

MAPEAMENTO DE COMUNIDADES

/Nordeste



O AMADURECIMENTO DO ECOSISTEMA BRASILEIRO!



Quando iniciamos a missão de mapear o ecossistema empreendedor, lá em 2018, nosso objetivo era trazer um olhar maior para as comunidades que ainda estavam nascendo (emergentes), dando assim, visibilidade para fora dos centros geradores de startups.

Hoje, dois anos depois, e em um cenário cada vez mais maduro, entendemos que era o momento de dar um passo adiante. Por isso, no Mapeamento de 2020, além das comunidades emergentes, você encontrará dados sobre os principais polos de startups no Brasil, como São Paulo, Rio de Janeiro, Belo Horizonte e Florianópolis, além de dados necessários para os dias atuais e que foram captados pela primeira vez, incluindo diversidade e impacto do Covid-19.

Nosso objetivo, é cada vez mais compreender o cenário nacional de startups, gerando dados confiáveis e com densidade, identificar as principais dores e potências em cada região do Brasil, para orientar cada vez mais, tomadas de decisões pautadas em dados e inteligência.

O que você vê aqui, é um documento vivo. Se quiser nos ajudar, poderá contribuir para melhorias e atualizações, afinal, somos um ecossistema em constante evolução. E é para isso, que este estudo existe!



Como este mapeamento foi feito?

O Mapeamento de Comunidades da Abstartups, este ano com co-realização do Sebrae, é um estudo que propõe registrar dados demográficos e o perfil das startups em todo Brasil, além de identificar atividades e agentes de fomento à inovação e ao empreendedorismo nas comunidades. Por isso, a captação se divide em dois eixos:

Mapeamento de Startups

A Abstartups conta hoje com uma base de mais de 13 mil startups cadastradas no Startupbase, nossa base aberta e atualizada em tempo real, e com 5 mil startups associadas. Além desses dados, durante os meses de maio a setembro de 2020, captamos respostas com uma amostragem de 3.000 startups de todo Brasil através de formulário.

Os dados que você encontrará a seguir, estão todos em porcentagem e são referentes apenas às startups ativas na data de publicação, tendo sido desconsideradas startups, que após análise, estavam desativadas ou não correspondiam à definição de startup estabelecida neste estudo.

Documento de Atores

O Mapeamento de atores é um documento colaborativo, construído em conjunto com uma rede de lideranças locais e comunidades. Hoje, nossa rede conta com mais de 300 curadores que contribuem com este trabalho.

Você encontra a lista completa de atores mapeados em cada comunidade, assim como a lista completa de curadores deste ano, aqui na página oficial do mapeamento 2020.

REALIZAÇÃO

O Mapeamento de Comunidades é uma iniciativa da Abstartups.

A Abstartups existe para construir o ambiente ideal para as startups transformarem o país. Nós inspiramos, capacitamos, conectamos e advogamos pelas startups, porque acreditamos no papel da inovação como motor de transformação positiva para o país.



Co-Realização

O Sebrae – Serviço de Apoio às Micro e Pequenas Empresas é uma entidade civil sem fins lucrativos que trabalha desde 1972 pelo desenvolvimento sustentável dos pequenos negócios. Para isso, a entidade promove cursos de capacitação, facilita o acesso a serviços financeiros, estimula a cooperação entre as empresas, organiza feiras e rodadas de negócios e incentiva o desenvolvimento de atividades que contribuem para a geração de empregos e rendas.



01 Sobre o nordeste

O ecossistema nordestino de startups vem em um processo intenso de evolução, de uma região exportadora de talentos tecnológicos para ambientes maduros e conectados, capazes de reter e suportar o desenvolvimento de startups. Hoje, além de um bom volume de empresas, cases de sucesso e relevância, programas de aceleração, mercados regionais consumindo cada vez mais soluções digitais e aproximação com potenciais investidores.

Como resultado, podemos ver cases de startups que se tornaram referência, mantendo a base

operacional na região, como a In Loco de Recife e a Agenda Edu de Fortaleza, estimulando outras empresas a buscar centros como São Paulo apenas para desenvolver os setores comerciais ou estreitar a relação com potenciais investidores.

Reter negócios é, talvez, o grande fator de sucesso das nossas comunidades. Ver a evolução de um bom volume de empresas que criam oportunidades para que os talentos permaneçam é reflexo de como a região se tornou uma das mais interessantes para negócios digitais, inclusive para as que operam em outras regiões.

