

# Sebrae Towards Innovation and Smart Cities Innitiatives



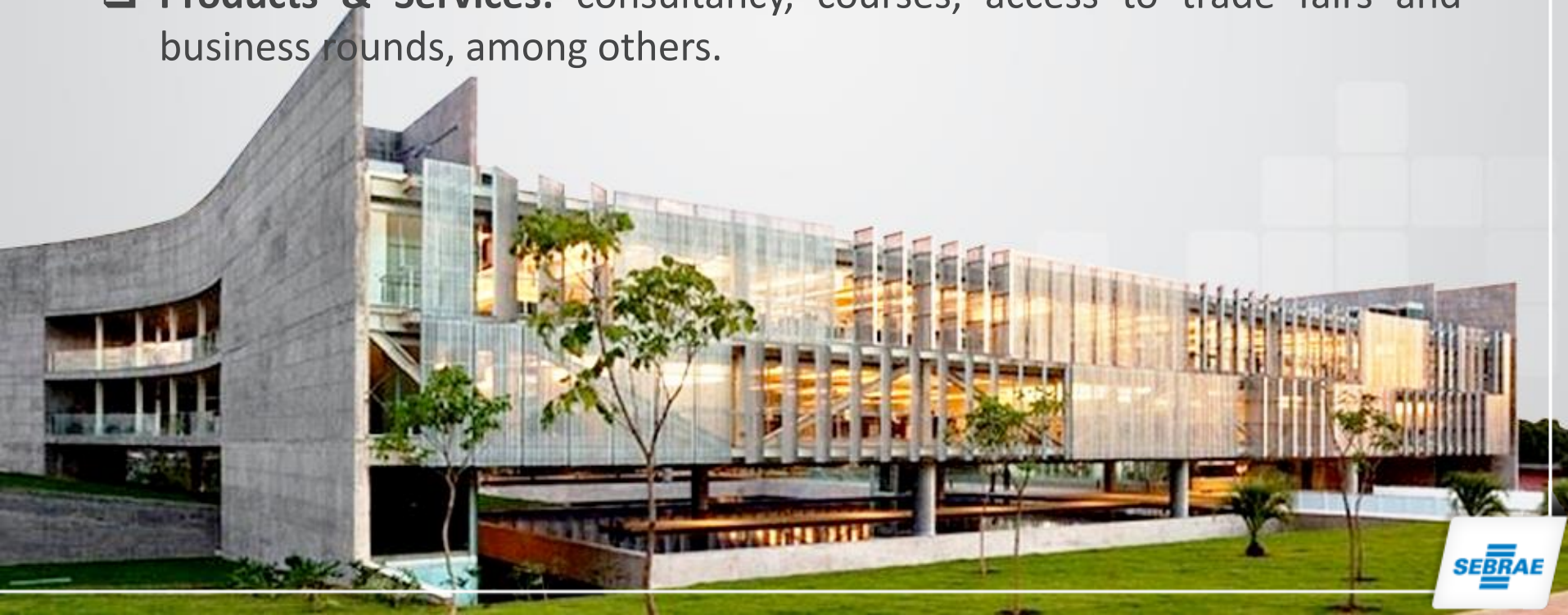
*on Micro and Small Business Support Service  
Vinicius Lages*



# About Sebrae

*Promoting the competitiveness and sustainable development of small businesses and foster entrepreneurship, to strengthen the national economy.*

- ❑ Private nonprofit entity of public interest created in 1972.
- ❑ Present in all regions of Brazil.
- ❑ Also offers distance and online products and services.
- ❑ **Costumers:** urban and rural entrepreneurs, business owners and potential clients.
- ❑ **Products & Services:** consultancy, courses, access to trade fairs and business rounds, among others.



