



Entrepreneurship in Brazil

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Abstract

This chapter depicts a glance picture of Brazil's state of entrepreneurship. It begins with a historical overview and establishment of the state. It describes the challenges that Brazil has faced as well as its current issues. The current state of entrepreneurship, the business environment, and entrepreneurs and small business owners' problems are discussed. The chapter concludes with suggestions for further development of entrepreneurship in Brazil.

1 Introduction

Brazil—a republic with over 8.5 million square kilometers and 211 million people—is one of the most multicultural and ethnically diverse nations in the world. This diversity has a significant impact on the entrepreneurial environment. People from all over the world came to Brazil to seek a new life and job opportunities. Its cities are huge, for example, São Paulo with a population of 12.18 million (Fig. 1). And, while it is true that the language—Portuguese—is a barrier for new entrants, in the last five years, the number of startups in Brazil grew by over 200% (Carrilo, 2020).

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Fig. 1 São Paulo; Photo ©2021 Pedro Tonhozi de Oliveira

And, in 2018, for the first time, a Brazilian startup reached the mark of a Unicorn—a privately held startup company valued at over one billion dollars (Tunes, 2019). This achievement was an essential step for entrepreneurship in Brazil. Its consequence was that among Latin American countries, Brazil was the country that raised the most venture capital investments of 2019. In that year alone, 50.5% of venture capital investments in Latin America involved Brazilian startups. This represents 2.5 billion US dollars invested in over 220 deals (LAVCA's Annual Review of Tech Investment in Latin America, 2019).

Though we concede that those numbers make the impression that most Brazilian businesses are successful, characterized by innovation, accelerated growth, and high impact, most of the ventures are founded by necessity entrepreneurs with small businesses and high levels of informality (Greco et al., 2019). This reflects the average entrepreneur profile of low education and income. According to SEBRAE (2020), 82.75% of founders do not have a Bachelor's degree, and 89% have a monthly income under R\$ 6,000.00 reais.

2 Historical Context

The first record of Brazil's history dates from 1500 when Portugal colonized the country. In 1822, it conquered its independence from Portugal, and in 1889, it became the Republic of Brazil. This period was marked by emerging characters

Fig. 2 Barão de Mauá;
Lithographia de S. A. Sisson
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that contributed to the consolidation of its entrepreneurial scenario. Before becoming a republic, the population was represented by over 2000 unique Indigenous groups, Portuguese settlers, and Africans brought in as slaves (Ribeiro, 2000).

In this pre-republic period, one pioneer entrepreneur was the remarkable *Irineu Evangelista de Sousa*, known as the Viscount of Mauá (Fig. 2). Born in 1813, he was even recognized as a Rothschild of the South American continent (The New York Times, 1871). After 20 years of working for the British company Carruthers, he resigned and built—at the age of 32—his first company—the *Companhia Ponta da Areia*—to accelerate Brazil’s industrialization. Next, he expanded his empire to transportation, gaslighting, and railroad construction. He also pioneered many other industries (e.g., shipyards, banking, telecommunications, tannery) (Bertero & Iwai, 2005; Caldeira, 1995; Marchant, 1965).

In 1888, after the *Lei Áurea* or Golden Law that ended slavery in Brazil was passed, the need for labor to replace the slaves freed led to the influx of immigrants. They came not only from many European countries (e.g., Italy, Germany, and Spain) but also all over the world (e.g., Japan, Syria, and Turkey) (IBGE, 2000). This movement completely changed the population landscape (Fig. 3). Those immigrants came to the new land searching for better living conditions, cheaper and vast lands, and labor (Marriott, 2012). Those immigrants and their descendants led to accelerated industrialization, which generated many entrepreneurs (Marcovitch,



Fig. 3 Musiciens allemands à bord du Tyne 1862 © Public Domain

2012; Pereira, 1964). While the list is extensive, we highlight a few names that marked this period of industrial modernization.

