

# We are Sebrae



Brazilian Macro and Small  
Business Support Service





We believe in the strength of transformation and the productive inclusion of entrepreneurship. By supporting small businesses, we are supporting:

- Job Creation
- Household income
- Quality of life of the population

## Virtuous cycle

+ TRANSFORMED people  
= TRANSFORMED communities

Improvement of the business environment

- > Qualification of entrepreneurs
- > Reducing inequalities

# We are agents of training and promotion of the development.

For more than 50 years, we have offered all the support for Brazil to assume its position as an entrepreneur country. Join us in creating a culture of empowerment and action for small businesses and the economy. We invest in programs focused on formalization, entrepreneur education, access to credit, technology, innovation and new markets. The society acknowledges this intense work: we are among the strongest brands in Brazil, according to the study Brand Asset Valuator (BAV).

Be part of a positive business movement by helping us build bridges to the various influencing agents. Participate and collaborate with the biggest training process and development of small businesses!





# IMPACT OF THE SMALL ONES IS HUGE

Small businesses are the protagonists of creation of jobs, income and development in the country.

Brazil is the 3rd country with the highest number of micro and small businesses in activity.



# Our action

We work anchored in 3 axis:

**BUSINESS MANAGEMENT**

**BUSINESS ENVIRONMENT**

**ENTREPRENEURIAL CULTURE**





## Business Management

- Improving Productivity
- Business sustainability

We offer courses and consultancies to enable entrepreneurs, aiming to improve management and increase the productive capacity of the business.

Positive impact translates into gains of competitiveness and sustainability of businesses.



## Business Environment

- Reduced informality
- Simplification
- Access to credit

We encourage formalization and productive inclusion of the population. We articulate laws and standards with differentiated conditions for small businesses. We advocate simplification, as a way to combat excessive bureaucracy, and access to credit.





## Entrepreneurial Culture

- Entrepreneurial education
- Generation of employment and income

We value and foster the entrepreneurial spirit as an instrument of social transformation by boosting jobs and income generation. We work to spread attitudes and behaviors in favor of entrepreneurship.



# We operate in 27 units of the Federation

**3,083**

Entrepreneur's Rooms

**821**

Sebrae Spaces in partners

**4,271**

Points of Presence

**367**

Service Branches

We have a team made up of more than

**8 thousand  
professionals.**

# Priority Agenda Sebrae

**Amazon**

**Energy**

**Northeast**

**Territories**

**Productive Inclusion**

**Neo-industrialization**

**Entrepreneurial education**



# Amazon



## Be part of this sustainable revolution

Strategy focused on fostering, supporting and developing small businesses, startups, ventures and innovative ideas aligned with bioeconomy that have as a premise direct or indirect action for conservation and sustainable use of the Amazon's biodiversity resources. Inova Amazônia is part of a national action strategy called Inova Biomas which will soon reach the Pantanal and the Cerrado.

# Sebrae Portfolio



Acceleration program for innovative ideas, startups and companies with products, processes or services in the bioeconomy chain which receives training, mentoring, connection with the market and grants through public notice. Itinerant event focused on bringing together entrepreneurs, science and technology institutions, partners and other actors who influence the development of bioeconomy businesses in the Amazon.



Open innovation strategy that connects members of the Brazilian innovation ecosystem that, collaboratively, solve problems and bring market opportunities by developing innovative solutions for medium and large businesses, governments, academia and MSE groups.



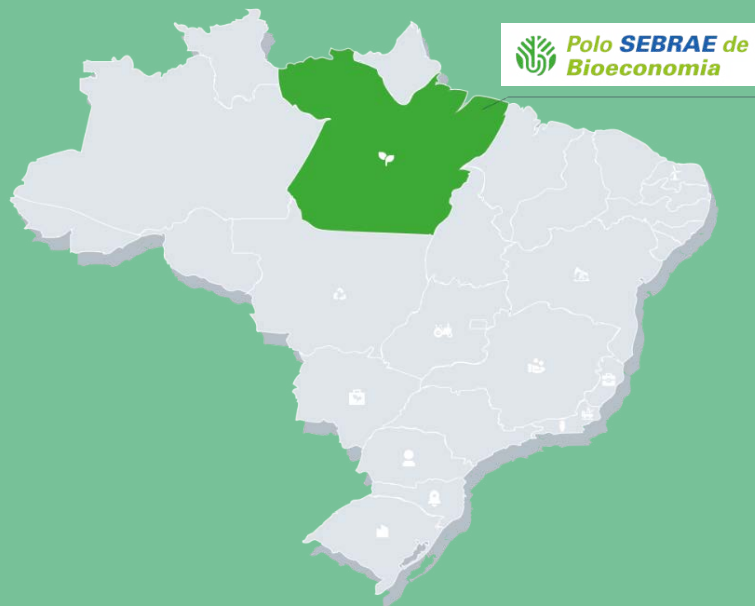
Agile individual and collective consulting program that focuses on digital transformation, in a sharing environment of practices accompanied by an expert consultant.



