

BRICS WOMEN'S STARTUPS CONTEST 2025



CONTENTS

ABOUT THE BRICS WOMEN'S STARTUPS CONTEST	6
ABOUT THE ORGANISER	8
FOREWORD	9

HEALTHCARE AND WELLBEING

Anna Mesheryakova Third Opinion AI	19 20
Kanchan Gupta Haxor	21 22
Qu Fei Chongqing Linghang Digital Medical Economy Research Institute	23 24

AGRICULTURE AND FOOD SECURITY

Dana Katia Meschede Dana Agro	26 27
Christine Masaiti AvoEcoPower	28 29
Estefania Campos B.Nano	30 31

EDUCATION AND SKILLS DEVELOPMENT

Nina Silva Black Money Movement	33 34
Sandra Marchi See Color	35 36
Mahadi Mosia LiftUP	37 38

ENERGY, INFRASTRUCTURE, AND MOBILITY

Natalia Giampietri PayGas	40 41
Nataly Parga SQUAIR	42 43
Mekides Minlike Ablenee Energy Solutions	44 45

COMMERCE, SERVICE, AND DIGITAL TRANSFORMATION

Pamella Faustina Campos TCX Creative Solutions	47 48
Ana Raquel Calhau Pereira NexAtlas	49 50
Argenide Ghini Servilha Metavila	51 52

SUSTAINABLE DEVELOPMENT AND CLIMATE SOLUTIONS

Rituparna Das Arosia Water	54 55
Xue Wang Botree Recycling Technologies	56 57
Marbella Fonsêca Microciclo	58 59

TECHNICAL JURY	61
JUDGES' SCORING RUBRIC	63
PUBLICATION CREDITS	66

**ABOUT THE BRICS
WOMEN'S STARTUPS
CONTEST**

The **BRICS Women's Startups Contest** is a landmark initiative designed to spotlight, celebrate, and support women entrepreneurs who are shaping the future of innovation and sustainable development across BRICS nations and partner countries. Conceived as a platform for empowerment and global exchange, the contest reflects the bloc's commitment to inclusive economic growth, technological advancement, and cross-border collaboration—amplifying the voices and ventures of women-led businesses on a truly international stage.

Originally launched as a national initiative by China to promote women's entrepreneurship, the contest gained international scale in 2024, when it was elevated to the BRICS level under Russia's presidency. The Russian edition marked a turning point, positioning the contest as a global platform under the strategic coordination of the BRICS Women's Business Alliance. In 2025, Brazil carries forward this legacy by hosting the first fully internationalised edition open to applicants from across all BRICS and partner countries. Organised by SEBRAE – the Brazilian Service of Support for Micro and Small Enterprises – this year's contest builds on the successes of previous efforts while expanding its reach, visibility, and ambition.

The 2025 contest is held under the guiding theme:

“Building Global Bridges: Women Strengthening BRICS Economic Boundaries.”

This powerful vision encapsulates the spirit of international cooperation and the vital role that women entrepreneurs play in driving innovation, addressing shared challenges, and enhancing economic integration across the Global South.

The structure of the contest reflects the complexity and diversity of the entrepreneurial journeys it seeks to honour. From early-stage startups still shaping their business models to mature scale-ups with a proven track record of impact, the contest evaluates entries across three development stages and six strategic sectors. These priority categories—Healthcare and Wellbeing; Agriculture and Food Security; Education and Skills Development; Energy, Infrastructure and Mobility; Commerce, Services and Digital Transformation; and Sustainable Development and Climate Solutions—reflect the most pressing opportunities and challenges faced by the BRICS countries today.

In this edition, the contest received 1,009 applications from women entrepreneurs representing more than 20 countries. Through a rigorous, multi-stage selection process—including technical review by subject-matter experts and a final evaluation conducted by the Chairpersons of the BRICS Women's Business Alliance—, applications advanced through the stages of analysis, forming a strong and diverse pipeline of high-impact startups.

The contest is more than a competition: it is an ecosystem-building exercise. It brings visibility to scalable, tech-driven solutions while encouraging strategic partnerships across national borders. In doing so, it helps integrate women-led startups into global markets, aligns with the bloc's ambitions for resilience and sustainability, and strengthens the collective entrepreneurial infrastructure of the BRICS nations.

Winning projects are not only honoured for their achievements but are actively supported to scale their impact. Winners are provided with full travel and accommodation to participate in the BRICS Business Forum in Rio de Janeiro, where they will engage in high-level business meetings, networking events, and knowledge exchange sessions, with all their travel costs covered by SEBRAE.

Through this initiative, BRICS continues to affirm its role as a global platform for inclusive innovation—where women are not only participants in economic development but protagonists of a more equitable and sustainable future. The BRICS Women's Startups Contest is not just about awarding excellence; it is about building global bridges, unlocking new markets, and fostering a vibrant community of women leaders who are changing the world through entrepreneurship.

ABOUT THE ORGANISER

The Brazilian Micro and Small Business Support Service (SEBRAE) stands as one of the world's foremost institutions dedicated to the advancement of entrepreneurship. With over five decades of consolidated experience, SEBRAE plays a pivotal role in fortifying Brazil's entrepreneurial ecosystem by fostering competitiveness, innovation, and sustainability among micro and small enterprises. Its operations encompass all 26 Brazilian states and the Federal District, serving millions of entrepreneurs annually—from nascent startups to well-established small businesses—through an extensive and integrated portfolio of services that include capacity-building, consultancy, innovation acceleration, access to finance, and market integration.

Renowned for its capacity to design and implement high-impact competitions and recognition initiatives, SEBRAE coordinated this year's edition of BRICS Women's Startups Contest. Besides, in 2025 SEBRAE received more than 5,000 submissions from Brazilian women entrepreneurs through the Prêmio Sebrae Mulher de Negócios, the most prestigious national award celebrating excellence in women-led enterprises. The institution also spearheads the Prêmio Sebrae Startups, a large-scale national contest that engages over 1,000 startups and culminates in their presentation at the Startup Summit, one of the largest platforms for innovation and entrepreneurship in Latin America.

SEBRAE's leadership in fostering women's entrepreneurship is underpinned by a long-standing commitment to inclusive economic development. Among its flagship initiatives is the Sebrae Delas (Sebrae for Women) programme, which has supported more than 500,000 women across Brazil to date. This nationwide initiative offers comprehensive training in both soft and hard skills, ranging from financial literacy and digital tools to leadership, innovation, and business modeling. By equipping women entrepreneurs with the tools, confidence, and networks necessary to thrive, Sebrae Delas has become a cornerstone in advancing gender equity, intergenerational inclusion, and economic resilience in Brazilian society.

Through strategic alliances, international cooperation frameworks, and an active presence in shaping public policy, SEBRAE has positioned Brazil as a global reference point in entrepreneurial development and inclusive innovation. It now proudly extends this legacy of impact to the broader BRICS community.

FOREWORD

Ms. Monica Monteiro

Chairperson of the
BRICS WBA Brazilian Chapter,
Member of the Jury
of the BRICS Women's Startups Contest



Message from Monica Monteiro

It's with great excitement and satisfaction that, on behalf of the Brazilian leadership at the **Women's Business Alliance (WBA)**, I extend our warmest congratulations to each of you. Your outstanding participation and performance in the recent startup competition, brilliantly organized by the **Brazilian Service of Support to Micro and Small Enterprises – Sebrae Nacional**, were truly remarkable.

The **BRICS Women's Startup Contest** was an exceptional showcase for national talent. With your undeniable innovative spirit and determination, you not only shone, but truly **dominated** this international opportunity. The solutions your startups presented reflect the vast innovative potential within BRICS countries, as well as a strong commitment to excellence and the ability to create positive social and economic impacts.

This success is a milestone that highlights entrepreneurship in our nations, especially the transformative power of women entrepreneurs. It serves as an inspiration and a guiding light for other national initiatives to follow your path toward global recognition. You've shown that even with challenges, there's a creative and resilient force in our country, one that can cross borders and build lasting connections between nations and cultures.

The eighteen winners of this competition are living proof that by investing in and **actively supporting women's entrepreneurship**, we achieve significant results that drive economic and social growth. The WBA is immensely proud of every success story that comes from our collective efforts, and today, we enthusiastically celebrate your achievements.

We encourage you to continue on this promising path of **innovation, sustainability, and leadership** in entrepreneurship.

Finally, our sincerest congratulations to **Sebrae** for their excellent organization and vision for this competition. It has become an invaluable platform for strengthening trade relations and boosting innovation among BRICS countries.

Wishing you continued success and prosperity, I congratulate all of you on this extraordinary and well-deserved achievement.

Sincerely,
Monica Monteiro

Ms. Margarete Coelho

Director of Administration
and Finance – SEBRAE Brazil



Message from Margarete Coelho

We believe that the BRICS Women's Startups Contest 2025 is more than a competition: it is a powerful international platform showcasing the talent, innovation, and resilience of women entrepreneurs. By facilitating access to global markets, expanding collaboration networks, and giving visibility to high-impact startups, the contest contributes directly to strengthening the women's business environment and building a more inclusive and diverse economy.

In a context still marked by structural challenges to women's entrepreneurship—such as unequal access to funding, the double burden of work and personal life, underrepresentation in decision-making spaces, and cultural and gender barriers—initiatives like this are essential. They not only recognise the value of women-led solutions but also inspire others to undertake, innovate, and transform their realities.

The projects submitted to this edition are living proof of the creativity and competence of women across BRICS countries. These are ideas that generate social impact, promote sustainability, create opportunities, and build bridges between cultures. More than results, they represent stories of capability, courage, collaboration, and forward-looking vision.

SEBRAE plays a strategic and priority role in promoting a fairer and more inclusive ecosystem for women's entrepreneurship in Brazil. Our commitment is reflected in the strengthening of institutional partnerships, the dissemination of successful experiences, and the support of public policies that ensure women entrepreneurs have equitable access to the resources they need to fully develop their businesses.

SEBRAE proudly celebrates the achievements of the 2025 edition during Brazil's presidency of the Women's Business Alliance (WBA) and of the BRICS. We are grateful for the trust and for the opportunity to contribute to this journey, which leaves behind a legacy of learning, valuable connections, and inspiration for the advancement of women's entrepreneurship on a global scale.

