

# iIMPACT

## DISCOVERING AND RECOGNIZING THE **ECOSYSTEM** OF INNOVATION AND IMPACT OF LATIN AMERICA

LATAM POSITIVE IMPACT STARTUP

INNOVATION  
LATAM

FDC FUNDAÇÃO  
DOM CABRAL

# iImpact

2021

2<sup>nd</sup> EDITION

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# Summary

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# Letter to the reader



**Fabian Salum**  
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DOM CABRAL & LEADER OF THE  
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IIMPACT BADGE



**Karina Coleta**  
ASSOCIATE PROFESSOR  
FUNDAÇÃO DOM CABRAL

## For more than four decades,

Fundação Dom Cabral has developed executives, public managers, entrepreneurs, and organizations from different segments in several countries. In 2020, the institution was ranked 9th in the executive education ranking of the British newspaper Financial Times. Therefore, it has consolidated its position as the best business school in Latin America and the best ranked in Brazil.

"To be relevant" is the motto and principle behind each FDC action, promoting it in its active role of creating value and transforming realities. Value is not just what a business generates for itself through market transactions. It has to be good for everybody! And "good" means making the difference, creating a positive impact beyond its boundaries with a triple focus of value: economic, social, and environmental.

Some businesses are already born to generate a positive impact. Others incorporate this crucial responsibility. It is important that the target is pursued intentionally and not casually and that this intention to address a social or environmental problem is explained internally and externally clearly. However, this is still not enough. It is necessary to define indicators that give the business, and its stakeholders, the ability to measure and understand the impact effectively generated. This ability brings transparency and reality to the performance. Strategic monitoring keeps the questions on the horizon: How was the problem

before the intervention? Which transformations occurred over time as a result of the intervention? In other words, the impact of a business is equal to the situation after its solution minus the situation before its solution.

This type of analysis is not that simple in practice, especially in the early stages. As the business advances on its journey, it understands the dimension and limits of its impact on the problem. That means that the impact's visibility takes time. It is also necessary to take into account that other variables interfere with the observation, as it is not always possible to distinguish which changes occurred only as a result of the business intervention.

Thus, FDC is pleased to learn about and recognize businesses committed to measuring their contribution to reducing or solving social and environmental problems. Here are the results of the second edition of the ilmpact seal. Behind a recognition, there is a journey, and the ilmpact's goal is to allow Latin American startups to present evidence of the impact caused by their journey.

**Good reading!**

# A higher purpose

INNOVATION  
LATAM



João Pedro Brasileiro  
CEO OF INNOVATION LATAM

**There is a phrase that says:** "the two most important days of your life are the day you were born and the day you find out why."

I am not sure who said it - some say it was the American author Mark Twain. The fact is, whoever he was, he could have been a great entrepreneur. After all, just as in the personal sphere, it is also crucial for a company to know its purposes.

At Innovation Latam, we aim to facilitate the relationship between startups and large companies, contributing to the generation of business and the resolution of corporate "pains".

To achieve this purpose, since 2016, we have created several actions to connect investors, governments, academia, companies, and startups. We encourage the development of innovations and technologies; we generate revenue for startups and companies we support; we have ESG projects; we are aligned with the ODSs. Today, I am pleased to say that we are one of the main business drivers linked to impact in Latin America.

And, my friend, I have to admit that social impact startups have an even greater purpose that makes us wake up every day and vibrate with our achievements. We need to contribute to a better world.

That is how, in 2019, we joined the excellence of Fundação Dom Cabral, the 9th best business school in the world, to create the Impact Seal.

The first edition added 509 impact startups registered and 65 validated by Impact. This year, there were 555 entries and 78 were validated. A growth of impact, we could well define it.

With this, we are consciously and committed to our purpose of identifying, evaluating, and recognizing startups in Latin America that generate ESG impacts, in line with the most relevant UN sustainable development goals.

Finally, I finish this letter by inviting you to follow all the statistics of this project with attention and a strategic vision.

We expect that the data presented, as well as the cases, inspire you in the direction of acting together to foster the ecosystem of innovation and impact in Latin America.

And on this path, you also find your higher purpose.

**Have a nice reading!**



# Introduction

**T**he persistence of inequality and imbalance in social or environmental issues leave citizens and nations increasingly vulnerable. Traditional solutions added to deficits in infrastructure and partnerships between the public and private sectors are limiting factors for higher leaps. However, the awareness and action directed to positive impact have shown increasingly stronger in the pursuit of balance and effective advancement.

In 2019, Fundação Dom Cabral launched the 1st Leapfrogging Call. Led by Professor Fabian Salum and with the support of Pipe Social, the call mapped the use of technology by Brazilian startups to overcome structural obstacles, enabling or expanding access to social and environmental benefits that would not be possible through the traditional route. The focus was on businesses that used technology to generate a positive impact through their products, services, or the configuration of their business models.

During that same year, an FDC team of professors and researchers, led by João Pedro Brasileiro, approached Innovation Latam's expertise, bringing the possibility of expanding Latin America's mapping.

The intensity that the discussions and initiatives regarding the Sustainable Development Goals (SDGs) and the UN 2030 Agenda gained over time reinforced the idea of partnership. In January 2020, Larry Fink's annual letter to CEOs of companies in which Black Rock invested brought the relationship between purpose and profit to the center of investment decisions. In the same year, the World Economic Forum Manifesto declared that a company's value creation must go beyond shareholders, reconciling the expectations of all stakeholders, including its social and environmental surroundings. Later, the global crisis brought about by the pandemic reinforced the relevance of this path.

In the wake of these discussions in 2020, the ilmpact seal was born to identify the main social and environmental problems addressed by Latin American startups and understand how (and if) they register and measure the contribution generated, considering, especially, the vision of their different stakeholders.

Following the methodology, 65 of the 509 startups registered received recognition for their evidence of transformation and concrete changes in the realities of people and the contexts reached by the business performance.

The theme of impact got even hotter in 2021. The debate at the World Economic Forum highlighted the ESG's (Environmental, Social, and Governance) metrics to support addressing persistent global challenges. Also noteworthy is the crucial discussion brought by COP26 (Conference between the Parties) regarding climate change.

## The theme of impact got even hotter IN 2021

In this context and given that important partnerships were signed between some startups recognized by the seal and established companies, we launched the second edition of ilmpact in 2021. The focus on the steps and the methodology remained in the presentation and the validation of the evidence, which proves the real impacts and contributions given by the startups to the advancement of the ODS within which they act. In the second edition, 78 out of the 555 registered startups were recognized. Results consolidate the methodology and help to encourage startups to show the impact they effectively generated. The aim is to continue encouraging the evolution of businesses with social and environmental impact, parallel to the challenges of the 2030 Agenda.





# Scenario

Financial inclusion remains a trend in social impact

The second edition of Impact continues the scenario design for startups in Latin America, which started in 2020.

With scarce updates on the social impact of startups in the period 2020-2021, we have added recent figures to this analysis of sectors and the most significant investments in the region.

When crossing the data, we came across points of convergence that strengthen the trends, which emerged in 2018 in the LAVCA report, presented in the first edition of this publication.

Financial inclusion, cited last year as one of the main social impacts provided by startups, gained even more visibility with the emergence of Fintech, a sector which stood out during the open investment rounds between 2020 and the first half of 2021\*, receiving 34% of the contributions.

The prominence given to Fintech is not surprising, as the social impact was accelerated by the new normal in the post-pandemic scenario.

### GEOGRAPHY

Regarding the location of startups, the Latin America Startup Landing Scape\*\* shows that Brazil takes the lead, holding 77% of the 23,383 mapped startups.

Given this predominance, we bring relevant information from the social impact scenario promoted by startups in the country.

Of the 343 startups with ESG-related solutions in Brazil mapped by ACE Cortex\*\*\*, 38% work with an emphasis on social impact. The education sector (edtechs) is the hottest, but healthtechs and cybersecurity startups also stand out.

### UNICORNS

One of the main findings of the reports from the period is that more and more startups have risen to the category of unicorns in Latin America.

Although Argentina was the only Latin American country to produce unicorns for over a decade, the scenario changed in 2018. Today, 60% of Latin American unicorns are in Brazil, 17% in Argentina, and 11% in Mexico. Only in the first half of this year, 13 companies have risen to this level.

While startups remain concerned about promoting social impact, funding these initiatives became not only an opportunity to generate profit. It also reinforces the company's values to society.

Follow the charts to learn more about other relevant data for this scenario.

\* Data from the 2021 Latin American Startup Directory, of the Latin American Association of Private Equity & Venture Capital (LAVCA), which analyzed 299 startups with revenues of at least US\$1 million in the period.  
\*\* Produced by the Sling Hub, the report analyzed 23,383 startups and 656 investors between 2017 and 2021.  
\*\*\* Mapping was performed by combining the database of more than 15 thousand startups evaluated by the ACE Startups division in March 2021.  
The prominence given to Fintech is not surprising, as the social impact was accelerated by the new normal in the post-pandemic scenario.

### STARTUPS THAT RECEIVED MOST INVESTMENT ROUNDS IN 2021

STARTUPS	ROUNDS
Fintechs	116   34%
IT Solutions	39   11%
E-commerce	34   11%
Healthtech	24   7%
PropTech	22   6%
Edtech	19   5%
Logistics	16   5%

### STARTUP BY COUNTRIES

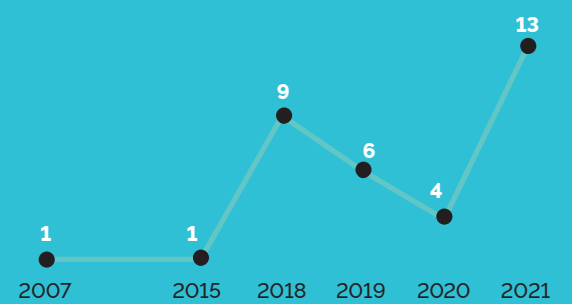
Brazil	77%   17.987
Mexico	8%   1.869
Chile	5%   1.109
Argentina	5%   1.107
Colômbia	4%   849
Peru	1%   306
Uruguay	1%   156

### UNICORNS IN LATIN AMERICA



Peru is still the only country in Latin America that does not have unicorns

### EVOLUTION OF UNICORNS IN LATIN AMERICA



Fontes: Diretório de Startups 2021 (LAVCA) e Latin America Startup Landing Scape (Sling Hub)



# Methodology

## Research methodology

The 2021 research counted with three different evaluation steps:

Stage 1 took place between the 2nd of July and the 16th of August. It received 555 voluntary entries from firms from 25 countries through the Innovation Latam platform. The questionnaire at this stage consisted mainly of objective questions, divided into four blocks, where each firm reported (a) its main characteristics, (b) its One Line Pitch, (c) barriers to growth and challenges for expanding impacts, besides signaling on (d) the contributions of its products and services in addressing solutions to social and/or environmental problems.