Nami Jafet, representing the Syrian and Lebanese community, supported the textile industry's advancement and retailing—including adopting an itinerant sales approach. Later, his family made substantial investments in areas like health care, culture, and education. For instance, the Jafet family was involved in creating the “Hospital Sírio-Libanês” (Syrian-Lebanese Hospital), known as one of Brazil's most important medical centers (Guru, 2020). Another remarkable entrepreneur was Francisco Matarazzo, an Italian immigrant that established the Matarazzo Industries (Fig. 4). At its peak, his corporation held over 350 companies in the most diverse industries (e.g., textile, chemistry, commercial, banking, and food) and employed 6% of São Paulo's population at the time. In 1937, he was the fifth richest person (Marcovitch, 2012).

At first glance, one may say that the population embraced the entrepreneurial culture. But on a closer inspection, it was limited to only a few people and at a nascent stage. Professors were instructing university students to work for big companies or to the public administration. The latter being the most respected and desired path, as a public servant's career was a guarantee of stability and high wages. After all, creating a venture was neither ambition nor an activity valued by society at that time. All of that was about to change at the beginning of the 1970s. The conservative politicians, driven by the international entrepreneurial cases, changed the Brazilian public policies toward new business and created the first makers' movement.



Fig. 4 Indústrias Reunidas Francisco Matarazzo; photo Secretaria da Cultura do Estado de SP
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One remarkable change was the creation of the Micro and Small Business Support Service, also known as Sebrae, in 1972. Sebrae is a non-for-profit private entity operating across the whole country with the mission of “promoting the competitiveness and sustainable development of small businesses and stimulating entrepreneurship.” Its flagship services are around entrepreneurship education, business consulting, research, and enhancing the entrepreneurial ecosystem. If you plan to start a venture in Brazil, Sebrae might be a good starting point, as it helps millions of entrepreneurs every year. Between January and June of 2020, Sebrae has assisted about 2,3 million entrepreneurs and small business owners (“Cresce busca por serviços do Sebrae: primeiro semestre registra 2,3 milhões de atendimentos,” 2020). Another one was the inclusion of entrepreneurship education courses into undergraduate programs, which started in 1998 with the University Network Program for Entrepreneurship Education. The program was a partnership between Sebrae and Instituto Euvaldo Lodi. Fernando Dolabela was the first to introduce a methodology for entrepreneurship education at Brazilian universities (Filion & Dolabela, 2007).

The growth of the entrepreneurial ecosystem drove the third wave. It involved creating business incubators, venture capital funds, co-working spaces, and maker spaces (Fig. 5). The result was the development of innovative and high-impact enterprises. For example, there was a significant increase in the volume of investment from venture capital and the emergence of the first Brazilian unicorn, 99 *Tecnologia* (Tunes, 2019).



Fig. 5 Distrito Spark Co-working Space; Curitiba © Pedro Tonhozi de Oliveira

We recently hit three milestones with new public policies, enacted in 2006, 2009, and 2019. Each one had a unique impact on the creation of different tax regimes for startups. The first policy was called *Simple Nacional*. It created a tax reduction regarding cost and the bureaucracy for micro-companies—revenue of up to R\$ 360,000—and small companies—those with up to R\$ 3.6 million (Lopes et al., 2017). The second one was called *MEI*, which is a legal framework created for microentrepreneurs. On the one hand, it simplified the company registration process entirely online, making a cheaper and simpler taxation model. On the other hand, *MEIs* are limited to a single employee, to revenues of less than R\$ 81,000 per year, and only a handful of business activities can be registered in this framework (Brazilian Government, 2021). The last one is the “*Marco Regulatório das Startups*” or *Startup Act of 2019* (“*Marco Legal das Startups*,” 2020). The last framework created the *Simple Credit Company* and *Inova Simples*. It introduced the Brazilian definition of a startup as “business organizations, newborn or early stage, whose main activity area is innovation in the business model, product, or service.” It also regulated angel investors, public procurement requirements, federal commission sandboxes—which allow some controlled and limited experimentation before applying for health or telecommunication permits—and more stock options for employees (Julio, 2020).