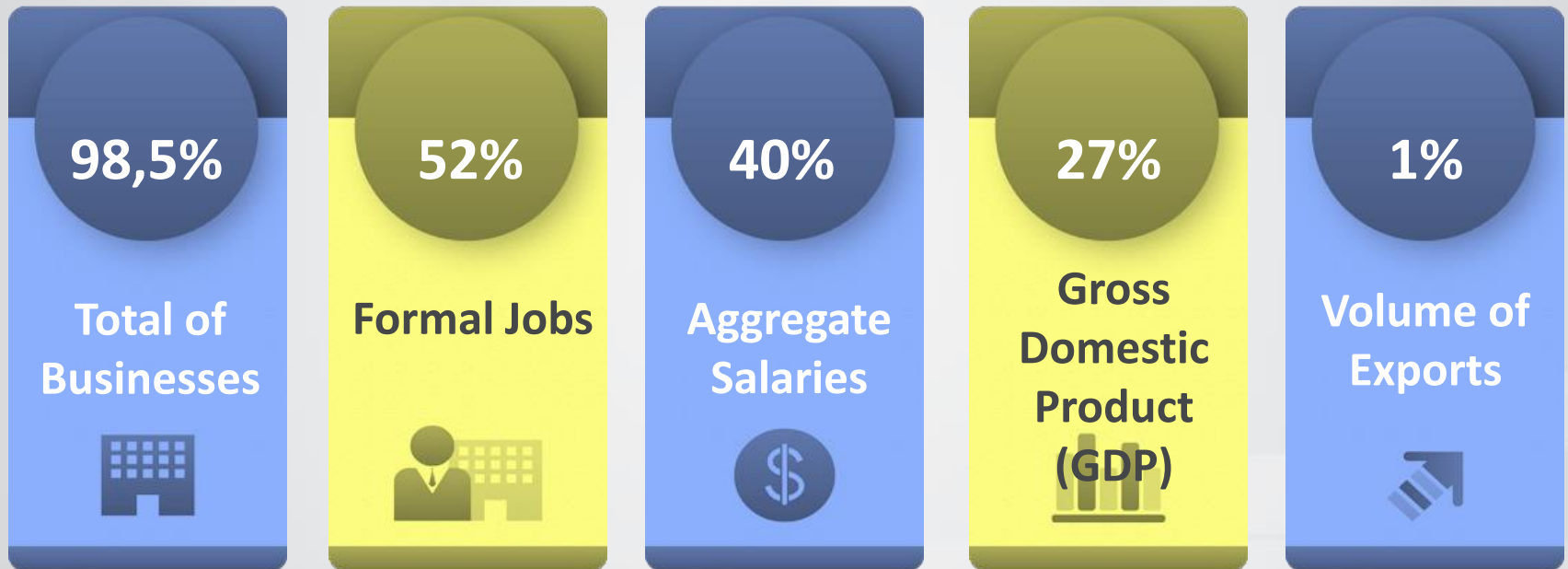
# Our Areas of Expertise

- Industry
- Agribusiness
- Trade & Service
- Financial Services
- Access to Markets
- Innovation & Technology
- Entrepreneurial Education & Culture
- Public Policies & Territorial Development



# Small Businesses in the Brazilian Economy

## General Data



Source: GEM 2015 (Sebrae and Ipop)