To select and rank startups to Stage 2, it was evaluated the quality and consistency of the information given, besides firms signaling the adherence of their solutions to the SDGs were evaluated. Professors and researchers from Fundação Dom Cabral conducted the process using the method developed for this purpose.

326 firms were classified to proceed to the assessment of the evidence of the impacts generated, an essential step that constitutes the basis for the creation of the ilImpact Seal.

### STAGE 1

Information about the business, problems addressed, perceptions about the impact generated



**555**

registered firms

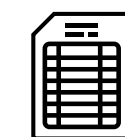


**326**

firms selected

### STAGE 2

Results, outputs, evidence up-load, and critical analysis of the impacts



**277**

registered firms



**184**

firms classified

### FINAL STAGE

Judges' evaluation concerning the available pieces of evidence and indication to recognition by the ilImpact seal



**184**

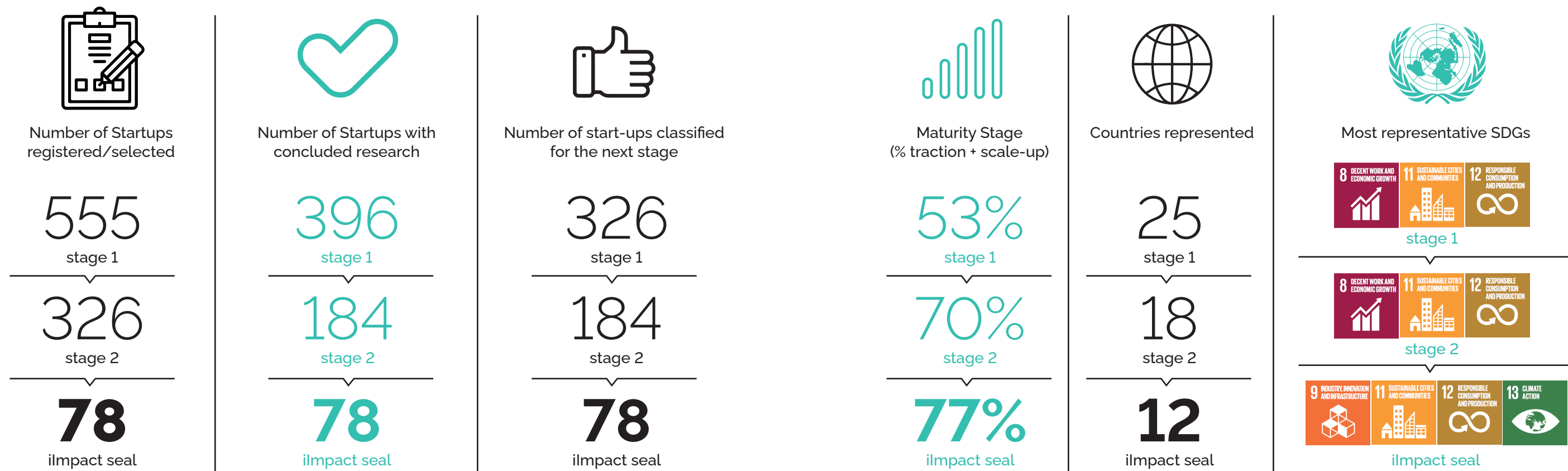
firms evaluated



**78**

recognized firms  
by the ilImpact seal

## Summary scheme of the recognition method with the 2021 ilImpact Seal



In Step 2, startups could add new information about their products or services in terms of (a) outputs, (b) results, and (c) impacts, besides (d) providing all the supporting evidence of the contributions declared in the narrative, through videos, awards, documentaries, local media, documents, etc. 277 applications were received to Stage 2 between the 28th of August and the 6th of October.

The ranking of startups for the Final Stage, according to the FDC method, took place considering the quality of the completion of the questionnaire. In addition, all available evidence was checked. Considering this, 184 firms went on for evaluation by the judges and external experts, previously trained and aligned with the seal's objectives.

The Final Stage took place from the 12th of October to the 5th of November, with the participation of 78 judges from different countries and areas of activity. They assessed the sufficiency of the narratives and evidence of the impacts. Besides the grades awarded, the judges indicated their level of recommendation for each startup to the ilImpact 2021 Seal.

The final selection of startups included a statistical analysis of the recommendation scores accumulated throughout the process. To ensure

**78 startups  
were recognized  
by the ilImpact  
seal in the  
2021 edition**

the reliability of the results, each startup was evaluated by at least four different judges, and the scores were analyzed from the perspectives of dispersion and variability between responses. It is important to highlight that the dispersion analysis between the notes showed that there were no discrepant differences in the perceptions of the external judges, which reinforces the robustness of the results obtained throughout the process.

To mitigate any analysis bias, it was observed the average score of each startup with the exclusion of the minimum and maximum scores assigned. That prevents extreme scores, smaller or larger, from influencing the performance of the analyzed startups.

Considering as a parameter the average nomination score above 70% of the maximum reference (3.50 on a scale of 1 to 5), 78 startups were recognized by the ilImpact seal in the 2021 edition for the positive contributions generated and proven by the stakeholders in their social and/or environmental context.

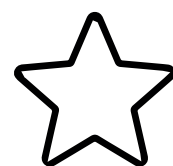
Below, we present a comparative table of the main characteristics of the firms that participated in the 2021 edition of the ilImpact Seal.

### ANNUAL EDITIONS – ilIMPACT SEAL

### CUT-OFF LINE – % MINIMUM RATE OF RECOGNITION<sup>1</sup>

2020	> 70%
2021	> 70%
2022	> 72%
2023	> 72%
2024	> 74%
2025	> 74%
2026	> 76%
2027	> 76%
2028	> 78%
2029	> 78%
2030	> 80%

<sup>1</sup> The recommendation percentage will consider the reach of the average nomination score for recognition among the judges, excluding the maximum and minimum scores, relatively to the maximum possible score.



Years of foundation (average)

2 years and 7 months

stage 1

2 years and 10 months

stage 2

3 years and 1 month

ilmpact seal



% startups which received investments

25%

stage 1

34%

stage 2

41%

ilmpact seal

Note that the data is segmented by the recognition process/method step. Understanding the framework allows us to state that startups registered in 2021 have greater maturity and level of investment, as the process requires robustness to prove the impacts generated. Furthermore, recognized startups have a longer foundation time when compared with the registered-firm group. They also address solutions for two sustainable development goals that were not very frequent in the first stages: ODS 9 (Industry, innovation, and infrastructure) and SDG 13 (Action against global climate change).

To guarantee transparency and traceability of the recognition process by the ilmpact Seal, an improvement in the method was introduced in 2021. This time, we wanted to promote a new item that established the minimum criteria to recognize a company. This change encourages the evolution of companies with social and/or environmental impact, in parallel with the challenges of the UN 2030 Agenda. In 2020, the year of the first edition of the Seal, startups recognized after the entire evaluation and judgment process had at least 70% of the nominations for recognition by the seal as the cutoff line.

The idea this time, and to improve the next annual editions, is to challenge businesses to surpass themselves in comparison with previous years with a progressive cut-off line over the 10 years foreseen for the development and achievement of the goals established by the UN and COP26. Then, this translates into a process of evolution and expansion of the impacts and your ability to measure and show them.

The predictability of the recognition criterion for the ilmpact Seal, besides equalizing performance expectations among the participating firms, also generates a movement to seek improvement in monitoring the impacts. This way, the Seal covers and encourages the participation of new firms, as well as those who have already taken part in previous editions, and who wish to show their advances over time and, thus, maintain their recognition with the ilmpact Seal at each new annual edition. For this reason, the absolute number of participating firms and firms that inaugurate their participation in the recognition process for the ilmpact Seal are important indicators to identify the initiative's reach concerning the ecosystem of impact businesses in Latin America.

## STEP 1

# Data and results

Main results of the 2021 edition

### Increase in the number of participating firms and represented countries

The number of represented countries in 2021 increased from 22 to 25. The participation of non-Brazilian firms also increased (41% in 2020 and 45% in 2021). Firms from Afghanistan, Australia, Suriname, and Denmark took part for the first time. The total number of startups that started registering on the platform in 2021 surpassed the first edition, rising from 509 in 2020 to 555 this year.



NEW

### Predominance of firms taking part for the first time in the Impact Seal

About 90% of the firms that signed up in 2021 did not take part in the 2020-year edition. Among the 65 startups recognized in the first edition, 31% signed up again in 2021, seeking to re-validate the Impact seal.

**Relevant share of Paraguay, Venezuela and Bolivia in comparison to 2020**

### South American countries increased their participation in the 2021 edition and the participation of Brazilian firms remained significant

Paraguay, Venezuela, and Bolivia ballooned their number of participants compared to 2020 (up to seven times). Costa Rica, El Salvador, and Nicaragua experienced a decrease in the number of participating startups in 2021. Brazilian firms continue to predominate and, in 2021, participation increased by 3%. US startups reduced their share by 53% compared to 2020.



About **90%** of the firms that signed up in 2021 did not take part in the 2020-year edition



### Business models that favor solutions for companies are again the most represented in the 2021 edition. E-Commerce and Signature models expanded their participation

B2B and B2B2C remained predominant business models among participating startups in 2021, with interesting changes in terms of monetization. In 2021, businesses involving E-commerce and signature stood out, while in 2020 Consulting and Sale of Goods stood out. SaaS and Fees per transaction were the most observed models in both years.

### Market places and consumer-oriented business models increased their representation in 2021

Compared to 2020, the share of Market Place and B2C businesses increased. This reflects the social isolation that every society was forced to experience with the pandemic. Still, on business models, in 2021 B2G businesses were not identified as in the 2020 edition. Here is a point of attention and reflection.



