

Social Business
Incubator:
Impacting Women

Pitch Event First Round Report

August 23rd, 2019

Delivered by:



With support from:





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Presentation

On August 23, the first round of the Pitch Event of the Social Business Incubator: Impacting Women was held, delivered by ASPLANDE and _SocialStarters with the support of the British Council.

During the event, 25 social impact businesses were presented, which will be introduced in this report. The panel of judges was coordinated by Luciana Duarte of ABMEN, and was formed by Andrea Carvalho, owner of Papel Semente and Mulheres do Brasil coordinator, Eduardo Pedotte of Bem Ti Vi, Mirella Domenich of Saúde Criança, Juliana Lacerda from Sitawi and Rafael Dantas from CIEDS.

The event also served to compose the selection process for the three entrepreneurs who will participate in the Entrepreneurship Week in London, which will take place in November. The three selected entrepreneurs will be ambassadors for the incubator and will give lectures during the event.



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ASPLANDE

Founded in 1992, Asplande is an NGO committed to promote the universalization of human rights and the socio-economic inclusion of women from favelas and peripheries.

Asplande is apart of ABONG (Brazilian Association of Non Governmental Organizations); They are the co-founders of the State Forum of Popular Cooperatives, and they are also part of the State Solidarity Economy Movement. Asplande is a fellow of Ashoka Network and the Latin American Women's Popular Education Network.

www.asplande.org.br/



_SocialStarters

_SocialStarters is a company that brings together the corporate business communities with the social business communities. Aiming to foster inclusive growth and progress on the Sustainable Development Goals (SDGs) _SocialStarters take a collaborative, cross-sectoral approach to supporting the start-ups changing the world using collaborative learning and design methods. Their work is currently in the United Kingdom, but they already worked in countries like Kenya, India, Sri Lanka, Kosovo and Brazil.

www.socialstarters.org/



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Clarice Couto

MIMOS

She manufactures natural and organic cosmetics. She offers workshops to teach the community how to reuse materials.

falemimos@hotmail.com
(21) 99917-5029



Ana Virgínia Santos

Misses Jaguar Collective

This project is formed by 10 women who work together. They use as their production material dry waste, and manufacture women's accessories in general, soaps and decorative items.

coletivodonaonca@gmail.com
(21) 97477-2817



Camila dos Santos

On the Road with the Girls

The project On the Road with the Girls is the first collaborative network of women travelers that talk about women in world tourism, considering all the socio-racial qualities that make each woman unique. The project proposal is to promote a debate on a more democratic female tourism.

naestradacomasminas@gmail.com
(21) 97665-9748



Alessandra Meirelles

Art is Part of it: Art and Education Productions

Art is Part of it is a group formed by producers and artists, together for the same purpose: to make art and to promote education. They have been promoting art education activities in public schools, NGOs, suburbs and peripheries around Brazil.

artefazparteproducoes@gmail.com
(21) 97945-3356



Ana Aparecida Félix

M.A.L.O.C.A.

M.A.L.O.C.A is a social business formed by women from the outskirts of Duque de Caxias that aims to be a social support group.

malocadacidania@gmail.com
(21) 98346-3724



Maria Regina Fontes

Creativity without Limits

Collective that organizes women who work with sustainable crafts in the peripheries of Rio de Janeiro.

mariareginafontes@gmail.com
(21) 99672-3559



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Ivi Ferreira

Mantiquira Local Market

Mantiquira Local Market is a collaborative space that aims to promote the ecological agriculture, agro-industry, handicrafts and fashion at Xerém, Duque de Caxias - RJ.

4cultivi@gmail.com
(24) 99929-6181



Ana Lúcia Santos

Good Vision

Group of women who give access to eye exams and prescription glasses for a lower cost. They work in areas of social vulnerability, thus providing opportunities for people to get their glasses.

relacionamentovisaodobem@gmail.com
(21) 98375-7923



Flávia Domingues

EFEMAIS - Communication for Transforming Business

She works with communication, and also provides consulting services, mainly for social businesses and NGOs.

flavia@efemais.com
(21) 98449-4041



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Gabriela Anastécia **Gamarc Communication/ Entrepreneurial Talk**

Their project is related to communication and marketing. They offer workshops, lectures and consultancies with this theme. In parallel, they have a social project, called Papo de Empreendedora, which consists of business-related debates.

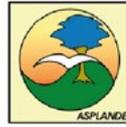
gabriela.jorn@gmail.com
(21) 98864-7730



Tereza Cristina Silva **Equitative Institute - Spreading Love Gestures**

This project seeks to strengthen the family bonds for children with special needs. They provide assistance for the family and for the children. They also provide services of physiotherapy, and occupational therapy.

tcconceicao70@gmail.com
(21) 97906-3720



Cyntia Matos

Between Laces

Between Laces aims to listen to women from favelas and peripheries of Rio de Janeiro, with an active and meaningful listening.

cyntiamatos@gmail.com
(21) 99377-9151



Silvania Rocha

Professional Orientation Project

Professional orientation for people with a low income, in Santa Cruz.

ssrocha38@gmail.com
(21) 98506-6276



Phaedra Lessa

Circular: Artistic, Cultural and Educational Projects

It is an with the purpose of carrying out social impact actions, by valuing the creative potential of social actors living and operating in peripheral territories.

phaedrarodrigues@gmail.com
(21) 98287-6290



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Maristella Sodré

Sustainable Buffet

Works mainly with gastronomy services. But she also delivers courses on confectionery, gastronomy, and sustainable confectionery.

