



## The Fake News of Agribusiness

What is truth and what is Fake News in agribusiness? In this article, we will try to clarify through hard data the facts and myths in this process.



## LeaderX Interview Kwami

The CEO of Tereos Starch & Sweeteners, Alfama, is one of Brazil's leading one of Brazil's agribusiness leaders and has a strong in favor of diversity in the agribusiness market.

Edition n° 006

# Simple Business.

September 2022



*"I want to have exhibitions of my art in museums in every country in the world."*

## ROMERO BRITTO

The BRITTO and Romero Britto Fine Art brands move US\$ 250 million annually in works of art, private label products, and licensed products - which are on sale in more than 30 thousand points of sale in 120 countries. The goal is to reach annual sales of US\$ 1 billion in the coming years.

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Recife, Pernambuco, Brazil.

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**“Follow good principles is a efficiently to deal with the reality.”**

**Ray Dalio**  
Hedge Fund Manager

**Simple Business.**

#### EXPEDIENTE

Publisher: Eagle Publicidade

CNPJ: 21.992.209/0001-59

Legal Responsible: Pedro Mendonça

Creation and Design: Hugo Crisóstomo

Responsible Journalist: Orisvaldo Pires

Interviews: Pedro Mendonça

Review: Deuzenith Ferreira

Columnists: Mauro Wainstock, Cesar Patiño, Andryely Pedroso, Manoela Penna, Henrique Campos, Matheus Freitas, Arnaldo Bertolaccini, Hélio Contador, Marthina Brandt, Lucas Boaventura e Fernando Seabra.

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# Business Do you live or exist in the corporate world?

Mauro Wainstock



In your company, do you live or just "exist"?

I start this article by paraphrasing a sentence by Oscar Wilde: "To live is the rarest thing in the world. Most people just exist."

In your company, do you live or do you exist?

Yes, you are delivering results!

That is the basics.

**Is doing the obligation enough for you?**

Is being average enough for you?

Do you want to just exist or go beyond?

To go beyond is to live!

It is to care about others as well.

It is to have the conviction that, regardless of your position or segment, you live with people, not only with professionals.

In this pandemic corporate world, infected by the "Burnout Syndrome", where we face real unknowns and debate the well-being of our avatars; where holograms multiply us, but don't replace us; where robots are being taught to take our place, but don't sensitize us; where physical, virtual and legal people get mixed up in identity, the daily challenges intensify the emotional complexities.

How many people did you "positive" today in your work?

This is also surrender. Of empathy and respect.

We are eager to train our pitch, but we don't bother to improve our "listening".

**We always want to have a voice, but we ignore the importance of an attentive ear to have a turn.**

A simple hug, strong and sincere; literal, verbal or online, is always a welcome gesture.

And this has nothing to do with leadership or hierarchy, but with humanization.

How are you acting?

We are all capable of motivating others. To provoke a smile.

I remember a statement by Wolfgang Amadeus Mozart: "I cannot write poetry: I am not a poet. I cannot arrange words with such art that they reflect shadows and light, I am not a painter. But I can do all this with music..."

Each one of us has peculiar abilities, our own stories, unique experiences, and different ways of transmitting the learnings we absorb and the experiences we accumulate.

For us, it may be obvious.

For others, it is inspiration - and sometimes a solution.

**How about impacting the reality that happens live, controlled mostly by the mind and heart?**

How about being remembered not only for your talent, but also for the deep-rooted friendships, the unforgettable conversations, the fun situations, the human transformations you helped develop?

How about being recognized not for the elegant clothes that your "idealized projection" attended a meeting in, but for the concrete contribution that the "real you" provided?

You don't need to change the world.

You just have to live intensely in this world.



Mauro Wainstock, has 30 years of experience in Communication. He was named LinkedIn TOP VOICE & CREATOR, is a mentor for executives and founding partner of HUB 40+, a business consultancy focused on the over-40 audience. Text originally published in the Startups portal

# Simple STORE Business.

For those who are demanding with the quality of the products and their quality of life.

COMING SOON





# Innovation

## Is Data the new oil?

Cesar Patiño



In recent years it is almost impossible to go through business or technology publications without encountering the terms Data, Algorithms, and Artificial Intelligence, be they associated with their applications, challenges, or even people's privacy.

In 2006, British mathematician Clive Humby coined the expression "Data is the new oil." But, only in 2017, when the American magazine The Economist published the article "The world's most valuable resource is no longer oil, but data" the expression gained prominence in the corporate world, along with other terms such as Data Monetization and Data Science.

Reflecting back historically, it is clear that without data and algorithms based on mathematical models, humanity would not have reached the current stage, it would be impossible to use a cell phone or a computer, access the various websites, seek medical treatment, or fight global warming.

Although it all seems very recent, data collection and mathematics have been an evolution that has accompanied human history.

According to historian Yuval Harari, around 70,000 years ago, when the human species was still in its most primitive form of existence, we had the Cognitive Revolution bringing to Homo-Sapiens the ability to create a fictional language and transmit information, in addition to consuming, storing, and assimilating large amounts of content.

Cave paintings can then be considered the first forms of data storage in history.

After that, we had the Egyptians, where the oldest known papyrus dates back to 2,200 B.C. and the word papyrus (Latin papyrus) gave origin to the word paper, something that we still use today to record facts and data.

Still in ancient history we cannot fail to mention the Greeks, with emphasis on Pythagoras of Samos (570 - 495 B.C.) known as the father of music and mathematics. In music, dividing a "string" in half, he discovered that the musical notes are fractions of the previous notes. In mathematics he created the famous Pythagorean Theorem that is still taught in math classes in schools today. Together with his colleagues, who were passionate about

mathematics and the aesthetics of proportions, they created the movement called Pythagoreanism and discovered the algebraic constant represented by the Greek letter Phi (homage to the architect and mathematician Phidias) and the Aurea Proportion that until today directs doctors in plastic surgery seeking a better facial harmonization.

The history of Greek mathematicians is so fascinating that, in 1959, Disney created the cartoon "Donald in the Land of Mathematics" to encourage children to take an interest in mathematics, and they were included in Donald Duck's journey.

The passion of human beings for recording, cataloging and storing facts is also ancient, and the oldest library in the world is estimated to be the Library of Alexandria, or Royal Library of Alexandria, in Egypt. Created in the third century B.C., during the reign of Ptolemy II of Egypt, its collection reached seven hundred thousand volumes, among which forty to sixty thousand manuscripts on papyrus rolls. The library endured until the Middle Ages when it lost part of its collection in a fire.

Built in 1800, the largest library today is the US Library of Congress in Washington. It is the largest in the world in size (physical space) and in quantity of works in the collection: there are an incredible 155 million copies in more than 400 different languages.

In Brazil, the largest public library started its history in 1808 with the arrival of the Portuguese Royal Family, giving rise to the admirable National Library, headquartered in Rio de Janeiro, and its collection is composed of an incredible 9 million works.

Continuing the evolution in data storage and the use of algorithms, we come to the first computer in history: the ENIAC (Electronic Numerical Integrator And Computer).

The ENIAC project began in 1943 during World War II and was designed to compute tactical trajectories and ballistics that required substantial mathematical knowledge. It finally went into operation in February 1946. It had 160 kW of power and used 17,468 thermionic valves consuming large amounts of power.

Computers evolved into the field of commercial applications and in the 1960s/70s entered corporate life and society in

general.

In the following decades they gained importance in all segments, especially the financial sector that dealt with large volumes of transactions and calculations, but still had limitations without their storage and processing capabilities, and the cost was quite high.

The great evolution that brought us to the current stage happened only in 2006.

Although the concept of Cloud Computing was outlined in academia in 1957 by John McCarthy and in 1997 by Professor Ramnath Chellappa, only in 2006 the concept was materialized and reached the corporate market.

Cloud Computing allows companies access to large data center infrastructures, with virtually unlimited data storage and processing capacity and at low cost, in a pay-per-consumption business model. The cost reduction has democratized access to large computer infrastructures.

Coincidence or not, in the same year that we achieved a new way of storing and processing data at low cost, we also have Clive Humby decreeing:

"Data is the new oil."

Comparing the economic and social impacts between oil and data, the analogy really makes sense.

But it doesn't stop there, as data is currently the "fuel" of the new economy and has enormous value, and new business models have been created based on data.

Companies like Google or Facebook are the classic examples, but even Waze is also in this business category.

Another common point is that, just like oil, if data is not refined, it is effectively useless.

The problem is that currently two-thirds of the world's data is not used. We call this "digital garbage" that is stored in data centers.

This means that all data has a carbon footprint.

It is estimated that by 2030, data centers will account for 8% of the world's energy consumption. Currently, data that is not used again after it is created is responsible for more carbon emissions than the airline industry.

This means that just like oil, data also has an environmental impact, and this is an issue that all companies that produce and use data need to be aware of and take responsibility for.

The key point is that digital waste is not just a private sector problem, but a problem that affects everyone. Companies need to be aware that if they are storing data that they are not using, they are just wasting energy without producing value. That is completely unsustainable.

In June 2020, the Scottish Government launched a guidance framework and resources to help public sector organizations adopt cloud services. This was followed by the publication of a report in October 2021 that looks at how to unlock the potential of Scotland's public sector data.