# DIGITAL IN BRAZIL

TOTAL  
POPULATION



**208.7**  
**MILLION**

URBANISATION: 86%

ACTIVE  
INTERNET USERS



**120.2**  
**MILLION**

PENETRATION: 58%

ACTIVE SOCIAL  
MEDIA USERS



**103.0**  
**MILLION**

PENETRATION: 49%

MOBILE  
CONNECTIONS



**267.1**  
**MILLION**

vs POPULATION: 128%

ACTIVE MOBILE  
SOCIAL USERS



**88.0**  
**MILLION**

PENETRATION: 42%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

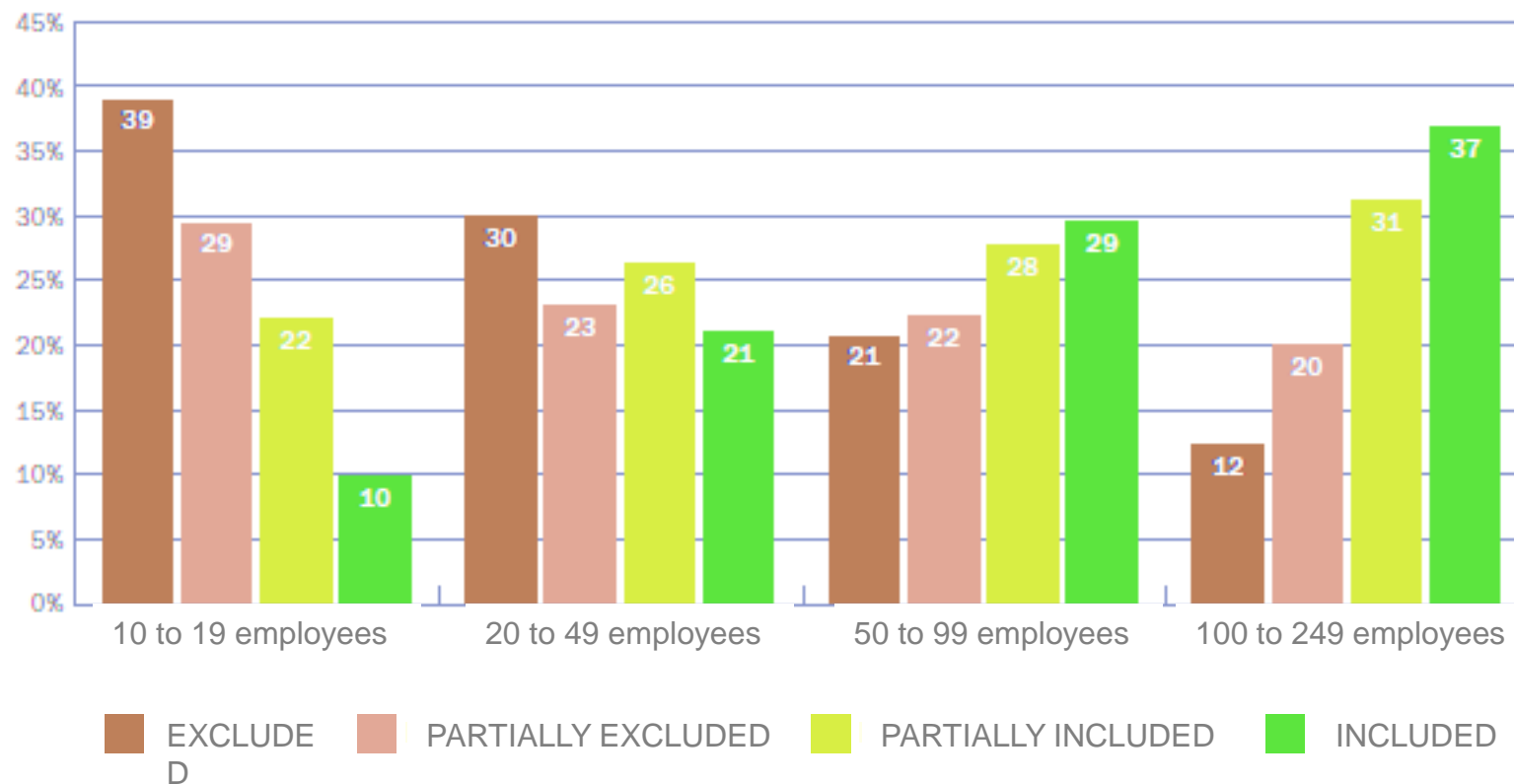
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