maristellamsodre@yahoo.com.br
(21) 98122-7442



Geisa Nascimento

Fashion Producer

Project under development, more specifically in the test phase. They offer fashion collection planning services for small entrepreneurs. They operate in the peripheries of Rio de Janeiro.

geisanascimento.j@gmail.com
(21) 96761-1519



Jéssica Santos

Cultural Paiol

Cultural Paiol is a producer that creates and seeks to promote cultural and educational projects and actions of social impact, with the purpose of increasing access to art and culture. In addition, they have workshops to teach art in the favelas.

jessicasantos4@gmail.com
(21) 98196-2015



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Danielle Vitoriano

Total Care

Cooperative of workers from the Formiga favela that provide services of Care assistant for the elderly.

totalcare.contato@gmail.com
(21) 99795-7712



Deca Serejo

Project for Territories Valorization

This Project is about Community tourism, and takes place in the western zone of the city of Rio de Janeiro. They offer a walking tour. All the activities empower cultural events in the region in which the visits take place.

deca.serejo@gmail.com
(21) 97011-6934



Karla Suarez

HER Collective

They have been working since 2016 with cultural, audiovisual production, always with gender and sexuality themes. They have a project, still under development, to create a platform with a marketing place for women entrepreneurs.

coletivadelas@gmail.com
(21) 99344-1067



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Joana Darc Lage **Origamízes - Origami of the Roots**

Origami of the Roots is a project that seeks, through lectures and Creative Workshops, to resignify our search for self-knowledge and rescue our ancestral roots.

joanadarclage@gmail.com
(21) 97383-9098



Angélica Bueno **HLC**

An Entrepreneur who exhibits her work in fairs at Nova Iguaçu, and makes her accessories out of recycled materials.

mariaangelbno@gmail.com
(21) 99139-6241



Tatiana Brandão **Tati Brandão - Consulting for Leadership Development**

Consulting project for leadership development for black women.

tatibrandaiconsultoria@gmail.com
(21) 98832-2948



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Ludmyla de Oliveira

Creative Crioula

Criola is a brand of handbags and accessories that seeks in our African and indigenous ancestry the inspiration for their pieces manufacture. With authorial development and made by female hands, the pieces are developed with a national and an African cotton blend, more specifically from Angola, Benin and Senegal. The accessories are made with the slow fashion technique, with discarded production from partner brands.

oliveira.ludmyla@gmail.com
(21) 97973-2008



Aira Luana

Josefinas Colab and Cultural Space

Josefinas is a training and development space for female entrepreneurs that are also mothers.

airaluana04@gmail.com
(21) 97254-4192

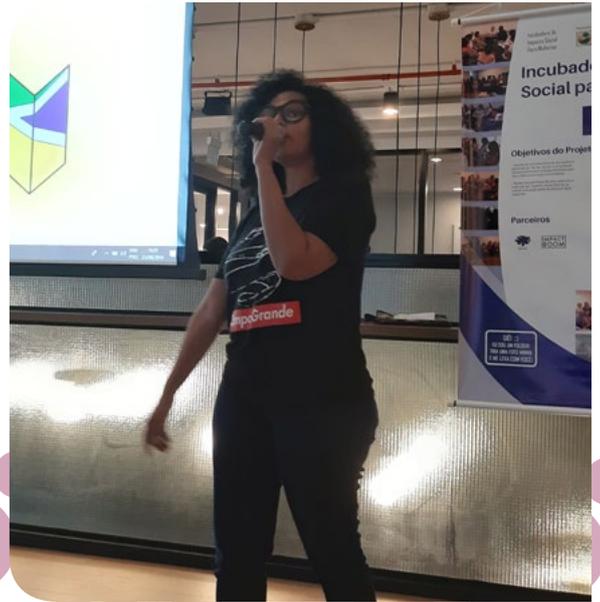


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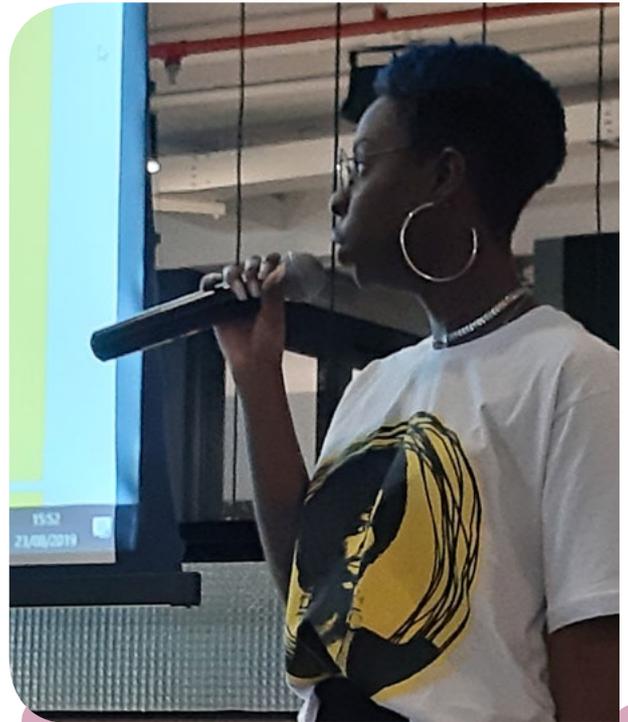


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