Both indicate the good progress the country is making towards becoming more sustainable.

Businesses need to ask themselves some simple questions:

- How much data do we have?
- Where is it stored?
- What do we use it for?

Companies need to have greater visibility into the data they have to ensure that they are storing and processing data in a sustainable way.

Going back to the analogy of "data is the new oil," it's not about eradicating data, it's about getting more "kilometers driven per gallon of gasoline."

It is a challenge that no single company can solve - but every company can do its part.

Cesar Patiño  
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He is currently a mentor in startups and a consultant for companies in the processes of Innovation and Digital Transformation and, for the last 20 years, he has been working on the definition and implementation of business solutions, specializing in the areas of Artificial Intelligence, Internet of Things (IoT) and Blockchain.  
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# Do you live tired? Don't make these 5 mistakes

Andryely Pedroso

"I feel tired all day long - nutrients, what can I do?"

How about starting by thinking about which habits you can avoid? It is easier to first understand how not to make a mistake and then to include habits that increase your mood on a daily basis.

In this article I share five mistakes you may make that can be detrimental to your professional and personal life.

A survey conducted by the International Stress Management Association (ISMA) estimated that 30% of the more than 100 million Brazilian workers suffer from Burnout Syndrome, which is characterized by three dimensions:

1. Feelings of exhaustion or energy depletion;
2. Increased mental detachment from one's work, feelings of negativism or cynicism related to one's work;
3. Reduced professional effectiveness.

Can you identify with any of these?

The "trickle down" that makes this condition so common in our population is the result of a series of excesses, that is, the lack of mental, physical, and professional balance.

## 1. Sleeping too little and/or too late

During the day, our body oscillates energy levels, have you noticed?

This oscillation can be explained by the circadian cycle that occurs with a periodicity close to 24 hours and is influenced mainly by natural light (sunlight) or the absence of it.

Some incorrect habits can deregulate the circadian cycle and induce changes in the phenomena regulated by it, such as:

- Blood pressure;
- Production of hormones to regulate sleep and mood;
- Release of neurotransmitters;
- Cognitive ability;
- Digestion;
- Body temperature;
- Destoxification of substances.



The body releases different hormones into the bloodstream throughout the day. In the morning we have high levels of cortisol ("stress hormone"), which is why many people wake up irritable (if you are one of them, don't feel alone).

Serotonin (the feel-good neurotransmitter) levels increase during the day, and melatonin (the sleep hormone) levels increase during the night.

Sleeping too late (after midnight), too little (less than 6 hours), or waking up too often during the night (insomnia) not only impairs your productivity, but also alters your hunger. Poorly slept nights reduce the release of leptin (satiety hormone) and cortisol (stress hormone).

Exposure to bright screens 2 hours before bedtime can suppress melatonin release and alter the optimal circadian cycle according to results published by Elsevier.

## 2. Not exercising

Did you know that Brazil is on the list of the most sedentary countries in the world? Could the recent election as the most anxious country in the world be related? I bet it does.

The World Health Organization (WHO) recommends a minimum of 150 minutes of exercise per week. Our day has 1,440 minutes, can we invest 20 to 30 minutes a day to take care of our health? Think about it.

The Brazilian Journal of Sports Medicine published the main conditions that regular exercise can combat

- Anxiety;
- Depression;
- Cancer (colon, breast, prostate, and lung)
- Bone diseases;
- Type II diabetes;
- Obesity;
- Cardiovascular Diseases;
- Hypertension.

The habit of sitting in the same position for many hours a day can favor the development of musculoskeletal, mental, and cardiovascular diseases associated with posture and ergonomics, in addition to occupational stress.

Some professionals can be considered "mechanized" because they neglect the practice of physical exercises and are more subject to prolonged periods of absence from work due to health complications.

## 3. Exaggerating the consumption of caffeine

Caffeine, the substance present in coffee, can be a great ally to reduce tiredness and increase the state of alertness, because it is a stimulant for the central nervous system. But pay attention to the time and amount of consumption, because the excess can cause unwanted effects (agitation and anxiety).

Sensitivity to caffeine is individual, and I recommend not abusing this substance, especially at night. When I talk about caffeine, I am not only referring to daily coffee, but also to other foods and drinks that contain it, such as green tea, soft drinks, and chocolate.

But nutri, what is the ideal recommendation? The answer is: it depends. Each person responds differently to caffeine consumption, for this reason there is no ideal recommendation, but in general, 2 to 3 cups of coffee a day (up to 5-6pm) will not be harmful to your sleep.

"After all, why can caffeine make me more tired with nutrients?"

Because in excess or ingested at the wrong times (at night) you can have harm to your sleep quality. Again we come back to the importance of resting your mind and body in order not to feel tired the next day.

## 4. Not controlling anxiety

Exame magazine published a research conducted by Accountemps consultancy, which pointed out the search for reconciling personal and professional demands as the main reason for stress in the workplace for 41% of CFOs participating in the survey.

Remember cortisol, the "stress hormone"? If you don't try to balance your routine activities and subject your body to extremes (sleeping too little, working too much, having no leisure time, etc), this hormone gets chronically high, which favors mental fatigue.

Outside of work hours, look for tools and strategies that promote relaxation. It might not be a bad idea to take a "mini vacation" to reduce the stress generated at work. Take advantage of this time of year to take care of your most valuable asset: your health.

## 5. Being resistant to change

"It is not difficult to have a healthy life, just follow nutritional guidelines, exercise, balance emotions, have good relationships, etc." Not difficult for whom? Being healthy is a big challenge, even for health professionals, because well-being does not only involve a healthy body. The search for balance needs to be a habit.

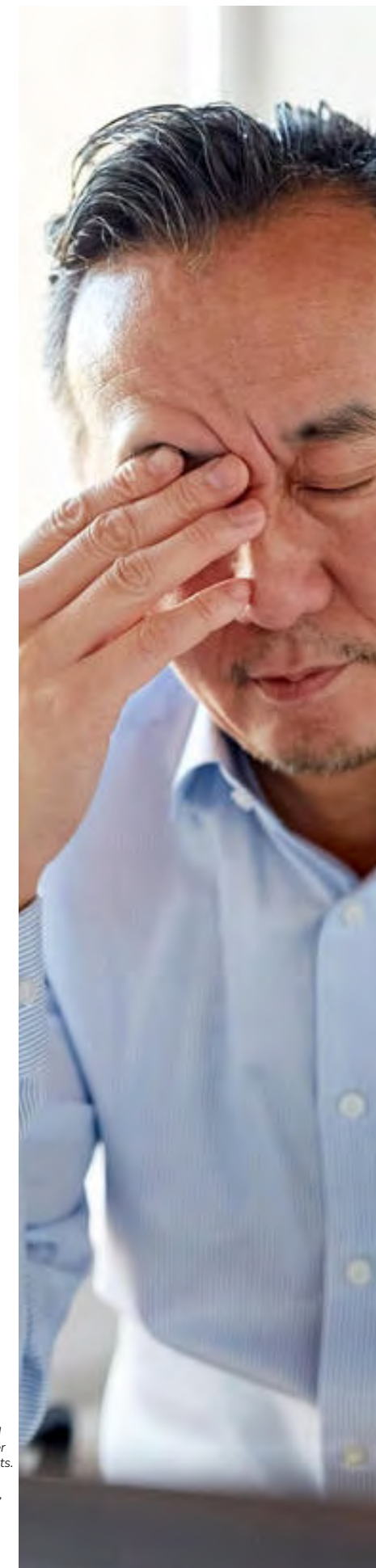
An unprepared mind is the trigger for failure.

Our brain is a complex network of synapses, and we shape our mind according to our desires, feelings, and goals. Some people maintain affective desires for food, bad food addictions, and sedentary lifestyles. These habits reflect in your mood from day to day.

If you decide not to sabotage yourself, you will no longer tolerate that inappropriate habits are justified. Before any external change, change your mindset. Understand that sometimes we need to let go of what is hurting us in order to allow evolution.



Andryely Pedroso.  
Elected 1st LinkedIn Top Voices nutritionist and Creator in Brazil. Mentor of nutritionists, lecturer and author of the book 365 ideas for nutritionists. Presenter of "Tips from a Nutrient" on BAND TV, Technical Consultant for Athletica Nutrition, Ambassador of health Desincha and Master student in Health of Human Communication.





# Sports and Business

## Soccer and technology, a partnership that is just beginning.

Manoela Penna

Soccer has always avoided technological interference and radical changes in its rules since they were described by the International Board, more than 150 years ago (they date from 1863). Today there are 17 rules, simple and objective, which makes this a universal sport.

