIONS

# PROPOSALS TO STRENGTHEN THE INNOVATIVE BRAZILIAN IT INDUSTRY

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1

**LEGAL CERTAINTY**

2

**Increase resource funds for seed money, development and innovation**

3

**Loans without collateral:  
Guarantee Funds**

4

**Public policies:  
long term - predictable – clear -  
simple - transparent - objective**

5

**Relationship between government,  
industry and universities should be  
trustable**

6

**Communicate and Award companies  
success cases**

7

**Communications of Government  
Programs (BNDES, FINEP, CNPq)**

8

**Decentralize incentives using  
regional agents and incubators.**

9

**Long lasting Programs,  
greater is the possibility of use by the  
entrepreneurs**

10

**Increase some Tax Incentives for  
Innovative Companies**



THANK YOU

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Articles

[Why Software Is Eating The World](#)

By MARC ANDREESSEN