**SDG 8 (Decent Work and Economic Growth) continued as the most representative aim in both years.**



### Less business investment and challenges to achieve traction and scale

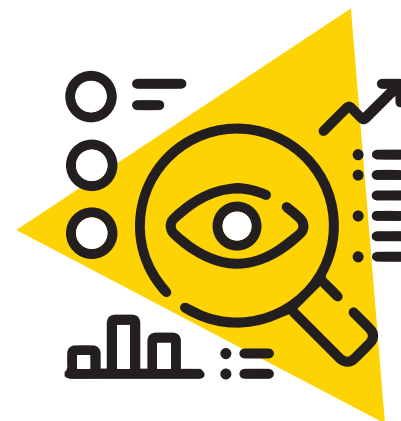
The share of firms with no investment increased in 2021, as well as the number of startups with a lower degree of maturity. Only 25% of the firms reported that they received investments in 2021, while in 2020 this proportion was 31%. Idea and MVP businesses increased their participation in the total of registered startups. However, Scale-Up business increased by 1.6 p.p. in 2021.

### Firms that addressed solutions to mitigate the impacts on employability and economic growth are also the most representative in 2021

SDG 8 (Decent Work and Economic Growth) continued as the most representative aim in both years. As for the SDGs addressed by the firms, there was an important change when compared to 2020. SDG 11 (Sustainable Cities and Communities) became the second most representative in 2021, and SDG 12 (Responsible Consumption and Production), which in 2020 was only the fifth most representative, became the third most cited in 2021.

### Firms operating in the Social Impact and Education segments increased their representation in the 2021 edition

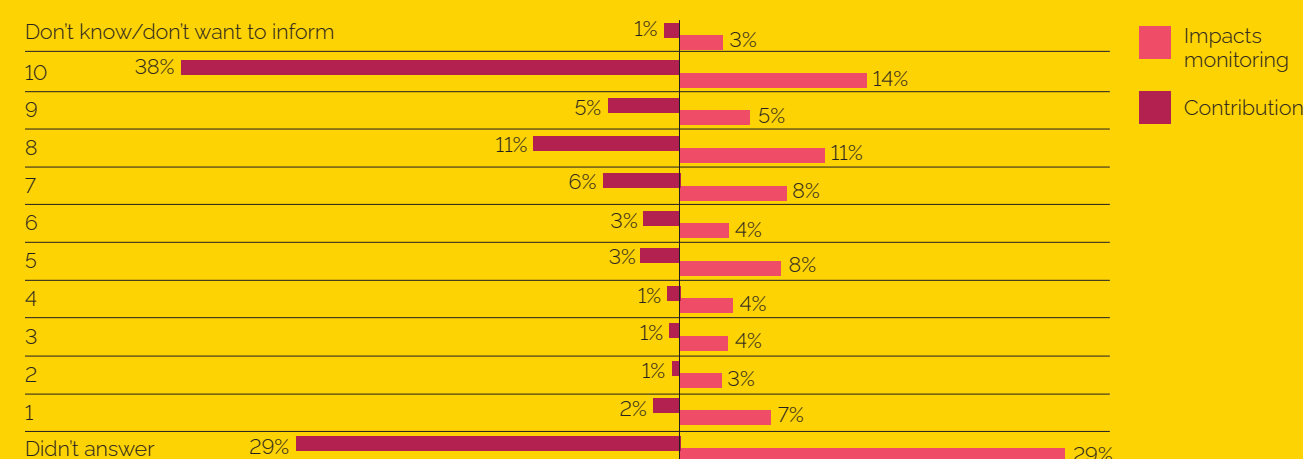
In the current edition, firms in the Social Impact, Education, Food & Beverage, and Health & Wellness segments were the most representative sectors. In 2020, the main sectors of activity represented by the respondent startups were Brand & Retail, Health & Wellness, and Energy & Sustainability.



### Opportunities in impact monitoring

Startups were invited to rate (on a 10-point scale) their perception of the contribution of the firm to solving or mitigating social and/or environmental problems. Then, the same scale was used to gauge the startups' perception about the level of monitoring of the impacts generated by their solutions. The comparison between these two perceptions is presented below and it suggests that there are still challenges regarding the measurement and monitoring of the impacts generated by the startups, an observation that was maintained when compared to the year 2020. While about 60% of the firms considered that they have one contribution level equal to or greater than 7, when the monitoring level is evaluated this proportion drops to 39%, highlighting the disparity between the contribution and the measurement of this contribution.

**Perceptions of the contribution and impact monitoring**



**Comparison of the key indicators between 2020 and 2021**

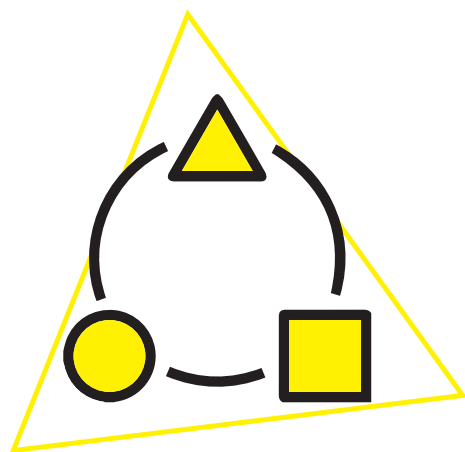
	2020	2021	DELTA
Participating countries	22	25	+ 3
Registered	509	555	+ 46
Fully registered	429	396	- 33
% Utilization	84%	66%	- 18 pp
Business B2B and B2B2C	69%	66%	- 3 pp
Stages (Scale+Traction)	55%	53%	- 2 pp
% invested businesses	31%	25%	- 6 pp
Year of foundation	63% up to 2 years old	62% up to 2 years old	- 1 pp
SDGs	8, 10 e 11	8, 11 e 12	-
Brazilian startups	59%	55%	- 4 pp
Monetization (4+)	Fees per transaction, SaaS, Consulting and Sale of goods	SaaS, Fees per transaction, E-commerce and Signature	-



## STEP 2

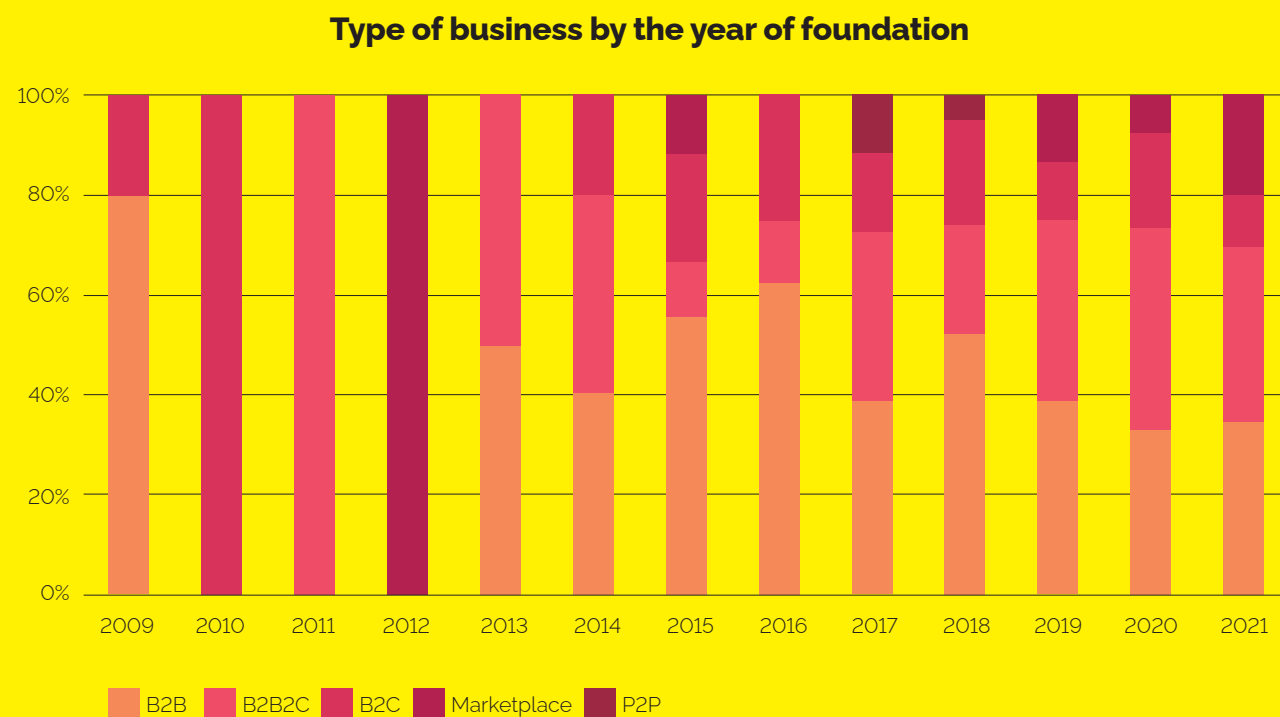
# Data and results

Main results of the 2021 edition



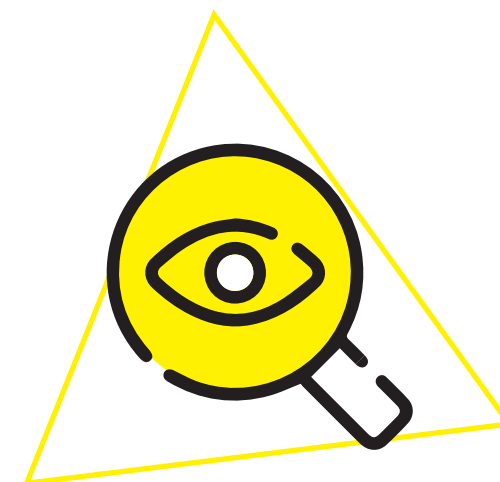
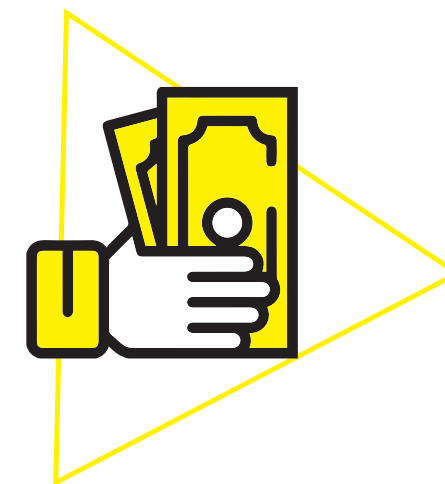
## Diversity between business models.

Although B2B remains the most frequent business model in the analyzed sample, there is a temporal difference in this behavior. Assessing only the startups selected for the final stage of recognition by the label, a descending curve of B2B business participation can be observed according to the year of the foundation of the startups. Among the businesses founded until 2016, about 52.9% were B2B businesses, while for businesses founded from 2017 onwards, the share of B2B startups dropped to 38.7%. This drop may reflect the entry of new models and a greater representation of models already observed in the impact of startups' scenery in recent years, generating diversification and breadth of the initiatives that aim to address sensitive issues in Latin society.