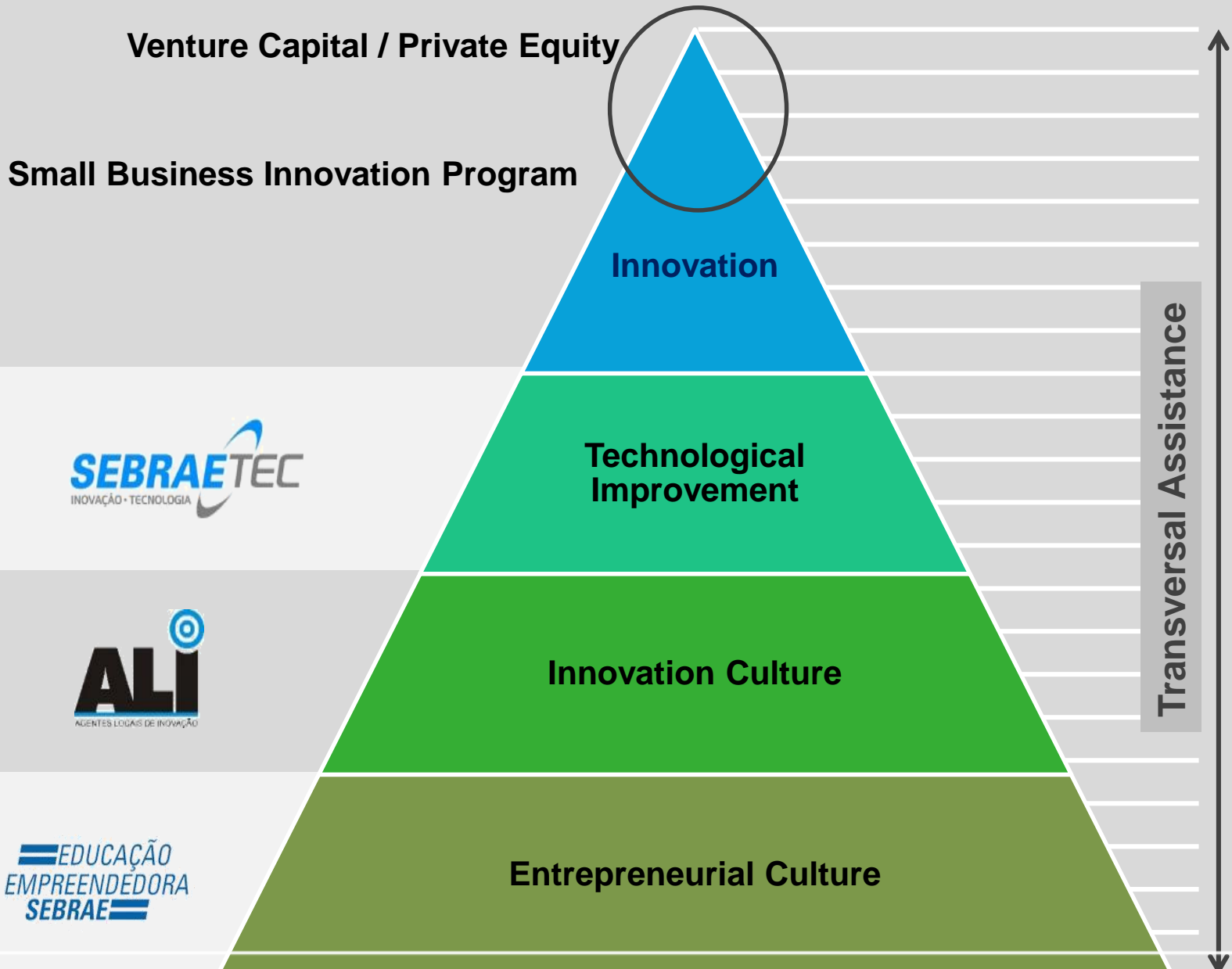
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Source: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.

## DISTRIBUTION OF THE DIGITAL EXCLUSION OF COMPANIES BY SIZE



SOURCE: ESTUDO DA EXCLUSÃO DIGITAL DAS PEQUENAS E MÉDIAS EMPRESAS ATRAVÉS DA TEORIA DE ADOÇÃO DE INOVAÇÃO EM ORGANIZAÇÕES



# Sebrae Smart City Strategy

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*Change the city. Change businesses. Change the world*

- Digital transformation of our business model
- Build a digital platform to get widely connected
- Develop a digital strategy – harnessing data
- Develop and test a methodology of action in smart cities that contemplates ***new models of action*** and ***cooperative work processes*** that enable the attendance to the demands of public or private entities.



