



BRING YOUR STARTUP TO THE LARGEST MARKET OF LATIN AMERICA

Forty teams from all around the world will receive equity-free seed capital, shared office, market connections and entrepreneurial training, as well as US\$ 1 million in perks

One of the main initiatives from the State Government of Minas Gerais (Brazil) just launched its fourth call for applications for innovative projects from around the world. SEED – Startups and Entrepreneurship Ecosystem Development – will select 40 startups that will receive seed money to develop technology-based projects in Minas Gerais. Those interested should register by March 2nd, through www.minasdigital.mg.gov.br/seed.

Brazil is currently the seventh largest IT market in the world and holds the most developed venture capital industry in Latin America. Among the three best economies in the country, the State of Minas Gerais concentrates around 6,000 technology companies and 1.3 million professionals in the sector, standing out for its qualified workforce and the versatility of investment areas.

Under the direction of the State Secretariat for Economic Development, Science, Technology and Higher Education of Minas Gerais (SEDECTES), with funds from the Minas Gerais Research Support Foundation (FAPEMIG), SEED seeks to increase and encourage the entrepreneurial ecosystem in the region. The program, created in 2013, supports national and international entrepreneurs and contributes to the diversification of Minas Gerais economy through the promotion of the culture of innovation. SEED is part of Minas Digital Program, which unifies all governmental initiatives supporting Science, Technology and Innovation to expand the already powerful innovation environment of Minas Gerais.

SEED Investment

The program offers R\$ 44K (fourty-four thousand reais) of investment for each selected startup and R\$ 12K (twelve thousand reais) for each entrepreneur, totaling up to R\$ 80K (eighty thousand reais) per company, equity-free. The headquarters of SEED is the "Espaço CentoeQuatro", located in the central region of the capital Belo Horizonte, which stands out for its strong business culture and the intense entrepreneurial ecosystem.

SEED is the acceleration program that offers the largest amount of non-financial benefits (perks) in Brazil. Currently, over 50 partner companies offer US\$ 1 million in perks to participants. Among them are big names like Microsoft, Amazon, IBM and Google. With this support, entrepreneurs can use services and access technology tools with no or lower costs, and the perks are extended to alumni participants.

In addition, each selected startup will benefit from a coworking space for meetings, events, business training methodologies, business acceleration and opportunities to approach the local innovation ecosystem. The only requirement from the program is that, entrepreneurs must spread their knowledge throughout the state. SEED's social impact activities consist of workshops, courses, and seminars to disseminate lessons learned, skills and experiences, as well as disseminate the entrepreneurial culture to the Minas Gerais population.

More information: www.minasdigital.mg.gov.br/seed.

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