Beyond the contributions listed above, Brazil has many entrepreneurs acting as role models. Jorge Paulo Lemann, from 3G Capital, and Luiza Helena Trajano, from Magazine Luiza, to name a few, have been catalysts of Brazilian entrepreneurial

Table 1 List of the Brazilian Unicorns © Daniel Pagotto

Name	Industry	Year of foundation	Year that reached US\$ 1 billion
99	Urban mobility	2012	2018
Nubank	Finance	2013	2018
Arco Educação	Education	2006	2018
Mobile/iFood	Multiple sector/food delivery	1998	2018
Stone	Finance	2012	2018
Gympass	Health and wellbeing	2012	2019
Loggi	Logistics	2013	2019
QuintoAndar	Real estate	2012	2019
Ebanx	Finance	2012	2019
Wildlife	<i>Games</i>	2011	2019
Loft	Real estate	2018	2020
Vtex	e-commerce	1999	2020
C6 Bank	Finance	2018	2020
Creditas	Finance	2012	2020
MadeiraMadeira	e-commerce	2008	2021

culture and vital to spread entrepreneurship in Brazil. Likewise, the thousands of entrepreneurs and the newborn unicorns in Brazil enhanced this vision's formation. These have made Brazil one of the most dynamic places for innovative entrepreneurs in recent years. We conclude our review of Brazil's entrepreneurial historical overview with the beginning of 2021, fifteen unicorns, as shown in Table 1.

3 The Environment for Entrepreneurship

Some studies allow us to have an important historical perspective on the development of entrepreneurship in Brazil. Run since 2002, the Global Entrepreneurship Monitor presents annual rates for entrepreneurs in the country and allows to analyze its evolution (Fig. 6). In an increasing trajectory since 2002, the total rate of entrepreneurs in Brazil was 39.46% of the adult population in 2019, which corresponds to an estimate of 53,437,971 million individuals out of a total of 208.3 million (Greco et al., 2019).

Among the more than 53 million entrepreneurs, there is a great diversity of businesses and important contrasts. On the one hand, traditional entrepreneurs and necessity entrepreneurs, and on the other, innovative entrepreneurs and startups. Those who start a business in Brazil still do it, mainly due to the lack of opportunities in the formal market. These entrepreneurs tend to act informally (73.6%) in the entrepreneur's own city, focusing on product and services to final customers (B2C), and are less innovative. Most of these businesses work for just providing enough income for the entrepreneur, thus, generating a limited economic impact in terms of