We congratulate all participants and finalists. May your projects continue to resonate around the world, opening new paths and inspiring future generations of women entrepreneurs.

Warm regards,

Margarete Coelho

Ms. Georgia Nunes

Manager, Women's
Entrepreneurship, Diversity
and Inclusion Unit



Message from Georgia Nunes

As the Manager for Women's Entrepreneurship, Diversity and Inclusion at SEBRAE, I would like to extend my warmest congratulations for your effort, dedication, and of course, your extraordinary success in the BRICS Women's Startups Contest, organised by the WBA Brazil Chapter.

Above all, let me reaffirm, you are true winners! This achievement fills us with pride, but more importantly, it reflects the outcome of your hard work, entrepreneurial vision, and unwavering commitment at every stage of your business journey. Today, you hold an international position of prominence, and through determination and resilience, you have become an inspiration to many other women who are just beginning their own paths in entrepreneurship.

The solutions you presented clearly demonstrate that Brazil is a country of talent, creativity, and the capacity to generate sustainable innovation with positive social impact. To be an entrepreneur is, above all, to believe in a dream, to see opportunities where others see challenges, and to create solutions that transform realities – and that is exactly what you have done.

With excellence, you have shown that women entrepreneurs are a driving force for economic, social, and cultural progress. You have overcome barriers, faced the daily challenges of running a business, and proved that women's place is indeed leading, innovating, and transforming.

For all of us at SEBRAE, it is a great source of pride to follow each of your journeys. We are pleased to contribute to this important chapter of your story, and we reaffirm our ongoing commitment to stand beside women entrepreneurs who make a difference, break paradigms, and forge new paths with courage and leadership.

Congratulations, entrepreneur! May this achievement mark just the beginning of new connections, opportunities, and learning experiences. SEBRAE will remain by your side, supporting every step of this journey that now takes on an international dimension. We are certain that the future holds many more achievements and milestones for each of you.

With admiration and enthusiasm, we remain united in our mission to strengthen women's entrepreneurship in Brazil and around the world.

Sincerely,
Georgia Nunes

Ms. Anna Nesterova

Chairperson of the Russian
Chapter of the BRICS
Women's Business Alliance



Message from Anna Nesterova

On behalf of the Russian Chapter of the BRICS Women's Business Alliance, with immense pride and deep admiration I extend my sincere and warm congratulations to your remarkable achievements, outstanding initiatives and well-deserved victory!

It is a great honor for us to witness that the BRICS Women's Startups Contest, first launched in 2024, the period of Russia's BRICS Chairship, continued in 2025 under the leadership of Brazil and became a truly signature and successful event of the BRICS Women's Business Alliance. It stands as a testament to the power of the BRICS women and the shared commitment to facilitating women's empowerment.

Initiated to promote women's entrepreneurial spirit and showcase the transformative capacity of female-led projects, the Contest highlights a special focus on innovation in driving sustainable development. What makes this initiative truly unique is the ongoing support provided by the BRICS Women's Business Alliance - ensuring that the winners of the Contest are integrated into its agenda and supported in scaling their startups across the BRICS countries.

Today, you have demonstrated and proven that your success is clear evidence of the groundbreaking potential and entrepreneurial talent of women in the BRICS countries. Your victory is not just a personal triumph, but also an inspiration to girls and women all over the world.

Once again, I wish all of you further success, the fulfillment of your boldest ambitions and the achievement of new landmarks!

With best regards,

Anna Nesterova

Ms. Ms Jyoti

Director General,
FICCI



Message from Ms. Ms Jyoti

The latest edition of the BRICS Women's Start-up Contest held under Brazilian Chairship marks yet another milestone in our journey. The contest reaffirms the commitment of the Alliance to championing women led entrepreneurial endeavours and creating meaningful opportunities for businesswomen across sectors and geographies. The Contest has initiated a momentum towards cultivating a network of women led businesses across the BRICS ecosystem.

The 2025 edition of the contest witnessed an inspiring response yet again, with more than 1,000 applications received across six categories. The focus on innovation, impact, scalability, and commercial viability has ensured that we spotlight not just promising ideas, but solutions with the potential to drive tangible impact in the world.

We laud every participant who stepped forward with courage and purpose to showcase their story. Your ideas enrich the innovation ecosystem and reflect the aspirations of women who want to get out there to make a meaningful difference.

On behalf of the Indian National Chapter, we extend our heartfelt congratulations to the winners of the 2025 edition of the Contest. Your journeys are an inspiration. We are proud of the two exceptional winners from the India Chapter in the Healthcare and Sustainable Development & Climate Solutions categories. Their work illustrates innovation to drive lasting change.

These stories not only exemplify entrepreneurial excellence, but true resilience and uphold the spirit of the Alliance. Whether at the prototype stage or expanding into new markets, the initiatives displayed strong technological foundations and a commitment to social impact.

We also extend our compliments to the Brazilian chapter for successfully organizing this initiative and providing exceptional leadership during the year. The dedication towards connecting women across the BRICS ecosystem has set a noteworthy standard for future. We also take this opportunity to express our gratitude to the Regional Committee Jury Members for their valuable time, insights and contribution to the evaluation process.

The stories featured in this commemorative book are powerful narratives of resilience, creativity, and impact. As we look ahead, let us reaffirm our commitment towards building an inclusive and supportive ecosystem where women led businesses can flourish. Together, through partnership and shared vision, let us continue to strengthen our resolve to shape a more equitable and prosperous future for our sisters across the BRICS community.

Warm regards,
Jyoti Vij

Mme. Zhao Haiying

Chairperson of BRICS WBA China Chapter
Executive Vice President, Chief Strategy Officer and
Deputy Chief Investment Officer of China Investment Corporation (CIC)



Message from Mme. Zhao Haiying

On behalf of BRICS WBA China Chapter, I extend my warmest congratulations to the 18 brilliant finalists of the BRICS Women's Startups Contest 2025. Your innovative spirit and entrepreneurial excellence truly embody the power of women-led innovation across the BRICS and BRICS+ community.

Today, uncertainties in global trade, economy, and geopolitics are escalating, financial markets exhibit wide fluctuations, and disruptions to supply chains and capital flows persist. Even seemingly robust economies and corporations falter under rapid changes, posing challenges yet opening doors for women's leadership and innovation.

With BRICS expansion enhancing its global influence and cooperation scope, the contest stands as a testament to our shared commitment to fostering gender-inclusive economic growth. It sustains societal focus on women's roles in economy, technology, and innovation, incorporating women's perspectives into entrepreneurship, and fostering a fairer society.

The selection process showcased extraordinary talent from each country, and the national finalists have already demonstrated remarkable potential to drive transformative change in their respective fields. You show the world that women's leadership is no longer "supplementary" but a core engine for societal change. As technology barriers and trade wars fragment global supply chains, women's resilience transforms challenges into opportunities—a resilience honed by balancing multiple societal roles and forging new paths.

As we celebrate this milestone, let us reaffirm the vital role of women entrepreneurs in strengthening BRICS and BRICS+ collaboration. Together, we are building bridges of innovation that will propel our economies forward. In closing, my deepest gratitude to all the WBA Chairpersons, sisters, members, and contest organizers for making this vision a reality.

Sincerely,
Zhao Haiying

HRH Princess Lebogang Zulu

National Chairperson,
BRICS Women's Business
Alliance South Africa



Message from HRH Princess Lebogang Zulu

It is with profound pride and admiration that I extend my heartfelt congratulations to the remarkable women entrepreneurs who have emerged as Winners of the 2025 BRICS Women's StartUp Contest. Your triumph is not only a personal and professional milestone—it is a defining moment in the collective journey of BRICS women who are rewriting the narrative of global economic development.

The BRICS Women's StartUp Contest stands as a beacon of innovation, resilience, and cross-border solidarity. Each of you has dared to imagine beyond borders, build against odds, and innovate with impact. Whether advancing sustainable agriculture, revolutionizing healthcare delivery, bridging the digital divide, transforming education systems to equip future generations, or empowering communities through technology—your work reflects the essence of BRICS cooperation: inclusive growth, shared prosperity, and transformation led by women.

In a world navigating complex transitions—from climate resilience and food security to digital economies, quality education, and equitable healthcare—you have risen as solution architects. You are not only building businesses; you are shaping ecosystems, unlocking new markets, and contributing meaningfully to the socio-economic priorities of our nations. Your work affirms that the future of entrepreneurship is not only female—it is fearless, future-focused, and grounded in solidarity.

As the National Chairperson of BRICS Women's Business Alliance South Africa, I am inspired by your vision and commitment. I urge you to leverage this victory as a launchpad—forge deeper collaborations across BRICS nations, scale your innovations boldly, and remain steadfast in your purpose. You carry within you the power to activate lasting change in communities, and the BRICS WBA stands ready to support your journey.

We also extend our sincere appreciation to SEBRAE, whose steadfast partnership has been instrumental in shaping the 2025 journey of this contest. I further salute my dear sister, Monica Monteiro, the 2025 Global Chairperson of BRICS Women's Business Alliance, for her visionary leadership. To her and the entire support team of the Brazilian chapter, I offer my deepest gratitude for their tireless dedication and hospitality.

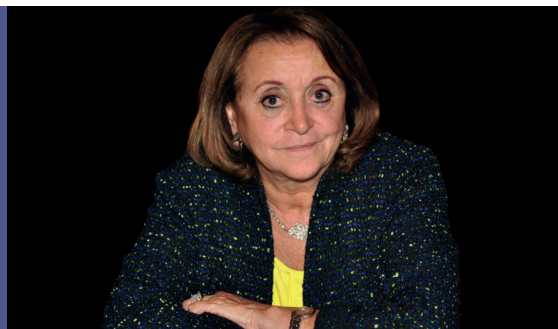
To all the winners—thank you for dreaming, daring, and delivering. May your success ignite a thousand more ideas, inspire the next generation of women leaders, and illuminate a future where BRICS women thrive not as beneficiaries of development, but as architects of a new global economy.