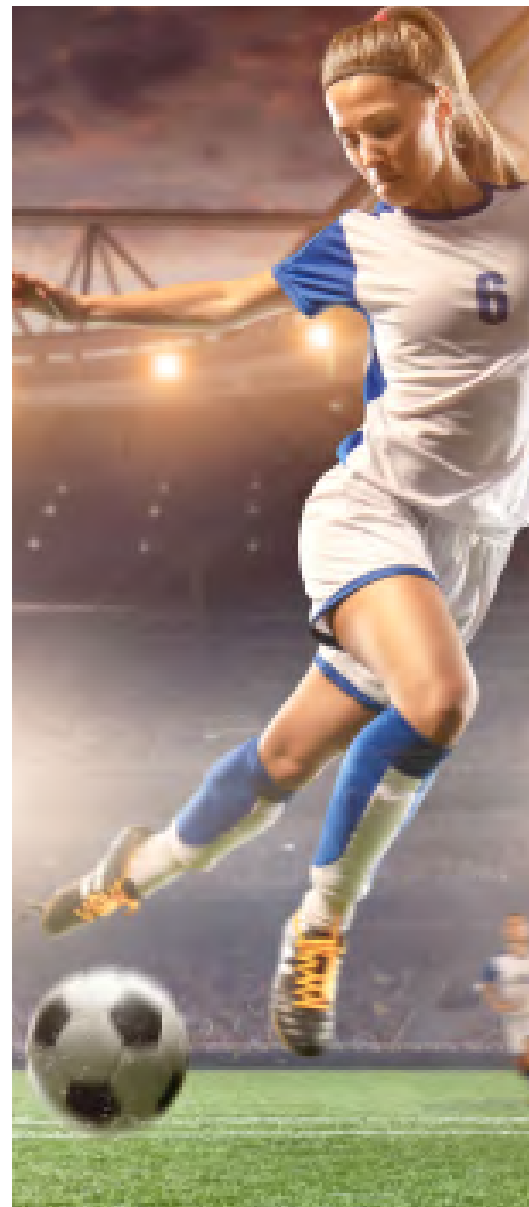
According to Statista data, European soccer alone was able to move 25 billion euros in the 2019-20 season - still in the Pre-Covid era. According to Deloitte, the 92 clubs in the Premiere League and Football League (England) generate the most revenue, with almost €8 billion, 72% more than the Bundesliga Germans in 2017-18 data. Spain, Italy and France, in that order, complete the "Big Five" of European soccer, which carry the profitability and fans with them.

Tradition. Universality. Money. Soccer is far from lying on its splendid cradle to enjoy its well-deserved global fame. As contradictory as it may seem, a centuries-old sport can anchor itself in modernity to keep evolving.

For those of you who are soccer fans, think quickly of recent innovations that have changed the experience of watching the ball roll. Yes, VAR, whether we like it or not. Or goal line technology. Or that app on your phone that makes sure your beer arrives cold at your seat in the stadium. Or the program that lets us know instantly how many kilometers each player has traveled on the field. And so on...

According to Dutch futurist Richard van Hooijdonk, "The future of soccer is directly linked to hi-tech innovations. For sports like soccer to retain its appeal for this and future generations, there is no choice but to integrate technology," he wrote, listing the main areas of technological impact on the sport: Technology and player training; artificial intelligence talent search; algorithmic injury forecasting; player health monitoring; how technology improves the game; the stadium experience; the fan experience; robot soccer and the rise of soccer technology innovation hubs.

The revolution, in fact, is underway. It is estimated that there are about 4,000 sport techs in the world, with approximately 400 of them in Brazil. Soccer clubs around the world are close to the main innovation hubs in their countries. In Spain, Valencia is involved as Startup Valencia. In France, Paris Saint Germain relies on startup



FanFest, from hub Le Tremplin, to connect with and create value for fans around the world.

The super-powered UEFA has set up its own innovation hub - the UEFA Innovation Hub with the purpose of "reimagining soccer" (from the slogan Reimagine Football).

"The world is undergoing unprecedented change and this brings great opportunities for soccer. The UEFA Innovation Hub is a vehicle for UEFA to prepare for the future and ensure that we stay one step ahead of the latest trends to shape the future of our sport," explains UEFA.

Through this program, Dutch startup Waste Transformers proposed to transform stadium waste into bio-fertilizer, organic compost and energy for the stadiums and training centers of all 55 UEFA member associations.

And, of course, in Brazil, the future has also begun. Created in 2020 with the participation of Ernst & Young, the Arena Hub set foot in Allianz Parque and today has an ecosystem of more than 150 entities and more than 110 affiliated startups. In partnership with Ambev, in 2021, the Arena Hub proposed to the startups the "Golaço" (Goal) Challenge to develop solutions for the sports and entertainment market in order to foster the creation of products or services capable of transforming the experience of the soccer fan.

In June this year, São Paulo launched Inova.São, which occupies 300 square meters of the lower ring of the Morumbi stadium and expects to raise R\$ 6 million in investments over three years. The Tricolor has partnered with Sporthecca and Deboo for the project, which is the kickoff given by the club's newly created Innovation Board in July 2021.

The ball may still be round. But it is spinning faster and faster. Toward the future.



Manoela Penna has more than 25 years of experience in sports communication and marketing, working in loco in five editions of the Olympic Games and two Paralympic Games. In 2002, he founded Media Guide Comunicação (later In Press Media Guide), specialized in sports, with dozens of national and international award-winning cases for clients such as Unilever, Estácio, Nissan, Cuiabá at the 2014 FIFA World Cup and GOL Linhas Aéreas at the World Cup. of the FIFA World Cup 2018 - the latter, winner of Lions at the Cannes Film Festival. She was Director of Communications and Marketing for the Brazilian Olympic Committee from 2018 to 2021, when she left to spend a season in France.





# Technology

## Art and Technology: from caves to the metaverse

Henrique Campos

In virtually every culture, art and technology come together, mix, and influence each other. This partnership, which has always existed, has accelerated in recent years and enabled the creation of new art forms as well as more beautiful and humanized technologies. Visionary artists understand more and more about technology, and creative technology professionals drink from the arts to create their products.

Technological development allows artists to use new tools to produce art in innovative ways. Multimedia equipment, programming codes, and electronic objects are some of the new “frameworks” where artists can demonstrate their ideas.

Another characteristic of this fusion is the possibility of union between artists and other professionals for the creation of new ideas and products. Nowadays, companies and art studios congregate the joint work of artists with mathematicians, designers, and computer professionals, among others.

Technology also “drinks” from the fountain of art for inspiration, renewal, and embellishment. Among the many recent examples of this partnership we can mention the concern that the technology company Apple has in creating products that are not only modern but also aesthetically beautiful, both in terms of hardware and programs. To achieve this goal, the company takes inspiration from various forms of artistic manifestations such as painting, sculpture, and design.

Since ancient times, art and technology have gone hand in hand throughout human history. As they have advanced and developed, both art and technology have benefited from the achievements of both.

The most diverse artistic manifestations were able to improve their techniques by absorbing new products and tools that determined new ways of creating artistically and introduced new resources for art production. From cave men, who used animal blood and seeds to produce the “paint” for their paintings, to virtual exhibitions, each step of technology is absorbed by art, and vice versa.

Today it is possible to get to know works of art, artists, and museums without leaving the comfort of one’s own home, something unthinkable a few decades ago. Access to art, with the support of technology, has become more accessible and inclusive.

At the same time, through art we are trying to give expressiveness and personality to products, services, and technological resources that until now were ugly, cold, and standardized. We have arrived at the era of customizable resources in which companies will seek to offer products and services that please all of the customer’s senses.

### Using technology as a support for art

The fusion between art and technology allows new and interesting formats for artistic creation and dissemination. Technological development, especially computers, has allowed the emergence of artistic creations that were not possible before.

Artistic installations, which unite images and sounds, are just one example of how art has been able to break free from traditional supports (paintings and sculptures) and now manifest itself in innovative and surprising ways.

By appropriating the new technological tools, art has also managed to leave the museums and take over the streets. Devices, increasingly smaller and cheaper,

allow artists to display their creations in open and unusual places. A building’s facade can become a multimedia screen for creativity.

And it is not only in supporting the creation and dissemination of art that technology can be useful. Some theorists claim that soon, computers will produce songs, literary texts, paintings, and sculptures that are as praised as today’s hotly contested masterpieces.

### Artistic inspiration for technological development

When an artist like Hans Donner, who changed Brazilian television, produces a creation, he may have no idea how his work will be understood and how it will impact and influence people. However, since the most remote times, mankind reflects and changes its way of thinking and acting due to the contact with works such as texts, songs, poems, movies, plays, among others.

Companies from different sectors, especially in the technological area, have found in the arts the influence they needed to make their products and services more beautiful, functional, and accepted by their consumers.

The result of the combination of art and technology can be seen in the names of new products, in the design and colors chosen, and in the functionality of products and services that seek to create their own personality, differentiating themselves from the competition by taking on the influence received from the arts.

Physical products, services, and intangible goods such as software and applications improve their aesthetics, language, and interaction formats, taking inspiration from art forms that range from painting to music, and from manifestations such as photography, sculpture, and the plastic arts.

### Gains from the union between art and technology

The fruits of the partnership between art and technology are countless and increase every day. Besides the immediate benefits for both parties, it is also believed that we are still at the beginning of the harvest resulting from the influences of this partnership in the customs, culture, and way of life of society.

Innovation and creativity are the most important, and immediate, consequences for the technology industry in taking inspiration from the arts. New, more beautiful, elegant and innovative products and services are the results of this mutual influence.

Companies also gain in beauty and functionality by partnering with the arts. By resorting to the aesthetic concepts of artistic manifestations, organizations start to think in a different way, privileging aspects such as design, language, and approach. Fundamental resources to differentiate themselves from the competition.