**Luiz Gomes, Head Estratégias
Overdrives | Parceiro Regional**

 OVERDRIVES

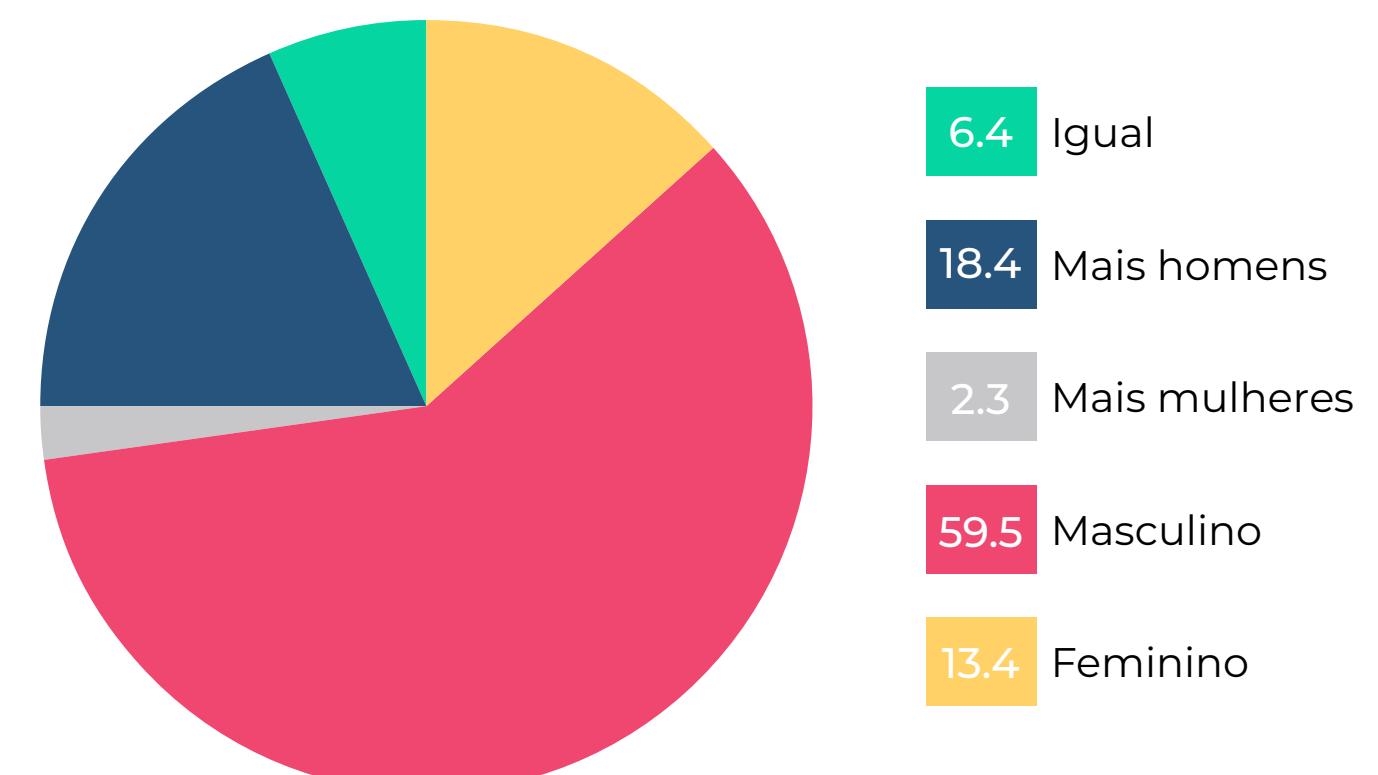


02

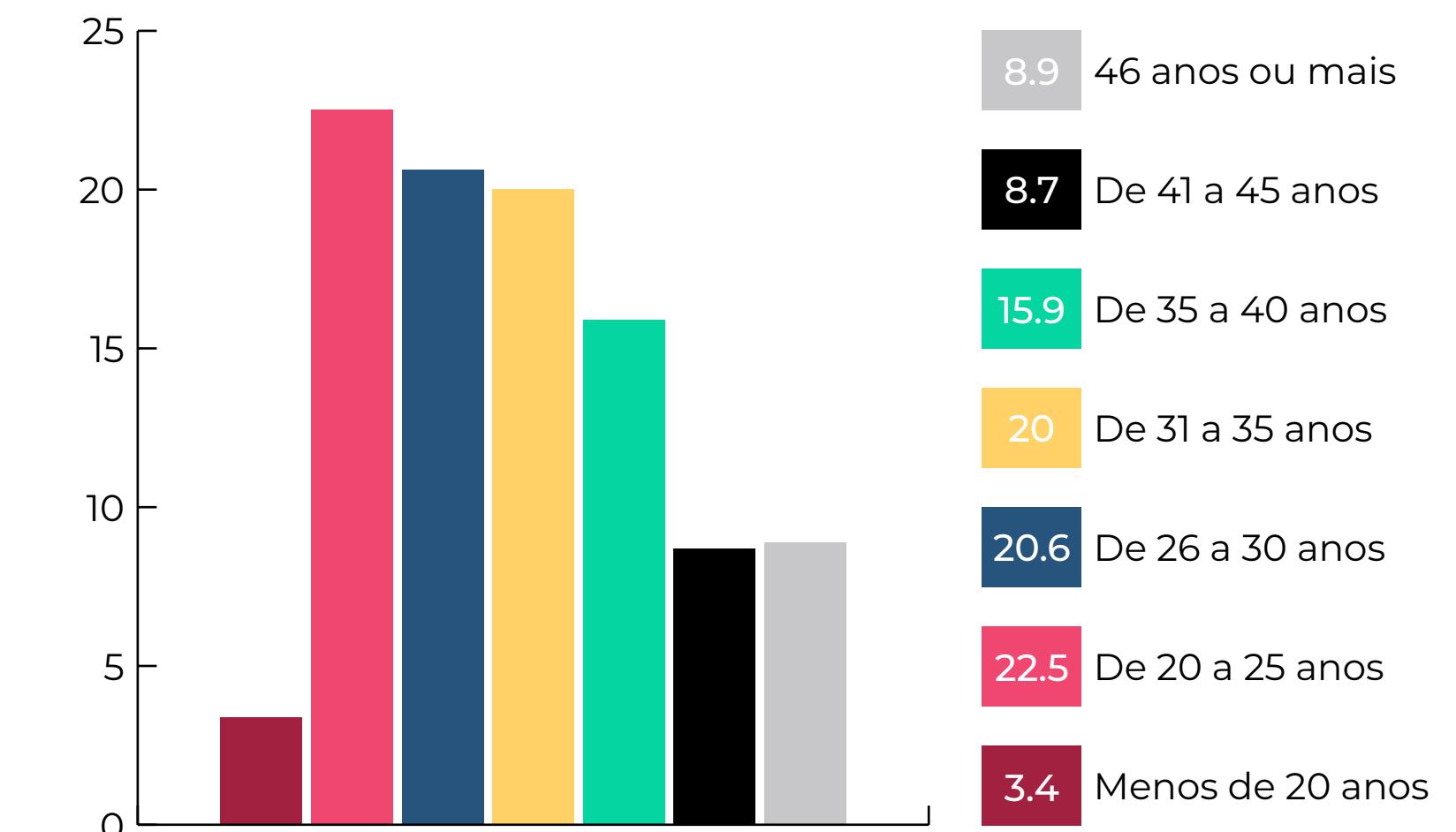
Perfil do founder



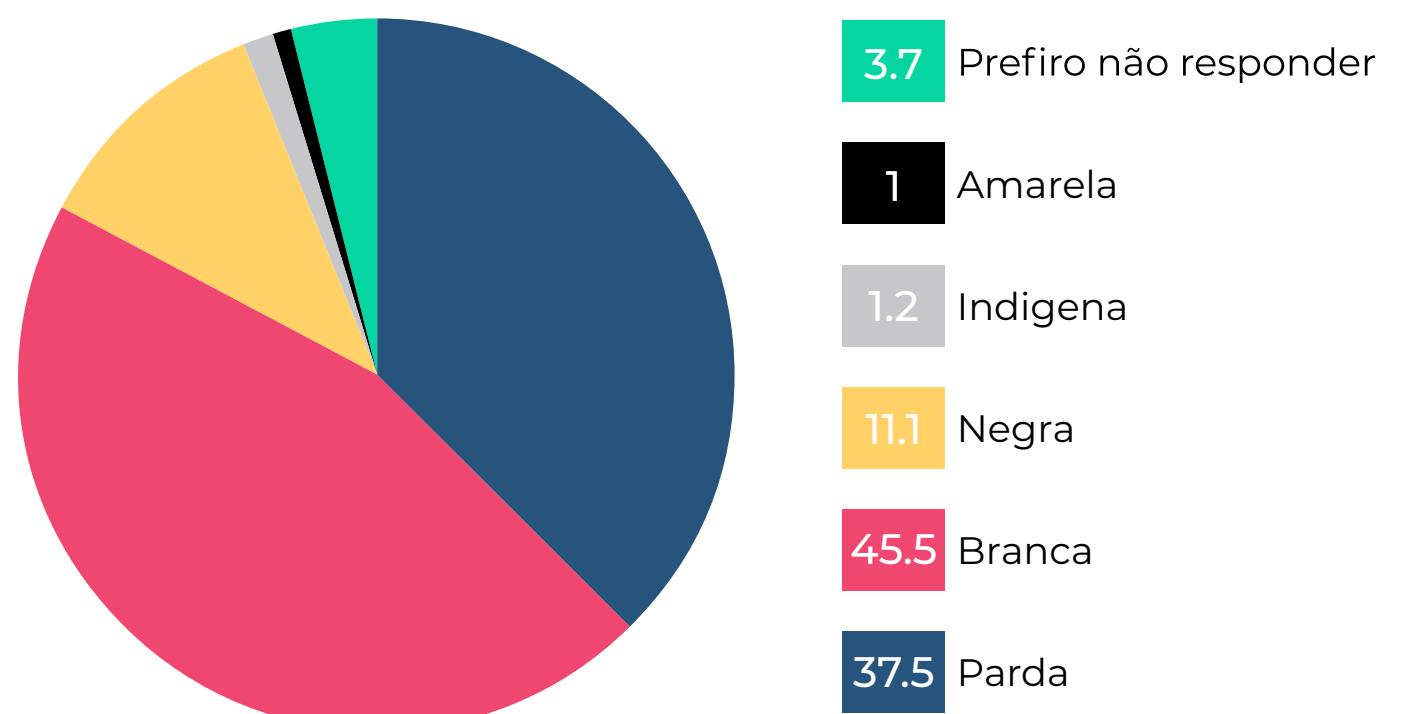
Gênero



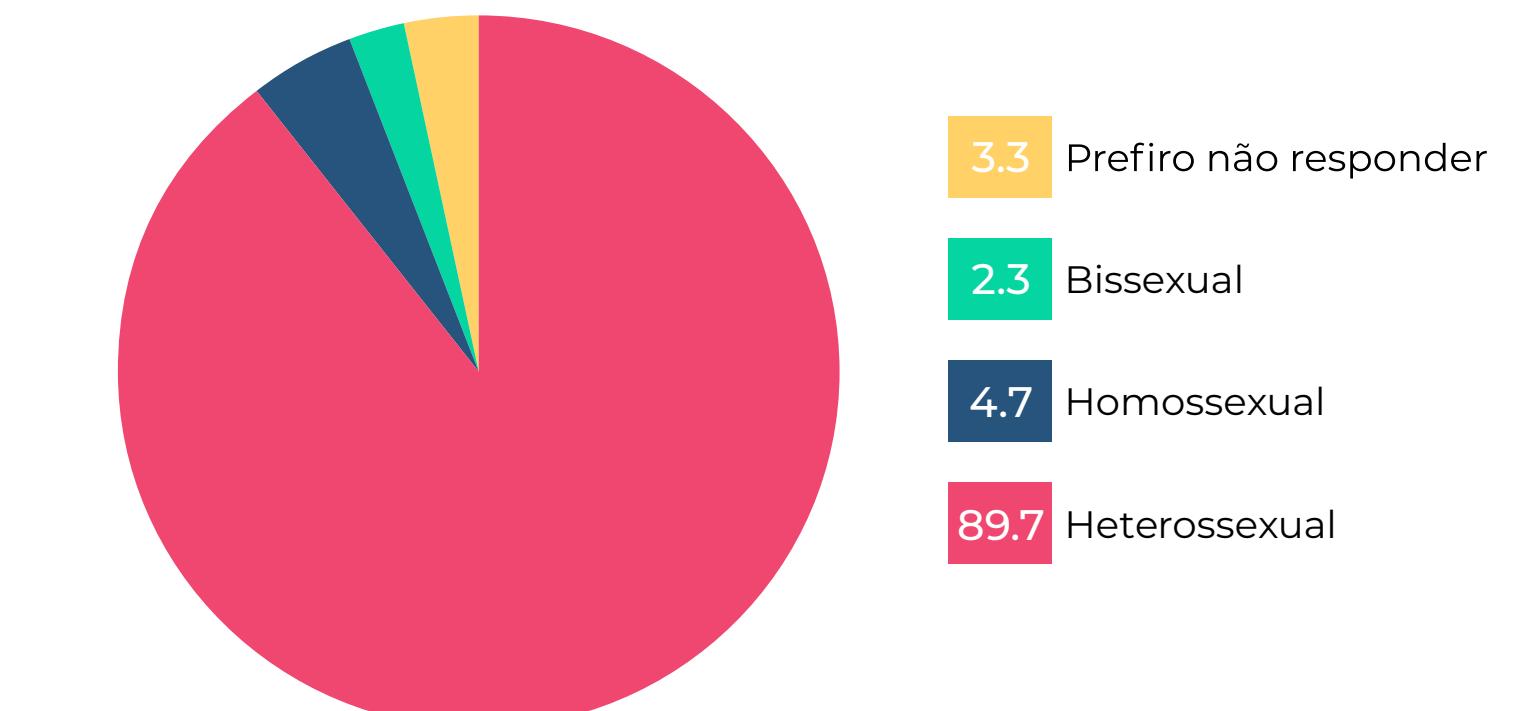
Idade



Raça



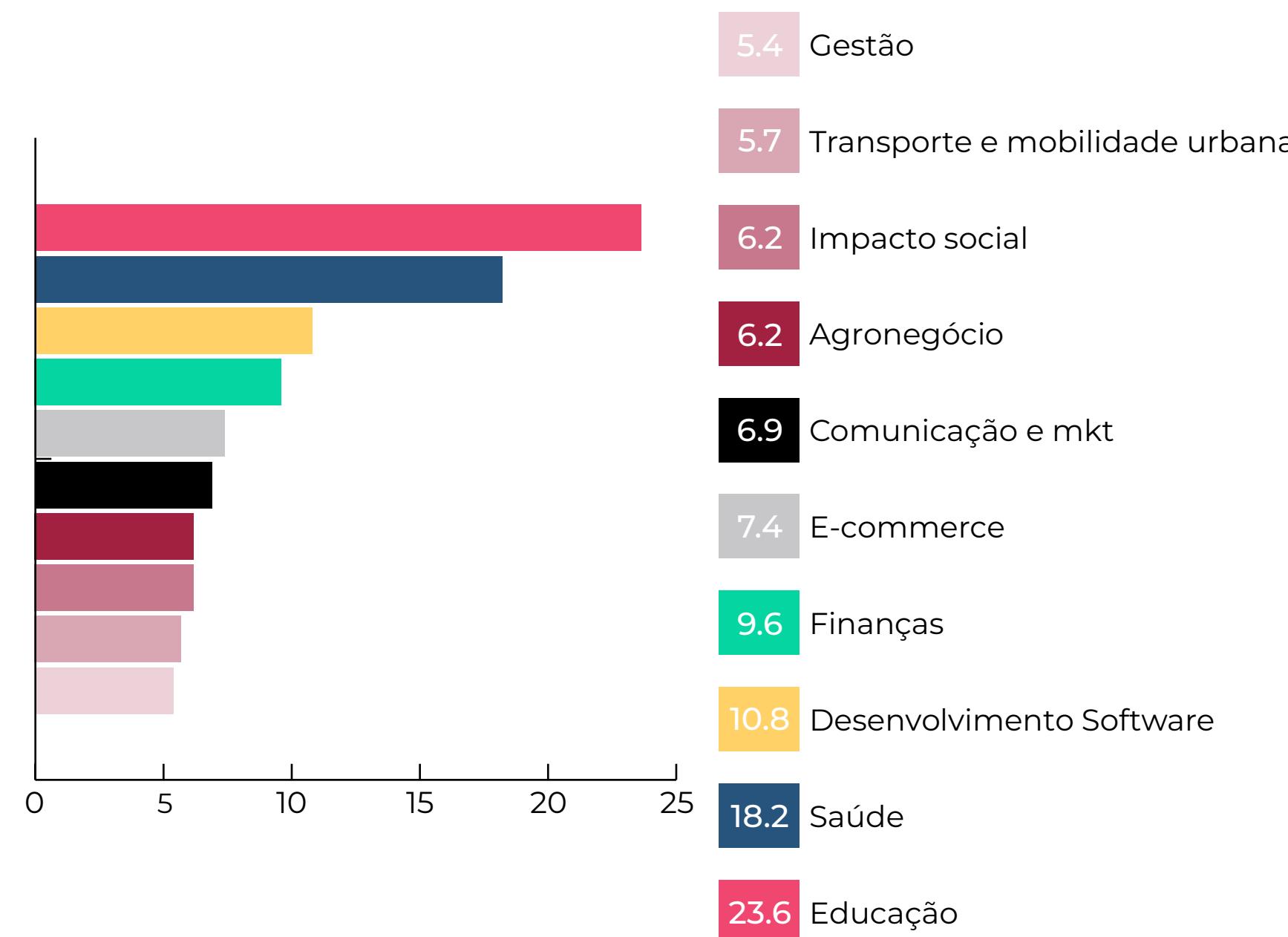
Orientação sexual



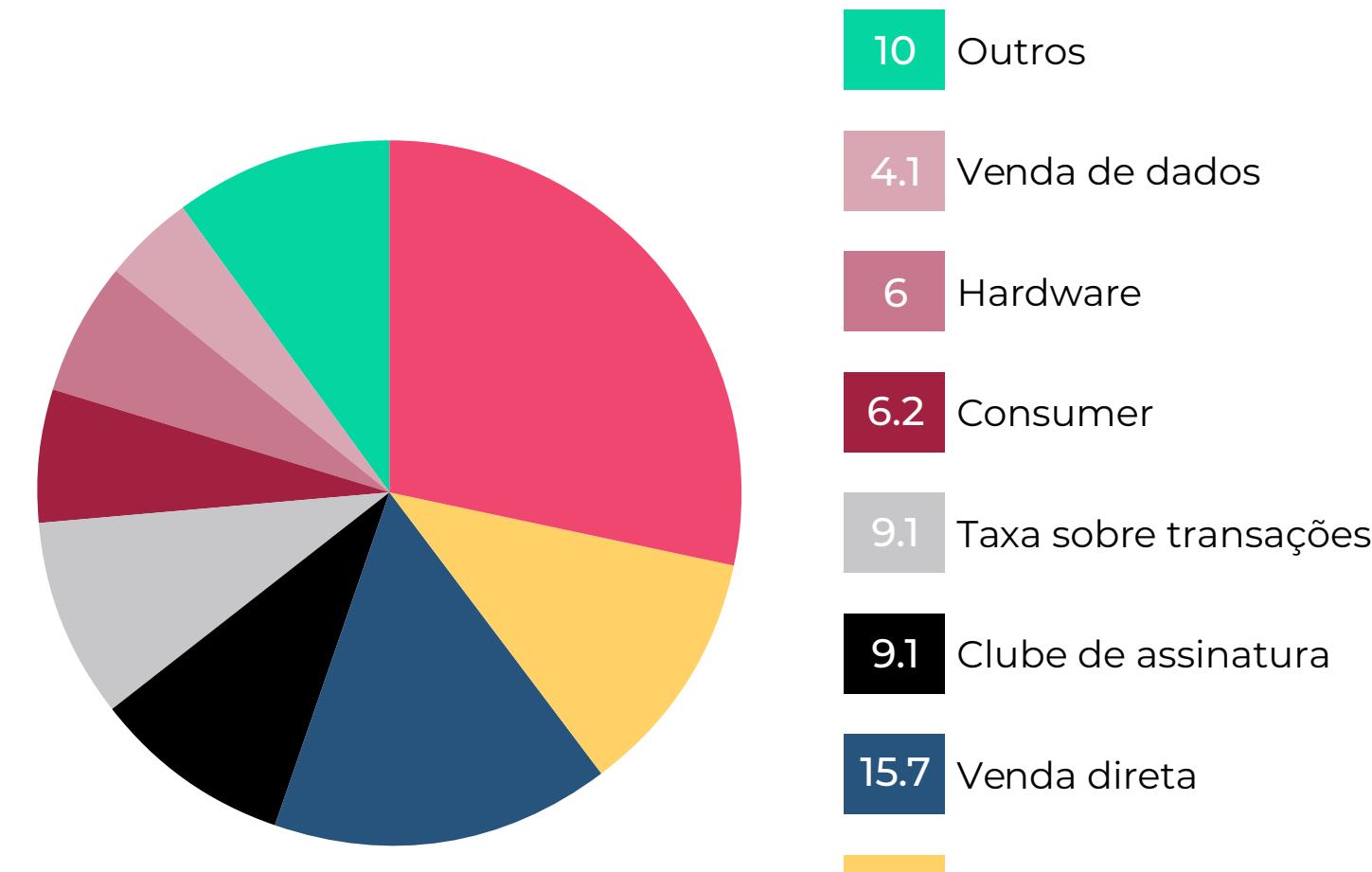
Perfil da startup

03

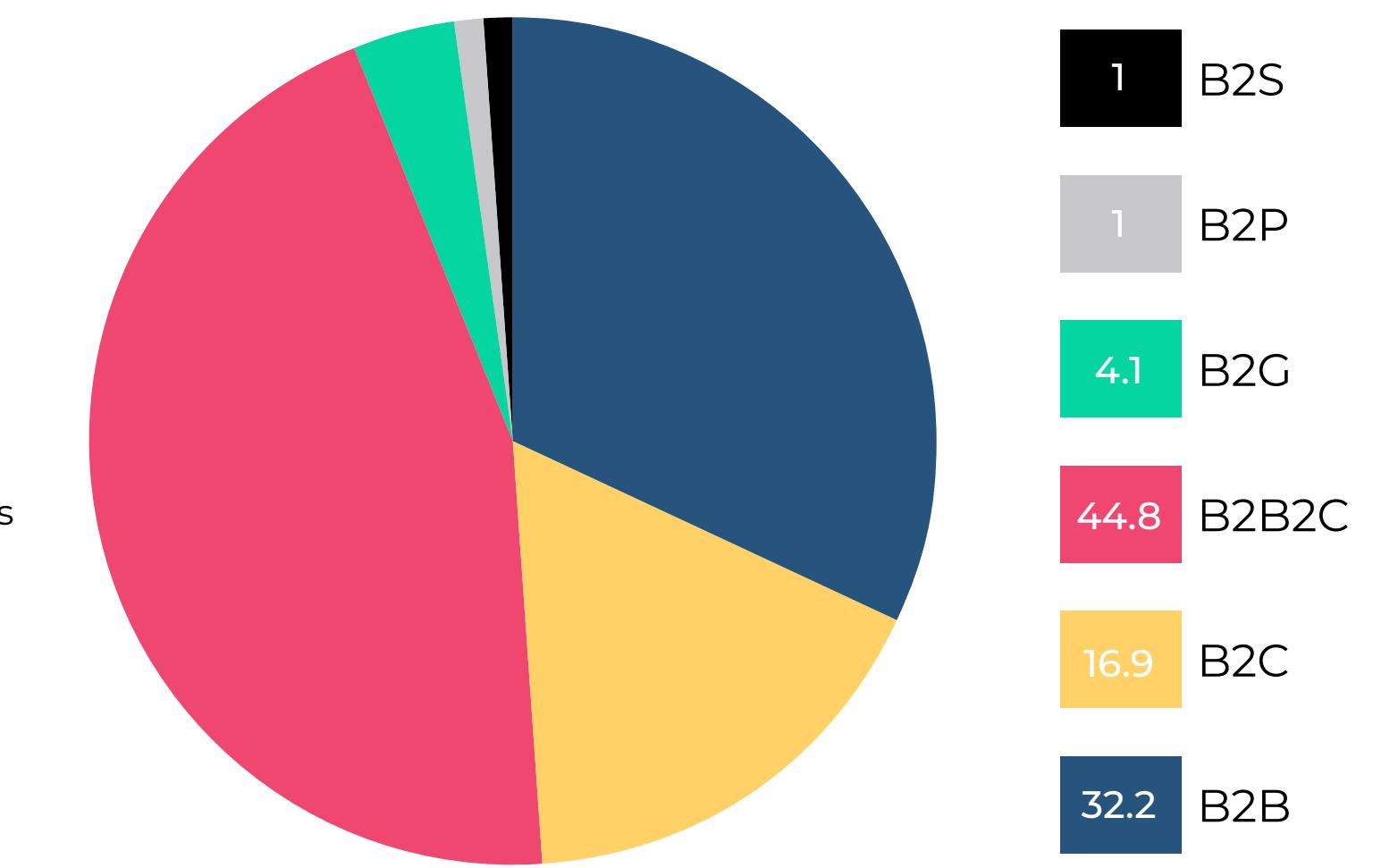
Área de atuação