Guardian program of "local know-how" that develops small businesses, transforms their regions and highlights their differentiated products by origin to access markets in Brazil and worldwide.



## Reference Hub



The Bioeconomy Hub, in Santarém/PA, develops content and solutions for the management of innovative businesses in the Amazon.



## Success story



Hylaea is a startup that directs its research to ibogaína, an Amazon plant with big market potential and which had the support of the Grant Partner-Entrepreneur of Inova Amazônia.





A photograph of two energy workers, a man and a woman, wearing blue hard hats and high-visibility green safety vests. They are standing in a field with several wind turbines in the background. The man is holding a tablet and they are both looking at it. The image is framed by a blue and orange geometric border.

# Energy

## Energy for all, opportunities for many

The energy theme has reflected major transformations of the business environment. Whether energy is understood as a fixed or variable cost, or even as a business alternative, this is a topic that generates many opportunities for our customers.

# Sebrae Portfolio



Energy Efficiency consolidates content in e-books, videos, articles with practical tips and other solutions available to entrepreneurs, such as the online course "Increasing profitability with energy."



Management approach that includes environmental, social and governance criteria to reduce risks and contribute to sustainability. ESG practices have meant a great competitive advantage in the market, both for large companies and small businesses.



Contemplating partnerships with large companies and following the Corporate Connections methodology, our goal is to qualify the suppliers' network of large ventures that act in energy generation and/or trading.



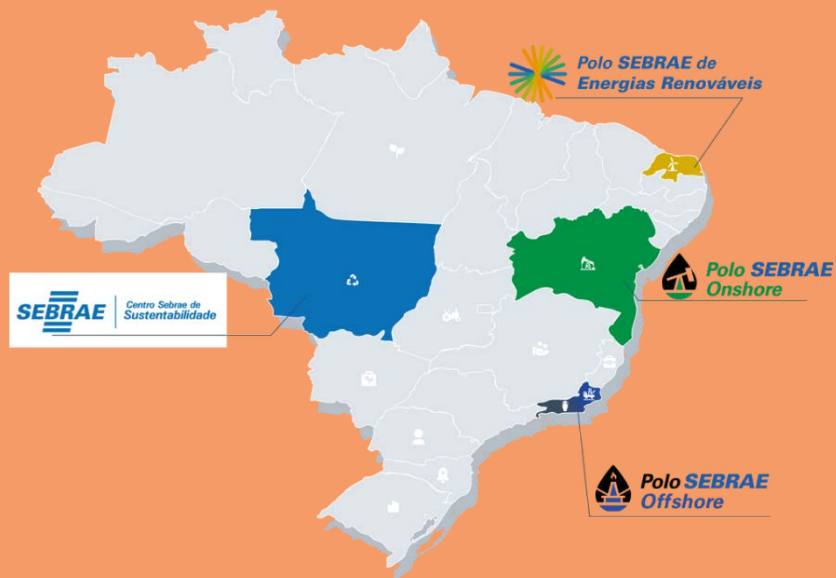
We connect small businesses to a network of technology service providers, hired through consulting, metrological services, conformity assessment and prototyping.



For small businesses that have energy as a fixed or variable cost, we provide the Cost, Consumption and Generation Journey, which helps entrepreneurs in making decisions about their business' energy management.



# Reference Hub



The Sustainability Reference Hub (Sebrae Center of Sustainability) has been working for more than 10 years to promote sustainability for small businesses, boosting the territorial development of Brazilian biomes.

The Renewable Energy Hub is a partnership with Senai-RN that generates knowledge, connections and business to boost small companies and startups which operate or want to operate in the wind, solar and photovoltaic energy, biogas and green hydrogen segments.

The Sebrae Onshore Hub is a partnership with the Brazilian Association of Independent Oil and Gas Producers (Abpip), which brings companies, buyers and suppliers of all sizes from the oil and onshore gas chain closer together. Additionally, it facilitates access to market information and trends.



The Sebrae Reference Hub in Offshore Oil and Gas brings solutions to boost small businesses in the segment.

## Success story



Edelbrau Brewery was the first craft brewery in Brazil to generate 100% of its energy consumed. It stands out for its actions in ESG, such as reuse of production waste.