Interactivity is another achievement, where more and more artistic manifestations are used to bring the public closer and use their emotions and thoughts. With the use of technology, art ceases to be only observable to become “manipulable”, i.e., the public starts to participate, give their opinion, and interact with the work and the artist’s ideas.

The tendency is for this union to become, more and more, a true fusion in which the boundaries between art and technology will become less clear. Artistic manifestations that today we still cannot imagine, and products that will look like true works of art, are some of the consequences of this innovative and creative union.



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companies in the technology  
market.



# ROMERO BRITTO

*Romero Britto is one of the most famous and important artists in the world. Brazilian, born in Pernambuco, but it was in the USA where he built his career. His work has been exhibited in the most prestigious galleries and museums in over 120 countries. It has thousands of licensed products and partnerships with major global brands such as Disney, Apple and Coca Cola.*

*To Simple Business, Romero Britto brings details of his history, art, entrepreneurial side and much more.*





# Interview

## Romero Britto Tells details of his trajectory.

**Where did the passion for art come from?**

Since I was a child I already liked art. I believe it is a gift that I feel very blessed to have. I never went to any art school in my life. I sold my first painting at age 14 to a neighbor for about 10 cruzeiros, a flower collage of postage stamps (I first tried to sell it to my teacher, but she didn't want it). I also remember that one of my brothers sold encyclopedias and I loved to read them about art.

**How was the beginning of your career?**

It was difficult, like every beginning of a career. In reality it seemed impossible, I had no support, but I never stopped taking risks or believing in myself. My initial dream was to be an ambassador and to get to know the world. Few people know, but I was in the military army and despite all the poverty and financial difficulties I got a scholarship for law school which I ended up not finishing in order to follow my true passion, art. The first time I painted with brushes I portrayed cashews and fish, when I was a teenager.

**The development of your career takes place outside of Brazil. Was this a challenge or an opportunity? And why?**

Challenge and opportunity. What I managed to do was basically a miracle that was the fruit of a lot of work, sacrifice, perseverance, and courage. In the beginning in Miami I sold hand-painted pictures on newspaper for \$50 dollars on the streets. The biggest art market is in the United States, and probably if I had continued in Brazil I would not have had the global success I have today. Our country needs to encourage more visual art and also open the doors to art coming

from abroad.

**From where do you get inspiration to produce your work?**

In everyday life. Everything that I like, that I think is beautiful and good. I want people contemplating my work to have a feeling of happiness and joy in their hearts. Art should not be sad to be taken seriously.

**What was the "turning of the key" moment?**

Two moments, my move to Miami and the global campaign I did for Absolut Vodka in 1989 alongside artists like Andy Warhol, Keith Haring, Jean-Michel Basquiat and Robert Indiana. This brought a lot of visibility to my work, style, and my philosophy about art.

**Of the numerous partnerships with several famous brands, which was the most remarkable and why?**

I have done over 1000 collaborations and am considered the most licensed artist in history. One of the most remarkable collaborations was and is with Disney. We have been partners for over 25 years and I love the history of the brand as well as the feeling of magic and joy it evokes in millions of people through its movies,

*"I want people when contemplating my work to have a feeling of happiness and joy in their hearts."*



cartoons, parks, and products.

**Which are your favorite works and why? And which is the most challenging?**

All are very special no matter how simple or complex. The most difficult and complicated was the creation and installation of the largest sculpture that has ever existed in the history of Hyde Park in London, a many meter long pyramid celebrating Tutankhamun's birthday that took me almost 1 year to hand paint. Celebrities and dignitaries like Prince Charles came to the unveiling.

**In all these years of your career, do you have any funny stories that you have marked and can you tell us ?**

I have many stories as you can imagine. I am working on a book and a movie already in pre-production and soon I will be able to share them with everyone.

**You have been called the new Picasso. What does this comparison mean to you? What similarities do you have?**

I am honored by the comparison and I hear people in general say that it is because of the genius of the cubist work, the shapes and colors. I am also told it is for the high artistic output (Picasso made over 50,000 works of art in his lifetime), the financial success, and the global recognition and fame. Picasso was personally my favorite artist and I am happy to be compared to him although each of us has developed unique styles that are easily recognized by everyone. Picasso, like me, was also much criticized and controversial, not understood by many, and although loved or hated, he went down in history and his art always evoked some kind of feeling, positive or negative, in the viewer. I believe that the goal of art in general is to arouse some kind of feeling, whatever it may be, in people.

**Many world-famous celebrities have his work at home. What is the secret of Romero Britto's success?**

Hard work, consistency, dedication, perseverance, and loving what he does. While some waste their time criticizing me I keep on painting.

**What was the most challenging moment in your career?**

There were several, but I would say that the solitude in the rise to success.

**You are one of the most influential Brazilians on the planet. How do you deal with such a responsibility?**

I have a great responsibility and I am aware of it. I try my best not to disappoint my country, my friends, my fans, and collectors. I always put what my art represents and its philosophy first.

**Is there something you really want to do but haven't done yet?**

There always will be. I need time. I want to have exhibitions of my art in museums in every country in the world. I also want to visit the Great Barrier Reef in Australia, the Amazon, and someday the moon or Mars. I want to create an entertainment center and museum about my art still alive where people can get to know my work, my story, and feel inspired and happy.

**Tell us about the "Happy Art Movement".**

I founded the Happy Art Movement with the mission to inspire happiness, fun, love and optimism around the world through my joyful, unique and vibrantly colored art. I have dedicated my life and work to exploring the nature and essence of happiness, while many great artists have used their artwork to illustrate the shadows of our souls and the world. Anyone who comes in contact with my paintings or BRITTO brand products will immediately recognize this philosophy of life - the happy life. Happiness is contagious, and my goal is

to create a world with more compassion, less conflict, and a greater sense of purpose and meaning. I believe I started the movement since I started painting in Miami, but the naming occurred only after an observation by my CEO and friend Dr. Lucas Vidal who reflected on the topic, the effects on

*"Picasso was personally my favorite artist and I am happy to be compared to him even though each of us have developed unique styles that are easily recognized by everyone."*





people's lives, and the importance of sharing this phenomenon with the world.

**You have a global brand and have collaborated with large companies. Tell us about Romero Britto's entrepreneurial side.**

There is no way I can talk about my entrepreneurial side and Grupo BRITTO's business without talking about my talented CEO, Dr. Lucas Vidal. Nowadays my time is focused only on the creative side, painting and promoting my art and its philosophy around the world. Dr. Lucas Vidal is responsible for all business plans and has a very keen vision. During the pandemic he started an intense work of rebranding, repositioning, and operational restructuring, including the development of a modern e-commerce platform, the creation of a new line of BRITTO's own products, the establishment of new international partnerships, and the plan to create a new retail network of our own and franchised stores. Still in this period we inaugurated the new global headquarters in Miami, the BRITTO Palace, which has about 6,000 square meters and where 92 people work.

Today the BRITTO and Romero Britto Fine Art brands move US\$ 250 million annually in works of art, private label and licensed products - which are on sale in more than 30 thousand points of sale in 120 countries. The goal is to reach annual sales of US\$ 1 billion in the coming years.

**You are considered to be the most licensed artist in history. Maybe, because you also have this entrepreneurial side, this is the big reason why it bothers so many people?**

Success in general bothers me. Those who criticize don't understand my history, art, and philosophy. I believe in sharing my work with as many people as possible and not just restricting myself to exhibiting it only in a few museums around the world. Museums are very important, but I want even more. I want my art, through a canvas or a product, to convey to billions of people a message of happiness and to inspire joy, love and optimism in their lives. If you take a look you will realize that the big museums (Louvre, National Gallery, TATE, MOMA) that exhibit famous artists such as Renoir, Picasso, van Gogh, Da Vinci, Dalí, Warhol and others all have in-house stores selling products featuring their art.

**You receive harsh criticism from some of the artistic class. What do you think about this?**

I think they have all the right and freedom to express their opinion, but I believe it is because they never had the opportunity to know or study my history and my work (which is always

***"Today the BRITTO and Romero Britto Fine Art brands move \$250 million annually in artwork, private label and licensed products - which are on sale in more than 30,000 points in 120 countries."***

evolving) in depth. Surely anyone who visits my studio in Miami, the largest art studio in history with 6,000 square meters (60,000 sqft.), will leave with a different opinion about me and my art. After all, the most important thing is that my work evokes some reaction in the public and that this reaction is mostly positive. My canvas is just a vehicle to convey my message and vision of joy, positivity, hope and love. What is indisputable and nobody will change is my success story as a poor, northeastern Brazilian artist who has achieved global success like no other. People often envy anyone who is successful. Today my art is studied in many schools around the world and is already part of art history. Furthermore, my work is also present in the world's largest and most important collections. I feel fulfilled as an artist.

**As an artist, what is your vision of NFTs?**

I have already done some projects with NFTs. I believe in blockchain technology and I am not afraid to try anything new.

**Thousands of artists are inspired by you. What advice do you have for those just starting out?**

Dedication, focus, and consistency. Find your own style and share your art with as many people as possible. Don't be afraid to make mistakes and never give up on your dreams. It is also important to know how to deal with criticism, challenges, and surround yourself with good people.

