

## **Mindset Ventures partners with Microsoft to invest in international startups**

*The initiative seeks to bring great startups, businesses and technologies to Brazil from Microsoft hubs in Israel and the United States.*

(September 7<sup>th</sup>, California) Today Mindset Ventures, a Brazilian Investment Group, and Microsoft Accelerators announced a global partnership agreement to invest in graduates of the Microsoft Accelerator from Tel Aviv, Israel and Seattle, USA. The amount invested in each company will vary from US\$ 100,000 to \$150,000 and will benefit 10 startups from Seattle (USA) and Tel Aviv (Israel) in the first year. Mindset Ventures' goal is to invest in businesses with market potential in Brazil.

The selected startups will be announced in October, 2016.

**Mindset Ventures** is focused on companies accelerated by Microsoft Accelerator that have potential to expand to the Brazilian market. According to Daniel Ibri, Managing Partner of Mindset Ventures and CEO of Acelera Partners, this initiative can benefit several sectors.

"We will prioritize international startups with ideas that can contribute to the development of critical areas in Brazil such as agribusiness, fintech, healthcare and smart cities", says Daniel Ibri. The selection of startups to be accelerated will be made by Mindset Ventures' Managing Partners, Microsoft Accelerators' executives and other international partners.

The partnership also seeks to improve venture capital investment knowledge in Brazil by importing the best global practices in benefit of the Brazilian startup ecosystem. According to Sebrae (*Brazilian Support Service for Micro and Small Enterprises*), the most relevant private entity that supports entrepreneurship in Brazil, micro and small businesses create 52% of total jobs in Brazil and are responsible for 27% of the Brazilian GDP, and therefore they are vital for the country's competitiveness.

"Microsoft has been operating in Brazil for nearly 27 years. Since the beginning we have been committed to local development. That is why we support the 'entrepreneurship journey', with a set of tech programs that benefit individuals from children and young people in schools, universities and NGOs, to innovative ideas and early-stage startups. With Mindset Ventures, we are expanding our scope of operation in the Brazilian market by attracting global entrepreneurs", says Franklin Luzes, COO of Microsoft Participações.

"Brazil is a huge market, and one of the biggest smartphone markets. Our culture is open-minded to new trends, making Brazil the perfect location for international startups to test their own apps before exploring new markets", adds Franklin.

## **About Microsoft Accelerator**

Microsoft Accelerator is a global initiative built to empower startups around the world on their journey to build great companies. Working with market-ready startups, the program provides the tools, resources, connections, knowledge and expertise startups need to become successful companies. The goal of the program is to help startups mature into enterprise-ready companies by scaling every aspect of their business.

The accelerators are located in seven cities around the world: Bangalore, Beijing, Berlin, London, Paris, Seattle and Tel-Aviv.

## **About Microsoft Brasil**

Microsoft has been in Brazil for 27 years and is one of the 110 subsidiaries of Microsoft Corporation, founded in 1975. A platform and productivity leader for a "mobile-first, cloud-first" world, the company's mission is to empower every person and every organization on the planet to achieve more. Since 2003 the company has invested over R\$ 387 million in providing free technology to 2,467 NGOs in Brazil, benefiting various social projects. The YouthSpark program benefited more than 13.6 million young Brazilian people since 2012.

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