## B2B businesses were the most frequent, the most invested, and the most profitable in 2020.

Besides being the business model with the highest representation among those classified for the final stage, B2B firms have the highest investment rate (about 41%). The rate is significantly higher than the indicator observed when all firms are taken into account (25%) and, at least, 7 p.p. higher than the business model with the second-highest percentage of business investment: P2P businesses with 33.3% of invested startups and B2B2C with 32.2% of invested startups. As for the revenue, at least 72% of B2B businesses reported having earned revenue in 2020, 22 p.p. in the category above U\$S 100,000.



## Good news regarding investments in measuring and monitoring impacts.

In 2021, firms were invited to inform if they have allocated part of their revenue to invest in activities related to monitoring the social and/or environmental impacts generated. About 66% of the firms selected for the final stage of recognition by the Seal informed that they have allocated part of their revenue to measure impacts. Among those who claim to invest most in monitoring stand out:

**About 66% of the firms selected for the final stage informed that they have allocated part of their revenue to measure impacts.**



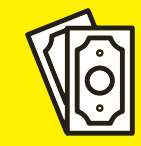
Business in Traction stage

**67%** of startups



Startups whose business models are B2B

**74%** of businesses



Invested startups compared to non-invested startups

**73%** of startups



Energy and Health and Wellness Sectors

**82% e 67%** of startups

At this point, two other very representative sectors in the sample stand out, and which have smaller proportions of businesses that invest in impact monitoring: Social Impact (65%) and Education (53%), both percentages below the average observed among startups classified for the final step.



64% of startups reported having achieved revenue in 2020



Revenue in the context of social impact.

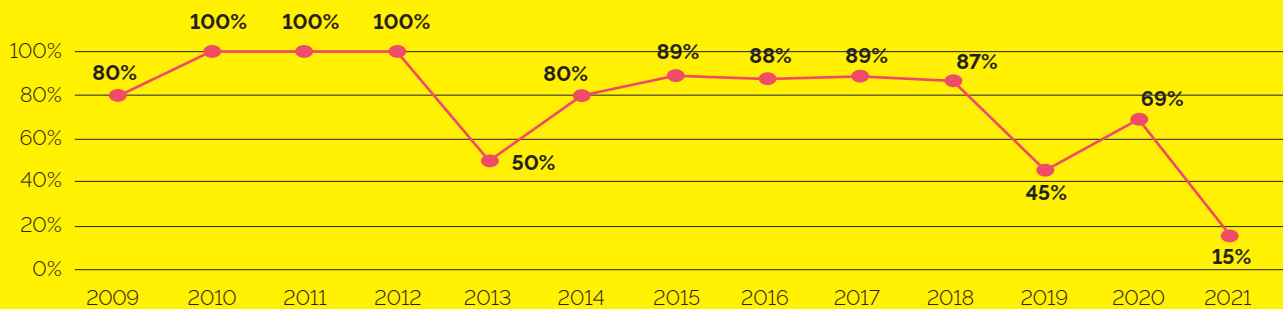
Among the firms classified for the final stage of the recognition by the Impact Seal, firms were invited to rate the revenue obtained in the year 2020. Overall, 64% of startups reported having achieved revenue during that year, with 43 p.p. of the revenue up to \$50,000.



The influence of the foundation time on the income earned by the startups classified for the final stage.

It is observed by the behavior of the curve obtained in the correlation of revenue versus the year of the foundation of the startup, an association between the year of foundation and the rate of firms founded during that year which obtained revenue in 2020, taking into account that the earlier the foundation year, the smaller the proportion of firms with revenues during last year. Among those founded in 2020, it is possible to see a higher percentage of firms with revenue from those founded in 2019. In a preliminary analysis, which should be deepened to obtain statistical inference, it is suggested that the pandemic in 2020 seems to have accelerated the maturation of the firms and the consequent attainment of income in the same year of its creation.

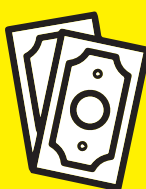
Earnings revenue per year of foundation



Startups in Scale-Up stage

84%

of the startups in the scale-up stage achieved revenue in 2020, while for traction firms, this percentage drops to 74%



Most represented countries

Brazil, Bolivia, Ecuador, El Salvador, Nicaragua, Panama, Peru, the United States, and Venezuela were countries represented by the largest number of firms with sales in 2020 compared to the average of the classified firms;



Most representative sectors

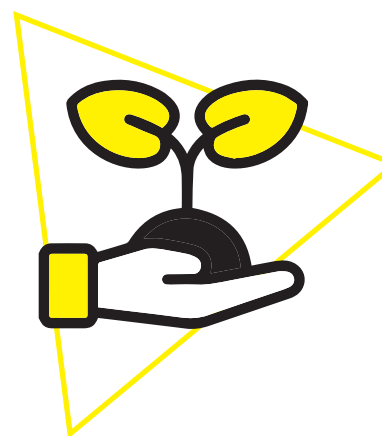
87%

of the startups earned revenue during the last year.



On the other hand

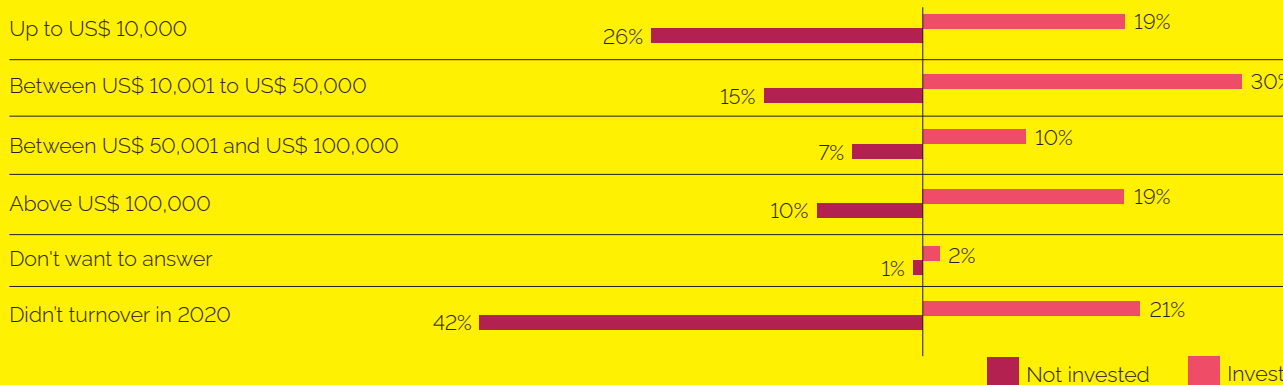
The Social Impact (50%), Welfare (50%), and Energy (59%) sectors performed below average among the businesses classified for the final stage;



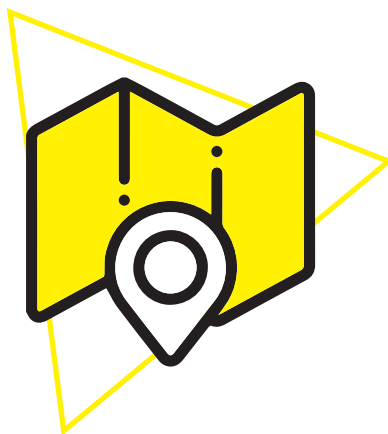
Investment and revenue of the firms with social and/or environmental impact.

Considering the set of firms classified for the final stage of the recognition by the Impact Seal, there is an important association between obtaining revenue in the year 2020 and the investment condition of the firms. Over 77% of the invested firms earned income during the last year, while among those not invested, this rate is 57%. Furthermore, it is possible to observe in the chart below that the income got by not-invested firms is concentrated in smaller ranges, while for startups with investments, it is already possible to observe higher income ranges.

Revenue versus Investment



## SDG 8 (Decent Work and Economic Growth) remained present and **representative**



### Regional scenario of startups with social and/or environmental impact.

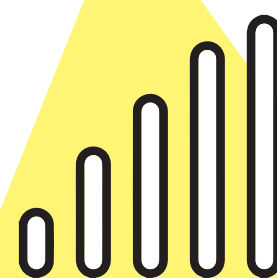
Considering the classified firms for the final analysis stage to the recognition of the Impact seal, we can observe interesting differences concerning some ecosystem variables. It is possible to verify that different ODSs have solutions addressed by the businesses, depending on the geographic region. However, SDG 8 (Decent Work and Economic Growth) remained present and representative in all regions represented, except for Brazil. The main sectors of activity also follow different trends. Among the indicators, the highlight is the low proportion of firms invested in Central America and the performance of South America in terms of companies that dedicate part of their revenue to measuring the impacts generated.

Region	Main SDG	% of firms invested	% of firms with revenue	Main Sectors	% of firms with revenue to measure the impact
Brazil	11 and 9	35%	66%	Social Impact Energy & Sustainability	68%
South America (except Brazil)	8 and 12	35%	62%	Education New Materials	53%
Central America	3, 5, 8 and 17	14%	57%	Social Impact Covid-19, Adversiting, Food/Beverage	57%
North America/Australia	8 and 13	33%	60%	Fintech Environment	80%
Total	8 and 11	34%	64%	Social Impact Energy & Sustainability	66%

## FINAL STEP

# Data and results

Below, we present the summarized profile of the 78 firms recognized by the Impact 2021 Seal.



**Among the startups that will be recognized**, around 77% experience more advanced stages of development and maturity of their solutions (Traction and Scale-Up); the result for 2021 is 3% lower than to 2020, which may show that firms in the development stage (MVP) have also made efforts to measure and show their social and/or environmental impacts.

### More countries are represented among the recognized firms.

Twelve countries, among the 25 participants in the 2021 Edition, have startups recognized this year, three more than in 2020. The highlight among the countries was Brazil, with 59 recognized firms. Peru and Mexico took three firms to recognition, and Argentina, Colombia, and Ecuador had two startups recognized each.



### New firms with greater representation among those recognized.

In 2021, more than half (51%) of the recognized firms are young ventures, with up to 2 years of foundation. In 2020, this percentage was 43%. About 20% of those recognized in 2021 were founded between 2009 and 2016.