**How do you want to be remembered?**

As the artist of happiness. A struggling artist who changed his life and brought joy to so many people through his philosophy and art. A good person, honest, charitable, loyal, and full of dreams and hope. Someone who always sought to do good and to give more than to receive. I help more than 200 charities and am a board member of some.

**What does art mean to Romero Britto?**

A universal language that we human beings use to express ourselves and communicate.







# Finances

## Silver bullet when it comes to investing

Matheus Freitas

A myth from ancient Greece tells of a king named Lycaon who sacrificed a baby and served it at a banquet for Zeus, who became enraged and cursed him, turning him into a creature half man and half wolf. Centuries later, the potential of silver to hurt the werewolf was added to the myth, and it is popularly known as such to this day.

Nowadays the expression silver bullet has become a metaphor used for simple and precise solutions to complex problems and situations. In the world of investments, it has become increasingly common to believe in the existence of silver bullet investments, i.e. that by making such investments, the investor can be unconcerned about waiting for the return, and can even repeat them several times with the

same outcome.

In 2020 the Selic rate was the lowest in history, starting at 4.50% p.a. and closing at 2.00% p.a. This fact forced investors to abandon savings and fixed income, and migrate their capital to variable income. In that same year, shares of Magazine Luiza rose 109.78%, of Locaweb rose 412% and Banco Inter 112.6%. The silver bullet seemed to be online customer service companies. But a few months later, the market saw these stocks devalue by more than 50%. Investors who concentrated their investments in a few companies with great potential for appreciation, believing them to be the silver bullet to multiply their capital, were in for an unpleasant surprise.

The IFIX is an indicator that calculates the average perfor-

mance of the quotas of real estate funds traded on the B3 (Brazilian stock exchange). Through it we can say that real estate funds have appreciated about 138% since the beginning of 2015 until the end of 2019, winning the hearts of many Brazilians. However, in the following 2 years, the indicator shows a devaluation of 12.2% of these assets, reaching a 41% drop at the beginning of the pandemic. This fact showed the risk of capital concentration even in real estate investments.

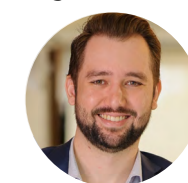
Could the capital be protected by investing exclusively in fixed income? If we take into account only the principal capital, we can say yes, but if we consider inflation, it will depend on how the investment portfolio was set up. In the period between 2019 and

2021 Brazilian inflation hit 19.98%, the Selic rate yielded 13.65%, while savings only 9.10%. This means that R\$100,000 in 2019 has the same purchasing power as R\$19,980 at the end of 2021. The saver with R\$100,000 in savings in 2019 ended 2021 with R\$109,100.00, losing R\$10,880.00 of his purchasing power, while those who invested only in the Selic rate ended 2021 with R\$113,650.00, losing R\$6,330.00 of their purchasing power.

The fact is that a healthy investment portfolio cannot contain only one single asset, or only products of the same category. The investment portfolio must be efficient, functional, and be used both as an emergency reserve, as protection against inflation or the rising dollar, and also to prepare your retirement.

When it comes to building your investment portfolio, try to diversify your capital for various possible scenarios. Always have an emergency reserve, because unforeseen events are not totally unpredictable, we know it will happen, but we don't know when. In the same way, investing part of your capital in assets that protect against inflation will ensure that your money doesn't lose value in the long run. And when it comes to the stock market, we all want to buy stocks when they are cheap, but we never know the best time to buy. So don't spend all your money at once, buy in installments, buy shares in different sectors, and always take the opportunity to buy shares of good companies in difficult times.


The real silver bullet when it comes to investing is investor knowledge. Moderate but steady results will get you farther than big profits accompanied by big losses.



Matheus Freitas  
Graduated in Economics  
Investment Advisor  
Partner at Kaza Capital







# The (not secret) recipe for enhancing the restaurant experience in the delivery market

Arnaldo Bertolaccini

The growth of delivery during the pandemic is a movement without return. With the entry of new restaurants on the platform - it is estimated that in the last year increased by 27% the presence of small and medium-sized registered in iFood - enhancing the experience of our partners, which was already important, became a priority.

This scenario, not only impacted the growth of restaurants using delivery as a business arm, but also resulted in new habits of food and beverage consumption of Brazilians. For restaurants, these habits made it clear that it is necessary to explore new paths beyond face-to-face service.

With the digital advance, many entrepreneurs needed to readapt their ways of profiting. iFood understands that not everyone was prepared for this amount of change in such a short period of time. Thus, the process of digitization of restaurants also drove the doubts about how to take advantage of the integration of new technologies with entrepreneurship.

Thus, the question arises: is technology in restaurants for everyone? When we talk about innovation, it is important to know that it is not only for big businesses, but also for small and medium-sized companies looking to upgrade resources and flows. Getting there, however, requires entrepreneurs to search for digital solutions that connect business to consumers in a new market reality. The fact is that technology does not need to be synonymous with high initial investments, especially for those

who are starting out.

The digitalization of restaurants is also synonymous with job generation. A survey by Fipe (Economic Research Institute Foundation), commissioned by iFood, indicates that restaurants registered in iFood created, on average, 10,472 jobs per month between 2015 and 2019, while those that do not operate on the platform had a net loss of 5,676 positions. In addition, the average salary of restaurant employees increased after they joined iFood: it went from R\$1,331 to R\$1,457 per month.

In this context, the challenge for the largest foodtech in Latin America remains: how to enhance the experience of more than 270,000 restaurants this year? iFood understands that this is a construction process that has already begun, but that there is still room for improvement.

The recipe, no secret, that we are following to improve the business is based on three major fronts. The first consists in offering effective tools and functionalities so that restaurants can operate with quality in delivery. The second front, we seek to empower them to create their own campaigns and conditions to sell; and the third front is based on creating more connection and dialog to take our relationship with the restaurants to a level not seen yet.

These fronts represent a direction of where we want to go, because we understand that "today" is no longer the ideal model.

In the pillar of offering effective tools and functionalities, we are implement-

ing projects that really meet the needs of the partner entrepreneurs. An example of this is the Chef's Advantage, a program that offers partnerships for discounts on water, energy, waste collection, digital marketing, among several other services and products. In all, there are already more than 35 thousand restaurants that already use the program, adding together 5 million reais in the last quarter.

In terms of promoting the empowerment of restaurants, the pillar consists in prioritizing the entrepreneur ahead of its campaigns. This includes showing how the entrepreneur can use the internet as a showcase for his business, investing in campaigns so that he also has more autonomy to do his own advertising. To increase the visibility and sales of partner establishments, iFood makes available the Digital Menu, a solution that allows the restaurant to scan and disclose its menu, with its own link, to be disclosed in messaging applications or social network profiles. The functionality is also a response to the needs of the entrepreneur in this moment of digitalization of society.

The last ingredient in the recipe, and one of the most important, is to establish connections and dialogues with restaurants. We want to act as a platform that - not only connects consumers and restaurants - but also establishes moments of listening, exchange and collaborative construction. In practice, we are opening the doors through dialogue processes, feedbacks, and opportunities in which we give more voice to restaurants and their representatives - such as associations - to create solutions that actually solve their pains and desires.

In a platform with 270 thousand partners, of the most varied profiles such as iFood, this listening is a complex task. To advance in the dialogue considering the diversity of restaurants that are our partners today, we are building groups, which already include a council formed by engaged establishments that want to contribute to making the platform even better.

We believe that there is no single solution for everyone. And for this, it is not enough to come with a ready-made cake, we want to build this recipe together.



Arnaldo Bertolaccini,  
Director of Experience at  
iFood Restaurants





# KWAMI ALFAMA

*LeaderX was created to offer great leaders remarkable experiences that provide them with learning, reflection, exchange of ideas, business opportunities and differentiated access to the most qualified network of Executives and Entrepreneurs in Brazil. We are pioneers in the Collaborative Economy and in a new concept of business development. Discover and be part of our ecosystem at [www.leaderx.com.br](http://www.leaderx.com.br).*

*Kwami Alfama Correia has been with Tereos Amidos & Adoçantes since 2017. He joined as head of operations and, since January 2019, has held the position of CEO of the unit. He joined LeaderX in 2021 and today serves as an ambassador.*

Interview by

**LEADERX**  
exponential leadership





The CEO of Tereos Starch & Sweeteners, Kwami Alfama, is one of the leaders of agribusiness in Brazil and has a strong performance in favor of diversity in the agro market. To Simple Business he tells his story, talks about entrepreneurship, market and much more.

### **Tell us a bit about your story and how you ended up in Brazil.**

I was born in Cape Verde, an archipelago on the west coast of Africa that was colonized by Portugal, and lived in my home country until I was 15, when, together with my parents, we decided it would be the best option for a better education to study in Portugal, in the city of Coimbra.

Portugal was a great school of life, because it taught me, besides the cultural diversity, to manage on my own and to take care of aspects that, until then, I had not had to manage without support, such as paying rent, taking care of food, having a bank account. I needed to learn how to organize the house, so that I could understand, even if only minimally, how to be visionary and build impulses for the future.

