

# Brazilian startups participate in immersion programs in Shanghai and Hong Kong.

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The StartOut Brasil program facilitates connections and business deals with Chinese investors.



StartOut Brasil, a program supporting the integration of Brazilian startups into the world's most promising innovation ecosystems, held its fourth and final cycle of 2019 last week. This edition took 15 Brazilian startups on an immersion trip to Shanghai, China.

During the mission, which began on Sunday (12/1) and ended on Friday (12/8), Brazilian entrepreneurs had opportunities to connect with the Chinese market through *Demodays*, an activity in which companies present their *itches* (business presentation speeches) to local market experts.

Among the 15 Brazilian startups participating in the last cycle of this year's program, two stood out: **GoEPIK** and **SlicingDice**. Both were chosen by the Chinese judges who participated in two *Demo Days* held in Shanghai and Hangzhou on December 4th and 5th.

In addition, the participating entrepreneurs visited technology parks, incubators, and accelerators in Shanghai and Hangzhou. Afterwards, some companies traveled to Hong Kong, where they had the opportunity to learn about the business environment, make contacts, and present their companies to potential local partners.

Brazilian startups also had access to a *matchmaking service*, which allowed entrepreneurs to hold meetings with potential partners. Approximately 35 meetings were held, focusing on market access, funding, opportunity identification, and other objectives, which facilitated connections and business deals with Chinese entrepreneurs.

"We are pleased with the immediate results of the program, as some startups are already returning to Brazil with partnership proposals from Chinese companies and investors," said Rafael Wandrey, General Coordinator of Innovation and Innovative Entrepreneurship at the Ministry of Economy.

## Registrations open

Applications for the first StartOut Brasil mission of 2020 opened this Monday (December 9th). Between April 19th and 24th, approximately 15 startups will be taken to New York City, in the United States. [Learn more.](#)

## StartOut Brazil

This is a program to support the integration of Brazilian startups into the world's most promising innovation ecosystems. Conducted by the Ministry of Economy in conjunction with the Ministry of Foreign Affairs (MRE), the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), the Brazilian Micro and Small Business Support Service (SEBRAE), and the National Association of Entities Promoting Innovative Enterprises (Anprotec), the program has already been implemented in Buenos Aires, Paris, Berlin, Miami, Lisbon, Santiago, Toronto, and Boston.

### Companies that participated in the mission in Shanghai:

1. GoEPIK – A highly customizable platform of solutions for digital transformation and Industry 4.0.
2. Slicingdice – a cloud-based solution that provides all the fundamental tools used by technicians and executives to transform raw data into business-driven decisions;
3. MUSCA – Develops and installs a disruptive technology for remote monitoring and intervention in elevators.
4. Rocket.Chat – Corporate collaboration and communication platform;
5. Fastdezine – Delivers online and offline graphic design, digital media, and web development projects;
6. Cheap2ship – Acts as an intermediary for international and domestic freight;
7. ALTAVE – Aerospace industry that develops video surveillance solutions for the security, agriculture, and defense sectors.
8. Hype – Produces animations for the advertising market and creates content for television and film;
9. MOB – Develops projects, products, and solutions related to Industry 4.0 to increase industrial productivity;
10. Mesppper – Develops, produces, and markets virtual and augmented reality software;
11. Everlog – Facilitates freight transport management processes;
12. CogniSigns - bio data, knowledge & health – Assists in the clinical diagnosis of Autism Spectrum Disorder (ASD).
13. Molegolar – Enables the creation of architectural plans in an innovative way.
14. Due Laser – Startup developer of Due Laser, a laser cutting and marking machine.
15. HOLOBOX – They develop projectors that generate virtual images and provide the user with an experience involving real objects and holograms.

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