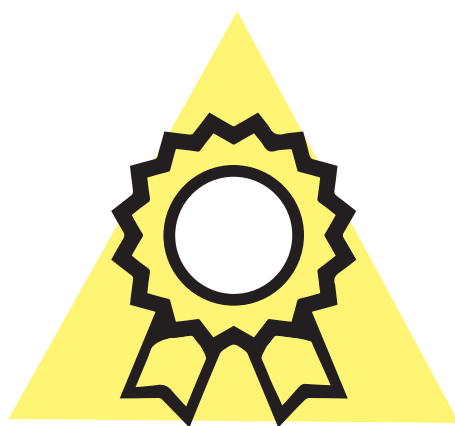
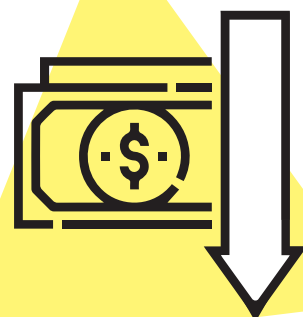


**Responsible Consumption and Production (SDG 12), Sustainable Cities and Communities (SDG 11), Industry, Innovation and Infrastructure (SDG 9), and Action Against Global Climate Change (SDG 13)**

are the Sustainable Development Goals most in line with the solutions addressed by the recognized firms, and they represent major challenges for the advancement and sustainable growth of Latin America. It is noteworthy that SDG 13 was among the most significant since the beginning of the monitoring, which may make up a recent trend of addressing solutions by startups in Latin America.

**Less than half of recognized startups received some investment.**

About 41% of the recognized have already invested, at some point, in the business's development in the 2021 edition. Compared to the previous edition, this proportion dropped 5 p.p.



**Startups with renewed Impact Seal.**

Of the firms recognized in 2020, and that took part in the 2021 edition, 14 were selected for the final stage of analysis in the 2021 edition. Among them, 12 were recognized again. Those unrecognized startups had a reduction in the average nomination score for the label in 2021.

Finally, a comparison or summary table between the key characteristics of the recognized firms in the 2020 and 2021 editions.

Stage	Impact Seal 2020	Impact Seal 2021
Number of participating startups	509	555
Number of recognized Startups	65	78
Recognition ratio (recognized by participants)	12,8%	14,1%
Maturity Stage (% traction + scale-up)	80%	77%
Represented countries	9	12
More representative SDGs	10, 11 e 8	12, 11, 9 e 13
Years of foundation (average)	3 years and 1 month	3 years and 1 month
% of startups that received investments	46%	41%

**Summary report authors:**

Material prepared and under the responsibility of the FDC team of professors and researchers, led by full-professor Dr. Fabian Salum. The method used belongs to the Strategy Reference Center belonging to the FDC Strategy Nucleus–Fundação Dom Cabral.

# Qualified Startups and SDG





# Evaluators

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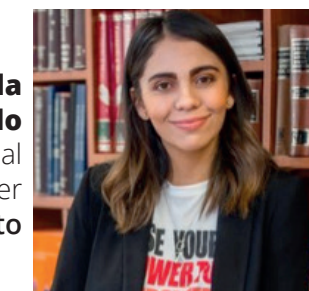


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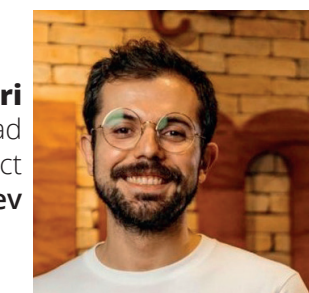


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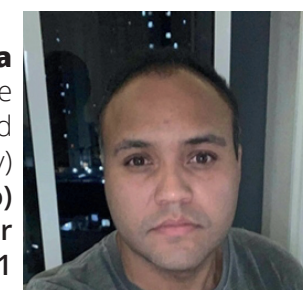


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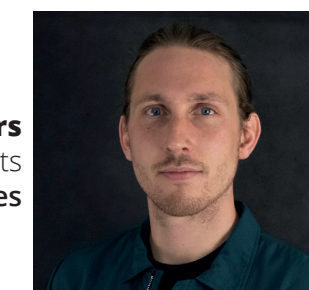


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- ilmpact maintainer  
company in 2021



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Head of Investments  
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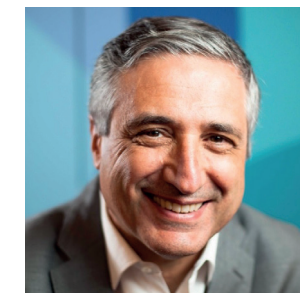
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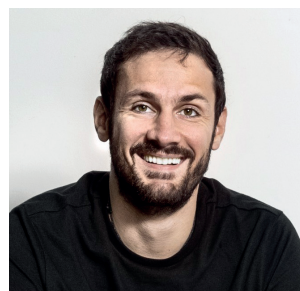


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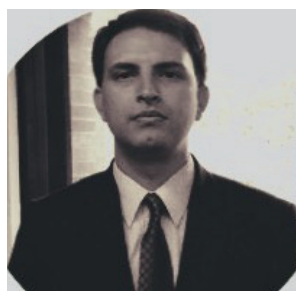
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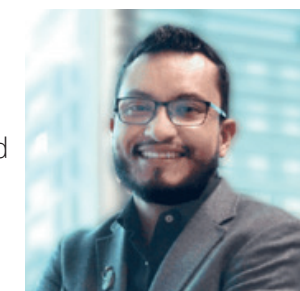
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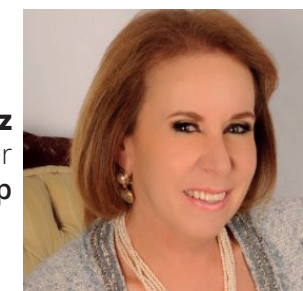
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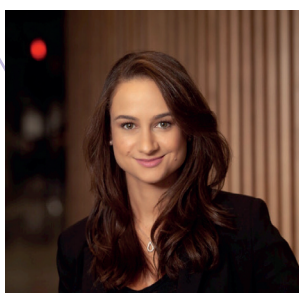


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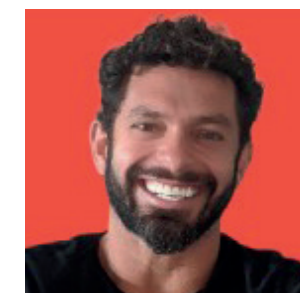
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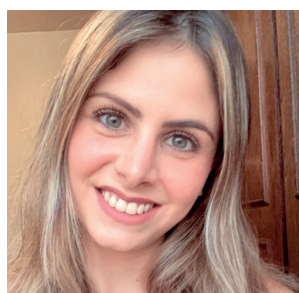
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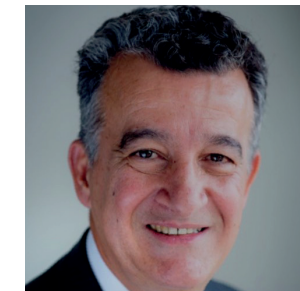
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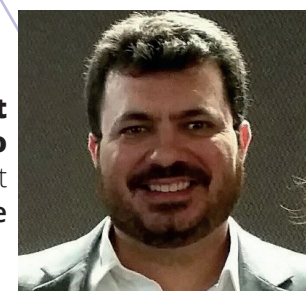
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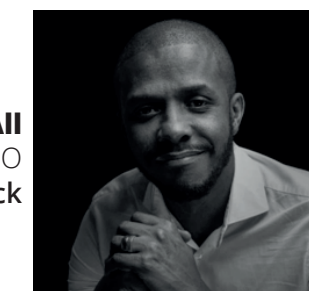
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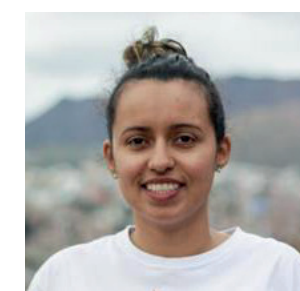
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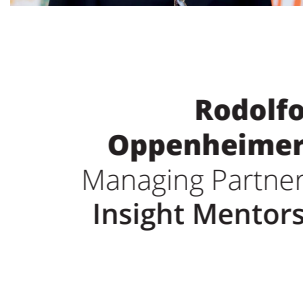
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**Tatiana Leon**  
Open Innovation  
Director  
Connect Bogotá



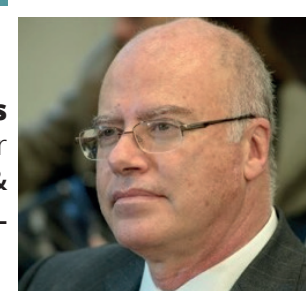
**Tatiana Silva**  
CEO and Founder  
FA.VELA



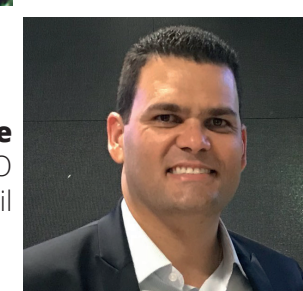
**Rodolfo  
Oppenheimer**  
Managing Partner  
Insight Mentors



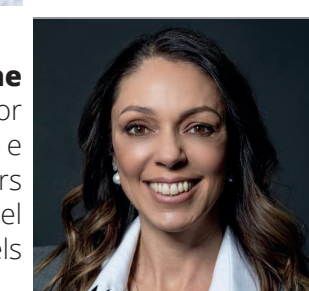
**Rodolfo Roballos**  
Founder  
Rodolfo Roballos &  
Associados SRL



**Thiago Contage**  
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**Zaima Mendes  
Oliveira Milazzo**  
Director and President  
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## EXECUTIVE VIEW

### Bridging the gap



**Héctor Mario Rodríguez**  
ASSOCIATE CONSULTANT |  
EVALUADORA  
LATINOAMERICANA S.A. –  
AGENTE DE CALIFICACIÓN  
DE RIESGOS

Let's look for a minute in our present scenario:

1. Many activists worldwide have tried to convince companies, governments, and people in general about the huge threats that negligible attitudes towards climate and social disasters will affect everybody in the next decades.
2. Some government officials from different countries gather to deliver an action plan at COP26
3. Some big companies agree with such menaces and have begun acting in consequence.
4. Most Latin American's SMEs and their customers and suppliers don't agree or don't even know the costs and dangers of denial behavior.

With such condiments it's been almost natural to forecast a strong wave of professional services to work as interface between SMEs development needs and UN goals on climate and social problems. These different tasks are an enormous opportunity for startups and new service companies to serve clients and help the Planet, altogether.