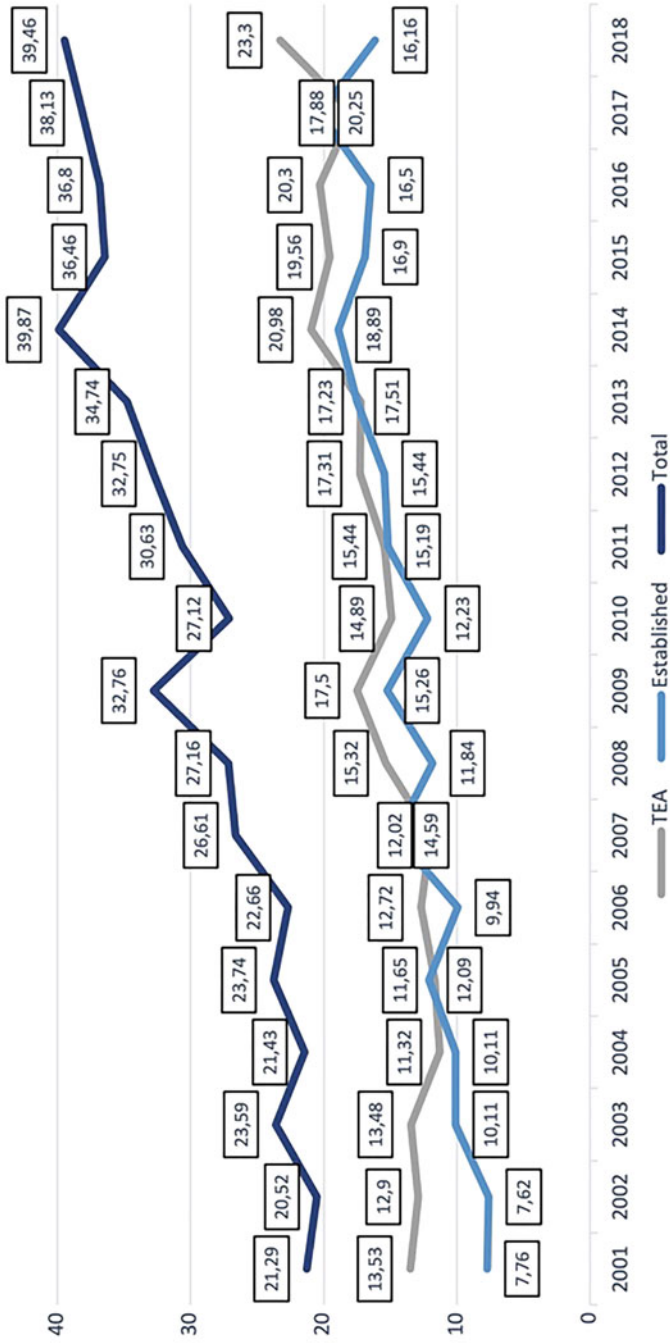


Fig. 6 Nascent Ventures, established business, and total activity rates in Brazil, 2002–2019; GEM 2019; © Daniel Pagotto

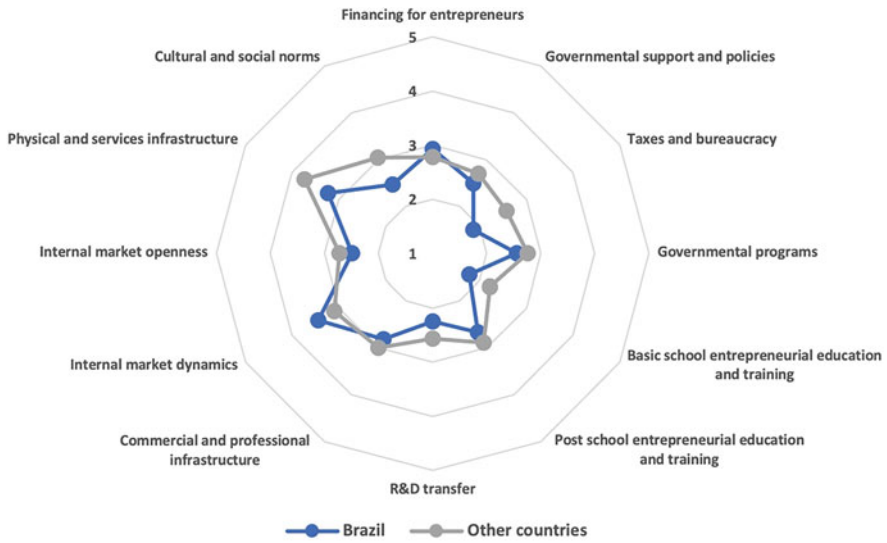


Fig. 7 Ratings of entrepreneurship environment conditions in Brazil; GEM 2019 © Daniel Pagotto

job and income generation. For illustration, these are the small neighborhood stores, bars, restaurants, street vendors, and countless other individuals who work in the gig economy through apps around the country.

On the other side, there are Brazilian startups and unicorns. Startups are innovative businesses that often use venture capital, out of the box business models and technology to grow exponentially and generate high impact. In Brazil, innovative entrepreneurs represent a low percentage of the total, but in the past decade, this pattern started to change especially due to the increasing support of important players, such as business incubators, accelerators, and technology parks.