With highest esteem and unwavering support,

HRH Princess Lebogang Zulu

Marianne Ghali

WBA
Chairperson
Egypt Chapter



Message from Marianne Ghali

It is, with great pride and pleasure that I write to congratulate the Startup Winners for 2025. Your initiatives and hard work have paved the way for others to follow.

My recommendation to you for the continued success of your projects is resilience, faith in what you do, and pride.

Selection from the vast pool of candidates this year has been very challenging as many contestants presented very promising and diverse projects – to them I will say to follow through with the continued success you have achieved to date, and opportunities will present itself.

Best of Luck in the future progress of the projects

Warm regards,

Marianne Ghali



Healthcare and Wellbeing



Anna Mesheryakova

Anna Mesheryakova is an impact entrepreneur, co-founder and CEO of Third Opinion AI, an innovative HealthTech company, developing and implementing AI-powered solutions for the healthcare system. The company's algorithms analyse various types of medical data to detect signs of pathology, dynamics and potential risks. Third Opinion AI-services are currently available in 2000+ hospitals in 8 countries including Russia and have processed over 10 million diagnostic studies. Anna has over 20 years of experience in general and strategic management. She is an active team leader and highly regarded expert in healthcare domain within AI-driven digital transformation, software as medical devices official registration, clinical trials designs and approaches, shaping of new business models and introducing new and perspective system mechanisms of innovation financing .

Anna Mesheryakova is the winner of the "AI & Technology" award at the Business Ladies 2025 competition organized by B1 (formerly Ernst & Young Russia), the recipient of the "AI Ambassador" award at the Women for a Healthier Society 2024 contest, and a finalist in the "AI & Technology" category at the WBA Startup Competition 2024.)

RUSSIA

**HEALTHCARE
AND WELLBEING**



ABOUT THE PROJECT | SCALE-UP

Third Opinion AI

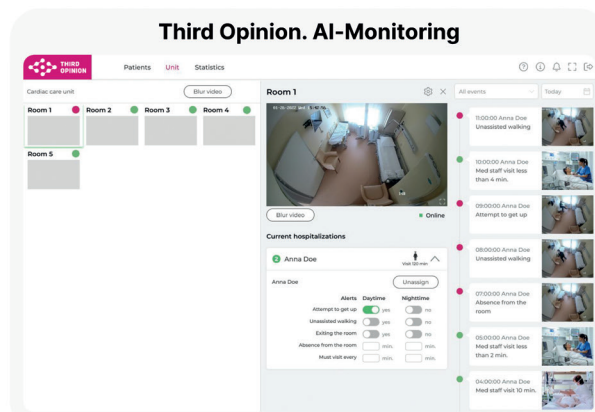
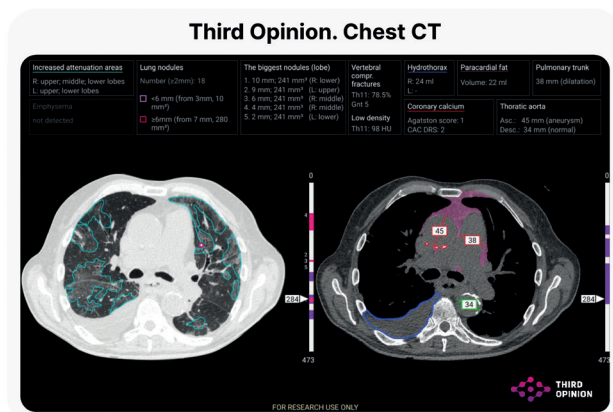
The Synergy of doctors and AI — innovative and high-quality healthcare for everyone

«Third Opinion AI» - AI-driven HealthTech applications platform. Company's mission is to improve the quality and accessibility of medical care by making technologies for accurate diagnosis and patient support an integral part of the healthcare infrastructure. Third Opinion AI is building a digital ecosystem that helps doctors make clinical decisions faster, more accurately, and more safely—aiming to save millions of lives.

Since 2017, Third Opinion AI has developed and implemented comprehensive AI solutions covering key areas of medicine: radiology, laboratory diagnostics, patient monitoring and medical education. Company's technologies are used in thousands of healthcare institutions. They significantly reduce the workload on medical staff, improve diagnostic accuracy, and minimize the risks associated with human error. AI-services process millions of studies, instantly identifying pathological changes, offering an AI-interpretation and thus strengthening the physician's expertise. Third Opinion AI has harnessed the power of machine learning to create an intelligent patient observation system that detects common harm events and dangerous situations with an off-the-shelf IP-based camera and a HIPAA compliant cloud platform. AI-Monitoring surveys the environment of care, looking for the kinds of changes and events that unit sitters are typically monitoring, and alerts staff through a variety of notification channels. This makes it ideal for any setting where individual caregivers are responsible for observation and assisting multiple patients.

One of the company's key achievements is the development of an educational platform where doctors can train using real clinical cases, practice decision-making, and exchange experiences with colleagues across the country. This fosters a new medical community centered around technology, professionalism, and patients care.

We believe that the future of medicine lies in the synergy between physicians and artificial intelligence. Third Opinion AI is already shaping that future—making medical care more accessible while enhancing the quality and speed of clinical decisions.



Kanchan Gupta

Kkanchan Gupta is a social entrepreneur, changemaker, and the visionary founder of Haxor—India's first adaptive clothing brand designed for seniors and individuals with limited mobility. With a strong foundation in fashion retail and consumer insight, she now channels her expertise toward building inclusive, human-centered solutions for an ageing world. Her inspiration for Haxor came from a deeply personal place—witnessing her mother's struggle to wear regular clothing during her final stage of cancer. It led to a powerful realization: growing older or living with a disability should never mean compromising on comfort, dignity, or the right to choose what to wear. Founded under Casajoya Private Limited, Haxor combines empathy, accessibility, and aesthetic design to offer adaptive clothing that restores confidence and

independence. Kkanchan believes that fashion should empower—not exclude—and that ageing deserves to be met with grace, choice, and self-respect.

Recognized by the MSME Hackathon 3.0, Startup India's Maharathi Award, Jagran Changemaker Award, and now the BRICS Women Startup Contest 2025, she is committed to making India a global model for inclusive innovation in elderly care and adaptive fashion.

INDIA

HEALTHCARE
AND WELLBEING



ABOUT THE PROJECT | GROWTH

Haxor

Inclusive Clothing That Respects Age, Ability, and Identity

Haxor is a global adaptive clothing brand engineered for people with limited mobility, elderly individuals, and post-operative or chronically ill patients. With the world's ageing population set to cross 2 billion by 2050, Haxor addresses a pressing healthcare and lifestyle need: functional, dignified, and easy-to-wear clothing that supports medical and daily living conditions across home care, hospitals, eldercare facilities, and rehabilitation centers.

Our garments are co-designed with physiotherapists, geriatric experts, and caregivers, ensuring each product meets practical dressing needs without compromising comfort or hygiene. Key design features include magnetic closures, side or back openings, seated-fit patterns, catheter/IV access panels, anti-slip socks, and velcro-adjustable waistbands—all of which reduce dressing time, caregiver effort, and risk of injury.

Haxor's production is based in India with a scalable capacity of over 25,000 units per month, supported by a robust textile supply chain. We focus on breathable, hypoallergenic, and antimicrobial fabrics such as organic cotton, bamboo blends, and moisture-wicking knits—suitable for long-term use in medical and care environments. Customization options are available for B2B buyers including hospitals, nursing homes, and assisted living providers.

Recognized by platforms like BRICS Women Startup Contest 2025, MSME Hackathon 3.0, Startup Maharathi Challenge and Jagran Changemaker Awards, Haxor is expanding its global footprint through digital D2C platforms and institutional partnerships in health and eldercare.

Our 3-year roadmap includes global distribution, private labeling for eldercare brands, and R&D-driven product lines for specific conditions such as stroke recovery, paralysis, dementia, and amputation.

Haxor is not just fashion—it's healthcare innovation through clothing. We aim to serve over 1 million users globally by 2028, empowering ageing and vulnerable populations with independence, comfort, and dignity through every thread.



Qu Fei

Qu Fei is the founder of Chongqing Linghang Digital Medical Economy Research Institute, a healthtech innovation enterprise at the forefront of digitising traditional Chinese medicine (TCM). As a recognised member of the Chinese Society of Biomedical Engineering and co-founder of the Digital TCM Professional Committee of the Chongqing Health and Wellness Society, she leads a pioneering effort to transform TCM from empirical practice to evidence-based, data-driven healthcare.

Qu Fei's work integrates biophysical diagnostics, intelligent treatment technologies, and advanced data platforms to standardise and visualise holistic health management. Her team developed the YHL Digital Diagnosis and Treatment System, combining hardware and software for accurate, non-invasive health tracking and personalised physical therapy

interventions. The platform has been clinically verified by over 200 institutions and backed by a proprietary case database with 200,000 records.

Under her leadership, the institute has secured six patent grants, eight software copyrights, and ISO13485 certification for medical device production. With a focus on accessibility, interoperability, and AI-driven personalisation, Qu Fei is building bridges between tradition and technology—bringing new value to health systems across China.

CHINA

HEALTHCARE
AND WELLBEING



ABOUT THE PROJECT | EARLY STAGE

Chongqing Linghang Digital Medical Economy Research Institute

Digitising Traditional Chinese Medicine for Precision Health and Inclusion

Chongqing Linghang Digital Medical Economy Research Institute has developed an integrated digital system to modernise traditional Chinese medicine (TCM) by addressing four longstanding challenges: subjective diagnosis, lack of standardisation, limited quantification of therapeutic effects, and concerns over drug safety.

The system is structured in three core layers:

1. **Intelligent Detection:** Using a biophysical sensing device certified as a Class II medical device, the system performs non-invasive scanning of meridians and organs, transforming traditional diagnosis into objective, quantifiable data with over 85% consistency.
2. **Precision Treatment:** Physical therapy devices (also certified) deliver energy-frequency interventions for chronic conditions, avoiding drug-related risks. Treatment is personalised through AI algorithms and digital twin simulations, with real-time cloud synchronisation.
3. **Dynamic Evaluation:** A 12-dimensional evaluation model tracks treatment efficacy over time, achieving a 90% rate of efficacy visualisation.