These different tasks are an **enormous opportunity** for startups

### The increase in ESG capital and the startup & company relationship



**Mayra Castro**  
CEO | INVESTAMAZÔNIA

One of the significant changes that seems to take place today is the movement in the world of capital towards socio-environmental issues. The increase in ESG investment in Brazil doubled in less than a year. According to Anbima (Brazilian Association of Financial and Capital Market Entities), in June 2020, this sector totaled R\$543.4 million.

In January 2021, it already exceeded R\$1 billion. This scenario directly impacts companies and startups. Green techs, for example, tend to gain more and more space and investment. By June 2021, these startups had captured more than double the total investment in 2020, about US\$ 654.8 million.

Finally, I also believe that the trend is to increase the amount of mergers and acquisitions of startups by companies in order to take a stand and consolidate on ESG issues.



Green techs, for example, tend to gain more and **more space and investment.**

## EXECUTIVE VIEW

### Union of strength and agility



**Daniel Maranhão**  
CEO |  
GRANT THORNTON BRASIL

On the one hand, consolidated organizations, on the other, companies with high potential for innovation and adaptation.

With technological knowledge, connection with the purpose, and lightweight and affordable solutions, ESG Enablers (startups with ESG solutions), open the way and strategic shortcuts to expensive and complex solutions related to concrete social and environmental problems and are powerful allies in implementing ESG practices.

In Brazil, we have great potential for the startup sector. It is not by chance that the sector has received more than US\$1 billion in investment in the last decade. However, it is necessary to create a synergy between the players already active in the market. Strategic partnerships can take place in different scenarios and exchanges enable support implementing efficient, agile, and lower-cost solutions that can enable the modernization of processes, services, and products.

Grant Thornton, with the GT HUB, supports the consolidation and development of startups that generate a positive impact, and, with this, we aim to collaborate towards the advancement of global goals, including the 17 UN ODSs

### Transform, collaborate, and innovate



**Renato Carvalho**  
PRESIDENT |  
NOVARTIS BRASIL

Technology development has always been a determining factor for innovation processes in different industries and especially in healthcare, with high investments in research and development of new products. Now, I see a trend of this innovation reaching new areas beyond medicine, seeking solutions with positive impacts on the society.

To implement innovation, collaboration is the key word: we need to align our scientific experience with the expertise of digital innovators. This is what we do through Biome, Novartis' innovation hub, which in partnership with startups co-creates projects that adopt large-scale technologies, such as artificial intelligence and remote sensing, to achieve important results for patients, prescribers, the industry itself and every community.

To be a transforming agent, it is necessary to use every form of innovation in favor of social and environmental issues. And collaboration between companies and startups is critical to generating the positive impact needed for people to live longer and better.



In Brazil,  
we have **great potential** for the  
startup sector



To implement  
innovation,  
**collaboration is**  
the key word

## EXECUTIVE VIEW

### Startups should become more sustainable in 2021



**Lilian M. Arzabe**  
CEO |  
SYSTEMS AND  
MANAGEMENT

Sustainability isn't just a buzzword or a viral trend. Global sustainable investments are eclipsing \$30 trillion. It's a real revolution of how companies conduct themselves and how consumers consume.

Many startups now include sustainability, both environmentally and socio-economically, as part of their core offerings. They make sustainability part of their mission to remind their teams of what the company stands for, keep the business on the right track and communicate to customers how they'll make an impact in a positive manner. Although startups and corporations can experience a positive correlation between financially sound business and sustainability, going green does not guarantee good business. In the early stages of developing new technologies, markets and business models, sustainable options are often more expensive than the alternative. So, what is the right way to go about a pivot to more sustainable systems?

Startups looking to ride the sustainability wave must reconcile their own priorities with the demands of customers and the realities of doing business in 2021. Founders looking to incorporate more sustainable practices into their businesses next year should consider these recommendations.

#### CONSUMER DEMAND FOR SUSTAINABILITY IS GENUINE

People and global markets actually do care about the companies with which they form relationships. Even for one-off purchases, nearly two-thirds of consumers globally prefer to buy from brands that align with their values. Sustainability has become a priority for many, and companies cannot afford to ignore sustainability without jeopardizing their relationships with their customers.

Consumers can tell when companies don't actually care, too. Businesses that "greenwash" — the practice of appearing to be sustainable without the substance of it — cannot fool customers for long. Access to information has become easy, and information spreads on social media, especially when that informa-

tion relates to a brand's hypocrisy. A genuine effort toward sustainable business practices is the only way to guarantee acceptance with sustainability-minded audiences.

#### EVERYTHING COMES DOWN TO THE NUMBERS

Companies must find ways to make sustainability work without sacrificing their bottom lines. This might sound like an impossible task, but I believe many startups have already proven it is not. For many companies, environmentally and socio-economically sound solutions can provide a boost to branding and create a position that startups can use to ingratiate themselves to new audiences (i.e., customers or talent).

Green offices are a good example of this. The initial investment to build or retrofit an office that considers the environment can certainly be higher than the alternative, but it might prove to be a better long-term business case.

Startups should also be thinking about alternatives to the choice instead of just the choice to become more sustainable itself. For example, could you fund your next business priority by leveraging financial tools like green bonds or sustainability-linked loans? Can you look to the utilities or the state for financial options to be more sustainable? By taking this approach, you can look at where your company and its products or services fit into the ecosystem of players that have an incentive to help you go green. You can also evaluate whether there are problems in the value chain that green solutions could help, and you might even be able to help your customers solve problems by looking through a sustainability lens.

The opportunities available will only continue to increase as consumers and customers demand change, and as our governments continue to set ambitious climate targets. This is the moment to stop clinging to old practices and embrace the new. Understand what customers want, quantify what they are willing to pay for, and create solutions with a mission that both resonates with audiences, drives revenue goals and nudges a transformation to a more sustainable society.



**This is the moment to stop clinging to old practices and embrace the new**



## EXECUTIVE VIEW

### Innovation and ESG go hand in hand



**Liel Miranda**  
CEO | MONDELEZ

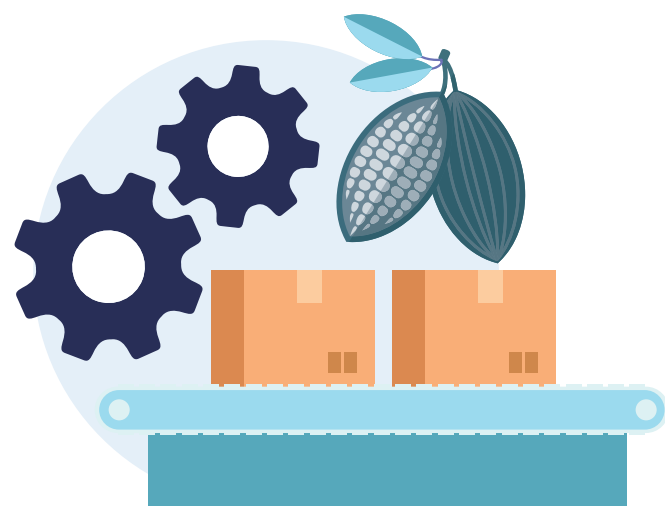
The business transformation process gained fundamental allies with the arrival of startups, consolidating the innovation ecosystem, and forming a new business mindset for all companies, customers and consumers.

To move forward, companies must draw up agile and collaborative strategies, which is only possible with innovation focused on all stakeholders: employees, customers, consumers, environment, social, and governance.

At Mondelēz International, we have the DNA of making the right snack the right way, with clear commitments in ESG, and that's why we invest in smartech solutions for waste management and reduction of chain losses.

We also have open challenges for agri-tech startups, with the objective of finding innovative solutions of good practices and management techniques in the cocoa chain, to improve and increase productivity in a sustainable way, guaranteeing: fruit quality, planting sustainability, and reforestation of degraded areas.

The startup ecosystem plays a key role in this process and, therefore, we have partnerships with accelerators such as Liga Venture, Distrito, and All4Food, seeking solutions allied to our ESG purpose and objectives.



**To move forward, companies must draw up agile and collaborative strategies**

### The role of innovation in ESG



**Zaima Milazzo**  
PRESIDENT OF BRAIN -  
ALGAR INNOVATION  
CENTER

ESG has been gaining more and more strength within companies. And it is a topic that cannot be abandoned on the agenda of startups and innovation hubs.

The world has been affected by several economic, cultural and social variables that showed that a new, smarter consumption possibility needed to surface. The scarcity of natural resources, climate change, and population growth are some examples of factors that are forcing us to change direction.

These themes need to come more and more to the center of innovation strategies. It is necessary to encourage and provoke entrepreneurs in the development of initiatives that directly attack the pain of corporations in order to speed up the ESG agenda in the country. Another way to create a connection between the ESG agenda and innovation is open innovation actions in the search for solutions that help companies minimize social and environmental impacts.

We have to consider the challenges as an opportunity and be optimistic about the trends that the market presents to us. To adapt to changes and what is expected of us, it is necessary to be ahead of traditional models and allied to technology.



**We have to consider the challenges as an opportunity**

## EXECUTIVE VIEW

### Innovation and Sustainability



**Renata Zanuto**  
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Innovation and sustainability, two issues that are each time more present and important for the companies' daily basis, no matter its size. And is it possible to gather both to make innovation work for sustainability? Absolutely!

To begin thinking about a sustainable innovation, we must comprehend more deeply the concept of sustainability, which aims to promote initiatives to answer current needs without compromising the future. Within it, we have three different aspects: the environment, social impact, and economy. It means that we must take care of the environment, creating social impact and generating economic profits, not leaving one behind.

Tiding technology to that, we access a universe of startups that develop solutions considering the sustainability's three pillars, not overlapping the economic pillar.

To conclude, the innovation ecosystem offers illimitable opportunities for companies and startups work together to generate businesses, improving efficiency and sustainability in a long term. Sustainable innovation is having in mind the solution for each day real problem, that create positive impact for the environment and society with the support of a technology.

### Growing from great to huge



**Miguel Chavarria**  
DIRECTOR |  
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Whether you aspire to become the next Silicon Valley corporate giant, or a wonderful company focused on the local community, the fundamentals to grow sustainably are always the same.

The common factor to all organisations is the continuous pursue of efficiency in the use of resources, which is mainly due to cost reduction. This should be accessible to all organisations. You don't need to refurbish the whole building but make informed choices that are as financially feasible.