The facts listed in the last subsection contribute to understanding how the entrepreneurial activity is configured nationally and its historical evolution. However, to broaden this understanding, we bring GEM 2019 data on Entrepreneurial Framework Conditions, which compiles indicators of conditions that enable entrepreneurial activity in Brazil (Fig. 7). In general, Brazil still has important challenges to create a favorable environment for entrepreneurship, with an NECI Score¹ of 3.98 against 4.61 in Chile and 5.89 in China.

Among the main challenges Brazil has to overcome to develop a better business environment, government policies stand out, especially through reducing bureaucracy and reducing taxes; the economic climate and political context, due to institutional insecurity; and financial support, mainly with the cost reduction and expansion of access to credit (Greco et al., 2019). The main enablers to the opening and

¹GEM NECI is the Global Entrepreneurship Monitor’s National Entrepreneurship Context Index.

maintenance of new businesses in Brazil, the entrepreneurial capacity of individuals stands out, which refers to the personality traits of the Brazilian, such as their creativity and the ability to adapt to adverse situations, the so-called “the Brazilian way.” Also worthy of mention is the opening of the market and the composition of the population, which are associated with the size and diversity of the population, as well as the existence of opportunities and a friendly environment to entrepreneurship.

Another important reference on the business environment in Brazil is the World Bank Doing Business study, which measures how laws and regulations promote or restrict business activities through quantitative indicators on regulation and protection of property rights (World Bank, 2020). In 2019, Brazil fell fifteen positions, from 109th to 124th in 190 economies, approaching the position it occupied during 2017 and 2018, after an improvement in 2019. By way of comparison, nations like Mexico (60th), India (63rd), and South Africa (84th) reached better positions than Brazil. In one of the main indicators, the opening of companies—which measures the number of procedures, the cost, and the time required for a company to start its operation in the country formally—there was a small improvement compared to 2018, which indicates actions from the state government—specifically São Paulo and Rio de Janeiro—intending to try to improve the conditions for doing business in the country. Among the challenges that still exist, we highlight the complexity of taxation. Brazil remained among the tenth worst country, occupying 184th place, and access to capital, which is still expensive and uncompetitive, in addition to bringing few guarantees to creditors and legal uncertainty.

Despite the advances and governmental initiatives envisioned in recent decades, there is still a long way to reach an ideal business environment in Brazil. In general, both through the Entrepreneurial Framework Conditions and the NECI Score and through the Doing Business 2020 ranking, Brazil still has challenges. However, the country has kept initiatives to reduce bureaucracy and build a simpler and more transparent business environment for entrepreneurs, like the creation of SIMPLES and MEI mentioned above. There are two entrepreneurial realities in Brazil, and for both, it is of vital importance to develop a business environment that enables entrepreneurial activity. On the one hand, traditional entrepreneurs will benefit from the simplicity of the processes needed to create and operate their small businesses, and on the other, the favorable environment helps the flourishing of high-impact entrepreneurs through startups, which have benefited from the entrepreneurial capacity of Brazilian and national markets to create the first Brazilian unicorns.

4 Toward the Future

Anyone familiar with the Brazilian entrepreneurial market should agree that we are in a fertile time. As we discussed, Brazil has had many unicorns ranging from fintech, real estate rental, delivery companies, mobility apps to health, logistics, agribusines, and artificial intelligence industries. The challenge posed to new

ventures is to address the United Nations' Sustainable Development Goals. Those unfamiliar with those goals may be interested to know that it basically boils down to ending poverty, improving health and education, reducing inequality, spur economic growth, tackling climate change, and preservation of our oceans and forests (UN General Assembly, 2015). Plainly put, Brazil has many social and environmental challenges that need to be addressed. In our view, among the most important ones are the income disparity, access to education, and access to the internet.