After almost four years in Portugal, I decided to embark to Brazil and fulfill a childhood dream that was to become a mechanical engineer. Through an agreement between Portuguese-speaking countries, I started my Mechanical Engineering course at the Federal School of Engineering of Itajubá, today the Federal University of Itajubá, a small town in the south of Minas Gerais. Thus, at the age of 19, I started my journey in the country.

### **What difficulties did you face when you arrived in the country?**

Initially the first difficulties were adapting to a new country, especially regarding the language. Although we speak Portuguese in Cape Verde, Portugal, and Brazil, in practice they are languages with some differences and I suffered a bit to understand my colleagues and teachers and to make myself understood.

Soon afterwards I started to question and feel uneasy when I came across the lack of diversity in the Brazilian academic environment. In my home country blacks occupied all spaces, and here, for example, there were practically no other blacks at the university.

This discomfort, however, brought something positive. It was from this that I started to question and to strive to increase the access and the presence of black people in spaces that until then were rarely occupied.

### **What were your dreams and goals when you arrived in Brazil?**

First of all, to continue my studies and graduate from university. I believe that education is fundamental for our development in several spheres: as a person, as a citizen, as a critical and thinking being, and that it has the power to change the status quo.

Moreover, I also came in search of new experiences and training. I always say that studying, working, or just spending some time of your life in some foreign country can bring many advantages that go beyond "upgrading" your resume. I understand that to be successful in a ca-

reer, the movements need to start within ourselves, it is necessary to be the leader of our own trajectory to then inspire others.

### **Have you ever thought of giving up?**

Never! Of course, fighting for a cause can sometimes be tiring. But I believe that transforming actions can change the world. It is with this thought that I see affirmative action in companies; they are the ones that can transform the scenario in which we live and provide greater inclusion.

However, the challenges are still great. I am very proud of my history, my trajectory, and of where I've gotten to, but I don't want to continue being the only one or one of the few who can reach the top leadership positions. Nor can we wait another 20, 30 years for us to have representation in the top leadership of companies. Therefore, giving up is not an option.

Finally, I also believe that dedication provides great results. We need dedication and focus to be able to achieve what we want so much and to contribute with significant changes.

### **You have extensive experience in the food sector, working in several companies before becoming the CEO of Tereos Starch & Sweeteners in Brazil. What are your main characteristics as a manager that made you grow so much?**

I believe that we are always in constant development and evolution, and I try to follow this path.

*"This discomfort, however, brought something positive. It was from it that I began to question and strive to increase the access and presence of black people in spaces hitherto little occupied."*



I used to be, for example, a leader who didn't give space to the team. Today I do, and I realize that I have never been happier, because I have learned that we cannot control people. The mission of leadership is to guide and help people to balance their personal and professional lives. The "boss" model of leader only contributes to the team working under fear and not being able to show their creativity and innovation.

I also have that in order to be an effective leader, you have to create safe and diverse spaces for people to undertake, innovate, and be full in the work environment. This means making room for them to be able to show their potential and to be themselves.

Another principle I adopt is to lead by example. One of the phrases often used in the corporate world is Walk the Talk, something like "what you say, you have to do". It is necessary to align speeches and practices to promote changes and inspire the next leaders.

### **Several CEOs of large companies have resigned, claiming that they are under strong pressure for the position they hold. What is your view on how companies should deal with the issue of mental health? How can work and private life be reconciled in an increasingly technological world?**

Work relations have changed a lot in the last decades and professional and personal lives have started to mix more and more. As much as this is inevitable at times, people need to know how to make this separation and, more than this, companies need to realize that these limits need to be respected.

With technology - and here we have smartphones, texting applications, internet - people are now connected 24 hours a day. But connected shouldn't mean willing. There is even a phrase of the moment that says "just because I'm online doesn't mean I'm available", which is a great truth.

This pressure for results, for delivery and, now, for availability has, in fact, generated disorders in many professionals. And it is fundamental that the subject of mental health is discussed, is put on the agenda, and that the taboo around it is broken. I always say that you can't change the game without discussion, without generating discomfort. That's why this issue needs to be brought to the surface and companies and leaders need to look at it carefully.

### **What is the biggest challenge that every CEO faces on a daily basis?**

Regardless of the acronym, VUCA (Volatility, Uncertainty, Complexity, and Ambiguity), BANI (Fragile, Anxious, Non-linear, and Incomprehensible), the truth is that we live in an



increasingly complex world, where labor relations have changed and where people have started to assert their rights more. The issues related to the ESG agenda, among them environmental sustainability, diversity, and inclusion have become mandatory agendas, and there is no more room for sexism, racism, empowerment, and other prejudices.

So today the CEO is not only a leader of his business. He is a leader for people and his role, besides helping in the best way to conduct the business, is to inspire and show a path of good practices, of welcoming, of demanding when it is due, but of celebrating when it is deserved.

It is a challenge to know how to balance different worlds within the microcosm of the company, always thinking of the best for its employees.

**How do you think work relations in companies will be with the arrival and establishment of 5G, from workload to home office?**

As said before, it is very clear that work relations have changed. There was already a stronger movement, especially among younger generations, to seek a job with more purpose, one that offers quality of life, and the pandemic came to

strengthen this feeling that balance is essential.

Companies will need to adapt to this new reality. Home office has become commonplace for many workers, when the function allows it, and I believe that it will be very difficult to return to exactly the same standards as before. Times have changed.

At Tereos Starch & Sweeteners, for example, we have adopted a hybrid and flexible model for people in administrative areas, alternating face-to-face days and days working from home. We also offer a monthly allowance for extra expenses, such as internet. However, more than the presence in offices, the important thing is to ensure that we have rituals that enable the teams to come together, to co-create and to experience the culture.

I believe, therefore, that adaptation and balance will be the keynote for the world of work from now on. Companies and employees will need to adapt and adjust

to new models that are emerging, accelerated by the advance of technologies. And the balance between private and professional life will be increasingly important in this relationship.

**What are the biggest challenges you have faced and what was the “watershed” moment in your career?**

As much as I would like to talk about the various challenges I had and that at the end of the day we all have in our careers, I believe that my greatest challenge was and is fatherhood. I am

a father of 4 children, from different generations. The oldest are 24 and 20 years old, and the youngest are 10 and 8 years old, the first 3 of which are from my first relationship. The challenge of being present even when we are far away, the challenge of transmitting values and distance education. In short, I consider this, by far, my biggest challenge as a father, a person, and one that has a huge impact on my professional life and career if not well managed.

**Tell us about your initiative to insert black managers in the management and administrative boards of companies.**

I have always been one of the few or the only black people in the spaces I

*“So today the CEO is not just a leader of his business. He is a leader for people and his role, besides helping in the best trajectory of conducting the business, is to inspire and show a path of good practices, of welcoming, of charging when due, but of celebration when deserved.”*



have frequented. I started to reflect more about this and started doing some research to get to know other black executives. Then, last year I idealized and co-founded the Instituto Pactuá precisely to connect black professionals from different segments.

Pactuá is an initiative aimed at stimulating the inclusion of black people in the top leadership of companies. The idea came from a retrospective of my own life, when I noticed a lack of diversity both in the university environment and, especially, in leadership positions in national and multinational companies. The goal is to accelerate the inclusion of black talents, enhancing their ascension in the companies.

Our goal is to connect black professionals from various segments and insert these leaders in the management and administrative board of Brazilian companies. The initiative is carried out through the mentoring of black men and women professionals who have already reached a certain seniority in the organizations, the creation of development tracks, and the elaboration of a network of referrals for recruitment for leadership positions.

Today, we have experts in almost all areas of management, combining knowledge and place to speak, ready to discuss strategy, technology, finance, and, of course, diversity.

All in all, the group works on five strategic pillars: broadening their knowledge about ancestry; giving back to society the space they have conquered and opening doors for the next powers; educating and informing others, actively building a more just society; increasing scale by bringing diversity to every link in the value chain; advocating on behalf of black professionals, removing barriers to their growth and development.

**In your opinion, how can Brazil solve the problem of inequality?**

There is no easy and simple answer to this question, as inequality has been part of Brazil's history for many centuries. But bringing this kind of discussion to the surface, recognizing the problem, talking about it, and starting to generate awareness are first steps that cannot be put aside.

We know that this is an urgent problem, but unfortunately the solution does not always follow at the same speed. That is why, when it comes to the issue of the presence of black people in the labor market, for example, I decided to take advantage of my occu-

*“Our goal is to connect black professionals from various segments and insert these leaders in the management and the board of directors of Brazilian companies.”*

pation as CEO to stimulate changes and give visibility to black professionals in their infinite skills, in the most diverse areas and positions.

It is imperative that people who have any kind of power in their hands to change this picture are committed and take action.

Going back to the issue of diversity, it is very common to see institutions saying that they can't find these people to hire - whether they are black or from any other minority group. This does not make much sense, because these people exist and are available in the labor market. Maybe what happens is that they don't have access to the same networking and visibility as many white people with the same education and experience, for example. So giving visibility, giving voice, opening doors and removing barriers to growth and development are of paramount importance to start thinking about decreasing inequality.

**Your story is very inspiring, what is your biggest advice for building a successful career?**

First of all, I advise everyone to have extraordinary experiences, out of the ordinary. Knowing other countries and/or other cultures stopped being, a long time ago, a differential and became a basic premise for those who aim for disruptive changes. With this in mind, sharing these experiences and listening to other people's experiences can be immensely enriching.