Built on a foundation of AI, IoT, and blockchain technologies, the platform ensures data integrity, traceability, and secure collaboration across 200+ medical institutions. Features include real-time electronic meridian records, AI-generated prescriptions, and digital health NFTs.

The system has already demonstrated significant clinical results—reducing testing costs to 12% of traditional imaging and increasing therapeutic effectiveness by 37%. Its closed-loop model of “diagnosis–treatment–evaluation” is not only revolutionising TCM practices but also expanding access to quality care through community clinics and health management institutions.

This project represents a shift from empirical to evidence-based medicine in TCM, enabling digital transformation while respecting centuries-old knowledge.



Agriculture and Food Security



Dana Katia Meschede

Dana Meschede is a PhD researcher in agriculture and the CEO and co-founder of Dana Agro. With over 15 years of experience in academia, she has taught undergraduate and graduate courses in agronomy and biology and conducted research in collaboration with institutions in several countries. Her academic contributions include the authorship of three books, seven book chapters, and dozens of articles published in national and international journals. She has also presented hundreds of scientific papers at conferences, receiving recognition and awards both in Brazil and abroad. Her professional journey is deeply shaped by personal experiences and a long-standing commitment to building a fairer and more sustainable society. Overcoming extreme poverty and personal adversity, she has redirected her path from public service to entrepreneurship, driven by

the desire to generate impact through sustainable agriculture. Her trajectory reflects resilience, purpose, and the transformative strength of female leadership.

BRAZIL

**AGRICULTURE
AND FOOD SECURITY**



ABOUT THE PROJECT | SCALE-UP

Dana Agro

Bioherbicide: green solution for clean and safe cultivation

Dana Agro is a Brazilian deep tech company focused on the industrialization and commercialization of bioproducts derived from natural and agro-industrial waste. The company develops advanced technologies that address critical challenges in global agriculture, particularly those intensified by climate change. Extreme weather events—such as droughts, floods, frosts, and heatwaves—severely impact agricultural productivity, farmer income, and food security. Dana Agro's solutions mitigate these effects by enhancing crop resilience, preventing soil degradation and erosion, reducing pest and disease incidence, and minimizing economic losses and supply instability.

Among its innovations, Dana Agro has developed the only bioherbicide capable of breaking the resistance cycle of invasive plant species. This technology offers a sustainable alternative to conventional chemical herbicides, reducing pesticide dependency while protecting environmental and human health.

Combining sustainability, high performance, and cutting-edge science, the company applies bio- and nanotechnologies to transform agricultural waste into patented, scientifically validated bioproducts. This approach not only ensures a competitive edge but also strengthens Dana Agro's leadership in the circular economy, promoting safety for both farmers and consumers. More than a product supplier, Dana Agro positions itself as a transformative agent in agribusiness—building a more resilient, sustainable, and healthier future for food systems worldwide.

Christine Masaiti

Ms. Christine Masaiti is a seasoned business leader and sustainability advocate with over 30 years of experience across financial services, renewable energy, and agro-processing. She is the Founder and CEO of Grandstage Trading (Pty) Ltd, a clean energy and agro-processing company focused on inclusive, climate-smart value chains for high-value natural products such as avocados. Christine is a pioneer in Africa's green economy transition. Under her leadership, Grandstage has expanded into seven African countries, aiming to secure 2% of the BRICS+ agro-processing market within five years using mobile processing units, zero-waste systems, and renewable energy technologies. She is also Co-Founder of the Women Sustainable Agri-Energy Africa Collective, driving the empowerment of women farmers and youth-led enterprises through sustainable innovation. Christine holds a Master's

in Global Management and combines strategic foresight, environmental stewardship, and social impact in every project. Her career includes 18 years in financial services, focusing on life assurance, investments, and transformation, and 13 years in clean energy and circular economy solutions. She is also active in policy advocacy, funding mobilisation, and stakeholder engagement across Africa. Christine's leadership is defined by her commitment to inclusive growth, innovation for sustainability, and unlocking Africa's potential on the global stage.

SOUTH AFRICA

**AGRICULTURE
AND FOOD SECURITY**



ABOUT THE PROJECT | GROWTH

AvoEcoPower

From Waste to Wealth – Powered by Nature

AvoEcoPower is an award-winning agro-processing innovation developed by Grandstage Trading (Pty) Ltd that addresses post-harvest losses, rural poverty, and food system inefficiencies in Africa's avocado value chain. The solution features a mobile, solarpowered avocado processing unit designed to be deployed directly on farms or in rural cooperatives, enabling smallholder farmers to convert low-grade or unsold avocados into high-value products such as cold-pressed avocado oil, seed powder, and animal feed. The innovation operates off-grid using a 20kW solar PV system, integrated with digital monitoring tools that track production metrics, quality compliance, and asset performance in real-time. This allows the unit to function sustainably in remote areas with no access to electricity, while also providing transparent traceability for domestic and export markets. AvoEcoPower has successfully piloted in South Africa, processing over 32 metric tons of avocados through a contract manufacturing partnership with Mukapuza. Early results show a 35% reduction in logistics costs, 92% farmer satisfaction, and monthly income increases of ZAR 4,200 per farmer group. The business model combines direct equipment sales, lease-to-own models, and byproduct commercialization, creating inclusive opportunities for women and youth in agriculture. Aligned with multiple Sustainable Development Goals (SDGs), AvoEcoPower contributes to climate action, rural industrialization, and food security. The project is scaling across the African continent under the AfCFTA framework, with plans to deploy 100 mobile units in six countries by 2028, impacting over 30,000 farmers and saving an estimated 600 tons of CO₂ annually. 2 AvoEcoPower exemplifies the transformative potential of clean-tech, inclusive innovation, and digital agriculture to solve Africa's most pressing development challenges.



Estefania Campos

Estefania Campos holds a BSc in Biotechnology and a Master's and PhD in Functional and Molecular Biology, with extensive expertise in nanotechnology applied to agriculture. She completed two postdoctoral fellowships—at the University of British Columbia (Canada) and at CEA-CNRS (France)—focusing on the development of advanced nanomaterials to promote more sustainable agricultural practices.

She is the co-founder of B.Nano, a startup dedicated to creating sustainable technologies that enhance agricultural productivity while reducing environmental impact. With a strong background in applied research and industry collaboration, Estefania has led numerous innovation-driven partnerships across multiple sectors.

Her academic contributions include over 60 peer-reviewed publications in high-impact journals, with more than

8,000 citations and an h-index of 35. She also holds four licensed patents, reflecting her ongoing commitment to bridging scientific excellence and technology transfer.

Estefania has been ranked among the top 2% most-cited researchers in nanotechnology worldwide, according to Stanford University—a significant distinction, particularly in a field where women remain underrepresented. She is one of only 270 Brazilian women featured on this global list.

BRAZIL

**AGRICULTURE
AND FOOD SECURITY**



ABOUT THE PROJECT | EARLY STAGE

B.Nano

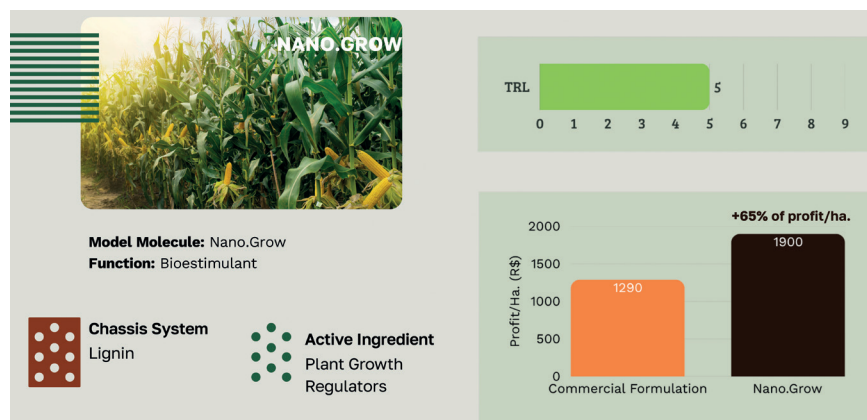
Precision nanotechnology to enhance crop resilience and productivity

B.Nano's innovative technological solution presents a bio-based formulation containing plant growth regulators (PGRs) encapsulated in polymeric nanoparticles. This nanocarrier system ensures the stability of the active compounds, protecting them from degradation and enabling their sustained release from storage to final application. The formulation is versatile and compatible with current agricultural practices, allowing its use both as a seed treatment and as a foliar spray at different plant development stages. The technology was specifically optimized for corn crops, with application protocols tailored to maximize effectiveness. Its bioactive compounds promote germination, dormancy breaking, cell division and elongation, root development, and modulation of key physiological processes—improving plant growth and resilience, especially under abiotic stress conditions such as drought.

The formulation uses low-cost, sustainable raw materials, including natural biopolymers like sulfonated lignin, zein, and chitosan. These materials are scalable, environmentally friendly, and already available on the market, which enhances the feasibility and economic viability of the solution. This project is supported by FAPESP through the PIPE program and developed in partnership with ICTS UNESP Sorocaba and a MAI/DAI initiative funded by CNPq. The

nano formulations have been validated under water-deficit conditions in both greenhouse (soybean) and field (corn) trials. These trials demonstrated strong performance, advancing the technology to TRL 4 for soybean and TRL 5 for corn.

The core innovation of the project lies in the precise delivery of PGRs through nanotechnology, enabling controlled release and enhanced uptake by plants. This not only increases effectiveness but also reduces environmental risks and non-target exposure. The use of biodegradable nanomaterials aligns with principles of sustainability and offers a scalable, eco-conscious solution for modern agriculture. By leveraging cutting-edge nanoscience and natural resources, B.Nano's technology stands out as a high-performance and sustainable bio-based innovation for crop enhancement.