While it is known that only one-quarter of the population does not have access to the internet, there is a meaningful difference across different income, gender, race, and geographical regions. In this realm, it is worth clarifying that the market for digital products in Brazil is enormous despite the challenges regarding connection. One indicator raised by the last census is that this internet access is heavily focused on mobile devices, with one-third of the population accessing the internet using their phones (Valente, 2020).

In addition to high-impact entrepreneurship, which highlights Brazil as one of the largest generators of unicorns in the world, there is an economy based on agribusiness, multinationals, and micro and small companies, which together account for more than 30% of the country's GDP and more than 50% of the number of formal jobs. These companies are, in essence, natural entrepreneurship out of necessity and face great structural difficulties: restricted access to credit, technical unpreparedness, lack of planning, high tax burdens, significant family involvement without clear functions, and, in essence, face the constant challenge of basic survival, often with the objective of generating jobs for the generating family itself or the entrepreneur. This fact can be seen from the GEM 2019 data, which shows that 90% of Brazilian entrepreneurs agree that one of the biggest motivations for entrepreneurship is the scarcity of jobs. The scarcity, present in contexts like this, generates, despite the problems, a creative and vigorous entrepreneurial environment.

This entrepreneurial vocation, albeit with its limitations, is clear when analyzing at GEM 2019 that having one's own business is the fourth biggest dream of the Brazilian being behind even making a career in organizations. The study also shows that 23.5% of the population is involved in their own business in its initial phase. Looking more closely at the numbers, it is clear that this phenomenon is related to periods of economic crisis, such as those between 2008 and 2009 and 2014 and 2016. Still looking at the GEM, it is observed that three out of ten adults who have not yet are entrepreneurs would like to open their own business in the next 3 years. Still, Brazil is highlighted as the fourth country with the highest rates of initial entrepreneurship and in second place among the businesses already established, occupying the leadership in the BRICS.

The challenge of a continental country, with a population of more than 200 million inhabitants and with a plurality of profiles, including economic ones, generates an environmental complexity that needs to be understood by anyone who wants or needs to undertake in Brazil. It is not possible to discuss entrepreneurship without highlighting the great nuances between the high impact power, especially of scale-ups and Brazilian unicorns, and the prevalence of entrepreneurship out of necessity as one of the important bases of the Brazilian economy.

Although there is no warm and inviting legal and bureaucratic environment, Brazil is one of the largest markets in the world and offers opportunities to develop solutions for micro and small entrepreneurs as well as social and high-impact entrepreneurs and has growing rates of growth in the world. However, to act in the peculiar cultural and legal environment, it is important to recognize at the national and regional level its plurality in different dimensions, nationally speaking, and micro-regionally speaking.

5 Case Study for Students

Miss Zica is the stereotypical black Brazilian woman from Tijuca, Rio de Janeiro, from a poor suburb neighborhood (Assis, 2021). She is one of 12 siblings, Afro-American. She has endured her whole life with the challenge of having tightly curled strands, like frizz, flyaways, split ends, tangles, and too much volume. Against all Brazilian media and social pressure of perfect hair being perfectly straight, she had zero desire to straighten her hair. She just wanted a solution to enhance and shine her natural style and its beauty characteristics.

She browsed and tried all different solutions available on the market and was caught off guard with one piece of information—70% of the Brazilian women had curly hair. Back then, harsh hair habits like daily blow-drying, wielding hot tools like curling irons, and getting chemical straightening treatments were the to-go solution pushed by hair salons around the country. But working full-time as a housekeeper, her first challenge was getting into the hairstyling community. “With only 21 years old, I went to follow my dreams. I said enough is enough; I quit everything, and I cut my hair very short. Next, I enrolled in a hairdresser course to learn why my hair was so thick? Why was it so curly? I couldn’t even use a comb; only a fork would work for me,” said Zica.