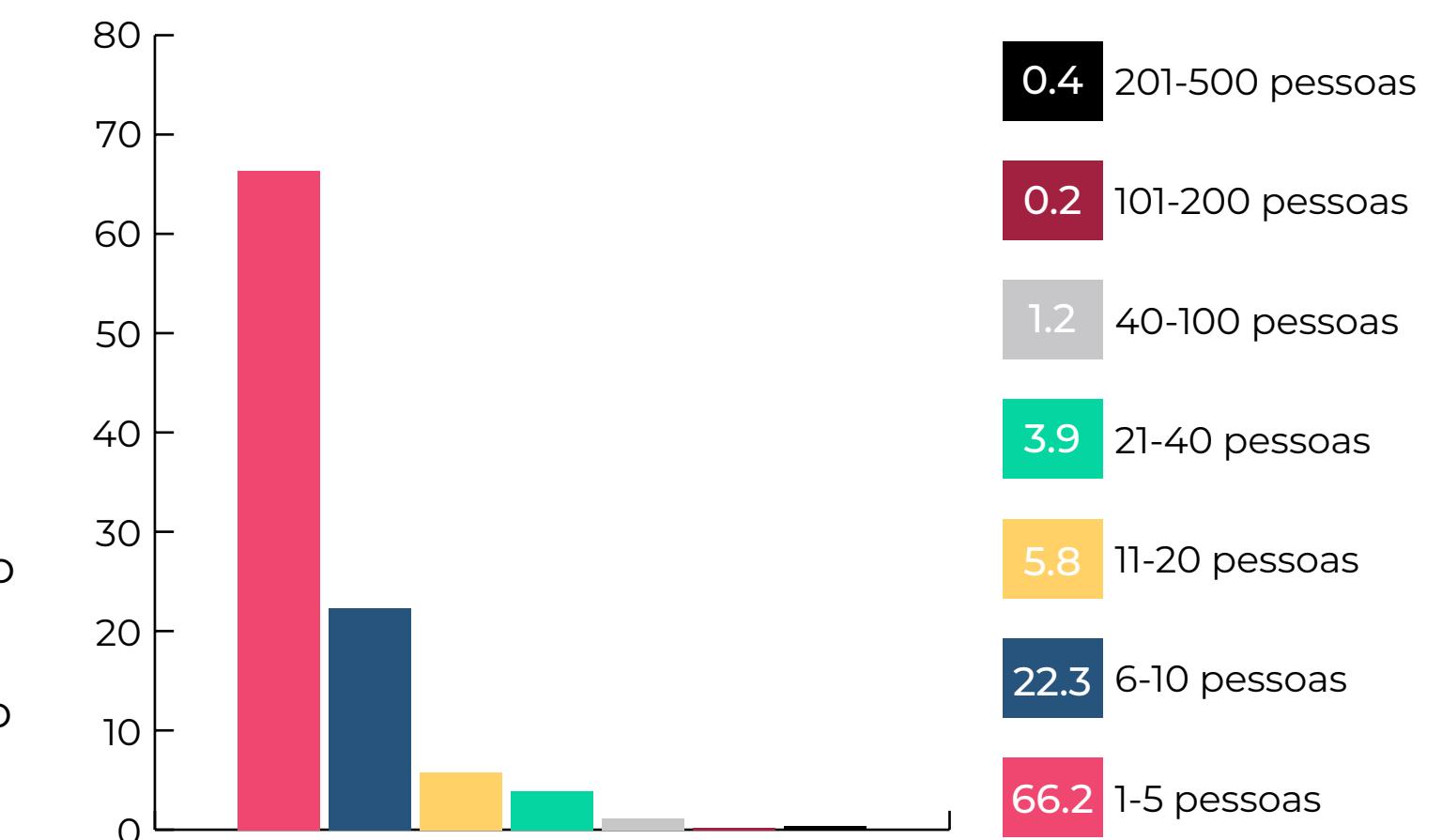
Modelo de negócio



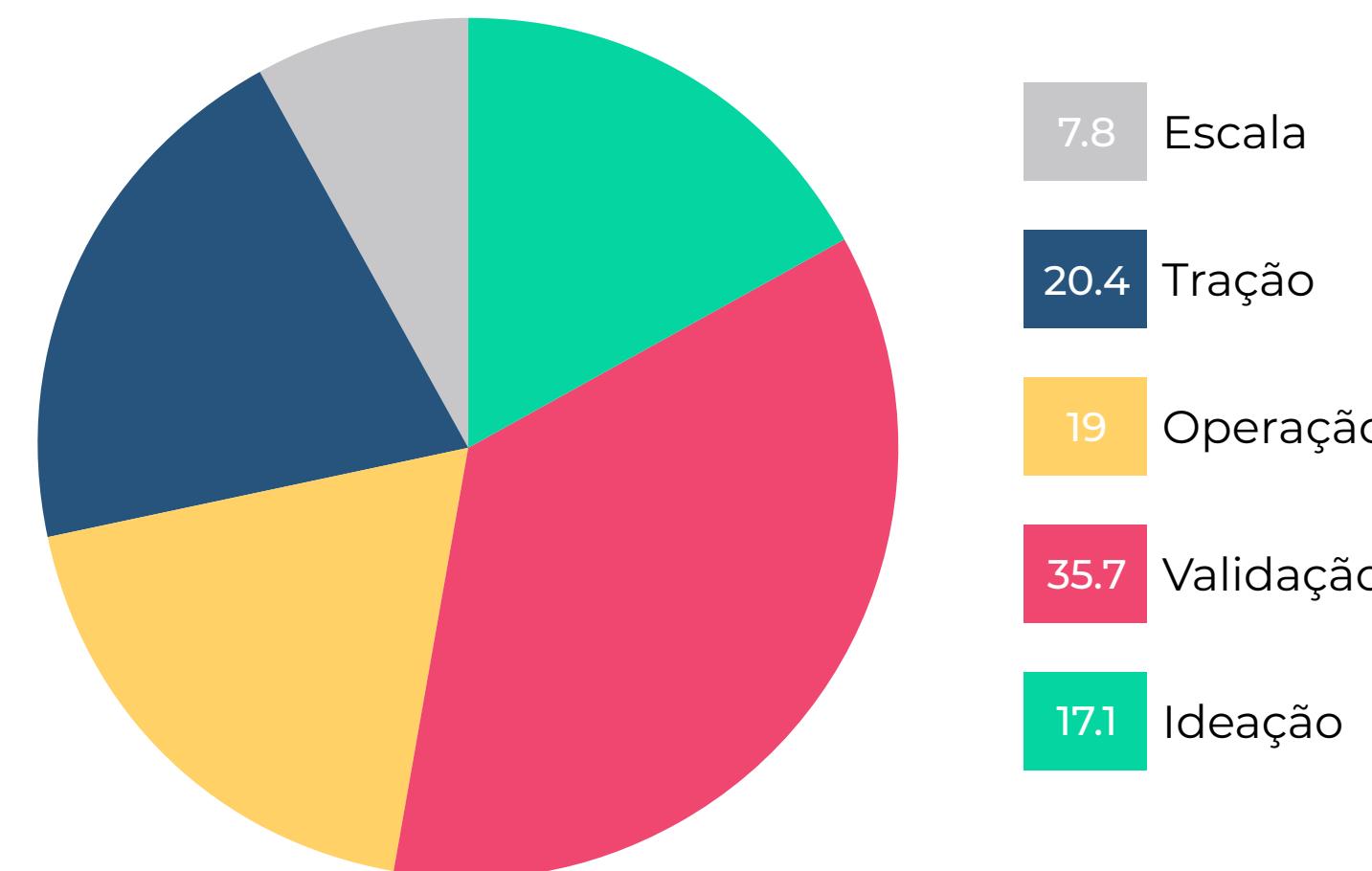
Público alvo



Tamanho do time



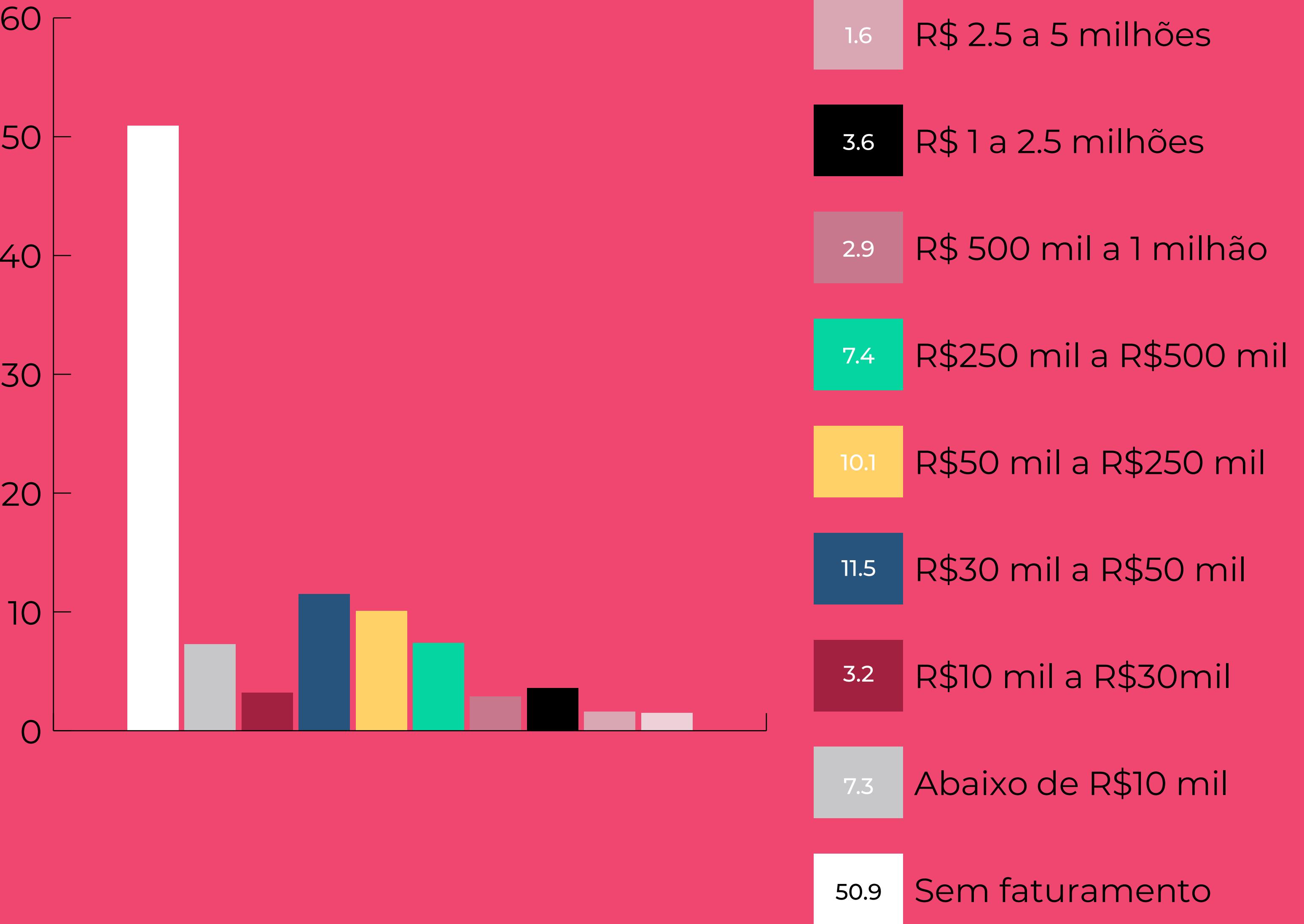
Fase



04

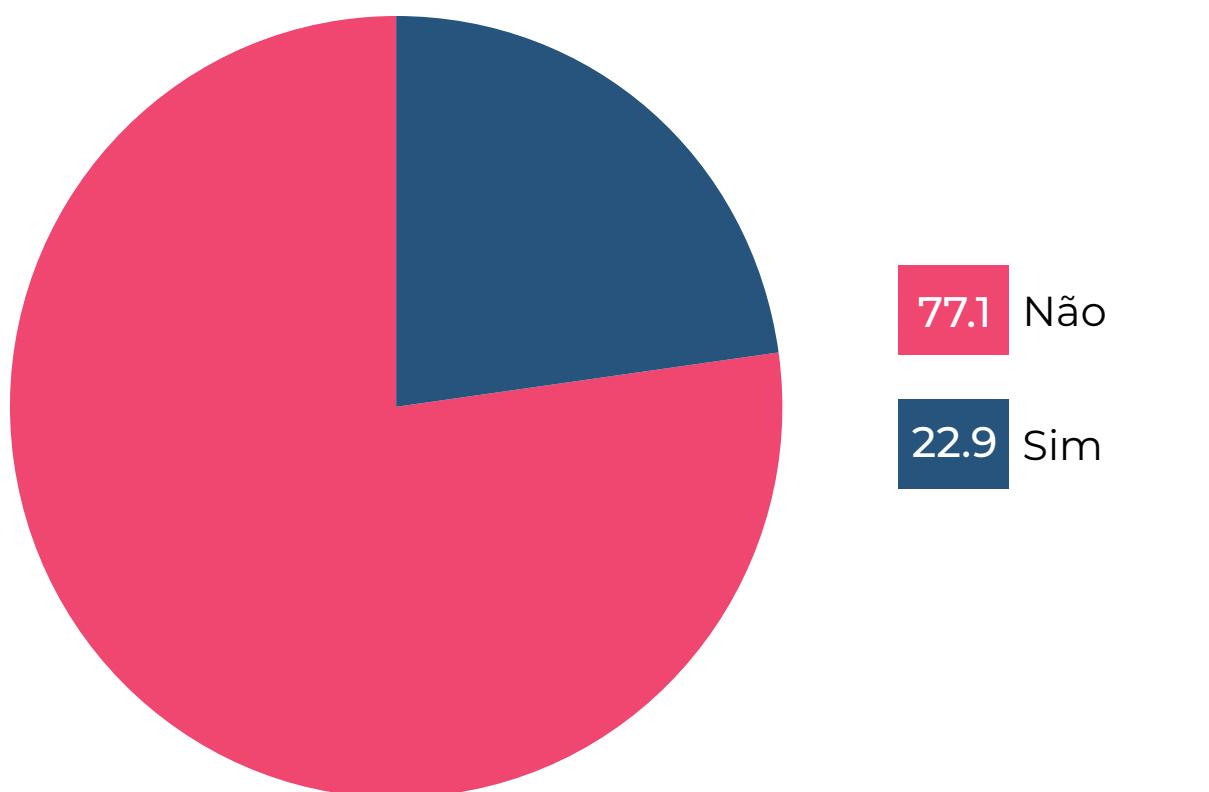
Investimentos

Faixa de faturamento

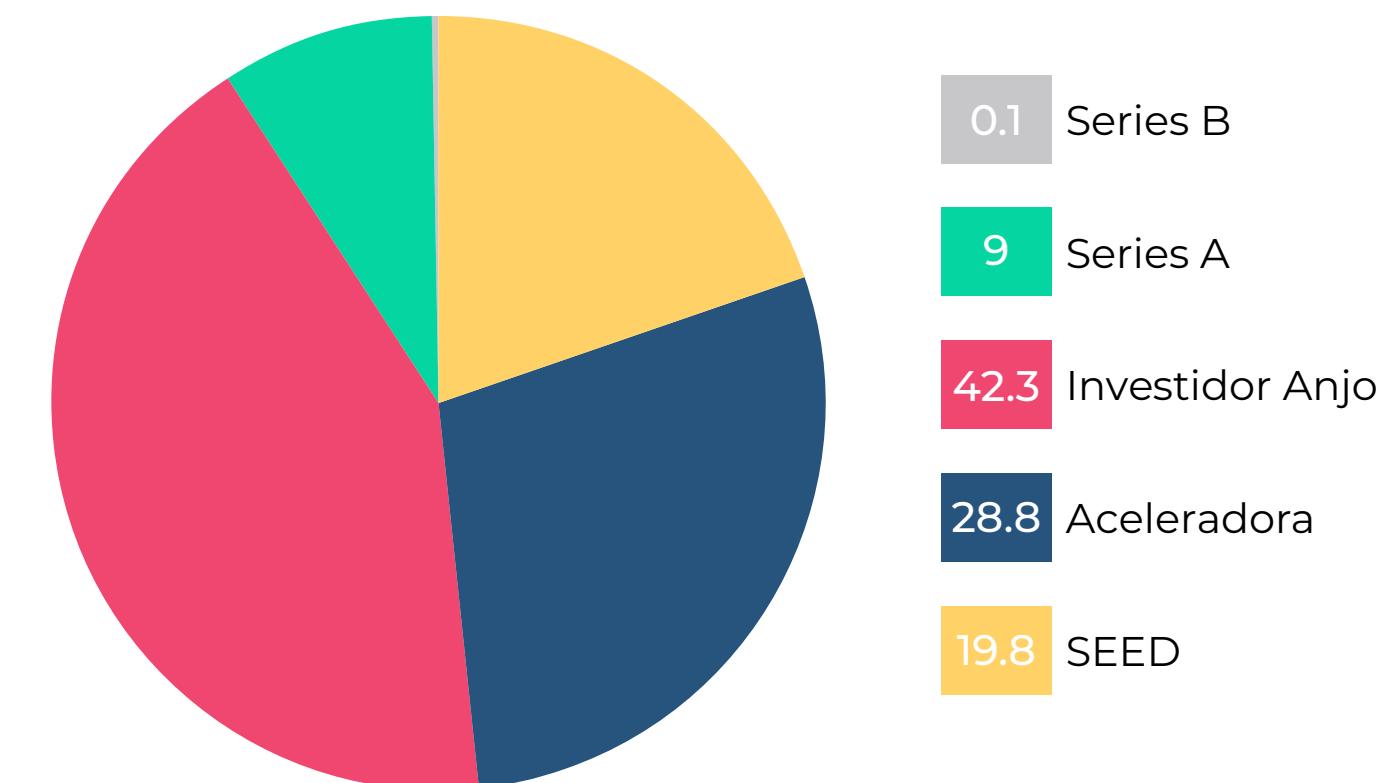


investimentos

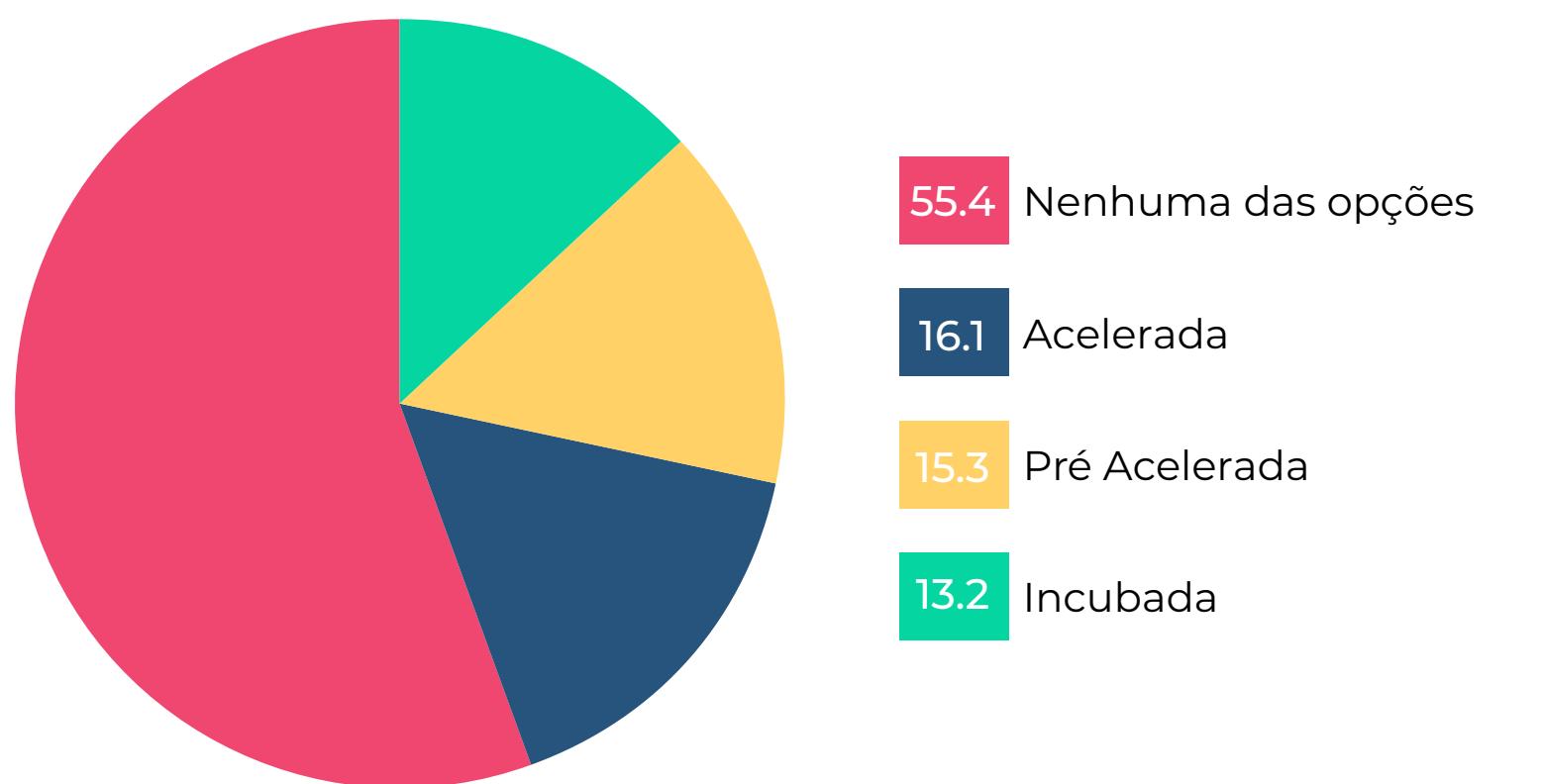
Já recebeu investimento?



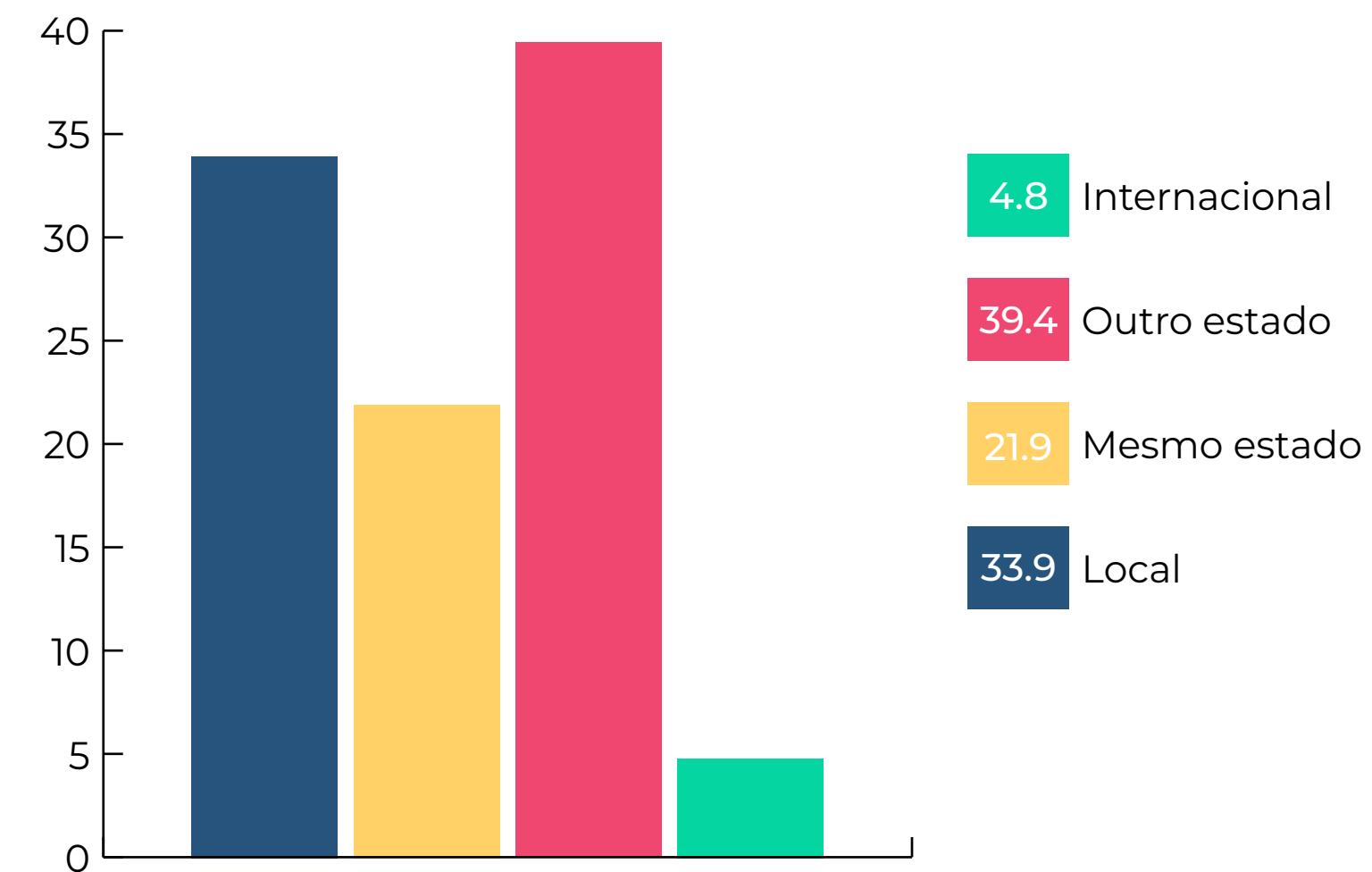
Tipo de investimento



Startups já foram:



Origem do investimento

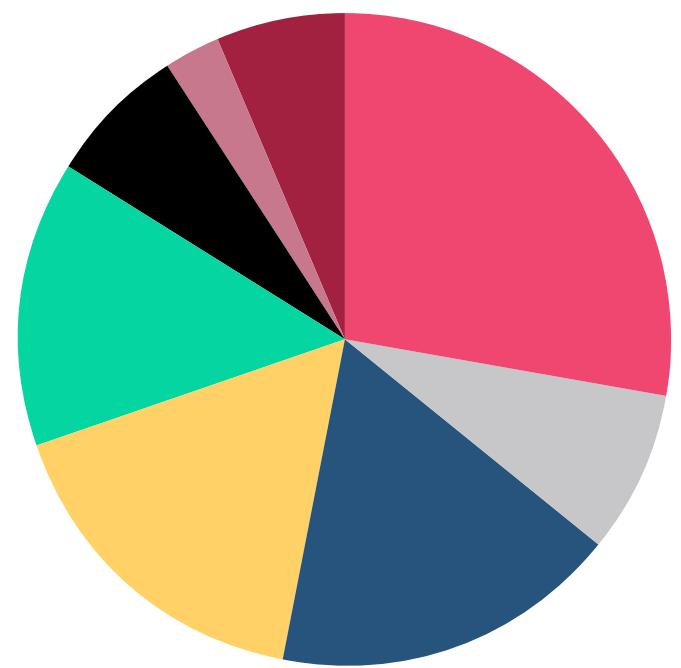


05

Diversidade

TIME

Mulheres



6.2 De 95% a 100%

2.7 De 76% a 95%

7.1 De 51% a 75%

14.2 Metade

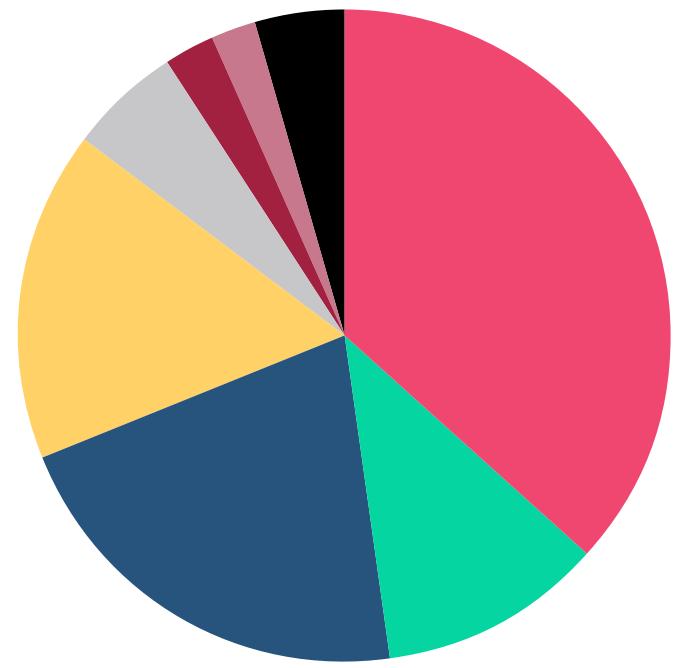
16.7 De 25% a 49%

17.1 De 6% a 25%

8 Menos de 5%

28 Nenhuma

Pessoas negras



4.3 De 95% a 100%

2.1 De 76% a 95%

2.7 De 51% a 75%

5.6 Metade

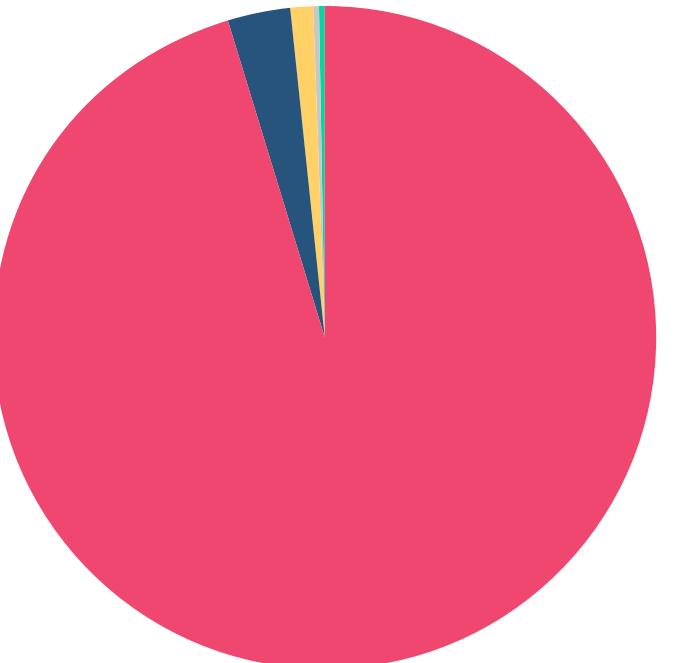
16.3 De 25% a 49%

21 De 6% a 25%

11.3 Menos de 5%

36.7 Nenhuma

Pessoas com deficiência



0.2 Metade

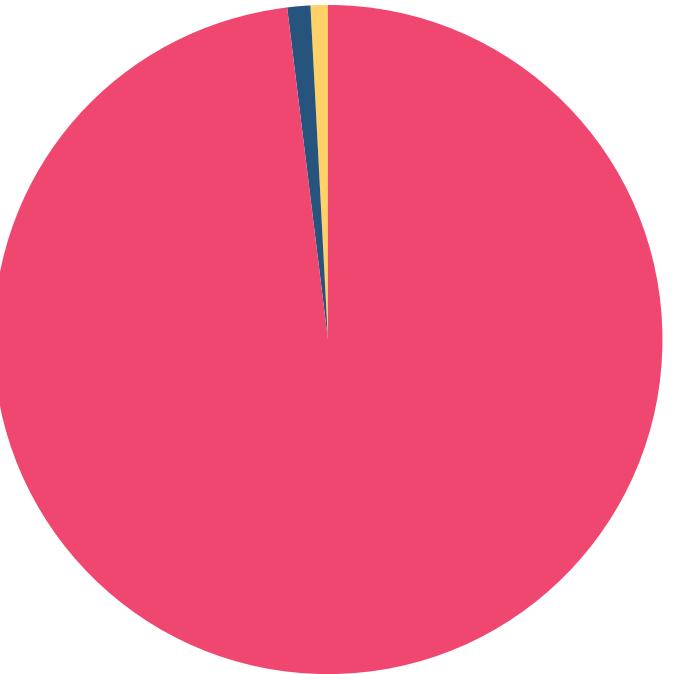
0.2 De 25% a 49%

1.2 De 6% a 25%

2.9 Menos de 5%

95.5 Nenhuma

Pessoas transexuais

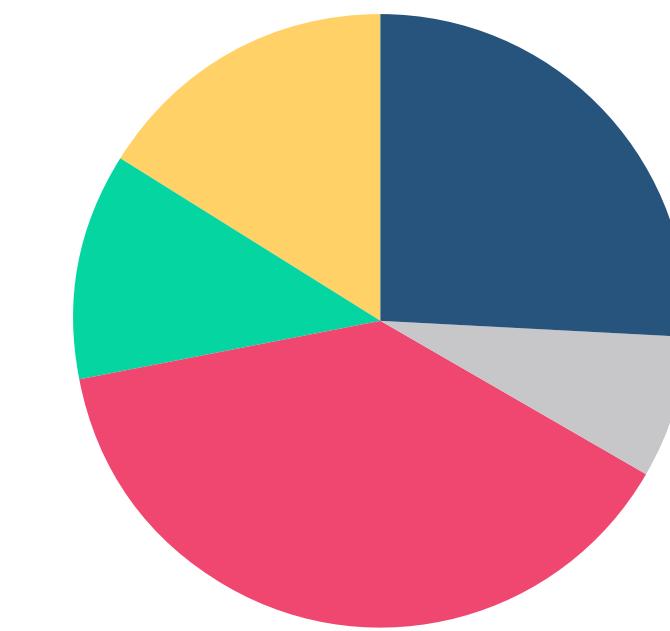


0.6 De 6% a 25%

1.3 Menos de 5%

98.1 Nenhuma

Você sabe a orientação sexual dos seus colegas?



15.9 Com certeza não

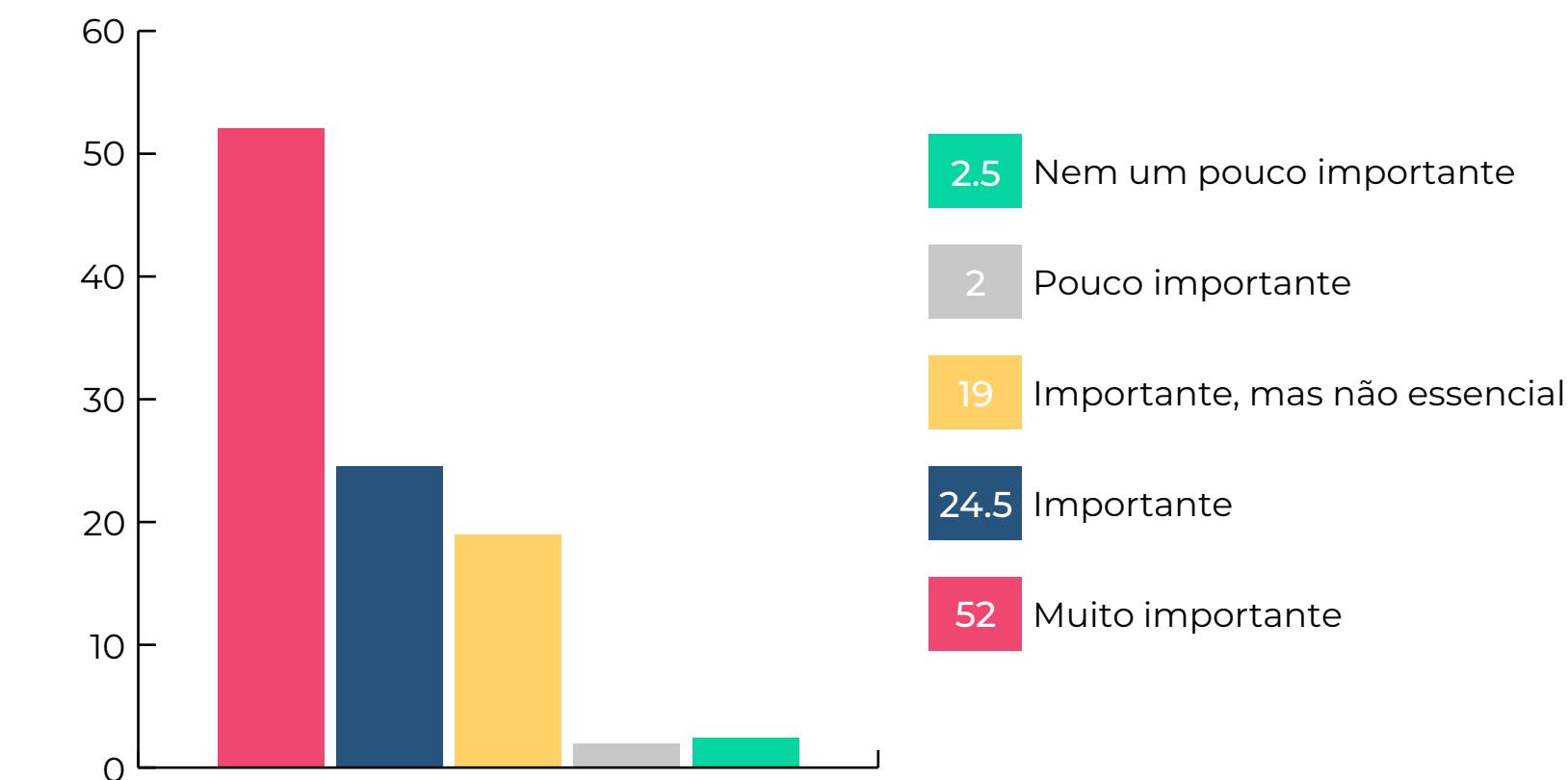
12 Provavelmente não

38.6 Não sei dizer

7.5 Provavelmente sim

26 Com certeza sim

O quanto importante é diversidade para a startup?



2.5 Nem um pouco importante

2 Pouco importante

19 Importante, mas não essencial

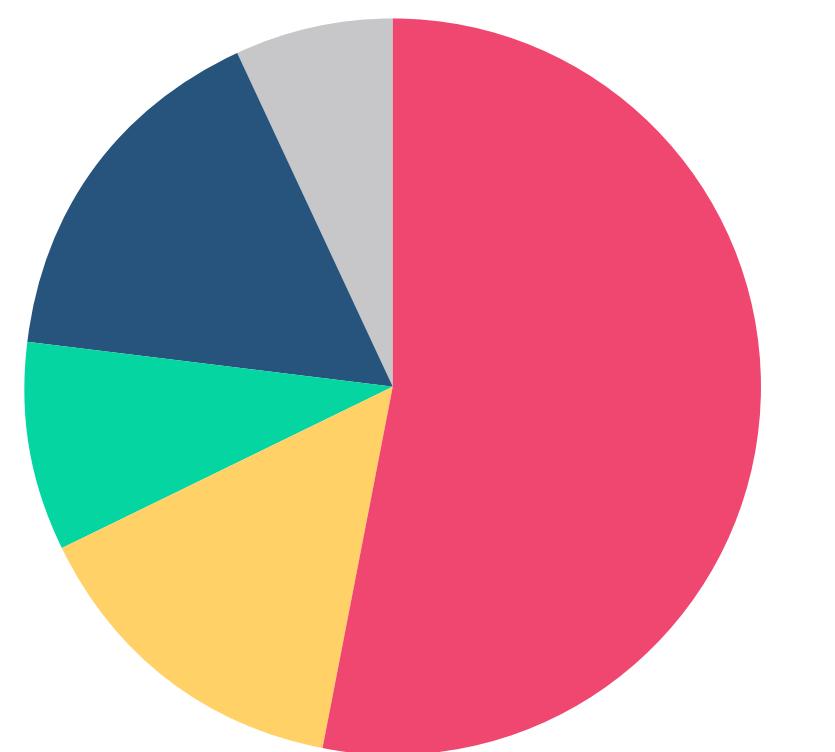
24.5 Importante

52 Muito importante

A sua startup apoia a diversidade?

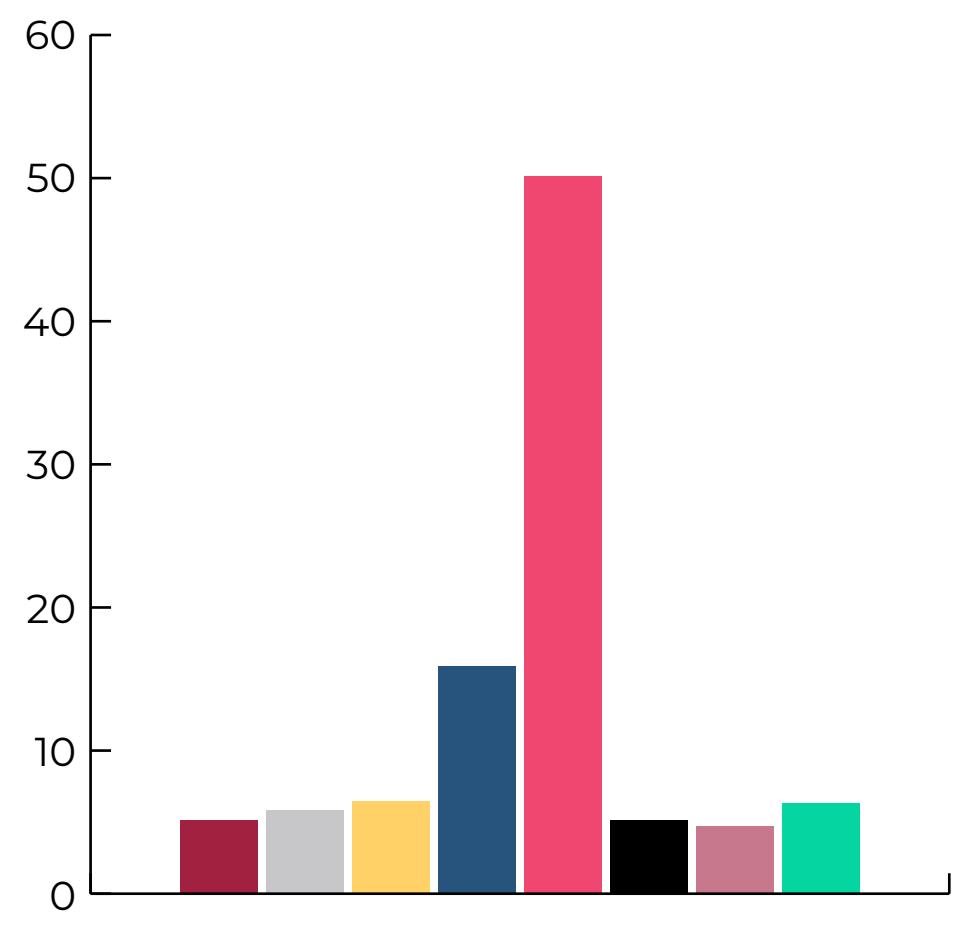
87% sim **2.7%** não **10.3%** não sei

Qual foi o maior impacto?



- 6.7 Nos custos operacionais
- 16.3 Negociações de investimento
- 9.1 No time
- 14.7 No faturamento da startup
- 53.2 Na aquisição de clientes e vendas

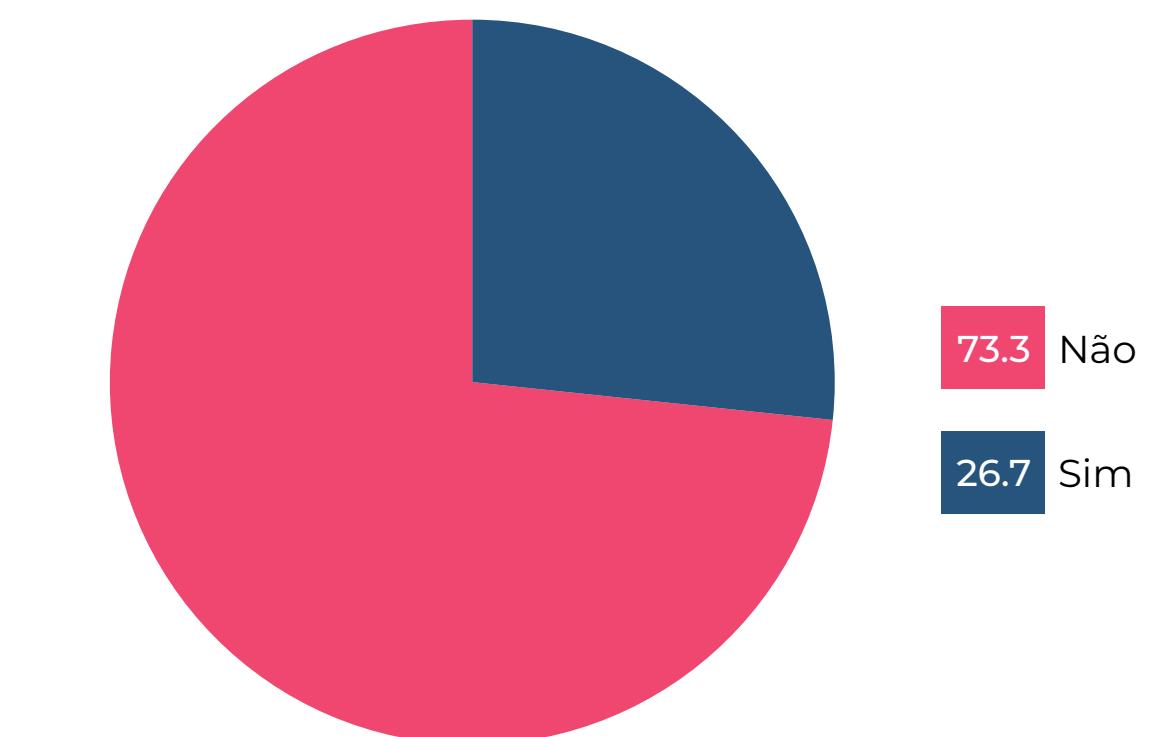
Afetou o faturamento?



- 6.4 Aumento de 50% ou mais
- 4.8 Aumento de 30%
- 5.2 Aumento de 10%
- 50.1 Permanece o mesmo
- 15.9 Redução de mais de 50%
- 6.5 Redução de 50%
- 5.9 Redução de 30%
- 5.2 Redução de 10%

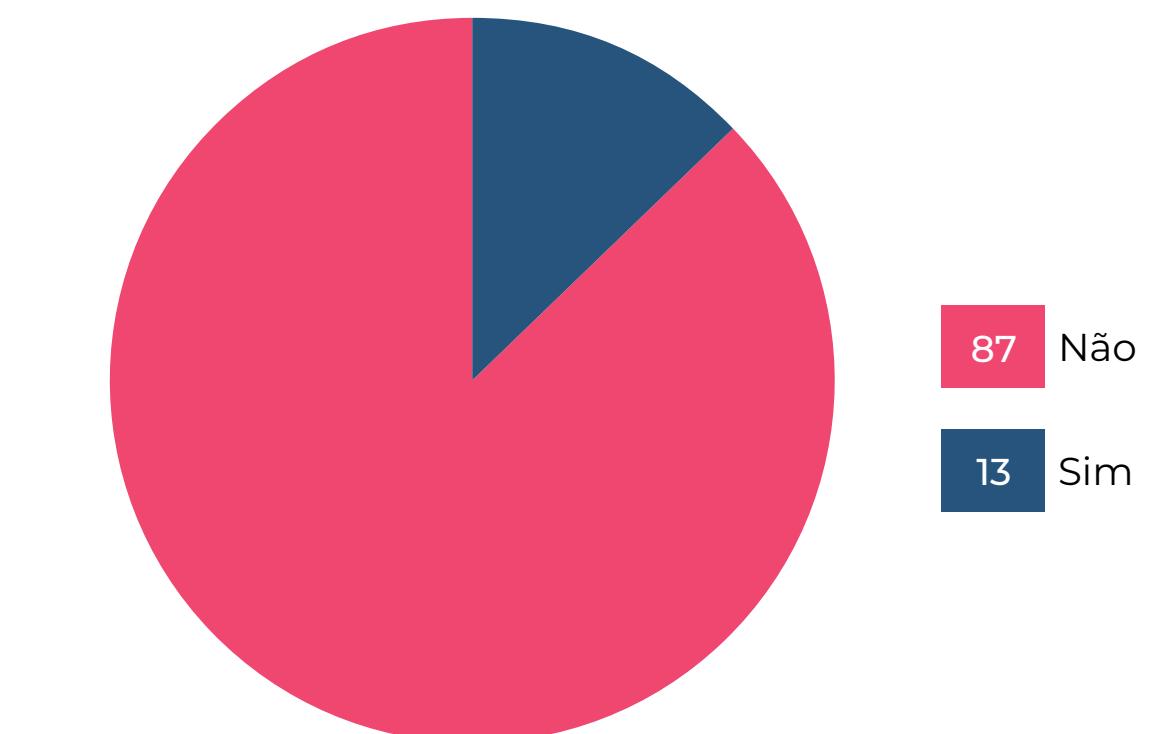


Contratações



- 73.3 Não
- 26.7 Sim

Desligamentos



- 87 Não
- 13 Sim

AL



MACEIÓ

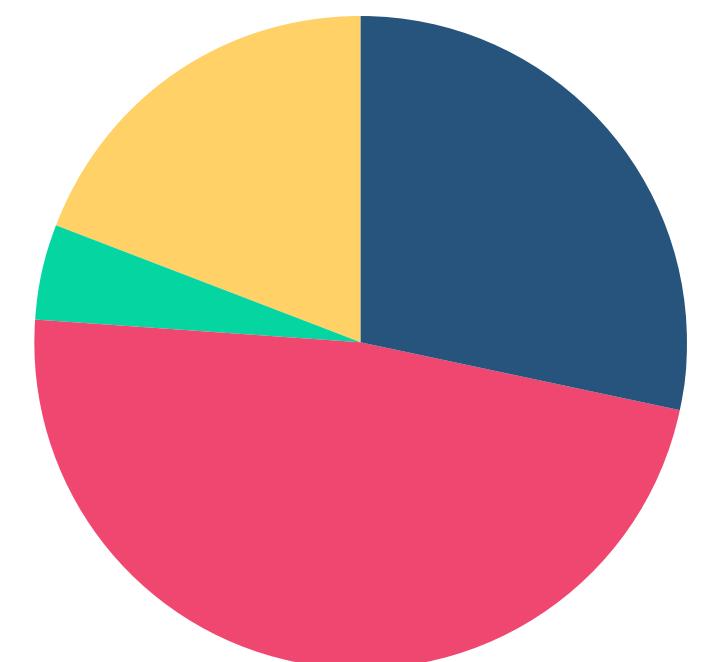
Sururu Valley (@sururuvalleyoficial). Maceió é a capital do estado de Alagoas, e é o principal centro comercial do estado. Conta atualmente, com startups principalmente na fase de operação (50%) e com times enxutos, de 1-5 pessoas (75%).