Education and Skills Development



Nina Silva

Technology executive with over 20 years of experience, Specialist in Business Management and Innovation with international expertise, having managed more than 100 projects throughout her career. CEO and founder of the Black Money Movement and D'Black Bank, Nina is a businesswoman, angel investor, and Board Advisor (trained by IBGC). She serves as a council member at the World Economic Forum on the Responsible Investing Council and Federal Government Advisor on Brazil's Council for Sustainable Economic and Social Development. Nina is also a professor of Innovation and Finance at PUCRS, IBGC, and other institutions, a mentor for women's programs at Columbia University, and a board member of invested startups. She was named the Most Disruptive Woman in the World by the Women in Tech Global Awards 2021; recognized as one of the 20 Most Powerful Women in Brazil by Forbes; and one of the 100

Most Influential People of African Descent under 40 by MIPAD. Among other honors, she has twice been named one of the 500 Most Influential People in Latin America by Bloomberg (2022 and 2021), one of the 100 Most Innovative Women in 2023 by Época Negócios, and Entrepreneur of the Year by IstoÉ Dinheiro in 2021.

BRAZIL

**EDUCATION AND
SKILLS DEVELOPMENT**



ABOUT THE PROJECT | SCALE-UP

Black Money Movement

Digital hub for Black autonomy in the new economy

The Black Money Movement (MBM) is an economic and digital inclusion hub that empowers the Black community through technological education, access to capital, and market connections. Focused on Afro-entrepreneurs and Black youth, MBM provides training in strategic areas such as digital marketing with AI, data science, B2B sales, and digital transformation.

The Afreetech educational platform has already impacted over 20,000 people through practical learning paths, mentoring, certifications, and access to microcredit evaluated with criteria adapted to the realities of underserved communities. Over R\$ 2 million has been distributed in seed capital, scholarships, and awards throughout its journey.

MBM Inovahack, a hackathon for technological and financial inclusion, has held four editions, gathering over 1,200 participants, 95% of whom are Black and 70% women. The event fosters innovative, socially impactful solutions, awarding seed funding and offering specialized acceleration programs.

The Mercado Black Money, our marketplace, connects consumers with over 2,000 Black-owned businesses, 70% of which are led by women. It promotes income circulation and supports the growth of Black entrepreneurship.

Our solution is innovative by combining social impact and technology with a focus on racial equity, proposing an inclusive and systemic development model. Through our AI assistant Nina Verso, we personalize learning and support student management. This approach ensures access to quality education, market connections, and financial resources — driving social transformation through data and intelligence.

The model is hybrid and scalable, combining revenue from corporate partnerships, diversity and ESG services, public funding, and digital commerce. MBM is currently expanding its reach to other BRICS markets—particularly South Africa and India—where its racially inclusive, tech-enabled ecosystem can further drive social transformation.



Sandra Marchi

Sandra Marchi is a researcher, innovative designer, and social entrepreneur. She holds a degree in Fine Arts (UDESC), a specialisation in Assistive Technology, and postgraduate degrees in Mechanical Engineering (Master's and PhD - UFPR). Her expertise was further deepened through a postdoctoral fellowship in Design (UFPR). Originally from Lages (Santa Catarina, Brazil), Sandra has dedicated her career to inclusion, accessibility, and the empowerment of blind, visually impaired, and colour-blind individuals. A pioneer in the study of chromatic accessibility, she developed See Color - Tactile Colour Language, a groundbreaking method that enables people with visual impairments to identify and interpret colours independently, fostering inclusion and enhancing quality of life. With creativity and sensitivity, she created adhesive and iron-on labels that allow colours to be recognised by touch,

promoting autonomy, self-esteem, and independence in everyday life. See Color has received innovation awards and is being implemented in schools, institutions, and cultural projects.

A passionate advocate for inclusive education, her mission is to make the world more accessible and colourful for everyone, expanding opportunities and breaking down invisible barriers. Author of the book "And Speaking of Colours - A Bit of Theory" (2022), Sandra shares insights into Colour Theory and accessibility. Her journey inspires women and demonstrates how innovation can turn barriers into opportunities.

BRAZIL

**EDUCATION AND
SKILLS DEVELOPMENT**



ABOUT THE PROJECT | GROWTH

See Color

See Color — A world of color within everyone's reach.

See Color is an innovative tactile colour identification method designed to provide accessibility, inclusion, and autonomy for blind, visually impaired, and colour-blind individuals. Developed in Brazil, the system uses tactile labels that represent colours through embossed symbols, enabling users to identify them by touch.

The project's core aim is to democratise access to colour knowledge—essential for citizenship, self-esteem, personal expression, and social and educational inclusion. The method is easy to learn and remember, safe to use on various materials (clothing, objects, packaging—anything that involves colour), and adaptable to different environments including industries, schools, social institutions, households, and cultural spaces.

In addition to the tactile kits, the project offers training for educators, family members, and inclusion professionals to ensure the system's effective and transformative use. Implementation can be facilitated through partnerships with companies, education departments, public and private institutions, innovation grants, or cultural and social sponsorships.

See Color has already been recognised in awards for innovation and social impact and has been successfully adopted in pilot programmes. Its strength lies in the combination of social technology, low cost, high impact, and ease of replication.

More than just a system, See Color is a tool for empowerment. It allows millions of people to touch, recognise, and choose the colours of the world with freedom and dignity.

SEE COLOR KIT

5 PEÇAS SEE PAINT (MOLDES VAZADOS)

1 GUIA CROMÁTICO TÁTIL

PROPORCIONAL:

- Acessibilidade às cores
- Percepção tátil
- Interação social
- Inclusão

IDADE: 4+

JOGADORES: 2-8

TEMPO: 15 minutos

8 PEÇAS AVULSAS COM A LINGUAGEM TÁTIL SEE COLOR

+ 1 VENDA PARA OS OLHOS 1 MANUAL DE INSTRUÇÕES

3 DADOS 100% CROMÁTICOS

4 FICHAS DE REGISTRO

9 FICHAS DE REGISTRO

10 FICHAS DE REGISTRO

www.seecolor.com.br

REALIZAÇÃO: UFPR

APROVADO: [Logos]

EDUCAÇÃO INCLUSIVA

seecolorcode@gmail.com

see color®

LINGUAGEM TÁTIL DAS CORES

www.seecolor.com.br

Mahadi Mosia

Mahadi Mosia is a social entrepreneur with over two decades of experience in Human Resources. She transitioned from the corporate world, guided by a strong passion for education, women and youth empowerment, and technology-driven solutions.

She is the founder of LiftUp Learning, an AI-powered education platform that bridges learning gaps by providing accessible academic support to underprivileged youth, particularly those from child-headed households. Her work is rooted in building scalable, sustainable business solutions that equip women and young people with the tools to thrive.

Mahadi also leads the Ntate Jane Foundation, a nonprofit organisation supporting child-headed families through education, nutrition, and skills development initiatives.

Recognised for her bold leadership and measurable impact, Mahadi was awarded the 2025 BRICS CCI WE Global Women Leadership Programme (GWLP) distinction. Her expertise spans business development, women's leadership, and social entrepreneurship, with a focus on building solutions that are both transformative and enduring.

SOUTH AFRICA

**EDUCATION AND
SKILLS DEVELOPMENT**



ABOUT THE PROJECT | EARLY STAGE

LiftUP

Tackling education gaps, gender inequality, and youth unemployment together.

LiftUp Learning is a South African social enterprise tackling three critical and interrelated challenges: educational inequality, gender disparity, and youth unemployment.

According to the 2023 TIMSS report, South Africa ranked last among 64 countries in mathematics and science performance. Additionally, over 40 percent of learners drop out before completing Grade 12, underscoring profound systemic gaps in the education system. Youth unemployment stands at 46.1 percent, while only 21.9 percent of women entrepreneurs contribute to the formal economy. In contrast to a 56 percent growth in male-owned businesses, women-led ventures increased by just over 40 percent, highlighting the need for targeted intervention.

To address these issues, LiftUp Learning has developed a mobile-first, AI-powered academic support platform aligned with both CAPS and IEB curricula. The platform provides learners with real-time academic assistance, personalised learning journeys, multilingual content, and curriculum-based revision. Designed for accessibility, it features low-data and offline capabilities and integrates gamification elements such as gems, badges, and certificates to boost engagement.

Beyond academic support, the organisation delivers entrepreneurship training to women and youth, equipping them with digital and business skills to expand their economic opportunities. Through the STEMHER programme, LiftUp Learning offers high school girls academic tutoring, mentorship, and exposure to STEM careers, encouraging greater female participation in science and technology fields.

Its user base includes freemium learners in public schools and child-headed households, as well as paying clients such as private schools, independent facilitators, skills development seekers, and educational institutions.

As a revenue-generating social enterprise, LiftUp Learning sustains its impact through school subscriptions, facilitator training, and licensing agreements. It is more than a digital learning tool—it is a systemic solution designed to reduce inequality and empower the next generation of South African leaders.





Energy, Infrastructure, and Mobility



Natalia Giampietri

Natalia is the co-founder of PayGas, a Brazilian-South African energy tech company that provides clean cooking gas (LPG) to low-income households in informal settlements through a patented, cashless refilling system. The company's solution, branded as Pay As You Gas™, enables customers to refill their gas cylinders with flexible amounts, starting from as little as 0.50 USD, making access to clean energy both affordable and accessible. Operating in South Africa, Brazil, Nigeria, and Zambia, PayGas has reached over 450,000 customers and distributed more than 1,700 tons of LPG exclusively through its pay-as-you-go model. The company's technology and inclusive business approach have attracted the attention of major international LPG suppliers as well as leading South African food retailers, including Shoprite and Pick n Pay. Natalia has been recognised with several awards for her contribution

to the energy transition and urban innovation, particularly in the context of smart cities and sustainable development. Her accolades include the ENGIE Clean Cooking Challenge Award (2019) and the Smart Cities and Sustainability Award from WESGRO/CAP 40 (2020), acknowledging her impact in the City of Cape Town. Born in Saquarema, Brazil, Natalia holds a double Master's degree in International Public Law from Panthéon-Assas University (Paris II) and Universidade Estácio de Sá (Brazil), as well as a Master's in Management and International Trade from UPEC University (Paris XII).

SOUTH AFRICA

**ENERGY, INFRASTRUCTURE
AND MOBILITY**



ABOUT THE PROJECT | SCALE-UP

PayGas

PayGas allows you to refill your gas cylinder from 0.5 USD

Nearly 2.3 billion people across BRICS nations are unable to afford the upfront cost of a full LPG cylinder and remain dependent on traditional fuels such as wood, charcoal, and kerosene—sources that contribute to deforestation, indoor air pollution, and time poverty, particularly among women.