# Brazilian Northeast



## Putting the Brazilian Northeast on the global map of innovation

This approach encompasses a range of programs and actions designed to foster entrepreneurship and innovation in the region for the growth and creation of an environment conducive to generating sustainable business and high added value.

# Sebrae Portfolio



Grant program that brings personalized and free-of-charge innovation management to companies. We demystify and implement innovation management in micro and small businesses, with the generation of new products, services and innovative processes.



Acting in territories aimed at strengthening smart tourist destinations. It focuses on topics such as governance, technology, sustainability and experiential tourism.



Sebrae's collaborative networking strategy to enhance the ecosystem of the Creative Economy value chain in the Northeast. It promotes a favorable environment in the contexts of digital transformation and entrepreneurial sustainability of creative businesses.



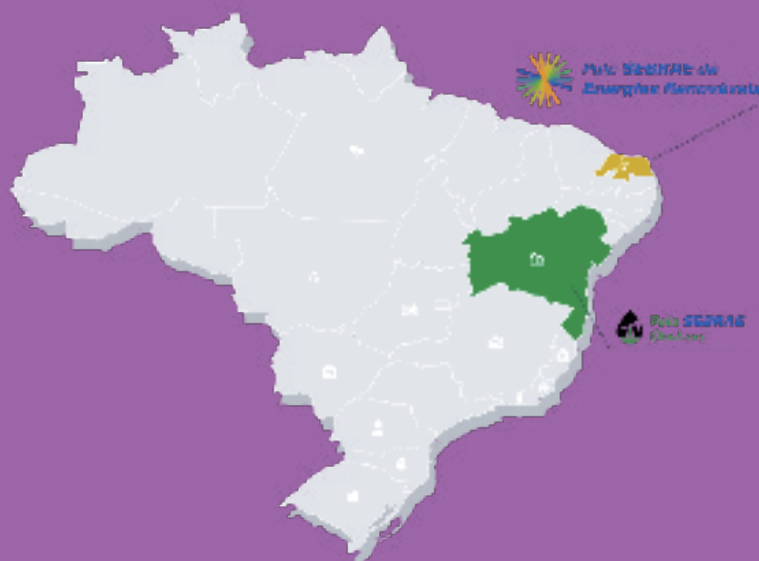
An approach that seeks to systematically understand the innovation ecosystem of a municipality or geographic micro-region. It considers its economic vocations and technological potential to promote local development, from the perspective of innovation, and focuses on structuring a coordinated long-term intervention.



Program that develops and strengthens innovative small businesses in the region through incubation, pre-acceleration and acceleration actions, aiming to foster the innovation ecosystem and increase the regional productive matrix with high value-added products and services.



## Reference Hub



The Renewable Energy Hub is a partnership with Senai-RN that generates knowledge, connections and business to boost small companies and startups which operate or want to operate in the wind, solar and photovoltaic energy, biogas and green hydrogen segments.

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## Success story



Óafia project, in Salvador/BA, is an artisanal soap factory that operates in the selective collection and recycling of palm oil from acarajé vendors. Integrating technologies into sustainable models and generating benefits that reduce social, cultural and environmental impacts, it acts in the circular, green and creative economy.







# Territories

**Your territory is the best place to live and undertake business**

Sharing knowledge about the territory by mobilizing, integrating and preparing institutions and local leaders of the public, private, and third sector, focused on regional economic development with an emphasis on small businesses.

# Sebrae Portfolio



National program, operating in all units of the Federation, that seeks to identify innovation bottlenecks and to stimulate the adoption of tools to implement innovation in small businesses.



Initiatives derived from the needs of large companies and their value chain that focus on improving the business environment and the competitiveness of all actors involved.



Indications and designations of origin recognize the differentiation of products, which promotes gains for producers, consumers and the entire community.



Systemic approach focused on improving the business environment for small businesses. Organized into 10 axes of action, the solutions contribute to generate jobs and income in the municipalities.



It provides an immersion experience for leaders and the community in developing their territory and includes the Territorial Observatory and Development Agenda.





## Reference Hub



The Leadership Hub aims to strengthen leaders, as well as establish relationships and generate new connections. It focuses on raising awareness on the topic of productive inclusion with local leaders.



## Success story



Inova Norte is an online innovation marathon to prototype ideas that help enhance the development of the nine municipalities that make up the North of Rio de Janeiro. The proposal is to accelerate ideas that can become projects and positively impact the territory.



A woman with blonde hair, wearing a brown long-sleeved shirt and a dark blue apron with a brown leather patch, is holding a piece of brown leather. She is standing in a workshop. In the foreground, there is a wooden table with a notebook and a pen on it. The background is slightly blurred, showing other people and equipment in the workshop.