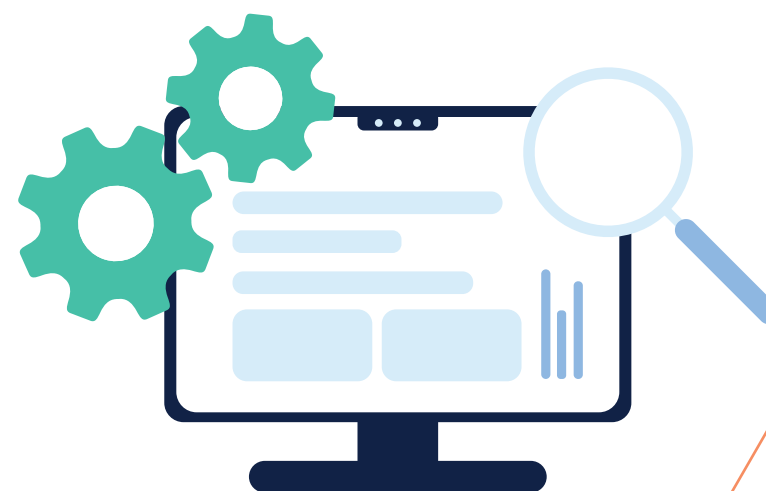
While is natural to consider that any business should count on a system management to oversee the business administration, people tend to overlook that, with the desired growth, further information needs will come along. So, it's key to count with a data system that is as simple as possible, but that at the same time considers other important aspects, besides costs of goods and services.

Finally, disclosing the progress made against different environmental aspects is as important as acknowledging that there are areas yet to be addressed.

So, dare to go from great to huge by always keeping in mind the fundamentals.



The innovation ecosystem offers **illimitable opportunities**



It's key to count with a data system that is **as simple as possible**

# Companies case

## Impact ecosystem reinforces a culture of innovation

Environmental responsibility and innovation are highlighted values in the relationship with startups.



### Main ODSs



Active projects with startups  
**10**



Main sustainability project

**Intelligent Infra:** asset management that uses drones, BIM, 3D modeling, and augmented reality to optimize the management of sanitation assets.

Environmental responsibility and innovation are two very current concepts, but at Aegea Saneamento they have been governing actions for years.

Although the use of the acronym ESG is relatively new among Brazilian companies, the concept is an old company's acquaintance. The attention is mainly on the "E" for Environmental since sanitation is closely linked to environmental preservation.

Regarding innovation, Aegea has an interest in the ecosystem in its DNA. That is why, since 2013, it has had relationships with startups. Thanks to the advance in governance and a culture of innovation in the company. However, now the topic is treated as a priority in searching solutions to bring more efficiency to sanitation.

Present in startup acceleration programs and associations, the company's culture of innovation has been particularly reinforced in 2021, as during this year it became the holder of the Impact Seal and created Hub Aegea in partnership with Innovation Latam.

"After the first edition of Impact, we are more oriented towards working with startups that work in the UN ODSs. On this path, we can highlight the relationship with the startup Inspectral, which was hired by two units", exemplifies XX.

One of the company's outstanding initiatives is the Intelligent Infra program. Developed in partnership with several companies, including the startup XRproj, the project optimizes the management of sanitation assets.

Currently, over 50 thousand physical operational sanitation assets have been identified, verified, and digitized in more than 100 municipalities in the country.

**50.000**  
physical operational  
sanitation assets have  
been identified



## Inter has startups as a strategic investment

In search of a fairer and more inclusive market, the company promotes innovation together with other players

# inter

### Main ODSs



**Active projects with startups**

FOUNDER AND MAINTAINER OF ÓRBI CONECTA  
5 STRATEGIC ACQUISITIONS



**Main Sustainability project**

FASG Integration (Financial, Environmental, Social, and Governance) consists of the integration of Materiality and Sustainable Development Objectives (ODSs), ESG Strategy drivers, in the processes, projects, and products of different areas. This way, it is possible to identify and minimize risks as well as to take advantage of the opportunities related to the business model from the perspective of the Stakeholders.

At Inter, simplifying people's lives is a purpose. For this, contact with other players in search of fairer and more inclusive solutions is a recurrent practice.

With the innovation present in the company's routine from all points of view, and to strengthen this strategy, the relationship with startups has become a key part.

In the last year, thanks to the growth of the M&A team, work on this front has expanded. The company has already purchased equity stakes in four startups: Granito, Meu Acerto, Duo Gourmet, IM Designs. More recently, it was the turn of American fintech USEND, which will allow Inter's global expansion.

Acquisitions reinforce its role as a strategic investor and not just as a financial investor, which seeks profit after the sale of the startup.

With a simple, inclusive, and purpose-driven business model, Inter is an impact company and believes that every startup it interacts with generates impact at some level. Therefore, the team sees initiatives such as the Impact Seal as an opportunity to expand knowledge about its business model.

Inter's history of relationships with startups began in 2017, with the foundation of Órbi, in partnership with MRV and Localiza. The initiative, which connects startups with large companies, has already made 150 connections this year.

To expand this impact in a targeted way to society, in 2021, in partnership with Órbi, Inter also offered more than 40 thousand scholarships in technology through the Tech Boost program. One of the goals was the potential hiring of new employees.

# 40.000

**scholarships in technology through the Tech Boost program**

## ICLEI South America supports startups to create green cities

Acceleration program promotes initiatives aimed at sustainable development



### Main ODSs



**Main Sustainability project**

ICLEI Innovation: in 2020, the program selected innovative startups, products, services, and processes in the afforestation or urban green areas segment, with the purpose of strengthening the management and sustainability of cities, promoting green spaces, nature-based solutions.

With startups gaining more space in the market by offering innovative solutions in different areas, in 2020, ICLEI South America launched ICLEI Innovation. The aim was to foster impact startups to offer solutions for cities to move towards a more sustainable development model, generating green jobs and income, attracting investments, and, at the same time, helping to solve the municipalities' contemporary challenges.

The program was the debut of the Cities Network in the relationship with startups and represents an important impact action in terms of good practices aligned with the UN ODSs and ESG business.

In the first cycle, 57 startups were registered. Having as a priority the generation of measurable results, 20 of them were chosen to conduct video interviews, 11 started the acceleration program, and five were selected for the demo day.

The biggest challenge of the project was to promote the performance of startups according to the administrative, technical, and legal reality of each city. The Covid-19 pandemic also required ICLEI Innovation to adapt to the new reality, transforming activities into a 100% online acceleration program.

However, at the end of the first cycle, the experience points to a positive balance. "The eight accelerated startups are an example that it is possible to develop solutions with the market potential to foster local sustainability", observes Rodrigo Perpétuo, Executive Secretary of ICLEI South America.

For 2022, the expectation is that, based on mentoring, startups can act in

complementing the cycle of actions established in the Journey to a Green City, from ICLEI South America, and are able to develop sustainable projects in the municipalities.

## the aim

**was to foster impact startups to offer solutions to move towards a more sustainable development model**



## Social projects solidify with startups

The ilmpact maintainer reaps all the fruits after intensifying the relationship with the ecosystem.



### Main ODSs



If in 2020 Johnnie Walker planned to expand its positive actions of impact to build a better future, the balance of 2021 shows that projects are taking more and more shape.

If the company was concerned with creating projects of social nature without having a relationship with the startups until last year, today it has more than ten initiatives of this nature in progress.

It all started when Johnnie Walker became one of the keepers of the ilmpact label. Thanks to this partnership, the bicentennial brand has moved closer to the impact ecosystem and accelerating updates.

The main change in the profile of partnerships is in the mindset and engagement of teams. "The approach to ilmpact enabled us to create together new possibilities for innovation throughout the entire chain", explains Johnnie Walker's marketing head, João Victor Guedes. "The playful way in which Johnnie Walker's team presented startups to executives from across the company sparked a genuine interest in innovations in the chain, considering startups as partners to carry them out", he exemplifies.

By placing itself as a customer of these startups, the company aims to foster and test its business models, besides creating concrete bridges with the new economy.

The expectation for the coming years is to maintain the investments and expand them based on the results obtained. "It's possible to do differently. We must act differently to make the necessary changes in the world", concludes the head of marketing.



Active projects with startups  
**10**



Main Sustainability project

In partnership with the startup Women Friendly, it has trained bars and restaurants throughout Brazil to make these places safer environments for women.

**the main**  
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and engagement of teams

## Integration of ESG aspects into strategy is essential to improve rates.

Grant Thornton bets on projects that help to reduce social inequalities and environmental risks



### Main ODSs



Main Sustainability project

**Diversity Program:** its mission is to prioritize and promote even more respect, awareness, acceptance, and appreciation of diversity. Each pillar of the program (social and economic inclusion of people with disabilities; LGBTQIAP+ Universe; Race and Ethnicity; Gender Equity; Generational Diversity), and its respective committee, formed voluntarily, aims at promoting actions and measures to prevent and deal with all forms of inequality against vulnerable, minority and under-represented groups, and to expand the practice within the company.

There is a worldwide tendency to consider ESG aspects in decision-making in large companies, not only because they are important issues for any region, but because this has also become a condition for investing in or consuming a given company.

The concern is already widespread in some parts of the world. In Brazil, however, the movement is still in its infancy. A recent survey carried out by Grant Thornton, in partnership with XP Inc. and Fundação Dom Cabral, with publicly traded companies, found that 75% of the respondents consider the ESG agenda a priority. However, just 14% of them take these aspects into account in their decision process. The good news is that 86% of the respondents agree that the organization can be negatively impacted in the future if it does not adopt management that takes these issues into account.

Concerning the help for the expansion of ESG practices in practice, for the second consecutive year, Grant Thornton Brazil is one of the sponsors of the ilmpact Seal, besides making up the project's mentoring program. "We know that to make an impact on society, it is not enough to self-declare the intention to promote sustainability. Therefore, we support initiatives that demonstrate their social contribution with concrete evidence, such as the ilmpact Seal, which opens up opportunities for startups", justifies Daniel Maranhão, CEO of Grant Thornton Brazil.

The action is in line with the initiatives of the auditing and consulting company, which last year announced its adherence to the principles of the Global Compact of the United Nations (UN).

**75%**  
of the respondents consider  
the ESG agenda a priority

# Startups Cases

## MOMLANCERS



Platform connects professional mothers with companies that seek talents.

### SDG



### Main results



More than 200 mothers connected to the projects



50 working mothers oriented during the transition from maternity leave to return to work



8,500 registered mothers who receive job opportunities and professional tips

Bringing women who became mothers back into the workforce is the mission of the Mexican startup, Momlancers, but the purpose goes beyond.