Conventional LPG distribution models based on cylinder exchange require a minimum of four cylinders in circulation per household, with upfront costs ranging from USD 8 to USD 25 per refill depending on cylinder size. For households earning less than USD 6 per day, these models remain out of reach.

PayGas addresses this affordability barrier through its patented Pay As You Gas™ technology, installed in micro refilling stations located within a two-kilometre walking distance from residential areas. Each customer registers their gas cylinder at the PayGas station and can refill it with any amount starting at USD 0.50, using mobile money or digital vouchers.

This distribution model reduces by 75 percent the number of cylinders required per customer, generating savings of approximately USD 100,000 for every 1,000 households served. It also lowers logistical costs by 44 percent compared to traditional cylinder swapping models. These efficiencies enable PayGas to offer clean cooking gas at a significantly lower price to end users while supporting scalable, financially sustainable national expansion strategies for countries seeking to accelerate clean energy access.

Since 2020, PayGas has expanded access to clean cooking solutions in South Africa, serving more than 450,000 low-income customers while maintaining a spotless safety record. The company operates under South Africa's rigorous LPG safety framework (SANS 10087), recognised as one of the most inclusive and secure globally.

This patented, scalable technology positions PayGas to serve millions of low-income households across BRICS countries and to accelerate progress toward universal access to affordable, modern energy (SDG 7)—without requiring government subsidies.



Nataly Parga

Nataly Milena Parga is a Colombian climate leader based in Brazil, committed to accelerating the energy transition in Latin America through technological innovation. She is the co-founder and Chief Operating Officer of Squair, a company that develops intelligent platforms capable of reducing energy consumption in industrial refrigeration systems by up to 40 percent—enhancing efficiency, sustainability, and operational savings in high-consumption sectors such as food and beverage. Her work integrates strategic vision, user-centred design, and accessible technology to address the region's pressing challenge of energy waste. Nataly has been recognised by several high-impact initiatives, including 100 Open Startups, Upstarts, and Energy Summit, where she was a finalist in the Women in Energy category. In 2025, she ranked among the top two in Women-Led Innovation (Upstarts)

and was selected for Hangar Mujeres for her leadership in climate and tech innovation. She also received the IoT Breakthrough Award 2024, joining a select group of winners alongside global companies such as Apple and Cisco.

Through her leadership, Nataly works to position technology as an accessible and transformative tool—linking energy efficiency, equity, and climate action across Latin America.

BRAZIL

**ENERGY, INFRASTRUCTURE
AND MOBILITY**



ABOUT THE PROJECT | GROWTH

SQUAIR


Smart management that reduces costs and maximizes efficiency

Squair is a technology platform that integrates Internet of Things (IoT) and Artificial Intelligence to reduce energy consumption in refrigerated assets by up to 40 percent. In the food and beverage industry, these systems typically account for 25 to 30 percent of total electricity costs, representing a significant opportunity for efficiency gains.

Through intelligent monitoring, automated control, and real-time data analysis, Squair enables companies to optimise the performance of their refrigeration infrastructure. Clients such as Ambev, Gate Gourmet, Sky Chefs, and Zé Delivery have adopted the platform to reduce operational costs and environmental impact in their logistics chains.

One of Squair's most notable success cases is with Ambev Brazil. A pilot project conducted at the company's coastal distribution centre in São Paulo led to a 40 percent reduction in cold chamber energy consumption within three months, resulting in a 25 percent decrease in the site's electricity bill and a payback period of just four months. Following this success, Squair's solution has been adopted as a benchmark across Ambev's operations, with full deployment projected to reach 50 percent of the company's Brazilian units by the end of 2025.

Squair directly contributes to corporate sustainability goals by delivering scalable solutions for energy efficiency, carbon emissions reduction, and cost optimisation. Its growing client portfolio includes organisations such as Ambev, Mercado Libre, Zé Delivery, Gate Gourmet, Banco BMG, WeWork, Gurumê, Grupo Trigo, Frigorífico Santa Cruz, Casas Pedro, Globo, UOL, Loft, and Stone—industry leaders that trust Squair's technology to drive impact at scale.



The Platform that Centralizes **Refrigerated Asset Management** in One Place!

Monitor, automate, and save with IoT and AI

Automation focused on energy efficiency

Up to **30%** reduction in energy costs

Up to **80%** Reduction in failures

Seamless integration with existing infrastructure
Fast payback in just a few months

Manage multiple types of assets

Mekides Minlike

Mekides Minlike is a chemical and bioengineer, and the CEO and co-founder of Ablenee Energy Solutions, an Ethiopian startup dedicated to expanding clean energy access and promoting environmental resilience. With a strong commitment to sustainability, she leads the development of technologies that convert agricultural waste into Compressed Natural Gas (CNG) for vehicles and produce eco-friendly fertilizers for low-income farmers—addressing critical challenges such as pollution, energy scarcity, and soil degradation.

A graduate of Addis Ababa Institute of Technology, Mekides combines technical expertise with leadership in the renewable energy sector. She is a Student Energy Fellow and an alumna of several international climate leadership programmes, through which she has contributed to global energy transition initiatives.

Mekides has represented Ablenee

Energy Solutions on prominent platforms including the WFP Ignite Seed Program Demo Day, the Africa Agtech Scale Summit, and the RAIN Challenge in Nairobi. She was also a finalist and speaker at the Youth Energy Summit in South Africa, where she showcased her startup's innovations to an international audience.

Her work is focused on delivering practical, community-based energy solutions that reduce carbon emissions, promote environmental sustainability, and empower underserved populations—particularly women and smallholder farmers across Ethiopia.

ETHIOPIA

**ENERGY, INFRASTRUCTURE
AND MOBILITY**



ABOUT THE PROJECT | EARLY STAGE

Ablenee Energy Solutions

Transforming Waste into Clean Energy for Ethiopian Women

Ablenee Energy Solutions is an Ethiopian startup addressing the interconnected challenges of energy poverty, waste mismanagement, and gender inequality through innovative Bio-CNG technology. Using an anaerobic digestion system, the company transforms organic waste into compressed biogas for clean cooking and nutrient-rich organic fertilizer—fostering a circular economy that empowers women and promotes environmental sustainability.

In Ethiopia, over 83 percent of households rely on traditional biomass fuels, contributing to more than 65,000 annual deaths from indoor air pollution. Women spend an average of three to four hours each day collecting firewood, limiting their access to education and economic opportunities. Simultaneously, 70 percent of municipal waste is organic matter that is often dumped without treatment, generating serious environmental and public health risks.

Ablenee's Bio-CNG system currently processes 200 kilograms of organic waste daily, generating continuous biogas sufficient to serve five to ten households, along with high-quality organic fertilizer. The next phase of expansion targets an annual output of 300,000 cubic metres of Bio-CNG. This clean energy alternative significantly reduces indoor air pollution, decreases the incidence of respiratory illnesses, and frees up time for women to engage in income-generating activities. The organic fertilizer also improves agricultural productivity, benefiting both rural farmers and urban households engaged in sustainable food production.

The company is currently conducting feasibility studies in Bishoftu in collaboration with strategic partners, with early results demonstrating measurable health improvements and cost reductions. Ablenee's solution is expected to lower household fuel expenses by up to 30 percent while avoiding significant carbon emissions per household annually. The initiative generates both direct employment and a range of indirect job opportunities, particularly for young technical professionals.

Ablenee's integrated model captures value from waste through multiple revenue streams, including the sale of Bio-CNG, organic fertilizers, and waste collection services—ensuring operational sustainability while contributing to several Sustainable Development Goals.

With a validated technology and increasing market demand, Ablenee Energy Solutions aims to scale its impact across Ethiopia, serving thousands of households. The company exemplifies how women-led innovation can drive environmental progress and inclusive economic empowerment, positioning Ethiopia as a regional leader in sustainable waste-to-energy solutions.



Commerce, Service, and Digital Transformation

Pamella Faustina Campos

Pamella Faustina Campos is a visionary Brazilian executive with over 20 years of experience transforming the industrial landscape through innovation, strategy, and purpose-driven leadership. An engineer by training, with MBAs in Finance and Competitive Intelligence, Pamella paved her path from technical roles to executive leadership, becoming a reference in the integration of emerging technologies across industrial sectors such as mining, energy, oil & gas, manufacturing, and agribusiness.

As Director of Operations at TCS Group and co-leader at TCX Creative Solutions, Pamella has led impactful projects that combine Artificial Intelligence, IoT, and advanced analytics to drive industrial efficiency, sustainability, and quality. Her work stands at the intersection of technology and human value, aligning digital transformation with efficiency in industries, alongside measurable

social impact.

Beyond her professional achievements, Pamella is an active advocate for female leadership in STEM, using her platform to mentor, empower, and elevate women in engineering and innovation. Her story is marked by determination, boldness, and an unwavering commitment to building a future where industries are more sustainable and competitive, and where empathy for others and process efficiency go hand in hand. Pamella represents a new generation of leaders who are redefining innovation with heart, intelligence, and a strong belief in the transformative power of people.

BRAZIL

**COMMERCE, SERVICES
AND DIGITAL TRANSFORMATION**



ABOUT THE PROJECT | ESCALE-UP

TCX Creative Solutions

Vision Control: Empowering industries with smart, real-time process optimization.

Vision Control, developed by TCX, is a transformative industrial solution that seamlessly integrates Computer Vision and Machine Monitoring to optimize manufacturing processes. This advanced platform provides industries with the ability to automate quality inspections, monitor machinery in real-time, and ensure complete traceability throughout production. Vision Control is designed to enhance operational efficiency, improve product quality, and reduce costly downtime by offering precise, data-driven insights.

The solution is modular, allowing companies to deploy it as a full integrated system or as individual components tailored to specific operational needs. Its flexibility makes it adaptable to various industries, from automotive and mining to pulp and paper, food and beverage, and steel manufacturing.