# Productive Inclusion

**Contributing to construct  
a fairer society by generating  
jobs and income**

Strategy that adopts several methodologies to activate and transform the lives of people situations of socioeconomic vulnerability.



# Sebrae Portfolio



Program that encourages, values and accelerates the journey of women who undertake or want to undertake a business.



It aims to stimulate, train and promote entrepreneurship among people in situations of socioeconomic vulnerability.



The 3 Phases methodology is certified as a Social Technology, recognized by the Banco do Brasil Foundation and works on human development, vocational training and the generation of jobs and income.



It aims to provide women in situations of social vulnerability with the necessary conditions to open new businesses.



As an integral part of the Entrepreneurial City, Sebrae offers municipalities consultancies for improving public policies that favor social inclusion, economic development and improvement of the quality of life in vulnerable regions.

This includes:

- Local Strengthening in Productive Inclusion (Flip)
- Consultancy for Implementing the Municipal Plan for Productive Inclusion
- Consultancy for Planning Productive Inclusion Actions in the CRAS network
- Consultancy for Adapting Municipal Funds



## Reference Hub



The Leadership Hub aims to strengthen leaders, as well as establish relationships and generate new connections. It focuses on raising awareness on the topic of productive inclusion with local leaders.



## Success story



Patrícia Rocha is an entrepreneur and an inspiring woman from Rede Força Mulher in Tocantins, which gathers more than 2,000 women. They participated in a training track focused on socio-professional and entrepreneurial education led by Sebrae.





# Neo indus triali zation



## Recovering the Brazilian industry involves, necessarily, the small business sector

Program that contributes so that served companies adopt more innovative practices in their processes, increase their productivity (from the gate inwards) and be able to position themselves more competitively in its operation market (from the gate outwards).

# Sebrae Portfolio



Brasil Mais Produtivo brings innovation to companies, with solutions to increase productivity and generate more digital transformation for small businesses via rapid and high-impact improvements.



“Energy for all, opportunities for many” summarizes Sebrae’s action strategy, fostering the energy transition of small businesses and qualifying the offer of products and services in the energy market ecosystem that contribute to the energy transition, inserting small businesses in the different phases of energy market acquisitions.



Initiatives that, depending on the needs of large companies and their value chain, can be executed with a focus on improving the business environment and the competitiveness of all actors involved.



Management approach that includes environmental, social and governance criteria to reduce risks and contribute to sustainability. ESG practices have meant a great competitive advantage in the market, both for large companies and small businesses.

With Sebrae’s ESG diagnosis one can identify the status of small companies in relation to the ESG pillars.



Internationalization increases the competitiveness of micro and small businesses by opening markets, business generation and continued and growing international presence of the Brazilian industry, as a collaboration strategy to strengthen the innovation ecosystem of MSEs.



## Reference Hub



The Sebrae Industry Hub was created to support overcoming the managerial challenges of the small industry.



## Success story



Guidelines of the More Productive Brazil Program increased the interaction of Edificare Architecture and Construction with customers, expanding the control of the satisfaction with a more agile and effective service. The company had a 50% increase in revenue and 94% in productivity.





# Entrepreneurial Literacy



## Development of entrepreneurial skills such as instrument for an inclusive and emancipatory education

Education that Transforms is an approach to teaching and learning that trains managers, teachers and students, enabling the full development of the person, their preparation for exercising citizenship and qualification for work. It involves the school community to unite knowledge and entrepreneurial attitude.

# Sebrae Portfolio



Youth League Challenge is a competition of student teams between the 9th grade (Lower Secondary Education) and the 3rd grade of Upper Secondary Education across Brazil for solving problems of their schools and/or communities.



Open innovation strategy that connects members of the Brazilian innovation ecosystem that, collaboratively, solve problems and bring market opportunities from the development of innovative solutions for medium-sized and large companies, governments, academia and MSE groups.



It is a co-realization between Sebrae, Bett Educar and Instituto Significare that aims to value and disseminate transformative projects and educators from all corners of Brazil.



It brings as one of its categories Entrepreneurship at School, which values initiatives aimed at Entrepreneurial Education in the municipalities.



Collaborate with integral education based on students' life projects, offer improvement and appreciation of educators, provide information and raise awareness among public managers about the importance of entrepreneurial education.



## Reference Hub



Since 1994, Sebrae has been teaching entrepreneurship in Brazil. Get to know the Sebrae Reference Center for Entrepreneurial Education (CER Sebrae).



## Success story



Refugia team was one of the winners of the Youth League Challenge and had as a prize one international mission organized by Sebrae.