Her hair has always intrigued her. She liked its characteristics and was proud of its origins. But the enormous difficulties in taking care of her, and even with the hairdressing course in hand, a natural rebelliousness of her hair seemed to have no solution. Restless and unhappy with not finding products on the market that would help her solve her problem—they just promised this—she decided to look for a solution herself. Based on the basic knowledge in hair chemistry she acquired in her course, she started experimenting with formulas that could help it. It went on for years without much pretension.

After 10 years of carrying out various homemade experiments, Zica seemed to have found a different formula between successes and mistakes. In 1993, Zica returned from work when she saw her cousin, who instantly noticed the difference in her hair. It seemed lighter but without losing its features. Her cousin, very interested, questioned how she had reached that result. Zica said that she had done it herself with a formula she created. It was an aha moment, Zica discovered something that worked not only for herself but for other people. Those, who like her, faced difficulties in dealing with their unruly hair—often giving in to straightening and other techniques. “I want it too!” said the cousin. “That’s why I say that

day was my day one. I found out that I had done something. I discovered that I had developed something,” said Zica.

She was already tired of the housemaid routine. The several requests from friends desiring the same results achieved by Zica led her to arrive at home with an idea: develop and expand her formula. But one question lingered on her mind. How can I do this? Her poor neighborhood and social class made it difficult for her to have access to credit, and her family could not help her. She even reports that she was unaware of any financing. Her husband worked full time, but they had no spare money. Intrigued, she slept that day with the question in her head, determined to solve it.

Analyzing all possible scenarios, the only thing that came to her mind was her husband’s VW Beetle 1978, which was worth around R\$ 3000 at the time. Furthermore, the only resource was her knowledge as a hairdresser and her experience in preparing the formula, which she managed to file a patent with a chemist’s help. Despite her limitations, she decided to go all-in and put her idea into practice. Her first move was to call some friends to her house and test whether her product had the same effect on them. It confirmed its efficacy and left her friends delighted with the results. In less than a month, Zica decided it was time to talk to her husband about selling their car to invest in her business. She opened her beauty salon as a hairdressing salon specialized in offering esthetic treatments to black women of her poor neighborhood. This was when *Beleza Natural* came into existence; her desired beauty salon.

Those steps were enough to convince her husband to sell their car. He was supportive and enthusiastic about the idea. In a short time, they had received the money from the car sale. After much research, Zica found a small commercial spot near her community in the Tijuca region to set up his salon. “It was a tiny room in the backyard,” said Zica, “there was another room in the front, and I had to go through a different corridor to get there.” She rented the place and bought the essential items that she could afford, which were not many. With zero money for advertising, she wrote on a ruled paper from her notebook. She made a dozen copies of it and flyposted it to her community to inform them about her formula and business proposal. (NOTE: Flyposting is a guerrilla marketing tactic where advertising posters are put up in the street.) She also posted them on city buses. Her focus was on lines that she knew her peers passed by daily on their way to work or to take their children to school. With friends’ help, the idea was carried out entirely informally, without any concern with legal or commercial implications. Those concerns were still far away as Zica did not even have an EIN (Employer Identification Number).

The advertising and the word-of-mouth made her company known all around the Tijuca community in just a few days. As the opening day arrived, Zica was shocked; there was a long queue in front of her salon. Zica found it hard to believe what she saw, but it was real. She confirmed her assumptions that she had created a valuable product. Her dissemination strategy, although amateurish, was proved to be extremely efficient. Soon, she realized that she needed to professionalize her business or not meet the increasing demand. Aware of her limitations, she began to look

for answers to how she could take this step. The first person that came to her mind was her brother. He not only was in her immediate circle but also had the most technical and practical knowledge running a business due to the experience of managing a McDonald's franchise. Excited by the opportunities and the challenge of running a company with more autonomy to apply what he had learned, Zica's brother accepted the challenge.