This point is directly linked to another piece of advice that I consider important: meet people, network. This is because our professional development does not depend only on our training, our skills or our commitment, but on the ties that we create throughout our career. Networking is a network that you create and that you feed during your trajectory.

Finally, be committed to your values, have well-defined goals, look for relationships that can enrich your development with disruptive ideas, diverse knowledge, and be willing to listen, thus creating strong and genuine relationships.



# Am I really an impostor? How does my brain react to this idea?

Hélio Contador



Who has ever had the feeling that they are not qualified for a newly promoted position, a new project, or a new challenge? Except for those who are appointed by political patronage or even family succession (which are not necessarily subject to meritocracy), when we question our abilities in front of a promotion or the success of a project, it is because we do not trust ourselves enough and we underestimate our competencies. We tend to think that our success is motivated by luck or chance, that is, due to external factors and not by our own merit.

As social beings, we have ingrained in us the need to belong, to be accepted and approved by certain social groups. By underestimating our competencies, our brain activates the “fear of social non-acceptance” mode, i.e. the disappointment that other people will have when they discover that we are not as competent as we show ourselves to be.

In a new study on personality and individual differences, psychologists from Martin Luther University Halle-Wittenberg (MLU) show for the first time that, even under real-life conditions, the phenomenon appears regardless of age, gender, or intelligence.

“A healthy amount of reflection and doubt can protect a person from acting rashly,” explains Kay Brauer of the Institute of Psychology at MLU. However, there are people who are permanently plagued by a huge amount of doubt, despite performing well, such as getting good grades or receiving positive feedback at work.

“They think that all their successes are not a product of their skill or hard work, instead they attribute their own successes to external circumstances, for example to luck and chance, or believe that their performance is massively overrated by others. Failures, on the other hand, are always internalized, as a result of their own shortcomings. The impostor phenomenon is not defined as a mental illness, however, people who suffer from it show increased susceptibility to depression,” says Brauer, who hopes the new study will pave the way for possible interventions.

The phenomenon known as imposter syndrome was first described in 1978 by American psychologists Pauline Clance and Suzanne Imes. They observed that there were a particularly high number of successful women who did not think they were

very intelligent. It is a phenomenon whereby capable and competent people suffer from an illusory inferiority, underestimating their own abilities and coming to believe that other (even less competent) individuals are as or more capable than they are. Interestingly, this syndrome can be seen as the opposite of the so-called “Dunning-Kruger Effect,” in which people overestimate themselves and do not see their own incompetence.

People who suffer from this kind of syndrome, either permanently or temporarily, seem unable to internalize their achievements in life. No matter what level of success they achieve in their field of study or work, or whatever the external evidence of their competence, these people remain convinced that they do not deserve the success they have achieved and that they are in fact mere frauds. They consider that the evidence of their success is undeserved, and is the result of a lot of luck or of having been in the right place at the right time, or with the belief that their intelligence and abilities have been overestimated.

A good alternative for those who go through situations like the one just described is to take a retrospective look at your personal and professional life, from your youth to the present day, as if you were writing the book of your life. This exercise will highlight the many accomplishments that were made throughout life and that we tend to forget or not appreciate; you will be surprised! Another possibility is to seek therapeutic help or professional coaching. Improving your self-knowledge, recognizing your strengths, learning to accept compliments, and raising your self-esteem are important factors in order to have more faith in your abilities and competencies, and thus gain more self-confidence.



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## Miss Universe: economic, financial, and social impact

Marthina Brandt

The Miss Universe (MU) pageant is one of the most watched events in the world, with an international audience estimated at one billion viewers in more than 180 countries.

MU was created in California in 1952 by the Pacific Mills clothing company and became over the years an event of the Kayser-Roth Corporation and Gulf and Western Industries, until it was purchased in 1996 by businessman and then future president of the United States, Donald Trump.

In 1998, Miss Universe changed its name from Miss Universe Inc. to Miss Universe Organization and its headquarters were moved from Long Beach to New York, also in the United States. At this time, Donald Trump hired a new team of professionals from his companies to run and organize the pageant, including CEO Molly Miles and President Maureen Reidy.

The organization started using the motto “Redefined for the Present” for its pageants. Around the same time it created its new logo: “The woman with the stars,” representing the beauty and responsibility of women throughout the universe.

In late 2015, Trump sold the organization and the rights to the beauty pageants he ran to the company WME-IMG, owned by entrepreneur William Morris Endeavor.

Many people associate the event and the Miss Universe company as something “futile” and “banal”, criticizing the fact that a competition between women is created, based on beauty, which nowadays is not resumed, because, the pageant goes far beyond, impacting and transforming people's lives.

With this summary that I have just made, I believe that it is clear the size of the enterprise and the transformations caused by it. On an economic level, Miss Universe can be compared to brands and events such as the Olympic Games, FIFA World Cup, and Formula 1.





Now that you know a bit of the history, I invite you to understand how the MU business model works and how it influences fashion and social and cultural behavior.

Miss Universe is a license that is renewed annually. In other words, it is a franchise model. If a national businessman or company is interested, it must pay a sum of money, which varies proportionally to the size and financial capacity of this country. And by signing this contract, the entrepreneur or company automatically holds the rights to send a representative to Miss Universe, as well as to use the brand in its nation, exclusively.

Each country has the autonomy to organize its own pageant, which can be a local contest, ranging from austere and simple events, such as auditions and castings, to highly produced shows with TV broadcasts and/or in large auditoriums and stadiums, such as in countries like Thailand, the Philippines, and France, for example. It is very clear how much these events impact the world, moving several economies, generating income and jobs directly and indirectly.

As she said, the MU is able to generate income, opportunities, and visibilities for many candidates, who are projected through the pageants that take place at the municipal, state, and national levels, citing big names such as Vera Fisher, Renata Fan, Grazi Mas-safera. These are women who went through the Miss Brazil pageant and had their lives changed after participating and winning the national or state pageants.

I myself, if today I have a company where I generate income, impact the economy, in addition to generating direct and indirect jobs, it is precisely

because I had my life boosted from participating in the Miss Universe Brazil (MUB) and MU of 2015.

Besides the professional transformations and the generation of jobs and income, there is also the cultural impact.

Most organizations, whether at the municipal, state, or national level, do social work and provide continuing education for the candidates. There are courses on oratory, etiquette, catwalk, and how to dress, among many others. It is a medium that enables a vast network, and "network" means "opportunities".

Finally, Miss Universe and Miss Universe Brazil are concerned with giving women a voice, showing that they can be whatever they want to be. We have countless participants who work and act in the most diverse branches of society, constantly changing people's lives, either through social work, or through projects, entrepreneurial actions, creating their autonomy and generating income for other people, too.

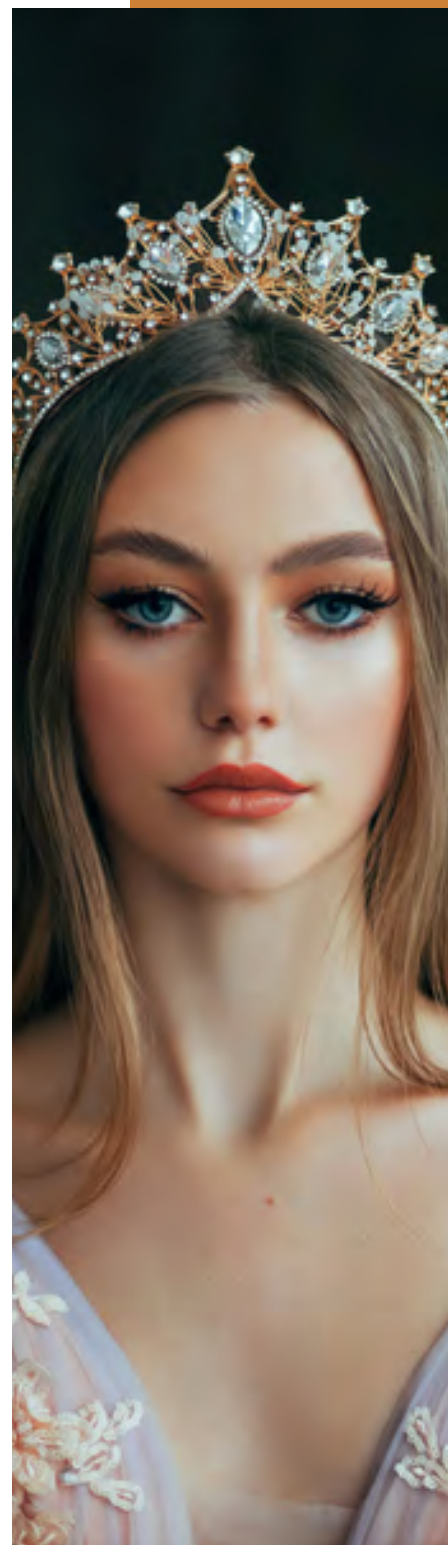
Social responsibility is a great hallmark of Miss Universe, generating all kinds of positive transformations and impacts on the most diverse social segments.

I invite you to learn more about Miss Universe Brazil from our social networks - Instagram:

@missuniverso.brasil.