# SEBRAE SMART CITY STRATEGY

*Change the city. Change businesses. Change the world*

- **Raise awareness of small businesses**
- **Enable small businesses to enter the digital transformation**
- **Mobilization and assessment of pilot cities and companies**
- **Interact with policy makers. Improve legislation.**
- **Identification of opportunities for small businesses in the Smart Cities market across sectors**
- **Public-private partnerships – infrastructure as infovias**
- **Development of small businesses to act in this market**
- **Hackathons (health, education, public security, mobility, housing, infrastructure)**
- **Technical support and dissemination of knowledge and best practices**
- **Participation in trade events (business matching)**
- **Knowledge exchange and networking among pilot cities**


# Sebrae Smart City Strategy

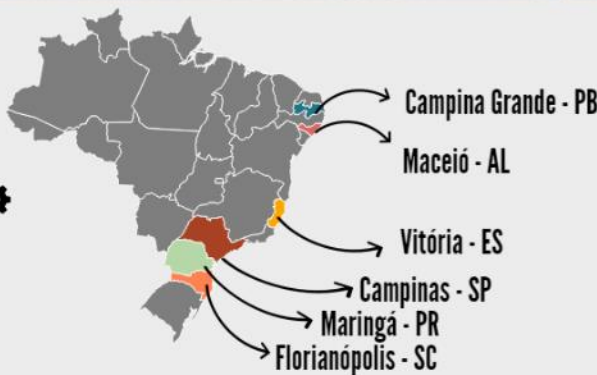
**Services in** 

**SMART CITIES**




 PERFORMANCE 6 PILOTS     METHODOLOGY     SOFTEX AGREEMENT S

**6 PILOTS** 



Campina Grande - PB  
Maceió - AL  
Vitória - ES  
Campinas - SP  
Maringá - PR  
Florianópolis - SC

**METHODOLOGY** 

Support to:




- + Executive and Operational planning of the Project
- + Identification of opportunities to MPEs in the market of Smart Cities
- + Methodology to SEBRAE'S performance in Smart Cities
- + Support to projects implementation in Pilot Cities
- + Definition of the monitoring structure of the Pilot Project

**AGREEMENT** 



 Application of the Pilot in Campinas – SP

 Studies production

 PERFORMANCE 6 PILOTS     METHODOLOGY     SOFTEX AGREEMENT

**METHODOLOGY OF SEBRAE'S PERFORMANCE IN SMART CITIES**

2019... Performance Smart Cities expanded in Sebrae's Systems

## **MAIN DIMENSIONS TO BE WORKED IN PILOT CITIES**


- **Campina Grande – Basic sanitation, water supply and security.**
- **Campinas - ICT (Information and Communication Technologies), new startups, legislation and energy.**
- **Florianópolis – Mobility, ICT and Smart Destination**
- **Maringá – ICT and Urbanism**
- **Maceió – Education, mobility and security.**
- **Vitória – Health, security and mobility.**

# Sebrae

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## *Cooperation possibilities between Brazil and Korea +partners*

- ❑ **KAIST:** transference of technologies related to smart cities
- ❑ **Posco/Cisco/U-Life:** transference of knowledge transfer, consultancy and investment based on Songdo's experience.
- ❑ Sebrae can contribute to the **Cooperation Center for ICT (CCTIC)**, developed by Brazil and Korea, aiming to share information on technology, especially about smart grids, 5G and IoT.
- ❑ Sebrae can also contribute to implement the **MOU on Creative Economy and Knowledge-Based Society**, signed by both countries.



*Thank you!*  
**감사합니다!**

*vinicius.lages@sebrae.com.br*