"Bringing them back to work helps them feel productive, capable, and energized. Thus, we contribute to having more and more happier and healthier women", considers Regina Cabal, Co-Founder of the Mexican startup, Momlancers.

For mothers, the platform acts as a manager: it understands project requirements, negotiates the fee, and handles all administrative procedures including contracts, invoicing, and payments. For companies, the platform is a healer and it makes the best of seasoned talent who may not be actively looking for a job.

In this dynamic, the startup has already helped mothers to generate R\$ 7,31,343 by inserting them into the job market. Furthermore, it reduced the number of dismissals due to motherhood, to 1 in 50, and due to the coaching work offered to the companies.

## 15.000

mothers following, receiving tools to integrate their personal and professional lives through social networks

By looking for projects that fit the needs of professional mothers and allowing them not to have to choose between their families and their professional development at this point in life, the startup inspires a more diverse and inclusive workforce.

"We allow the next generations to be happier and more confident because they have happier and more confident mothers", concludes the businesswoman.

## YANNI SHOES



Fabrication of sustainable espadrilles promote inclusion of the elderly and disabled people

### SDG



### Main results



50% increase in the income of each artisan in each community.



It created jobs for 30 people with physical disabilities and without a job at the Asperddi Foundation in Collique, Lima-Peru



More than 2,010 kg of textile waste from local factories has been collected, which has allowed the development of 6,700 espadrilles to date

By the end of 2019, in Peru, there were more than 1 million elderly unemployed. In 2020, with the pandemic, that number doubled.

Yanni Shoes' proposal is precisely to give seniors new opportunities to make them feel productive: "We created a business model where we created workshops for artisans taking advantage of the experience and skills of the elderly. In this way, they can feel useful, avoiding psychological and physical illnesses, which in many cases end in death", justifies Yanira Villalta, founder, and CEO of the startup.

Such opportunities come through training and implementation of appropriate craft workshops with tools for people with special skills in vulnerable areas, whether unemployed, elderly or people with disabilities.

"The aim is to generate a profitable and reproducible business model through standardization of artisanal and semi-industrial processes. This allows those people to make

**5%**  
reduction in waste from textile scales at 3 local factories in Peru and Ecuador

shoes efficiently, productively, easily accessible, and with high levels of scalability", explains the founder.

Finally, besides the social impact, espadrilles with an environmental appeal, made from the reuse of textile waste from local factories. The soles are made from a rubber tire recycling process. Therefore, creating a circular and sustainable business model.

## ALICERCE EDUCAÇÃO



ALICERCE  
EDUCAÇÃO

Extracurricular programs transform the life of low-income students.

### SDG



### Main results



The startup has currently 51 partnerships with companies and institutions across the country



Since the beginning of the Covid-19 pandemic, it has impacted more than 7,000 students across the country, with on-site and remote classes



Alicerce at Home Program offered remote and synchronous classes to more than 2,000 students in 2020

Alicerce e Educação is a social impact business created with the mission of transforming the lives of public-school students in Brazil.

"We want to change the reality of our country, and we understand that education is the most urgent cause for the development of Brazil and, therefore, it deserves a quality solution with high power of scale", explains the Impact and Certifications Manager, Sara Machado.

How do they accomplish this mission?

Offering extracurricular programs for low-income people. The business works reducing the students' learning gap, expanding their cultural repertoire and strengthening life skills.

These three fronts contribute to the reduction of social inequality in Brazil, whether by expanding access to quality learning, or acting to create better employability opportunities, expanding the prospects for a better future to more Brazilian women and men.

Student development is monitored through a digital adaptive assessment. "In math, our students' average bimonthly advancement was

**7.000**

students across the country, offering classes in person

1.72 content of the National Common Curriculum Base (BNCC) at every eight-week sprint. In reading, this advancement was 1.36. In writing, it was 2.36", illustrates the manager.

Altogether, since the beginning of the Covid-19 pandemic, Alicerce has impacted more than 7,000 students across the country, offering classes in person in eight Brazilian states and also at a distance, via its platform. For many, the solution was the only educational stimulus while schools were closed.

## UMGRAUEMEIO



um  
grau e  
meio

Fire detection  
early-stage forestry  
reduces social impacts,  
economic and  
environmental

### SDG



## AGROJUSTO



agrojusto

Food market  
fairer and more efficient  
through technology

### SDG



### Main results



Entrance to the Pantanal  
will expand the monitored  
environmental protection  
areas, taking this number from  
1.5MI to 4MI hectares



Reduction in fire losses  
between 75% and 90%



Fines and criminal  
actions resulting from fires  
were eliminated in the  
monitored areas.

### Main results



Digital platform: 3,500 products  
loaded; 270 registered  
producers; more than 460  
registered organizations; more  
than a thousand orders



More than a thousand  
organizations/entrepreneurs/  
producers trained in digital  
commerce issues



10% to 40% increase  
in market access  
for cooperatives.

Forest fires have countless negative impacts on the planet's climate and life and on the health of the population and economy.

In the short term, the advance of fire in reserve areas causes environmental damage, fines, and criminal actions to the properties responsible for the affected region. In the long term, they impact the regeneration capacity of fire-affected ecosystems and the productive capacity of crops, besides reducing rainfall and stressing groundwater.

Contributing to reducing these damages is the aim of Umgrauemeio, a Sintecsys' solution that uses Artificial Intelligence (AI) to detect fire outbreaks in their early stages in forests, plantations, and environmental protection areas.

Present in 12 states of the federation, with 15 Integrated Management Centers (CIG) and more than 80 points of automatic detection of fire outbreaks, the startup announces that it has already reduced customer losses resulting from fires between 75% and 90%. "The impact on the

**6,5 mi**  
monitored hectares, including  
productive areas, native  
forests, and other coverage  
in all Brazilian biomes

private sector was measured and reported by our clients, and 100% of the 3-year contracts are being renewed, which attests to the positive impact of the one-grade solution", reinforces Osmar Bambini, CIO - Chief Innovability of the startup.

With its focus on SDG 11 (Sustainable Cities and Communities), the Agrojusto Argentine startup facilitates and effectively sells food to three different actors: the productive sector (individual local producers and productive co-operatives), the traders (cooperatives such as food-retail companies), and the final consumers.

To make these relationships feasible the solution brings a digital platform, AGROJUSTO 2.0. The software provides stock information for all involved producers. This way, producers can access wholesale markets that require a greater sales volume, while consumers can get information about market prices and carry out transactions in real-time, for example.

In figures, the startup has already provided a 20% reduction in intermediation costs for actors in the supply chain; 30% improvement in profitability; 10% to 40% increase in better market access for cooperatives, small producers, and digitized small businesses; among other relevant results.

**20%**  
reduction in the  
intermediation costs for  
actors in the supply chain

Another benefit was the diminishing of time for harvesting and delivering the products, giving a differentiated quality to the crops, an issue that is currently much sought after by consumers.

Promoting training for rural women, opening new markets for producers, increasing work with sustainable brands, and a sustainable supply to customers are some of the opportunities generated by the solution.

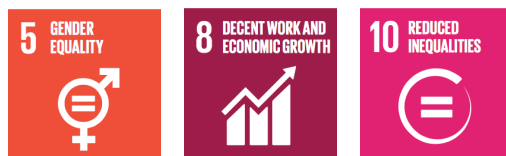


## GORAYMI



The digital platform allows which Ecuadorian tourism manager occupies the top in the Google search page

### SDG



### Main results



New digital mapping of Ecuador's tourism includes 80% of the population, regardless of the size or position.



GoRaymi.com is in the TOP 5 ranking of official tourism pages on the American continent and leads the ranking of promotion in Ecuador.



Each of the subscribers leads the ranking of official tourism pages, surpassing those of the best-positioned destinations in the country.

With the arrival of COVID-19, the Ecuadorian tourism industry entered a severe depression. However, if the pandemic slowed down tourism by closing borders, it also acted as a game-changer in the consumption habits of world tourists.

In this new scenario, which values the responsible and conscientious aspect, the tourist seeks experiences in the rural environment. Furthermore, there was an acceleration of the digital transformation. That is when startup Go-Raymi emerged among tourism managers in Ecuador as an opportunity to thrive.

The solution offers a collaborative digital registration platform so that small populations can position themselves on the internet as tourist destination on their own. The method, developed in collaboration with local governments, offers virtual and face-to-face courses that aim to enhance the promotion and marketing processes of the offers presented.

The main social change is that after the arrival of GoRaymi the percentage of managers who received low incomes decreased considerably.

## 1.000 small tourism actors located in 170 small municipalities have benefited, since 2018

Although the numbers are positive, the return of tourism planned for next year will serve to evaluate the new reality, since the first data analysis was carried out from October 2019 to February 2020, at the beginning of the pandemic.

It is worth noting that even in a period of crisis, the results were achieved in a developing country with high rates of digital illiteracy, little internet penetration, and serious connectivity deficiencies in rural areas. "And, above all, in a country that is not well-positioned in the world tourism industry, which implies that, if the presented indicators are maintained, the business model developed can be successfully reproduced in other countries on the continent", concludes the CMO at startup, Diego Lopez.

## DVOTIO SAS BIC



Female empowerment motivates research program in design and promotes gender equality

### SDG



### Main results



200 people benefited (30% Urban, 70% Rural, 79% Women, 19% Men, 2% LGTBI)



99.9% reduction in textile waste in the chain of production through the development of new products

Women are responsible for two-thirds of the work done worldwide. But currently, they earn 16 to 22% less than men.

This statement comes from the startup DVOTIO SAS BIC, whose main motivator is female empowerment. Strengthening women's closeness through decent and well-paid work, preserving and creating cultural heritage for future generations is one of its main objectives.

Through a program of research, experimentation, and fusion of traditional crafts and contemporary and sustainable design, the initiative seeks to formalize the artisan and manufacturing communities located in the Andes Mountains. Thus, it operates in eight indigenous and artisanal communities already benefiting 200 people between Colombia and Ecuador.

In what concerns the environment and sustainability, the startup is premised on the intelligent use of natural resources and artisan traditions over the development of functional and durable products. Therefore, it replaced

## the startup is premised on the intelligent use of natural resources and artisan traditions

the polyester fibers with natural ones, as they are less polluting, in the production process of craftwork.

In addition, there is the reuse of textile waste in new production chains. "What prevents us from generating waste and having 99.9% use of raw material", stresses the CEO, Margarita Sarmiento.



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