MACÉIO

01.

Perfil do founder

Gênero



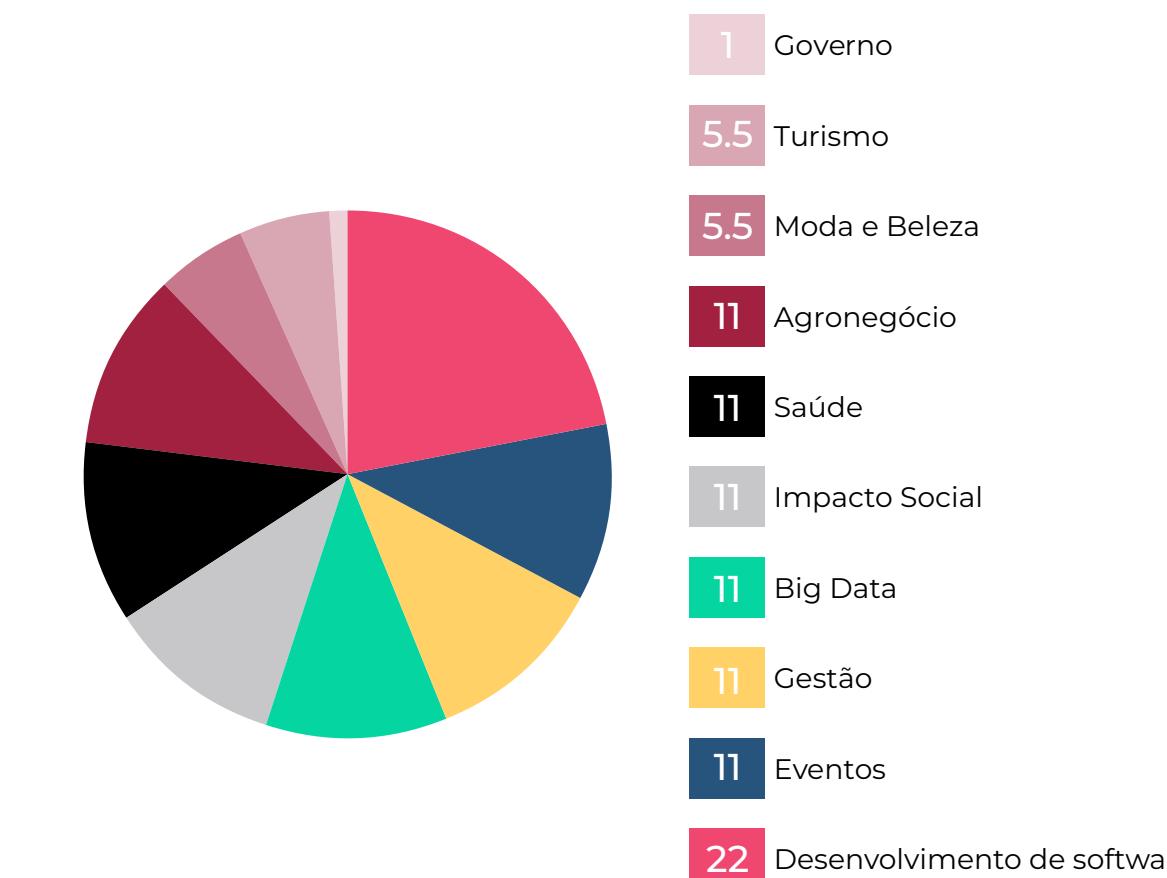
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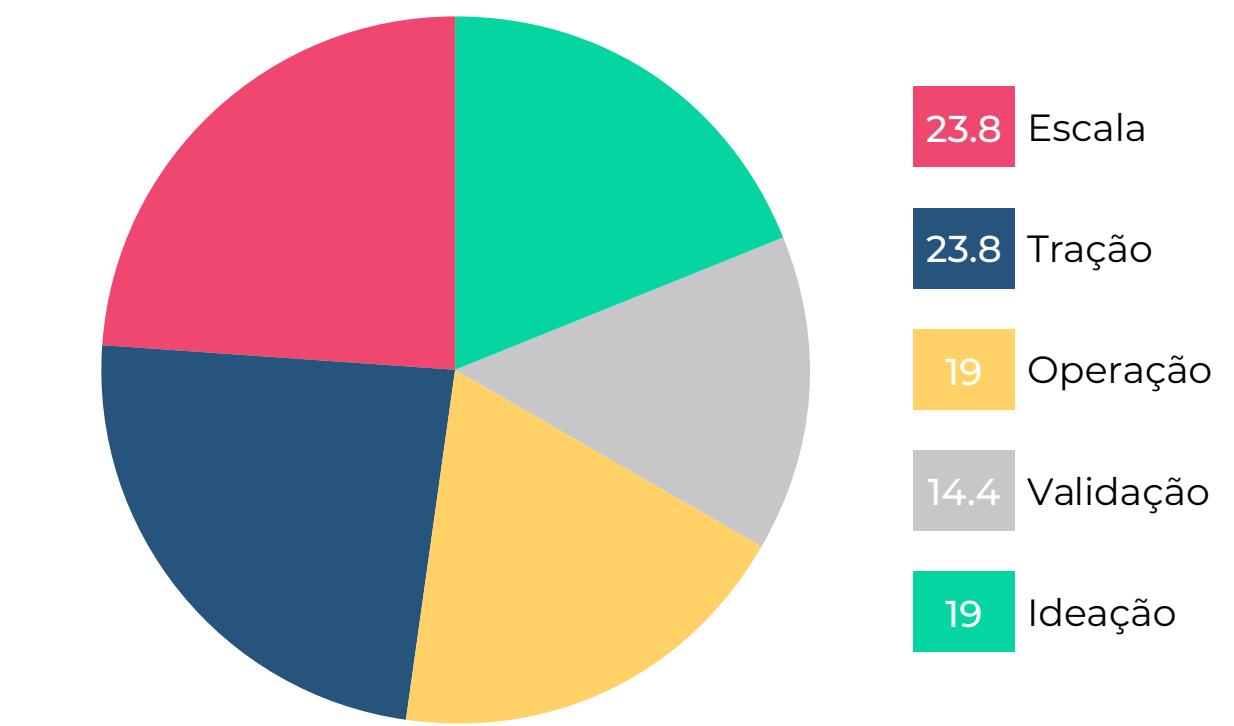
02.

Perfil da startup

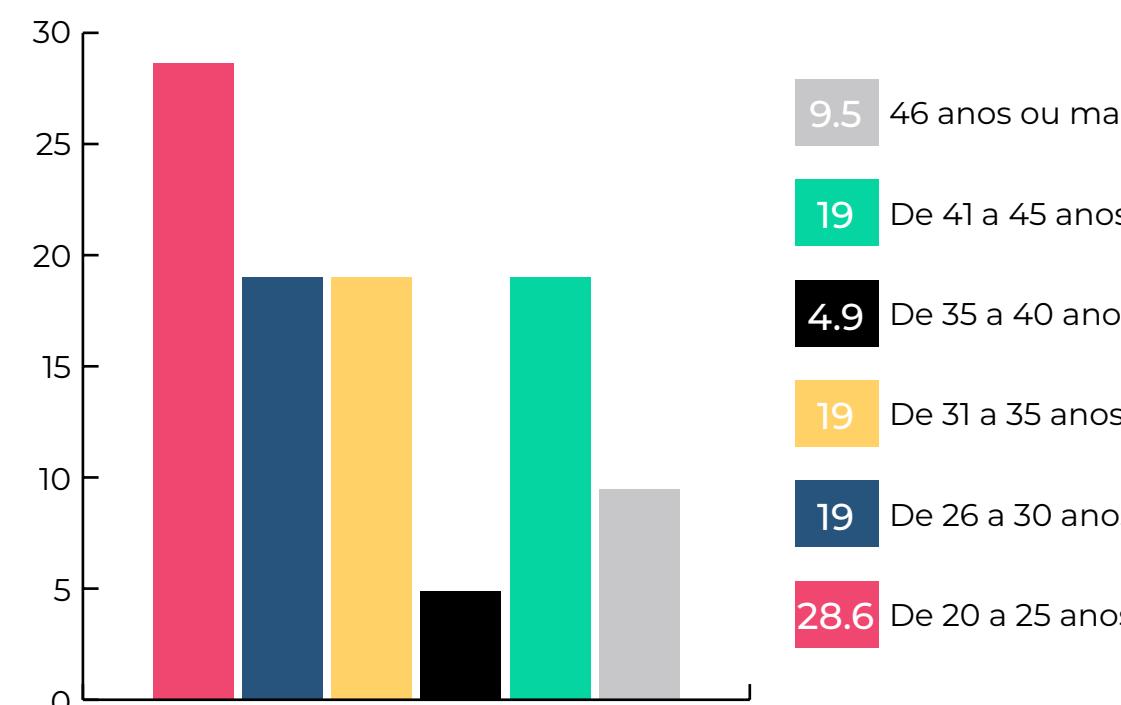
Área de atuação



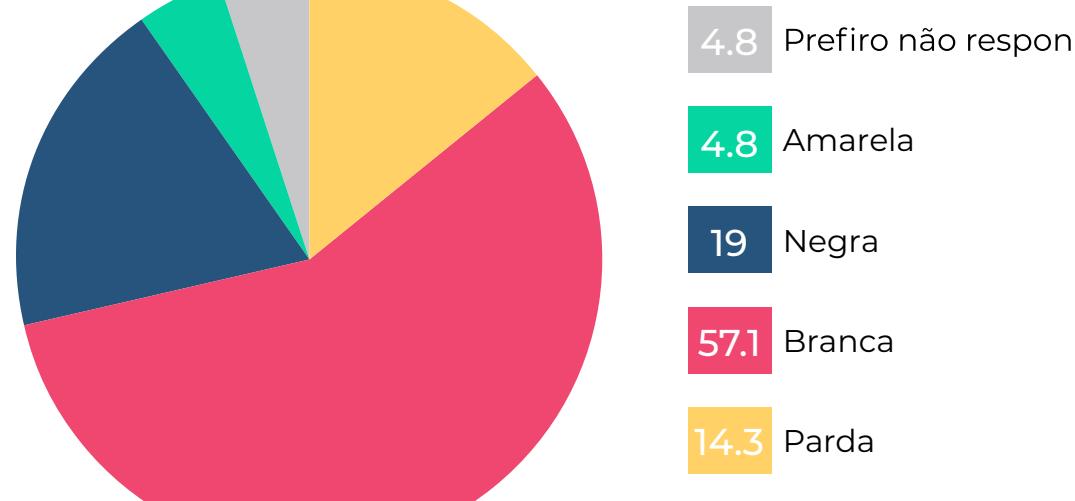
Fase da startup



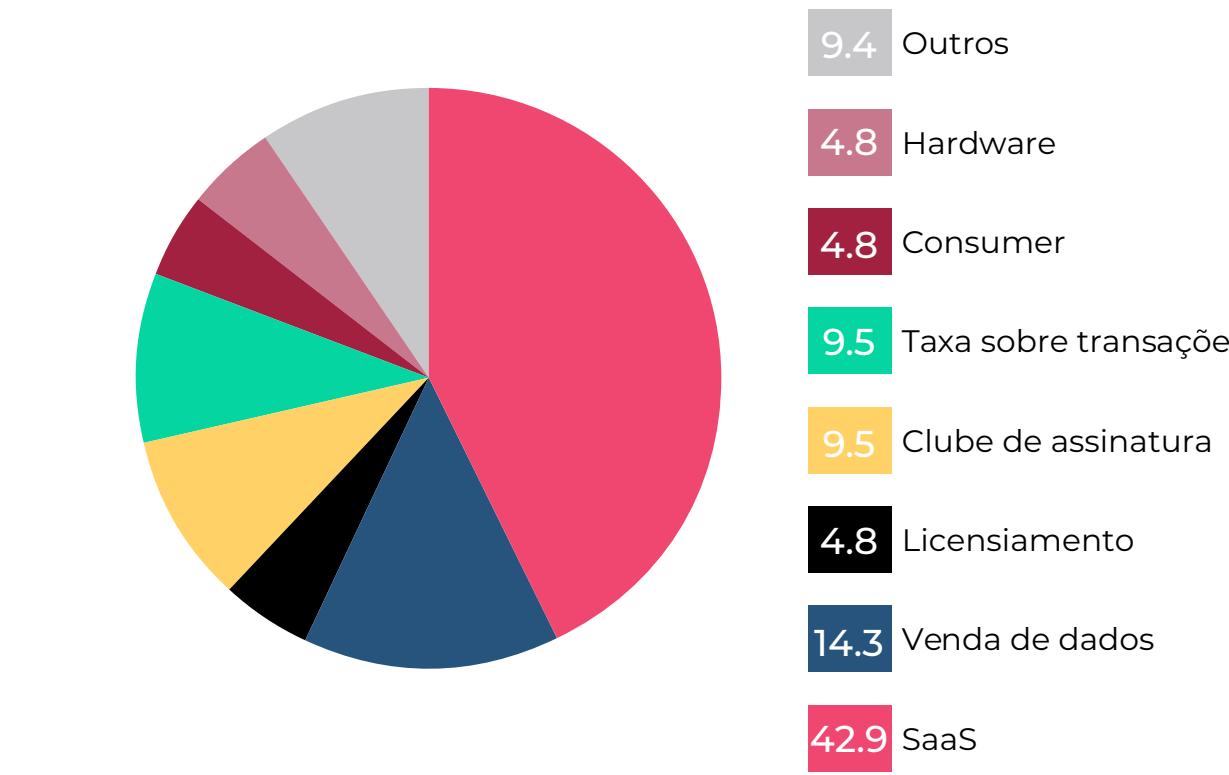
Idade



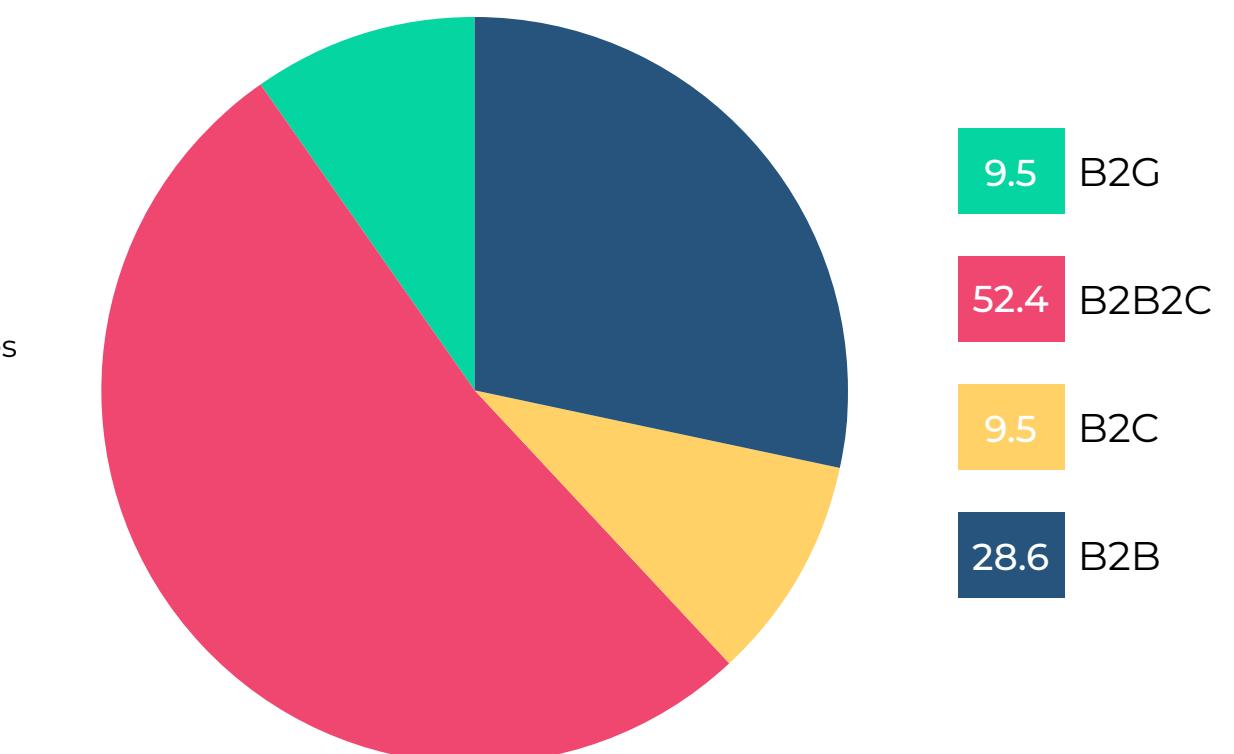
Raça



Modelo de negócio



Público alvo

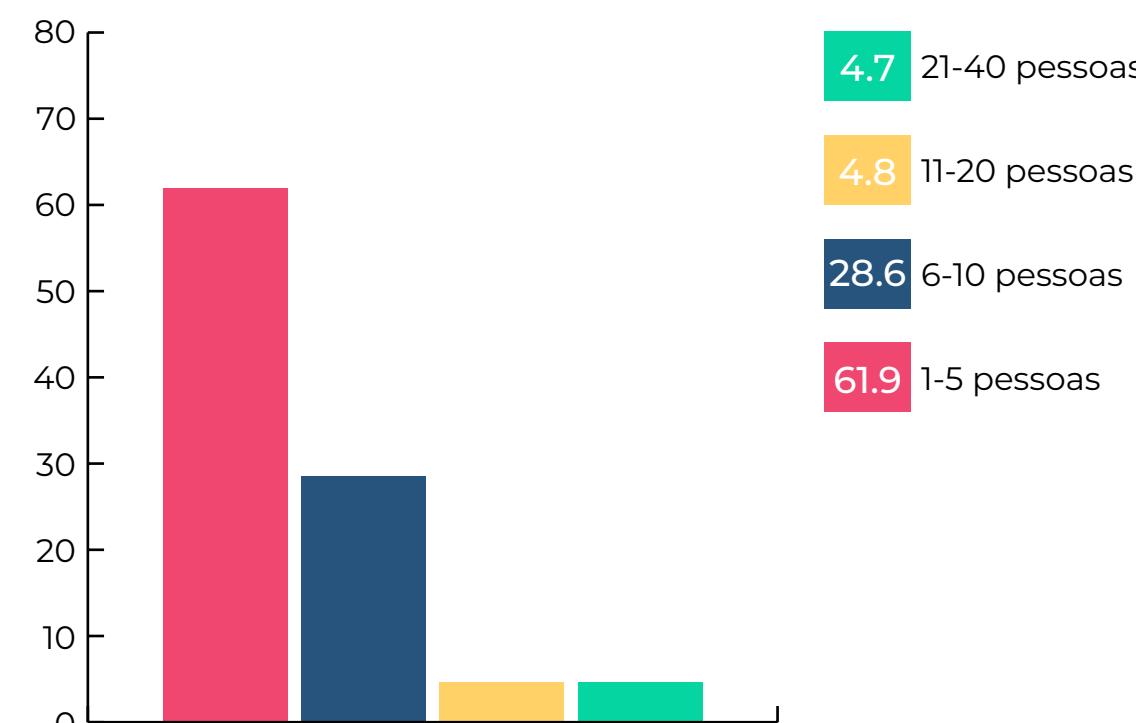


MACEIÓ

02.