Key clients like Ambev, Gerdau, ArcelorMittal, and Stellantis are already leveraging Vision Control to enhance production workflows, improve safety, and ensure consistent quality. For example, Ambev uses Vision Control for pallet inspection, ensuring that only perfectly manufactured products reach the production line. Gerdau utilizes it for machine monitoring and production traceability, which has led to improved efficiency and reduced operational risks.

With AI-powered analytics, real-time machine status tracking, and visual intelligence, Vision Control empowers industries to make smarter, faster decisions. It provides actionable data that drives proactive maintenance, boosts productivity, and reduces operational errors, positioning it as a key enabler of Industry 4.0 transformation. By adopting Vision Control, companies gain not only a competitive edge but also a sustainable path towards digitally-driven operations that prioritize accuracy, efficiency, and continuous improvement in a rapidly evolving industrial landscape.

VISION TWO MODULES, ONE COMPLETE PRODUCT!

Real-time inspection With two independent but complementary modules, Vision Control optimizes industrial operations, ensuring real-time quality, safety, and efficiency.

APLICAÇÕES

- RECONHECIMENTO FACIAL
- MONITORAMENTO DE EQUIPAMENTOS EM TEMPO REAL
- CONTROLE DE ACESSO
- ALARME E ALERTAS EM TEMPO REAL
- MONITORAMENTO E SEGURANÇA PATRIMONIAL
- VERIFICAÇÃO E CONTROLE DE USO DE API
- CONTROLE DE VALIDADE DE SAÍDA, SEGURANÇA E TENDIMENTOS

- 97% Reduction in false rejections
- Proactive decision-making
- Optimized machine efficiency

TCX

Ana Raquel Calhau Pereira

Ana is the co-founder and CEO of NexAtlas, a Brazilian startup transforming how general aviation pilots plan and navigate their flights. She has over a decade of experience supporting early-stage startups, having mentored more than 150 ventures across Latin America. Ana is a YLAI Fellow, TEDx speaker, and was named Founder of the Year by Vortex. She also holds certifications from the Kauffman Fellows, London School of Economics, and the University of Chicago. Under her leadership, NexAtlas has been accelerated by Samsung Creative Startups, SEED, and Start-Up Chile, and was recognized among the Top 10 traveltechs by 100 Open Startups. Ana is passionate about building inclusive, high-impact technologies and has received multiple innovation awards in Latin America. She believes aviation

can become smarter, safer, and more accessible — and she's building the tools to make that happen.

BRAZIL

**COMMERCE, SERVICES
AND DIGITAL TRANSFORMATION**



ABOUT THE PROJECT | GROWTH

NexAtlas

Flight planning and air navigation platform, trusted by 4,500+ pilots for safer, more efficient flights.

NexAtlas is a digital flight planning and air navigation platform for general aviation, serving over 4,500 pilots across Brazil. The platform enables airplane and helicopter pilots to create routes, check weather and NOTAMs, view aeronautical charts and terrain, and navigate offline via step-by-step GPS guidance — all through a simple, map-based interface designed for real-world flying conditions.

Its offline capabilities, localized data layers, and intuitive UX make NexAtlas especially valuable in regions with infrastructure or connectivity gaps. It empowers solo pilots, small operators, flight schools, and public safety teams to fly with more confidence, safety, and autonomy.

While most global tools are designed for commercial aviation or high-connectivity environments, NexAtlas delivers advanced, accessible tools tailored to the realities of general aviation across Latin America and other fast-developing regions. By simplifying complex planning processes and supporting smarter route decisions, the platform reduces pilot workload, enhances situational awareness, and contributes to safer, more sustainable flight operations.

NexAtlas is backed by Multicorp 2, a fund managed by MSW Capital with investors including Embraer, BB Seguros, Baterias Moura, and AgeRio. The company has participated in leading acceleration programs such as Samsung Creative Startups, SEED, and Start-Up Chile, and collaborates with over 35 aeroclubs, aviation influencers, and academic research centres throughout Brazil.

Currently focused on the Brazilian market, NexAtlas is conducting studies to assess international expansion potential across BRICS nations — exploring where its technology can create similar impact in improving access, safety, and operational efficiency for general aviation.

With a mission to democratize smart aviation tools, NexAtlas aspires to become the digital backbone of general aviation — starting in Brazil and expanding to regions where aviation can unlock meaningful connections.



Argenide Ghini Servilha

Ghini is a pioneer recognized as the first Brazilian woman meta curator. She has 4 years of deep experience in Web3, metaverse platforms, and DAO involvement. Ghini has successfully executed over 35 metaverse events, showcasing more than 600 NFTs, partly supported by incentives from the Near Foundation.

Leveraging this expertise, she founded Metavila alongside fellow Web3 pioneer Cleusa Raven. The startup's first themed space, Café Metavila Literária, has already attracted over 5,500 visitors since its launch in November 2024. They were present at the 2025 Rio de Janeiro Book Biennial, where they showcased a custom VR space commissioned by a strategic partner, one of Brazil's largest book distributors.

BRAZIL

**COMMERCE, SERVICES
AND DIGITAL TRANSFORMATION**



ABOUT THE PROJECT | EARLY STAGE

Metavila

From the metaverse to your bookshelf

Metavila is a pioneering startup that connects Generation Z with the physical book market through the metaverse. The company's vision is to use this digital environment, already familiar to this audience, to present literary content and events, thereby encouraging the development of new readers.

The market opportunity arises from a cultural gap between traditional online book sales and the interactive daily lives of young people. Metavila offers a “phygital” (physical-digital) solution, building Brazil's first themed literary ecosystem in the metaverse. In this space, users can participate in immersive events like book launches and clubs, turning literature into a social activity.

The platform provides a unique discovery journey where young people explore themed spaces, interact with other readers via text and voice chat, and can purchase physical books for delivery to their homes. The digital experience is designed to create an emotional connection that materializes with the physical book.

Metavila's key differentiator is not just technological, but conceptual. While others focus on e-books, the startup uses the metaverse to enrich the reader's relationship with printed works, cultivating the reading habit as a relevant social impact. The goal is to meet young people where they are and make reading a significant part of their lives.

With a strong social impact, the project aims to lower the barriers to accessing culture and develop more dedicated readers. Metavila begins its operations in Brazil with the ambition to expand its model to other countries, redefining an entire generation's relationship with books and building a bridge between the digital world and the transformative power of reading.





Sustainable Development and Climate Solutions

Rituparna Das

Rituparna Das is the Co-Founder and CTO of Hydrotec Solutions, a climate-tech social enterprise delivering clean drinking water through solar-powered, IoT-enabled Arosia Water Kiosks.. With a background in engineering and a deep commitment to sustainability, Rituparna is redefining how underserved communities access safe water—combining smart sensors, real-time monitoring, and circular systems. Her work has directly impacted over millions of people, reduced plastic waste, and saved thousands of litres of fuel through decentralized, energy-efficient purification. Recognized globally with awards from UN, CISCO, GIST, and the FT/IFC, Rituparna is a leading voice at the intersection of water equity, climate resilience, and tech innovation in India.

INDIA

SUSTAINABLE DEVELOPMENT
AND CLIMATE SOLUTIONS



ABOUT THE PROJECT | SCALE-UP

Arosia Water

We provide a fully managed clean water access solution for underserved communities, which is Smart, Scalable, Sustainable.

Arosia Water (Hydrotec Solutions Pvt Ltd) is a climate-tech initiative, founded in 2014 by Rituparna Das, Navin Gupta and Jyotsna Trivedi, revolutionizing access to clean drinking water through solar-powered, IoT-enabled Water ATMs. Designed for underserved, rural, and peri-urban communities, Arosia provides a fully managed, low-cost, and sustainable solution to one of the world's most urgent challenges—safe water access. Every year, over 2 million people in India suffer from water-borne diseases due to contaminated sources and lack of infrastructure. Arosia's decentralized model transforms this reality by installing smart water kiosks that purify groundwater or municipal supply using advanced treatment systems. Powered by solar energy, these kiosks dispense safe water on demand, with automated shutoff if quality standards drop—ensuring both safety and trust. Each kiosk is connected via IoT to a cloud dashboard that monitors water quality parameters and dispenser health in real-time. Arosia's system generates AI driven daily reports, predictive alerts, and allows remote control—enabling high efficiency and low maintenance. With over 250 kiosks deployed across India—including in West Bengal, Uttarakhand, Tripura, Ayodhya, and Odisha—Arosia has served more than 10 million litres of safe water and reduced reliance on plastic-packaged water and diesel-based transport. The impact spans health, climate, and livelihoods: lower disease burden, reduced carbon footprint, and local entrepreneurship through trained water operators. Backed by awards from CISCO, GIST, and the FT/IFC, Singapore Water Week, UN, WTI Changemaker program, Arosia Water is scaling to reach globally. Its model aligns with SDG 6 (Clean Water), SDG 13 (Climate Action), and SDG 3 (Good Health), proving that tech enabled, circular systems can deliver equitable access to one of humanity's most vital resources—water.

Xue Wang

Xue Wang holds a PhD in Materials Engineering from KU Leuven and was a member of the European Urban Mining research group in Belgium, where she developed advanced expertise in metallurgy, chemical technology, and materials engineering. She currently serves as co-manager of Task 54 under the IEA HEV-TCP (Hybrid and Electric Vehicle Technology Collaboration Programme), which focuses on recycled materials for electric vehicles.

Her professional experience includes leadership roles in both industry and international cooperation. She previously served as Vice President at Beijing Ruidow Information and led China business development for a subsidiary of Noble Group, a Fortune 500 company. Throughout her career, she has maintained extensive engagement and strategic partnerships with internationally

recognised enterprises, key actors across the rare metals supply chain, and global organisations and institutions.