Marthina Brandt is an entrepreneur and influencer. She worked as a model from 13 to 28 years old with the main national and international brands. In 2015 she was elected Miss Brazil.



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# Agribusiness

## The Fake News of Agribusiness

Lucas Boaventura

Products that can lead you to death, slave labor, accelerated deforestation of the Amazon, burning, invasion of indigenous lands... Misconceptions and true myths randomly thrown out by false connoisseurs refer all this process to Agribusiness. The famous Fake News, the American term used in literal translation for false news, hits hard the flagship of the Brazilian surplus in recent years.

Now, what is true and what is Fake News in agribusiness? In this article, we will try to clarify through concrete data the facts and myths in this process.

First, it is important to report that there is a very large distance between the industry and the consumer, and it is precisely in this gap that the space for Fake News is opened.

Much is said about "Agrotoxics", in fact the correct words would be defensivos agrícolas or pesticidas, products with specific active ingredients to help in the management of pests and diseases, present in the most diverse crops planted today in Brazil. Today, the law itself defines this type of product as agrotoxic, but, being so, what we buy in pharmacies to help us control some diseases present in humans or animals, would be "zootechnical"?

The green revolution and the new agricultural revolution allow frequent studies to unmask the lies told about these products. When used correctly, their active ingredients are soon degraded and eliminated by the plant. It is evident that the title of largest consumer of pesticides in the world sometimes impacts the layman, but the calculation is different when it comes to volume used per treated area. How so? Japan and Holland are world leaders when it comes to volume of products applied per ha (unit equivalent to 10,000 m<sup>2</sup>), placing Brazil in 6th position, according to data from Wageningen University; US - EPA. We are more efficient in the conscious use of this important tool for agribusiness. Vital, in the book "Agradeça aos Agrotóxicos por Estar Vivo" (Thank Pesticides for Being Alive), makes a comparison between the organic and conventional markets, stating that there could not be any kind of fight between these markets, because they are complementary, and that even better, before science, if well worked out, they are equal foods, that is, one is not more nutritious than the other.

Another very controversial issue, and one that daily occupies not only the national media, but also the international media, is

deforestation in Brazilian lands, especially when our Amazon is emphasized. So, there is nothing better than numbers for the reader to be informed.

According to data from the IBGE, Brazil has 8,516,000 km<sup>2</sup>, which is equivalent to 851 million hectares. The reality of land use in the country is presented in several research sources on the internet, we will use here data from the Brazilian Agricultural Research Corporation (EMBRAPA). Of this total of hectares cited above, 66.3% are areas destined for Protected and Preserved vegetation (these are indigenous areas, conservation and integrated preservation units, such as national parks, native areas, preservation units). The next 30,2% of this area, are destined to Agriculture and Livestock, of which, 8% are native pastures, 13,2% are planted pastures, 7,8% are crops, and 1,2% are planted forests. Closing our calculation, 3.5% of our territory is occupied by infrastructure (cities and others).

For comparison purposes, 74.3% of the North American soil is occupied by agriculture and cattle raising, and only 19.9% are areas destined for conservation and preservation. It is worth mentioning that we have one of the strict-

est Forest Codes in the world, for being complete and complex, other countries could hardly support such legislation, especially European countries, Brazil's biggest critics when it comes to environmental issues. The Forest Code ensures sustainability of Brazilian agricultural and cattle production and certainly serves as a lesson for other countries.

Cattle-raising is seen as "a criminal agent", due to the emission of methane gas, and it has been specializing more and more, proving to the office environmentalists that technologies implanted in Crop, Cattle and Forestry Integration systems, aim at the consortium between plants and animals of the same place, where these plants sequester the carbon referring to the methane emitted by the cattle, zeroing the gas and even making it positive. What other country in the world has this type of action?

Commercially planted forests, permanent preservation areas present in rural properties considered surplus, can be negotiated in the carbon credit market. A compensatory way for the countries/companies that emit a large quantity of greenhouse gases to regularize their commitment to reduce air pollutants.

Yes, it is necessary to consider that we have a lot to evolve, but we cannot deny that we are a world reference in terms of food production in a sustainable way. We have more than 10 million hectares, to be explored in a totally legal way in the cerrado biome. We are the only country in the 2030 Agenda that will meet the deadlines by 2027, such as zero illegal deforestation and meet the demand for food production in a sustainable way.

By 2050, 1/3 of the world's population will be fed by products from our agribusiness, and technological evolution and environmental preservation go together towards this goal. We need to make sure that the true information reaches every link in society, unmasking with numbers and data the famous Fake News, mainly

coming from people and sectors, who do not have the minimum knowledge of this area that is responsible for 27.4% of the National GDP.

Aline Dias, from the Brasil+Agro Movement, explains that one of the goals of the movement is to show everyone the importance of agribusiness: "It is the interaction of several sectors of the Brazilian economy, which can be directly or indirectly linked to our lives. Aline also emphasizes, that one of the proposals of the movement, is to take the true information about Agribusiness, having as one of the actions, the visits in schools, public or private, showing to the new generations, the relevance of this sector that is constantly attacked by people who do not know about the area.

"We compete with social network influencers and artists who tell many lies to this new generation" says Pollyane Nunes, one of the creators of the Movement.

As the old saying goes: "There are no arguments against facts", so the numbers are there for those who want to interpret them. Perhaps the fact that Brazil is becoming and soon will dominate the entire global food production process (the famous breadbasket of the world), makes us draw attention to ourselves, in a positive or negative way. But we will always be in evidence, and for sure, with concrete data within the maximum veracity, proving first to our population, and then to the world, that we are able to produce with sustainability, preserving and educating future generations about the importance of agribusiness for the future of humanity.



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# Startups

## The fall of investments in startups: time to give up investing?

Fernando Seabra

When we return to the year 2020, we can remember that the first quarter of 2020 was the most impacted by the pandemic, but according to research, by the end of March funding picked up again, even faster than before, and so startups ended 2020 much stronger than they started the year, with global venture funding increasing by 4% year over year to \$300 billion, a growth that occurred when several sectors affected by the pandemic migrated to online services.

With the migration to online services there was an increase in the use of technologies, causing the boom of technology infrastructure companies in cloud services, giving space to the IPO and M&A market, in the search of companies for consolidation, which we can elucidate with the significant growth of Amazon.

According to studies by Distrito:

Investments in Brazilian startups accumulated, until November, the value of US\$ 2.87 billion according to the survey "Inside Venture Capital Brazil", conducted by the open innovation company Distrito. The venture capital investments - a modality focused on businesses with high growth potential - were distributed in 426 investments in Brazilian companies. Even in a pessimistic scenario imposed by the Covid-19 pandemic, this year was as advantageous for startups as 2019, when the accumulated investments reached US\$ 2.94 billion.

The year 2020 has been consecrated as the year of startups, which would be received in a mild way, if we were not living a global pandemic. According to an article published in Valor Econômico: Venture Capital invests a record R\$ 33.5 billion in the country - being the amount three times higher than the amount invested in the same period last year according to Abvcap and KMPG, considering also that there was a record in the number of startups that received support this year, 226, 147 of which in 2021.



Another point is that in the third quarter: venture capital investments totaled R\$11.1 billion, an advance of 109% over the period of 2020. From July to September, 85 companies were invested.

This year brought incalculable optimism, as in the CNN article: Investments in Startups may move US\$ 29 billion in Brazil in 2022, from January.

With all the favorable scenario, the expectation for 2022 was extremely positive, aiming for astronomical investments, so much so that we saw fintechs Neon, Credits, and Dock, leading the funding, which did not elucidate what we saw happening with startups of great prominence, such as the mass dismissal of employees.

Several factors can be brought as reasons for the fall in investments in startups, considering that they had to deal with challenges such as high inflation, rising interest rates and crisis in the economy, the market really faltered.

According to the Exame website: In the first half of the year, Brazilian startups raised \$2.92 billion in 327 transactions, 44% less than in the same period of the previous year, according to a new report from the innovation platform Distrito. Having a sharper drop in the second quarter, which reflected in volume and transactions.

Bringing a counterpoint of the years 2020 and 2021, the most affected market was the technology one, and according to Distrito: investments in startups in the country fell 44% in the semester, totaling US\$ 2.9 billion (R\$ 15.4 billion) and 327 transactions.

Is it then time to give up investing in startups?

Not at all!

What occurs is not a downfall in relation to the market and such company model, but an adjustment in expectations in a post-covid world with investments that seek more validated business models as well as entrepreneurs who do not need to burn through cash.

The secret is to look for startups that are in line with your investment thesis and, furthermore, that Smart Money is really Smart, adding white hair and networking to the entrepreneurs' day to day.



Fernando Seabra is an Advisor at Batalha das Startups, Mentor at Planeta Startup, Director at Fiesp, Director of Innovation at ACSP - Associação Comercial de São Paulo, Evaluator at Shark Tank Brasil, Cofounder at Angel Investor Club, Influencer at SAP Brasil, Ambassador of Fluency at Brazilian Society of Speech Therapy, Professor in several MBA's in the area of Innovation and Entrepreneurship, and Creator of the Pitch Canvas Methodology.







“

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Ex-professional basketball player.



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