Perfil da startup

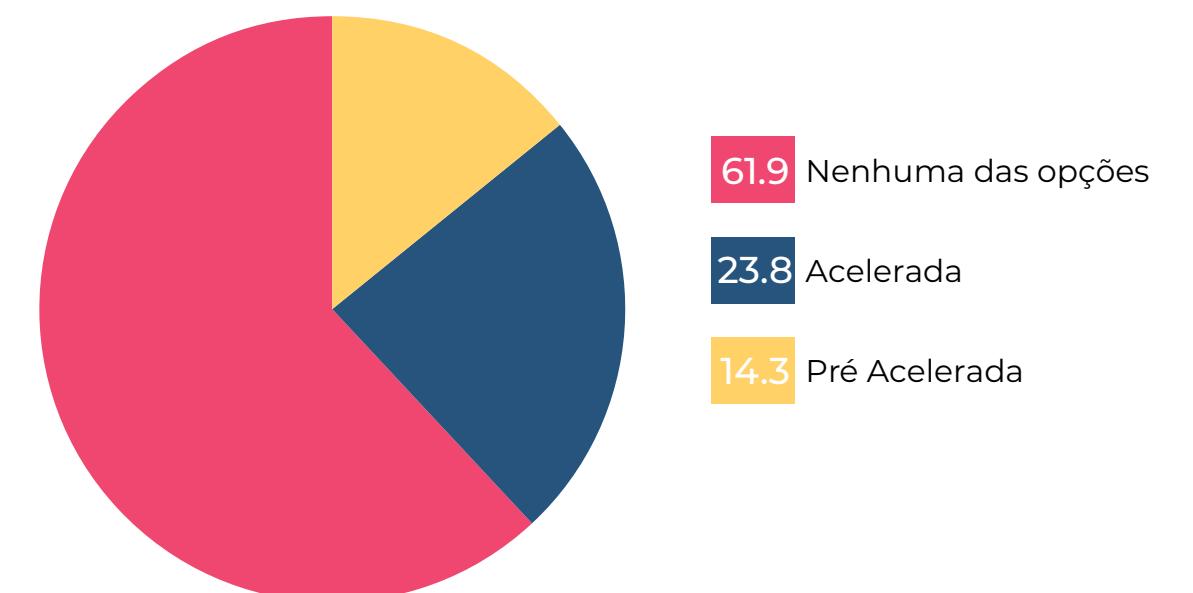
Tamanho do time



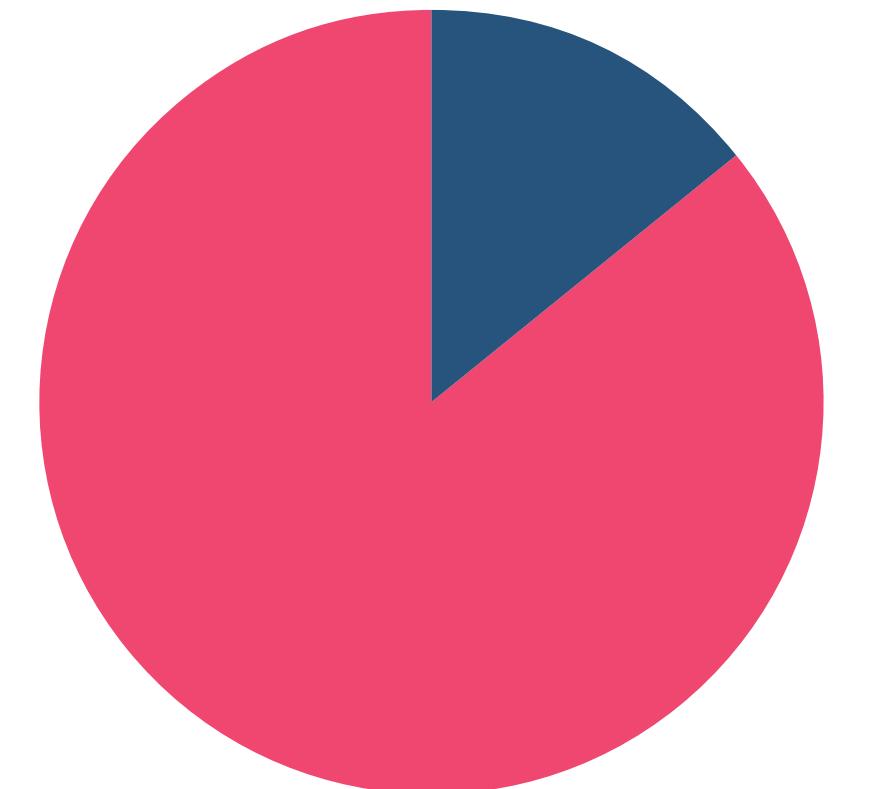
03.

Investimentos

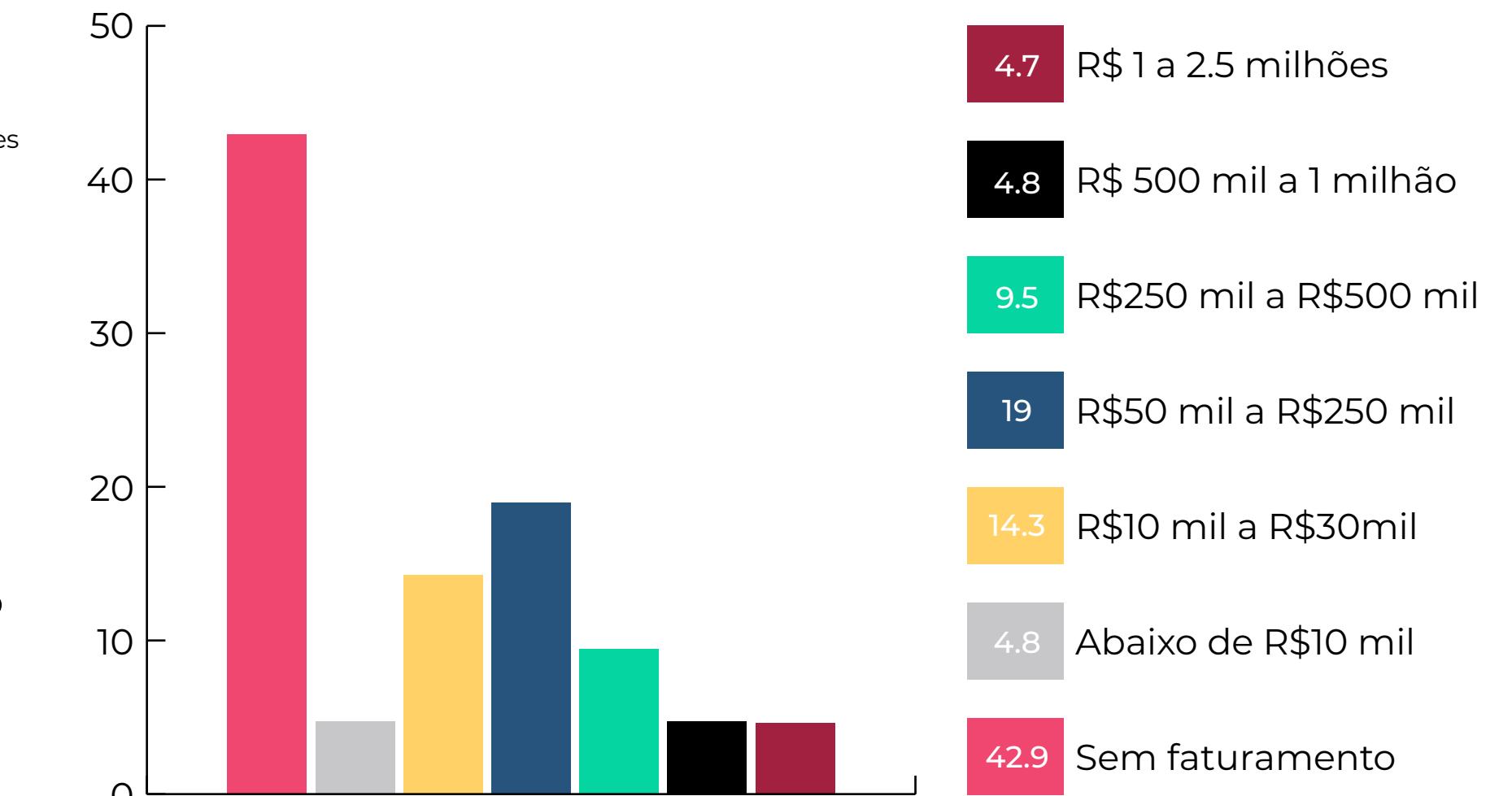
Startups já foram:



Já recebeu investimento?



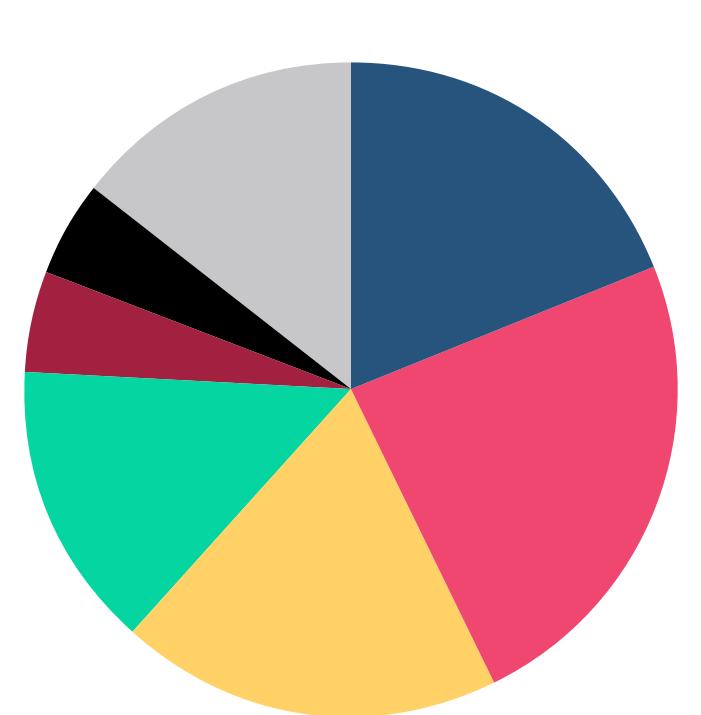
Faixa de faturamento



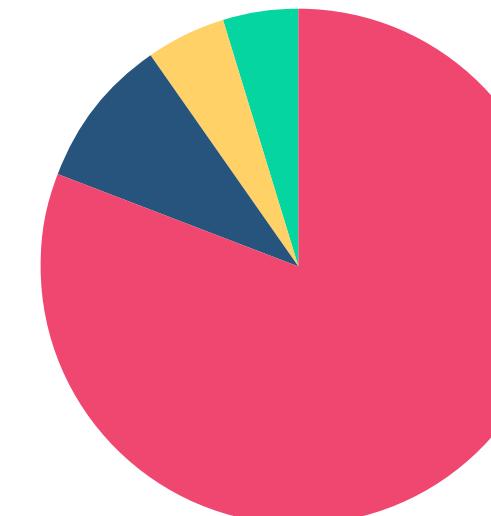
04.

Diversidade nas startups

Mulheres



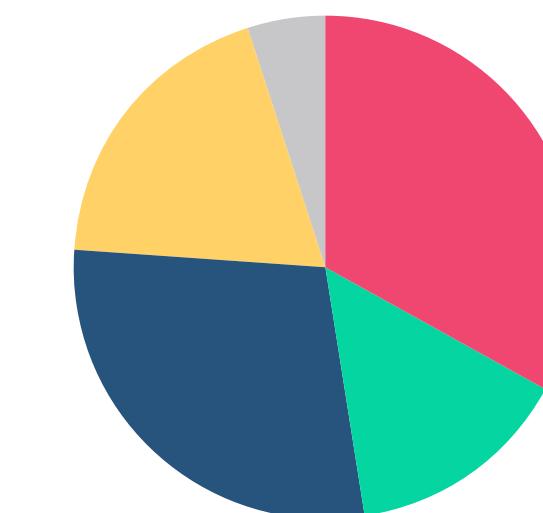
Pessoas com deficiência



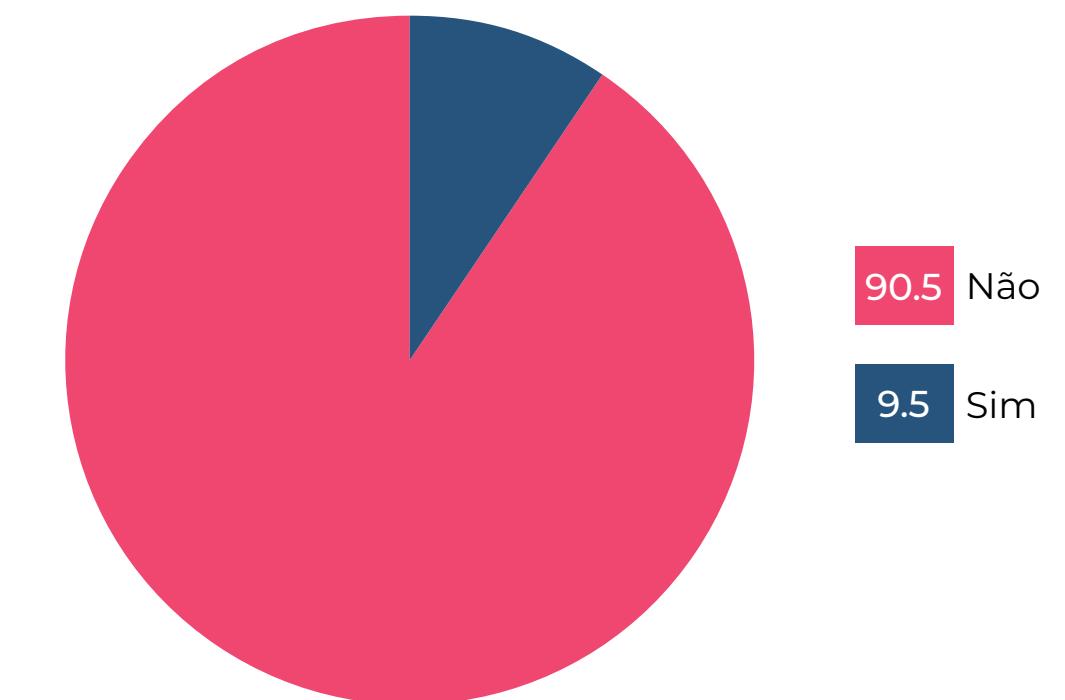
05.

