

1. ARTEMISIA

Founded in 2003 by Potencia Ventures, Artemisia is a pioneer organization in social business in Brazil. Is founder member of the online platform Next Billion Brazil and ANDE Hub Brazil.

Proposition

Artemisia leverages entrepreneurs and talents to build the best startups which serve the low income population.

Vision

Our vision is to make Brazil an international hub of high social impact business.

Values

- People - we recognize the complexity in each person, and see this as a source of inspiration
- Meritocracy - we commit to building relationships based on shared responsibilities and results
- Learning through transformation - we see practice as a source of evolution. This allows us to develop customized solutions as new challenges appear.
- Cutting-edge - we are restless and take risks, which brings us opportunities to explore uncharted territory.
- Pragmatism and idealism - we affirm that pragmatism has value only when idealism is taken into account, and vice-versa. We recognize the ever-shifting balance between these two ideas.
- High-performance - we create serious solutions in a relaxed environment.

How we do it

We pursue our mission through three main initiatives: CHOICE Movement, Usina de Ideias and Aceleradora de Impacto. We also have other initiatives, which are at the moment being piloted, or are delivered with partners.

2. CHOICE MOVEMENT

CHOICE is an invitation for restless, innovative and entrepreneurial university students to be part of the new generation that's changing the way

to do business. CHOICE is a movement which was created by Artemisia to transform the way to do – and understand –business inside universities.

CHOICE Conference

In August 18th and 19th 2011, Artemisia organized the first conference about social business for university students in Latin America.

CHOICE Ambassadors

Opportunity for university students co-create CHOICE movement with Artemisia. CHOICE Ambassadors are responsible for making the movement happen in their universities.

CHOICE Competition

A different competition: the challenge is not to solve a multinational´s challenge, but to create the best expansion strategy for a startup with high social impact.

CHOICE IDEA

It´s a collaborative platform for you to build CHOICE as you like it. Collaborate, promote good ideas and take the risk of having your idea implemented by thousands of students.

For more information about CHOICE, contact us at choice@artemisia.org.br .

3. USINA DE IDEIAS

It´s a 100 hrs program based on lived experiences, catalyzes innovation, social business creation and aims to create in real life how is to experience to work in a social business start up. The program is for private sector professionals that aims to work with meaning (intra-entrepreneurs) + entrepreneurs

Objectives

- Contribute to create high performance teams for social business;

- Attract , develop and connect people to contribute to the social business field directly or indirectly (consultants, lawyers, journalists, etc.)
- Stimulate the “social business entrepreneurship”
- Create a national and local network
- Generate knowledge about social problems and ideas to solve them.

Methodologies

Good Practices

This module is specifically designed to allow participants to know each other, dive into the theme of social businesses and participants start to dive into Brazilian social problems

Appreciative Look

This hands-on module allows participants to experience the reality of low-income communities, helping them to go deeper in the process of identify actual demands.

Idea Generation

Here, the focus is on developing new social business ideas by *design thinking tools and with community participation*.

EmPacto

Intensive seminar aimed at developing participants’ entrepreneurial behavior and personal power to help them improve their professional and/or personal lives. Participants must sell their product and service in 24 hrs and after this process they´re invited to go deep into their personal findings and learnings.

Reflections & Closing

Participants will have the opportunity to meet potential investors and key people from the sector for networking purposes.

Reflection about their next steps on their carrers and personal life.

For more information, contact us at usina@artemisia.org.br

4. ACELERADORA DE IMPACTO

Aceleradora de Impacto (Impact Accelerator)

The Aceleradora uses both the social impact and the profit generation of startups as leverage to prepare them to receive investment. During a 9-month period, businesses are accelerated following 5 main strategies:

Business Model Design | We work in the design of business strategies through a 100% practical process based on intensive collaboration and constant feedback about the participating business.

Mentoring | Entrepreneurs receive active guidance, workshops and training from national and international market leaders, investors, entrepreneurs and innovators;

Human Capital | We attract and develop high- professionals with the goal of connecting them to our entrepreneurs, to create high-performance teams.

Seed Investment | We connect partner organizations to invest in our businesses.

Structuring for Growth | We work with entrepreneurs in structuring and planning the growth of the business in order to consolidate strategies, and formalize the legal and financial management structure.

The Program

The acceleration process consists of three main stages:

1. Village Capital

The Village Capital process seeks to answer the question “What if entrepreneurs could invest in each other?” Through a unique business accelerating methodology based on peer-to-peer development, VilCap partners with local accelerators to offer training, constant feedback and evaluations, mentors, and other necessary tools for business growth. At the end of the stage, the two highest-ranked businesses receive an investment by Village Capital.

During Village Capital, we hold the following events:

1º Event: Biography

Artemisia believes that a business does not exist without the people it is made up of. At this event, each entrepreneur’s backstory is told in order to better understand their business and to identify their goals and values.

2º Event: Thinking like an Investor

This event seeks to close the gap between investors and entrepreneurs. Entrepreneurs learn how investors assess business models, make investment decisions, and participate in negotiations.