The challenges were (1) increasing the offer of her product and service, (2) how to grow and maintain quality, (3) keeping Rio de Janeiro's typical personality, and (4) maintaining affordable and attractive prices. The production of products was not a problem Zica faced, as she dominated the formula. However, she needed a way of doing it more efficiently, and her brother's previous experience with fast food "fitted like a glove." They built an assembly line where the client passed through the hands of several professionals. Each one specialized in a part of the process, increasing efficiency, speed, and safety while maintaining the process's quality. This also reduced the operating costs. They need to teach employees to carry out only a specific job instead of hiring more experienced and expensive professionals to do everything. At the same time, they kept the know-how of the entire process for themselves, avoiding the risk of copycats.

"We had a very high-quality control; we wanted to be the best, we wanted to have a standard of production. I wanted everyone to be specialized in what they do. Because in addition to developing the product, I developed a technique for applying the product." recounts Zica.

The model as executed, brought work opportunities to Zica's colleagues and acquaintances from the community. Soon, keeping the initial trend, the expansion was inevitable. Many people huddled at the door to the salon to receive the "miraculous" formula, dubbed "Super Relaxant." It was capable of giving lightness to wavy hair without resorting to straightening and other treatments that disfigured the characteristics of black beauty. This growth process brought significant daily challenges and learning opportunities without time for much planning. One assumption was that black women in lower social classes had self-esteem problems, perhaps derived from how they were treated in their jobs and even in Rio, where prejudice was latent despite the existing miscegenation. From this perception coming from the company's day-to-day life, she gave special attention to bringing self-esteem to these women, creating a self-worth experience that increased the degree of relationship and empathy between *Beleza Natural* and its customers.

"The Hall opened at 8 AM, and when it was 5 AM, the line had already started. At 9 AM, there were already over 100 people in line. I developed a technique for applying this product. I managed to train four people with me, and these four people were no longer able to cope because there were just too many people. We left there around midnight, one o'clock in the morning, from Monday to Saturday. It was a success!" said Zica. However, Zica has one problem: she feels that there were many opportunities for expanding her business. Some of her ideas are creating a cosmetics

factory to manufacture the products on a larger scale, moving to a franchise model, and opening stores outside Rio de Janeiro. Now she needs your help.

Discussion questions:

1. How did Zica's personality and environment affect her business?
2. What was key in Zica's knowledge, and how did it enable her to grow?
3. Who was instrumental in Zica's business creation and expansion?
4. How do you evaluate the way the company has developed?
5. Is experimentation, or learning by doing, a valid form of business creation? Is it sustainable for expansion and in the long term?
6. How important are contingencies and day-to-day learning in the success of your business?
7. What would be the other alternatives in the creation and development of the business?
8. What are Zica's main limitations, and what challenges will it bring in the future?
9. Considering Brazil's business environment, what do you think would be the next steps for "Beleza Natural" to continue its expansion?

6 Conclusion

Brazil is a country that offers different nuances to the entrepreneur, and this is a historical construction that needs to be understood to be incorporated into the culture of any organization that intends to invest in the plural and peculiar environment existing in its continental area.

Historically, the country has always dealt with two parallels: great inventions and inventors that created markets and brought solutions that are still important for humanity today and relevant organizations in the world economy. A large part of the population making micro and small companies in need of survival is the base of the country's economic pyramid today. This characteristic also gave rise to large companies that operate in the country and have consolidated over time.

The entrepreneur here encounters substantial bureaucratic and legal barriers, with Brazil not being a country well-positioned in the economic freedom indexes, with a lot of bureaucracy in its structure in all stages of creating new businesses, from the opening of the company to access credit, support from agencies responsible for promoting and hiring people. However, the country has a tremendous entrepreneurial vocation. Much of the population plans to open their own business. The market, still in development, offers great opportunities, either because they have not been explored yet or poorly explored. These can be found in different sections: by region, by socio-economic profile, by social classes of interest, or by cultural fit. In conclusion, despite the challenges, Brazil is a great country for entrepreneurs and a great country to live (Fig. 8).



Fig. 8 Pirambu Beach, view of the place where part of this article was written, 2021 © Pedro Tonhozi de Oliveira

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