Impacto Covid-19

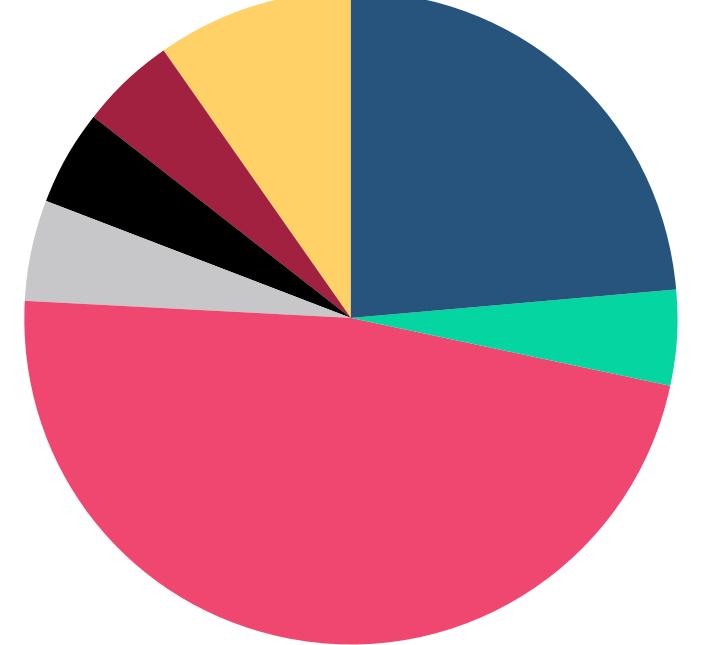
Maior Impacto



Contratações



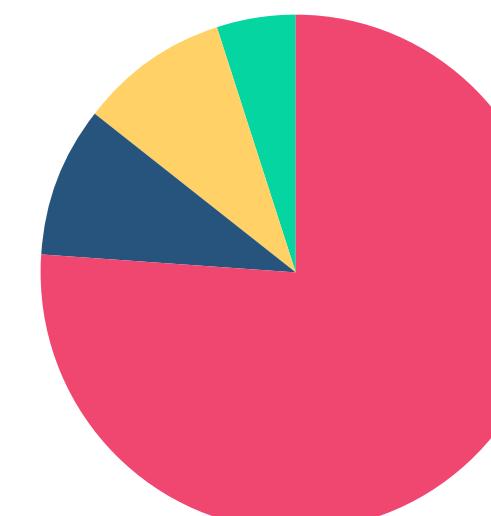
Pessoas negras



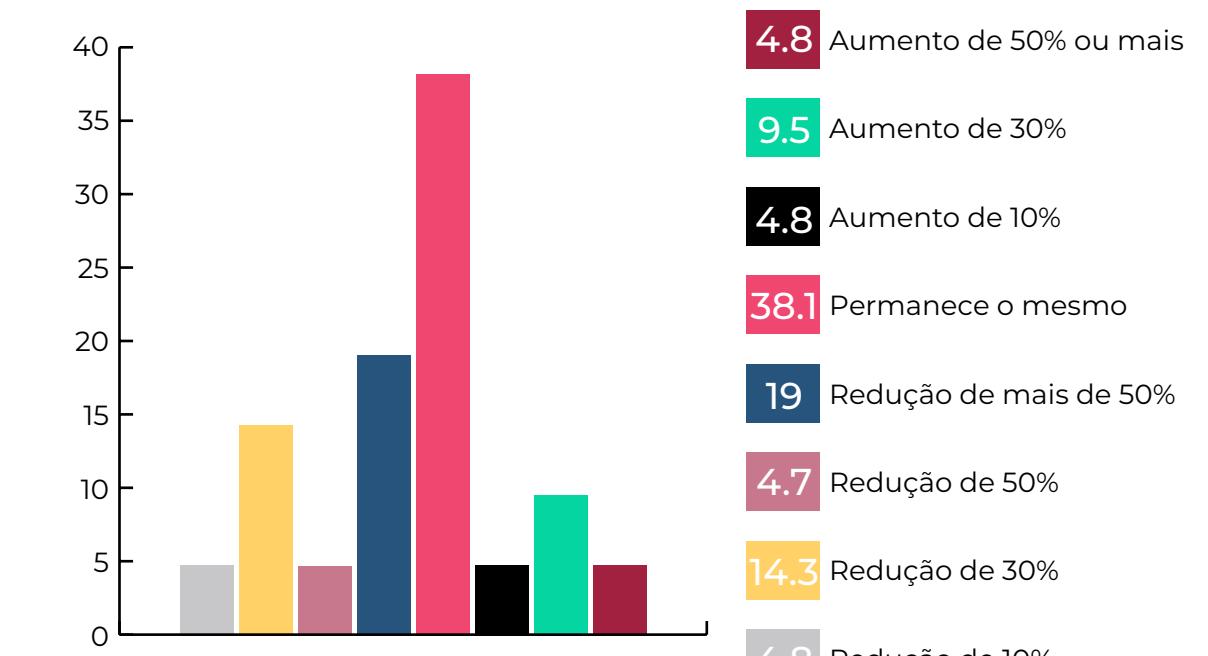
Pessoas transexuais



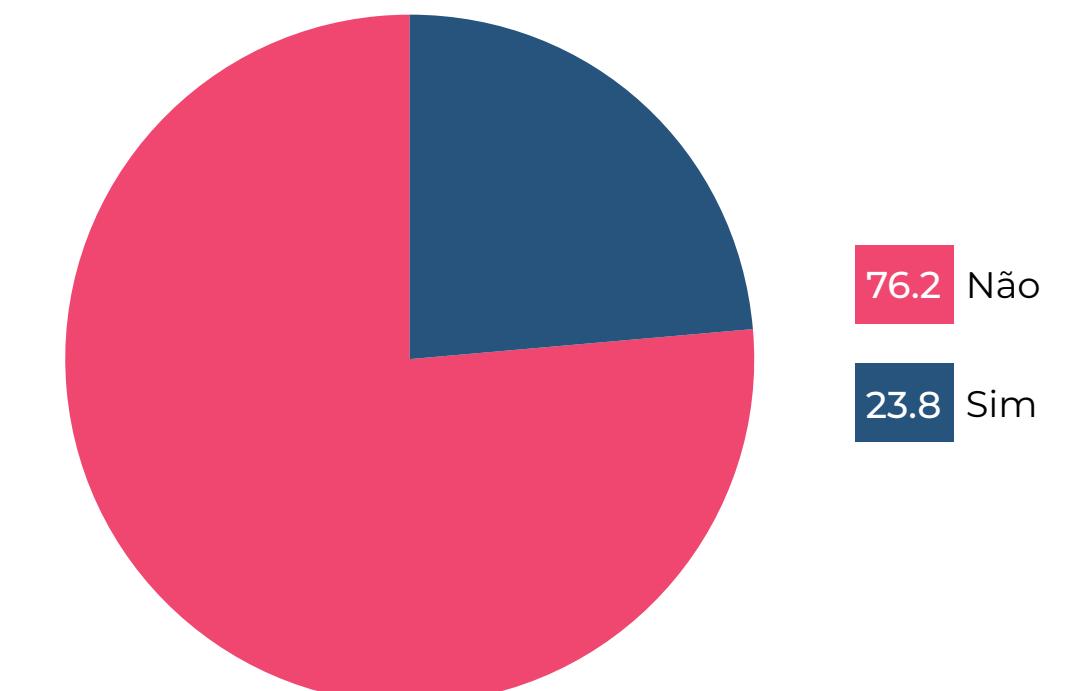
Pessoas com 50+ anos



Faturamento



Desligamentos



BA

All Saints Bay (@
allsaintsbayssa). Com
muito dendê no
sangue a comunidade
de Salvador não para
de crescer e tornar
seus espaços cada
vez mais vibrantes e é
inspirada por grandes
cases de sucesso
como JusBrasil, Sanar
e SimplesVet.

SALVADOR

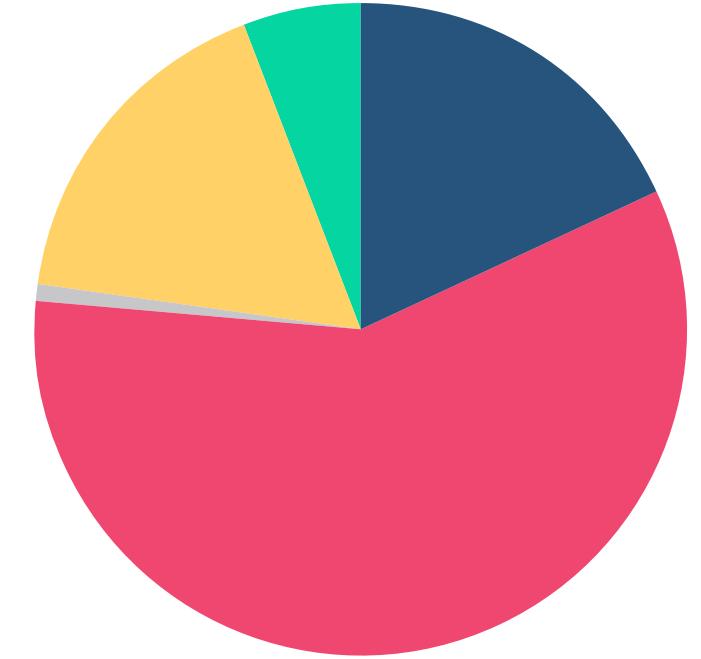


SALVADOR

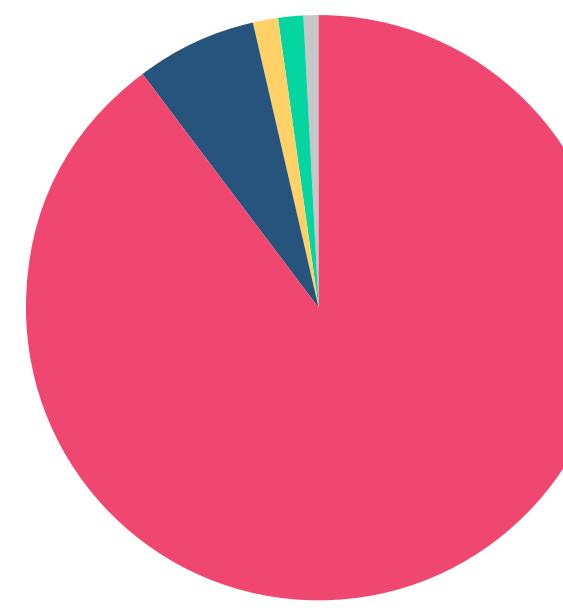
01.

Perfil do founder

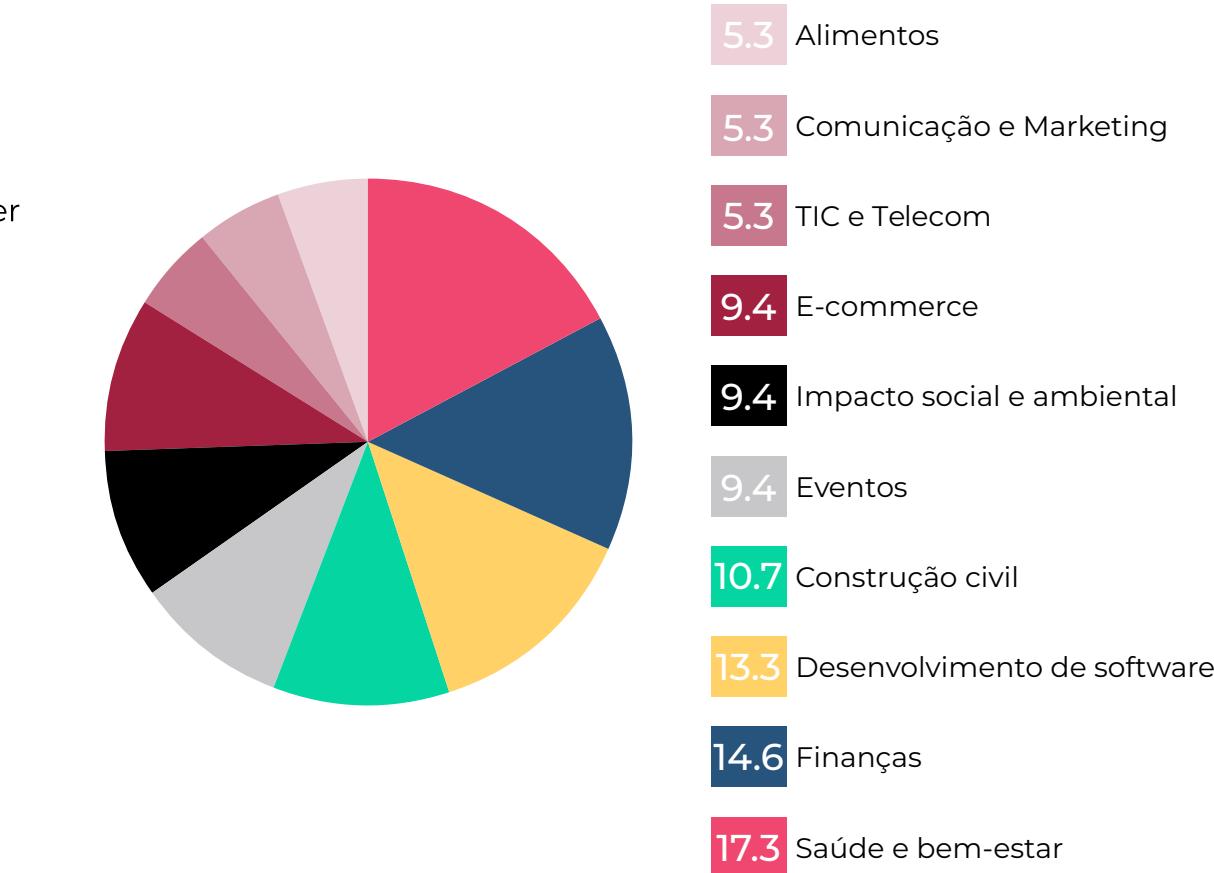
Gênero



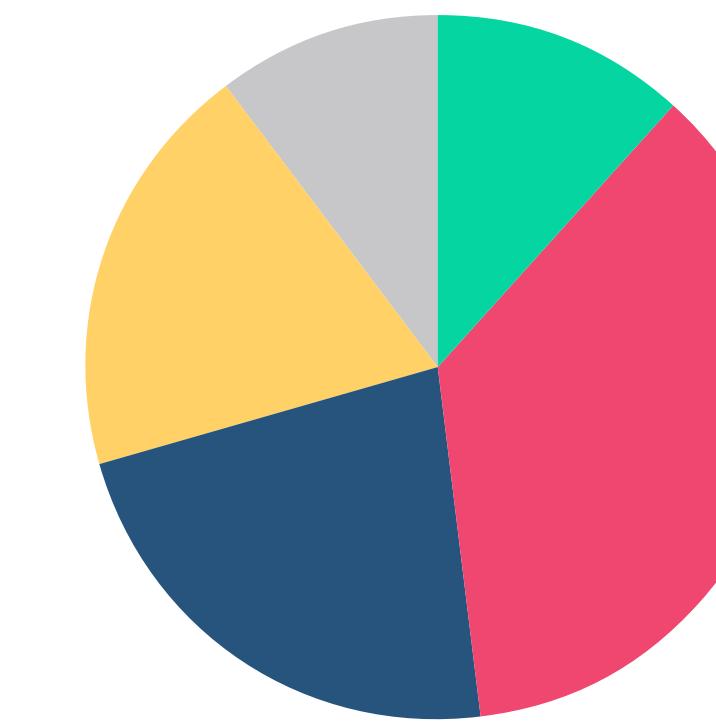
Orientação sexual



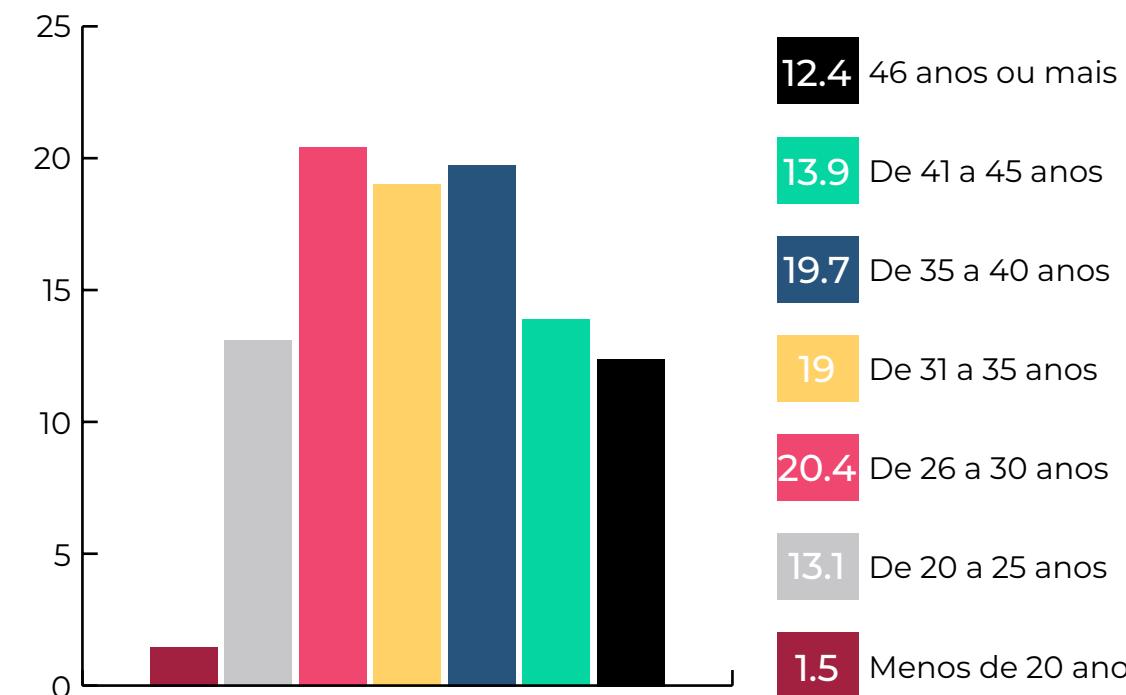
Área de atuação



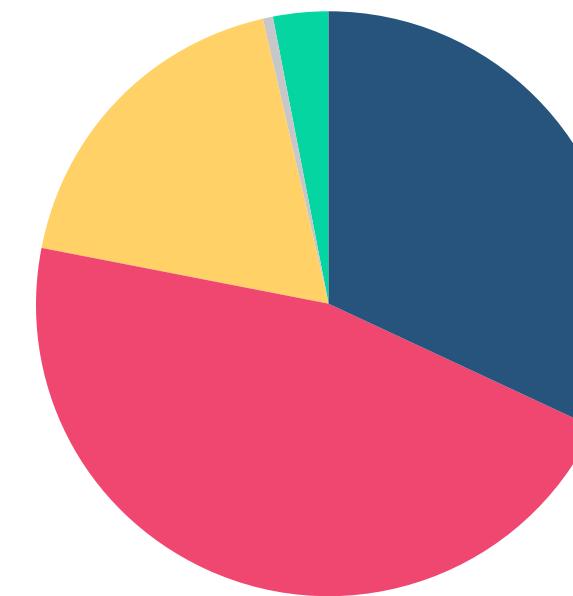
Fase da startup



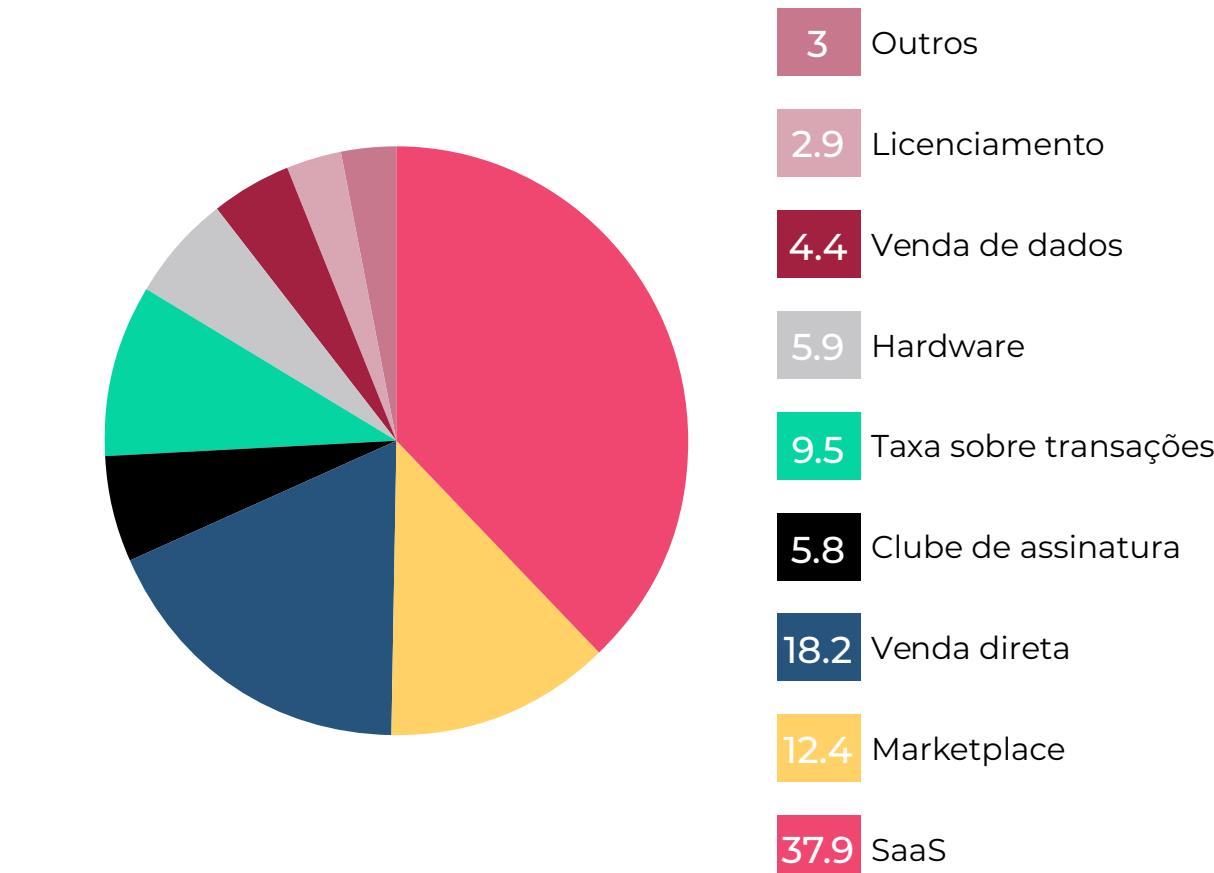
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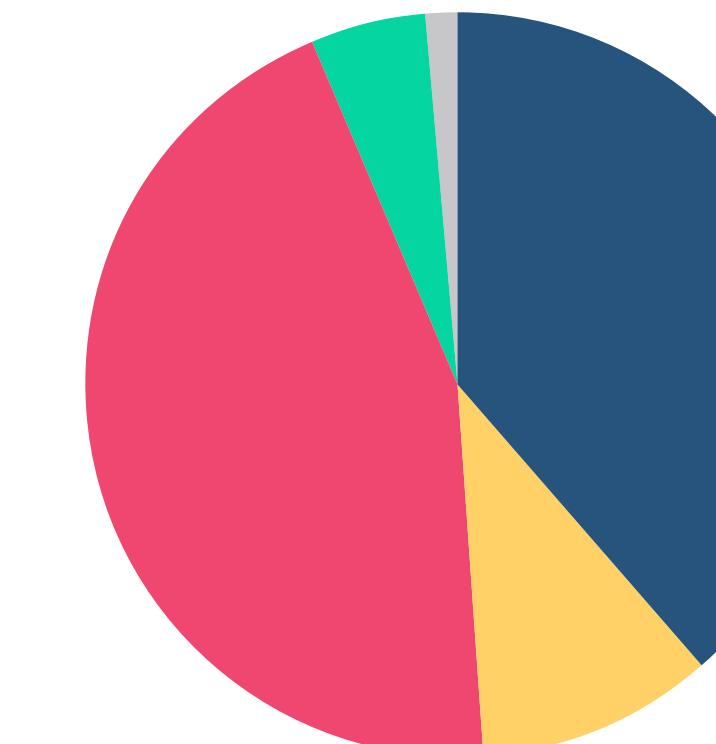
Raça