3º Event: Business Model Design

The third event seeks to determine whether a social business idea is a good market opportunity and can actually solve social problems while creating a strategy for overcoming and solving challenges.

4º Event: Capital Lab

The final VilCap event allows each business to give their final pitches and rank each other in order to determine who will get the final investment. The top two with the highest rankings will receive seed investment by Village Capital.

2. Structuring for Growth

After the Village Capital process, the Aceleradora de Impacto will closely track and participate in the development of each business during a period of 6 months, emphasizing the following areas:

- **Building a High Performance Team.** Participants receive support regarding team management, recruitment and retaining new talent.
- **Connection with commercial partners.** Artemisia's large network of large companies, institutes, foundations and national and international investors is made available to the entrepreneurs.
- **Managing support.** From the planning process step in Village Capital, the Aceleradora de Impacto is able to assist the entrepreneurs with managing their businesses, upon their request.

Last but not least, entrepreneurs and their teams will meet every two months to:

- Present to the other businesses the results achieved and main challenges encountered,
- Experience troubleshooting sessions with peer entrepreneurs.

3. Graduation

After 9 months of the acceleration process, entrepreneurs, national and international investors and partners, gather at Graduation where the Artemisia accelerated businesses give their final pitches.



Target Audience and Selection Process

Artemisia seeks out highly scalable *start-ups* that generate profit and have a significant social impact. The businesses are selected through invitations, applications, and interviews. Our current focus is health, education, housing, and finance for people at the bottom of the pyramid.

Accelerated Social Businesses 2011

AUIRE

Auire develops low-cost technologies for people with visual impairments. The first product available is the Auire PRISMA, a color and money identifier that "speaks" in Portuguese and recognizes 50 different color variations, as well as all of the bills of the Real (Brazilian currency).

Banco Pérola

Banco Pérola offers microfinance services to low-income youth. It operates in small towns where there is no access to that service, and their loans range from R\$ 50 to R\$ 5. 000.

Cidade Educação

Cidade Educação (Education City) is an attractive virtual MMO (Massively Multiplayer Online) city that contains educational software, which is aligned with the curriculum of elementary school I and II, in the form of games. The city's goal is to include children – socially and digitally – while helping teachers combine computer applications with classroom learning.

Clínica SIM

Clinical SIM is a clinic located in the city of Fortaleza (North-east of Brazil) which offers quality medical and dental services at affordable prices. Since they only pay for what they use, patients have access to more than 20 medical specialties.

Dossier Digital



Dossier Digital provides a platform for creating and selling mass and low-cost technology applications to be used as a working tool, targeted to the people at the base of the pyramid.

F123

F123 aims to provide access to education and work opportunities for people with visual disabilities through the development and commercialization on affordable assistive technologies. The visual system F123 enables the user to use any PC and its range of programs such as text editor, web browser, spreadsheet management and others.

Quadrado Mágico

The Quadrado Mágico (Magic Square) is an online education platform, based on the model of Khan Academy, and offers video lectures in history, finance, physics, chemistry and biology. The content covers the curriculum of primary and secondary education and hopes to level out the inequalities within the system.

Saútil

Saútil is an online platform that provides quality, simple, fast and organized access to information about resources and services offered by the Sistema Único de Saúde (SUS – national health care system). Saútil also offers easy access to high value added products, services, web tools and health products at low cost throughout Brazil.

Solidarium

Solidarium promotes the development of new products through a recognized and highly qualified network of design studios, identifying, qualifying and integrating a network of local producers to increase production capacity.

Works

Works offers practical management training for micro and small enterprises at low cost and in easy to understand language; with a focus on flexibility and accessibility for entrepreneurs with low-levels of formal education.



5. OTHER INITIATIVES

Virtual Trainings

In 2012, Artemisia wants to offer knowledge on social business for people all over Brazil. So, we are developing a virtual training methodology including topics such as:

- Introduction to Social Business
- National and International Cases
- Main discussions of the field
- Impact Investing and measuring

MBA Management of Socio-environmental Business

MBA's proposal is to enable professionals in career transition moments, entrepreneurs and Young executives to develop new business models, committed with the social and environmental initiative. The goal is to generate leaders able to merge financial returns with the generation of social impact.

The MBA was developed and will be delivered in 2012 by Artemisia, CEATS - a center which studies social entrepreneurship in USP, and Instituto Ipê - organization which Works with environmental sustainable models.

Startup Lab

Startup Lab was created by Artemisia and The Hub São Paulo. It's an event which allows social business entrepreneurs to present their business models to a group of specialists, in order to prove their models, gain suggestions and networking. It's open for the public, who can also watch the presentations and give feedback. The whole event is based on pitches: entrepreneurs have 5 minutes to present, and receive 5 minutes of feedback.

Community Social Business

Artemisia believes that low income people can also be protagonists on the development of business which serve their own communities. This program happens in partnership with Aliança Empreendedora and Lua Nova, both organizations that work directly with low income population. Artemisia and the partners developed



methodologies to make knowledge about entrepreneurship and social business more accessible for this target group.

* Our website is currently under revision and translation. For more information about Artemisia, contact us at artemisia@artemisia.org.br.