CHINA

**SUSTAINABLE DEVELOPMENT
AND CLIMATE SOLUTIONS**

ABOUT THE PROJECT | GROWTH

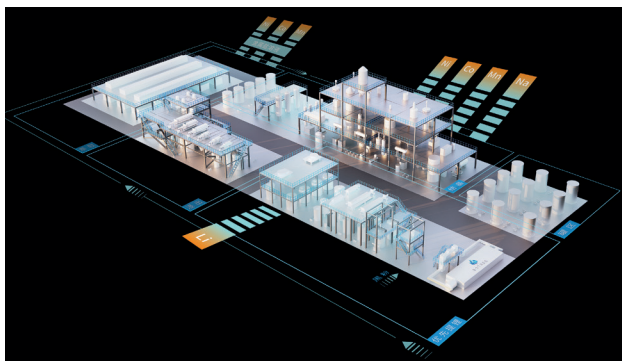
Botree Recycling Technologies

Fully Nature-Base Closed-Loop Battery Recycling

The global battery recycling industry faces critical challenges: non-renewable energy reliance, supply chain vulnerabilities due to dependence on East Asian materials, heavy chemical consumption (acids/bases), and wastewater pollution from conventional methods. These issues hinder sustainability and resource security.

Botree provides a true closed-loop system for critical materials, integrating energy, local battery supply, and circular material recovery. First and foremost, we assist our customers in achieving a battery local closed-loop system. By transforming spent batteries into reusable materials, we aim to localize the closed-loop process and reduce reliance on East Asian production for material supply. Secondly, we implement a consumable materials closed-loop approach that includes fully non-fossil operational mediums, zero additional chemicals, and no wastewater pollution.

Botree can achieve an impressive recovery rate of 99% for nickel/cobalt and 95% for lithium. Additionally, we can achieve an operating cost reduction of \$400 USD per ton when comparing black mass with conventional technology.



Marbella Fonsêca

Marbella da Fonsêca is co-founder of Microciclo Biotecnologia and holds a PhD in Genetics from the Federal University of Rio de Janeiro (UFRJ). She completed two years of postdoctoral research at the Structural Genomics Consortium (SGC) at the University of Oxford, specializing in structural genomics and bioinformatics. Her research spans bioinformatics, molecular biology, metagenomics, protein structure, and bioremediation. Marbella also has experience in scientific entrepreneurship, applying her interdisciplinary expertise to develop innovative microbial biotechnology solutions. At Microciclo, she leads scientific innovation and strategic development, focusing on sustainable biotechnological approaches for environmental challenges such as waste cleanup.

BRAZIL

**SUSTAINABLE DEVELOPMENT
AND CLIMATE SOLUTIONS**



ABOUT THE PROJECT | EARLY STAGE

Microciclo

Microbes at Work: Sustainable Wastewater Treatment Solutions

Microciclo is an academic spin-off founded and led by women with PhDs and Masters in complementary areas of biology, specializing in sustainable solutions for treating industrial oily waste. The company focuses on applying bioremediators—specific microorganisms that degrade pollutants—to provide efficient and environmentally friendly treatment. Operating a B2B business model, Microciclo serves industries such as metallurgy, steel, and oil & gas, offering customized proof-of-concepts (POCs), molecular biology services for DNA extraction and purification, and training on bench-scale bioreactor operation.

Born from academic research on using microorganisms to treat petroleum-contaminated samples, Microciclo has become a strategic market player, supported by institutional partnerships and government programs. The company delivers value by offering a cost-effective, superior, and sustainable alternative to traditional physico-chemical treatments and landfill disposal, which are often inefficient and polluting. Its core technology uses natural microbial consortia to degrade toxic hydrocarbons, enabling up to 80% water reuse and supporting the circular economy.

This biotechnological process reduces environmental liabilities, minimizes hazardous waste, prevents soil and water contamination, and decreases freshwater demand. It also helps clients meet water efficiency and ESG goals. Socially, Microciclo's solutions reduce public health risks linked to improper effluent disposal and foster skilled biotechnology jobs, especially in innovation-scarce regions like northern and northeastern Brazil.

Looking ahead, Microciclo plans to scale bioremediator production to industrial levels and expand nationally and internationally. The company remains committed to validating its solutions under real contamination conditions, reinforcing its dedication to innovation and sustainability. As a women-led scientific enterprise, Microciclo integrates advanced research with practical bioremediation, setting a new standard for sustainable and economically viable wastewater treatment.





TECHNICAL
JURY

While the final review was conducted by the Chairpersons of the BRICS Women's Business Alliance, bringing a strategic lens to assess alignment with the bloc's priorities and potential for regional impact, the Technical Analysis stage was designed to ensure methodological consistency and sector-specific rigour in the evaluation process.

At this stage, applications were assessed by a diverse and highly qualified group of experts from BRICS countries and partner nations. Selected for their professional experience in innovation, entrepreneurship, and sustainable development, these jurors examined each project according to clearly defined technical criteria. The assessments were carried out independently and anonymously, ensuring impartiality and fairness throughout the process.

The contribution of the Technical Jury was fundamental to identifying high-potential, women-led startups across all categories and stages of development. Their work established the technical foundations upon which the final deliberations were built. We are proud to acknowledge each member for their insight, professionalism, and dedication to the success of the 2025 BRICS Women's Startups Contest.

We extend our sincere gratitude to the professionals listed below, whose expertise and commitment were instrumental in upholding the quality and integrity of this stage.

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BRICS WOMEN'S STARTUPS CONTEST 2025 JUDGES' SCORING RUBRIC

This rubric provides a standardised framework to guide the evaluation of applications submitted to the BRICS Women's Startups Contest 2025. Each criterion is scored from 1 to 5, with clear descriptors to ensure consistency, fairness, and transparency in the judging process. Judges are expected to assess each application independently, based solely on the information provided.

20%	INNOVATION
This criterion evaluates the originality and creativity of the proposed solution, focusing on the project's potential to disrupt traditional approaches and create meaningful advancements in its respective field. The ability to integrate cutting-edge technologies or methodologies is highly valued.	
Score	Description
5	The solution presents a breakthrough innovation with disruptive potential. Demonstrates use of cutting-edge technologies or methodologies, with clear differentiation from existing solutions.
4	Highly innovative approach, integrating advanced technologies or unique methods, with strong evidence of originality and clear competitive advantages.
3	Moderately innovative solution, showing some differentiation or improvement over existing approaches but not entirely unique.
2	Incremental innovation with limited differentiation from existing solutions; minor improvements or adaptations only.
1	The solution replicates existing models with little or no innovation.

20%	POSITIVE IMPACT
Startups will be assessed on their capacity to deliver social, environmental, or economic benefits. This includes addressing global challenges such as inequality, climate change, and access to essential resources, while contributing to sustainable development within BRICS nations.	
Score	Description
5	Demonstrates significant and measurable social, environmental, or economic benefits. Strong evidence of contribution to global challenges with potential for wide-reaching impact.
4	Clear impact with some metrics or evidence provided, addressing relevant challenges and presenting strong potential for positive change.
3	Moderate impact described, but limited evidence or unclear scalability of the benefits.
2	Limited potential impact with insufficient clarity or relevance to major challenges.
1	No clear positive impact identified or impact is marginal and poorly articulated.

15%	SCALABILITY IN BRICS MARKERS
This criterion measures the potential for the startup to expand and succeed across multiple BRICS economies. Points are allocated for the market adaptability of the business and its ability to navigate diverse regulatory and cultural environments.	
Score	Description
5	Clear and well-detailed strategy for scaling in multiple BRICS markets, with adaptations to regulatory, cultural, and market-specific needs. Demonstrates proven or high potential for multi-country growth.
4	Strong scalability plan with awareness of BRICS-specific conditions, showing preparedness for regional adaptation and growth.
3	Some scalability potential identified but lacks detail on how it would navigate BRICS markets.
2	Limited scalability plan with weak or generic references to BRICS markets.
1	No evidence of scalability beyond the local context.

15%	COMMERCIAL VIABILITY
The feasibility and sustainability of the business model will be examined, with emphasis on the project's financial prospects, market fit, and operational efficiency.	
Score	Description
5	Demonstrates a solid, sustainable business model with clear revenue streams, strong market fit, and evidence of traction or early revenues.
4	Well-structured business model with identified revenue sources and customer acquisition plans. Early traction or partnerships support its viability.
3	Business model is described but lacks evidence of validation or clear financial projections.
2	Weak business model with unclear revenue streams or customer validation.
1	No viable business model presented.

10%	PARTNERSHIPS AND NETWORKS
Projects that leverage strategic cross-border partnerships, networks, or collaborations to enhance their scalability and market penetration.	
Score	Description
5	Demonstrates strong, strategic partnerships or networks (cross-border preferred) that enhance scalability, market access, and impact.
4	Solid partnerships in place with clear roles, contributing to growth and market entry.
3	Some partnerships identified but lacking strategic significance or clarity on contributions.
2	Few or weak partnerships with limited contribution to business objectives.
1	No partnerships or networks identified.

10%	TEAM AND TECHNICAL CAPABILITY
Startups with teams that demonstrate exceptional leadership, technical expertise, and diversity.	
Score	Description
5	Highly capable, diverse, and experienced team with relevant technical, market, and leadership expertise.
4	Highly capable, diverse, and experienced team with relevant technical, market, and leadership expertise.
3	Adequate team structure but some gaps in technical, business, or leadership areas.
2	Limited team capacity with significant skill gaps.
1	No clear team or insufficient evidence of expertise.

5%	PROCESSES, IP AND OPERATIONS
Startups demonstrating robust internal processes, intellectual property, or operational structures that strengthen their long-term viability.	
Score	Description
5	Robust internal processes, well-documented IP (patents, trademarks), and clear operational structure supporting long-term sustainability.
4	Good internal structure with some IP assets or certifications; processes are defined.
3	Some operational or structural elements in place but lacking robustness or formalisation.
2	Weak internal processes and no clear IP or structural strengths identified.
1	No evidence of structural capital or operational maturity.

5%	PRESENTATION QUALITY
The clarity, structure, and professionalism of the project's presentation are essential. Applicants must effectively communicate their vision, goals, and roadmap, using compelling narratives to engage evaluators.	
Score	Description
5	Exceptionally clear, well-structured, and professional presentation. Information is engaging, complete, and compelling.
4	Clear and structured presentation with minor gaps in clarity or storytelling.
3	Adequate presentation but with noticeable gaps in structure, clarity, or completeness.
2	Weak presentation with significant gaps or difficult to follow.
1	Poorly presented, incomplete, or unclear submission.

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