Modelo de negócio



Público alvo

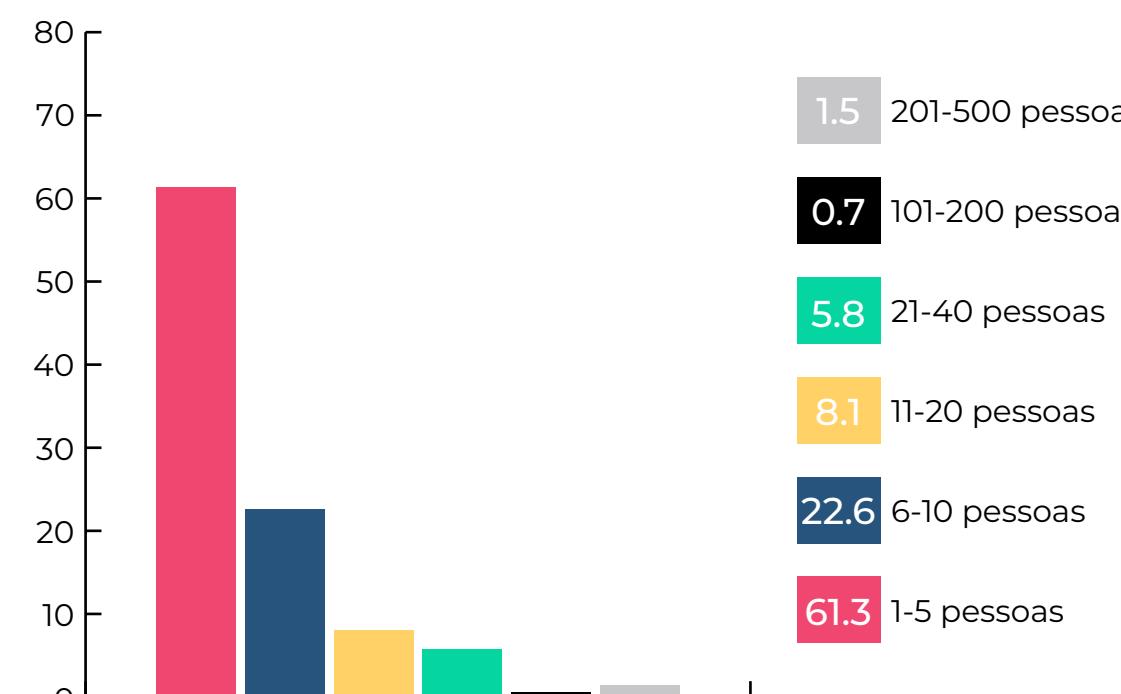


SALVADOR

02.

Perfil da startup

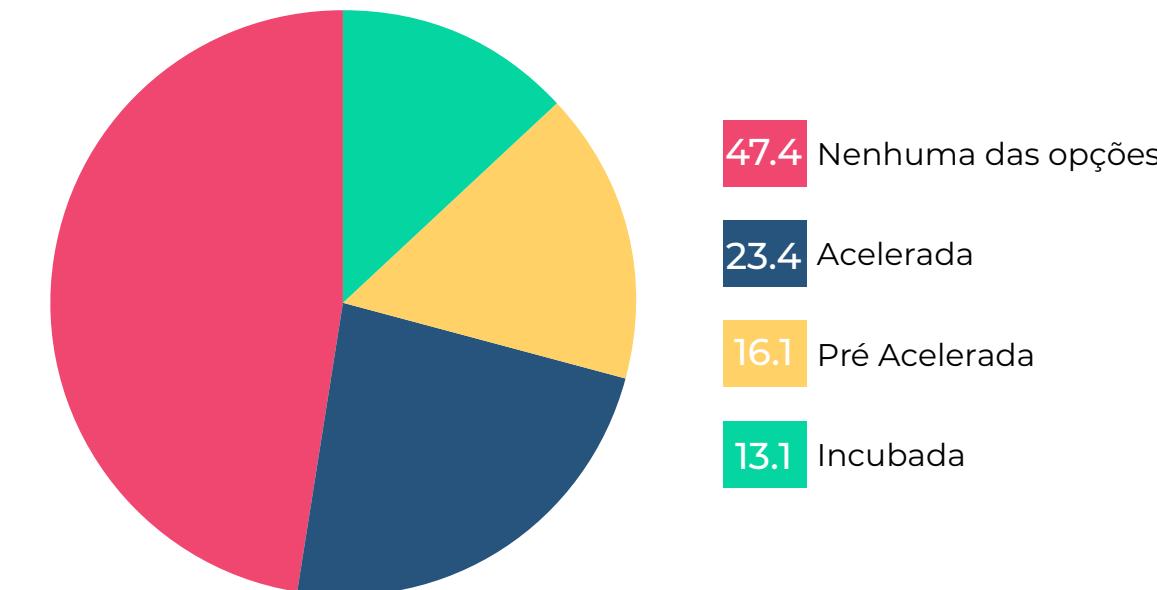
Tamanho do time



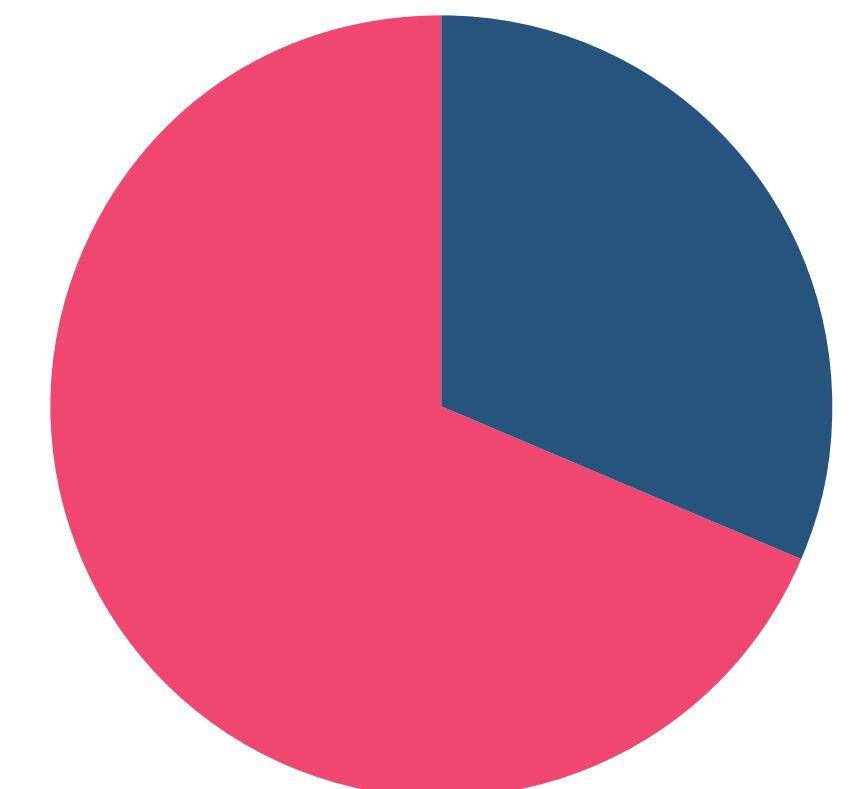
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Investimentos

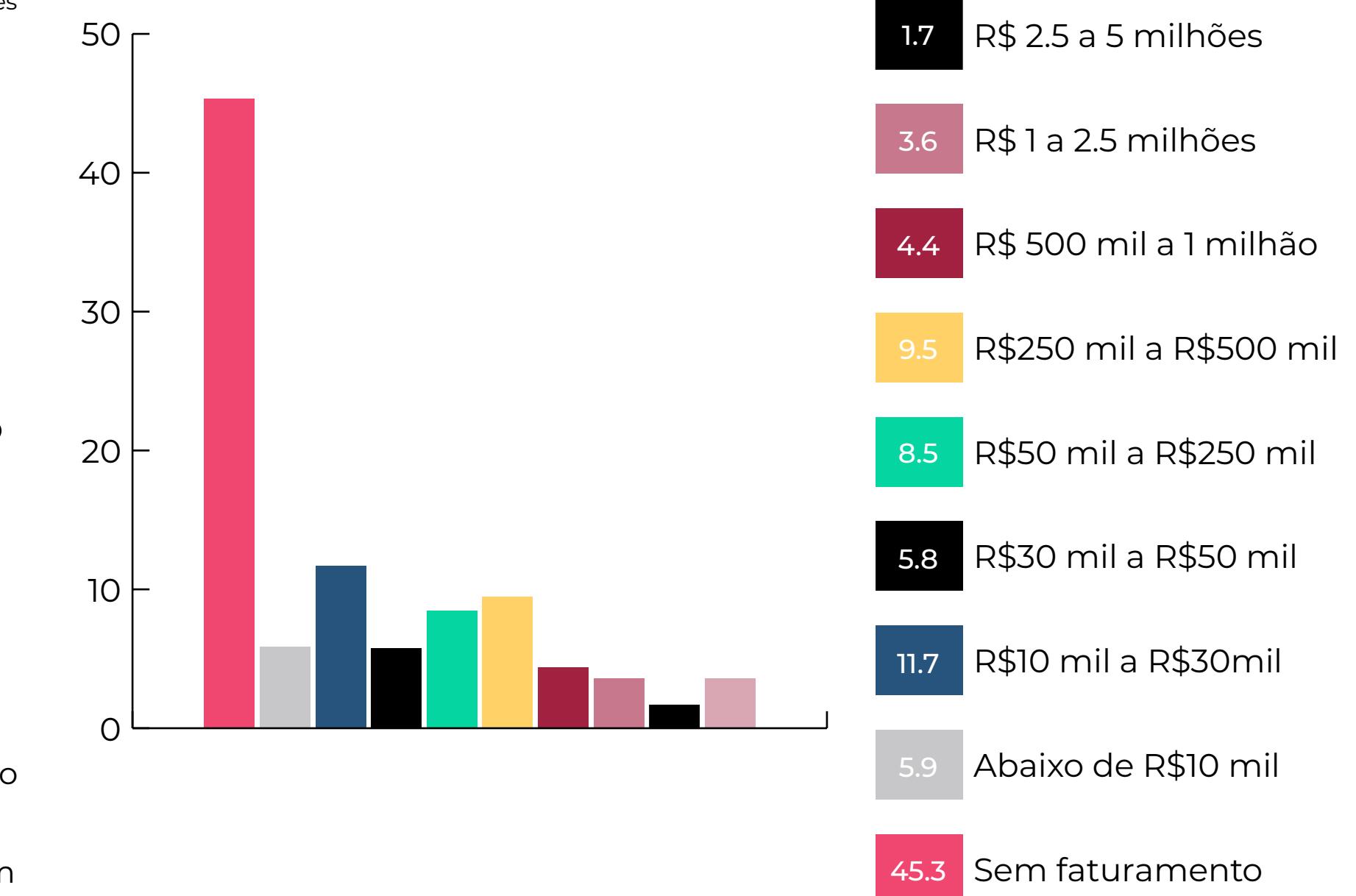
Startups já foram:



Já recebeu investimento?



Faixa de faturamento

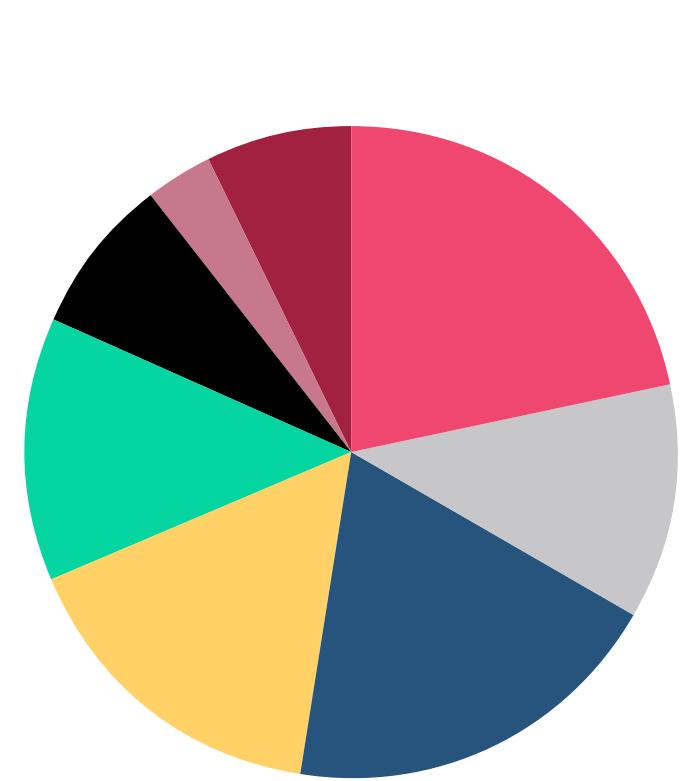


SALVADOR

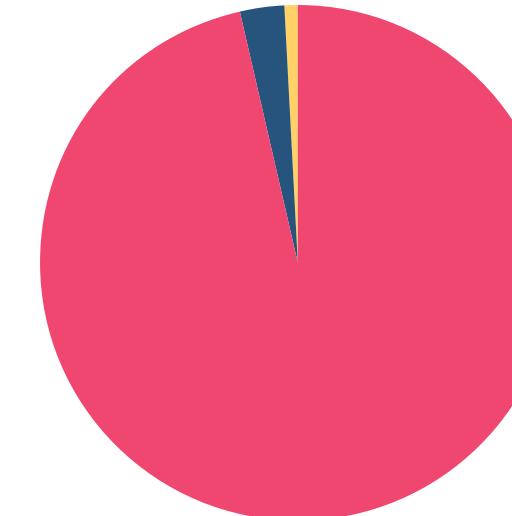
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Diversidade nas startups

Mulheres



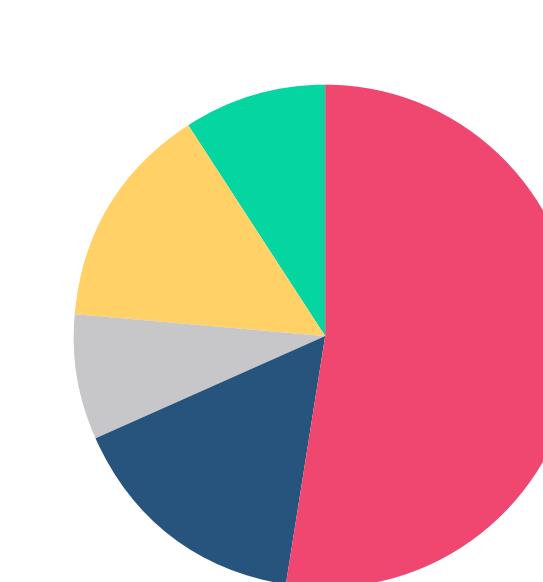
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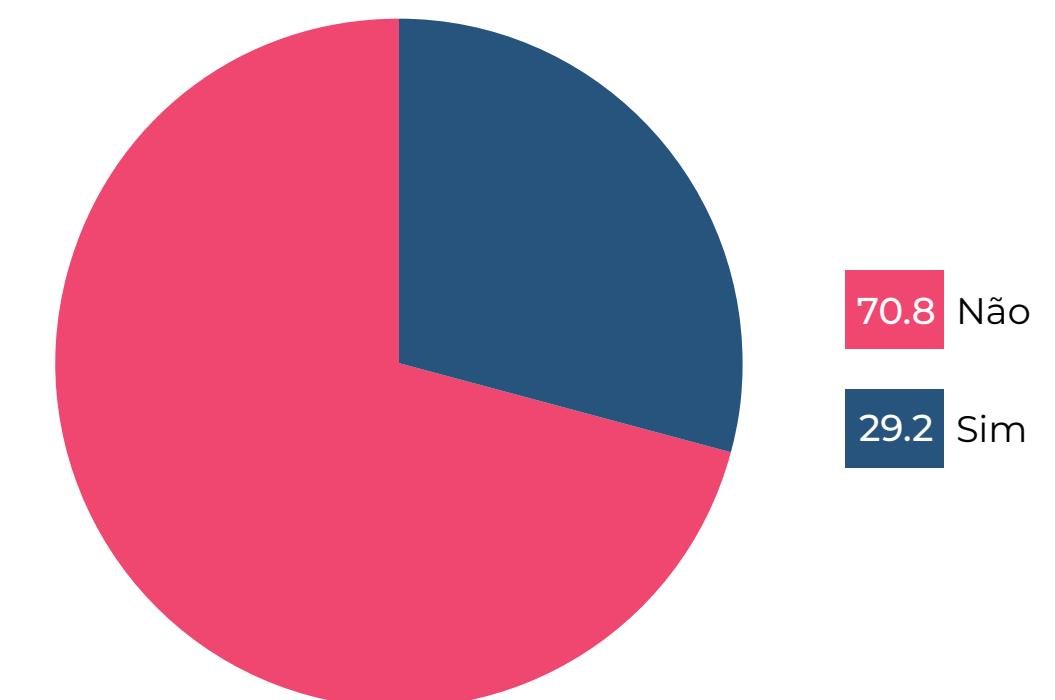
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Impacto Covid-19

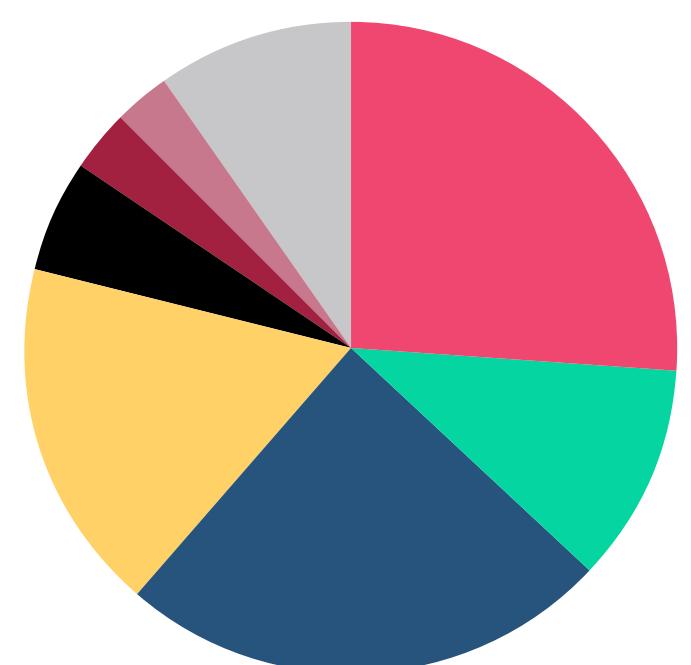
Maior Impacto



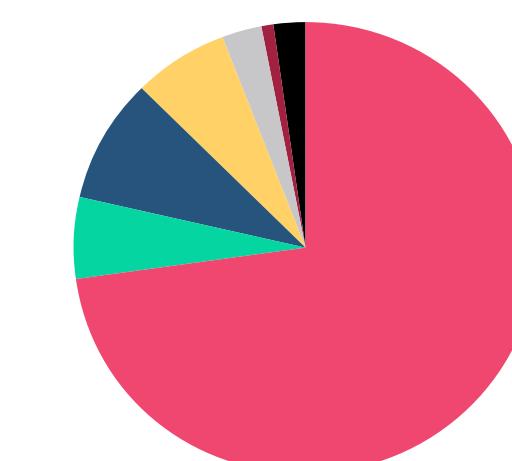
Contratações



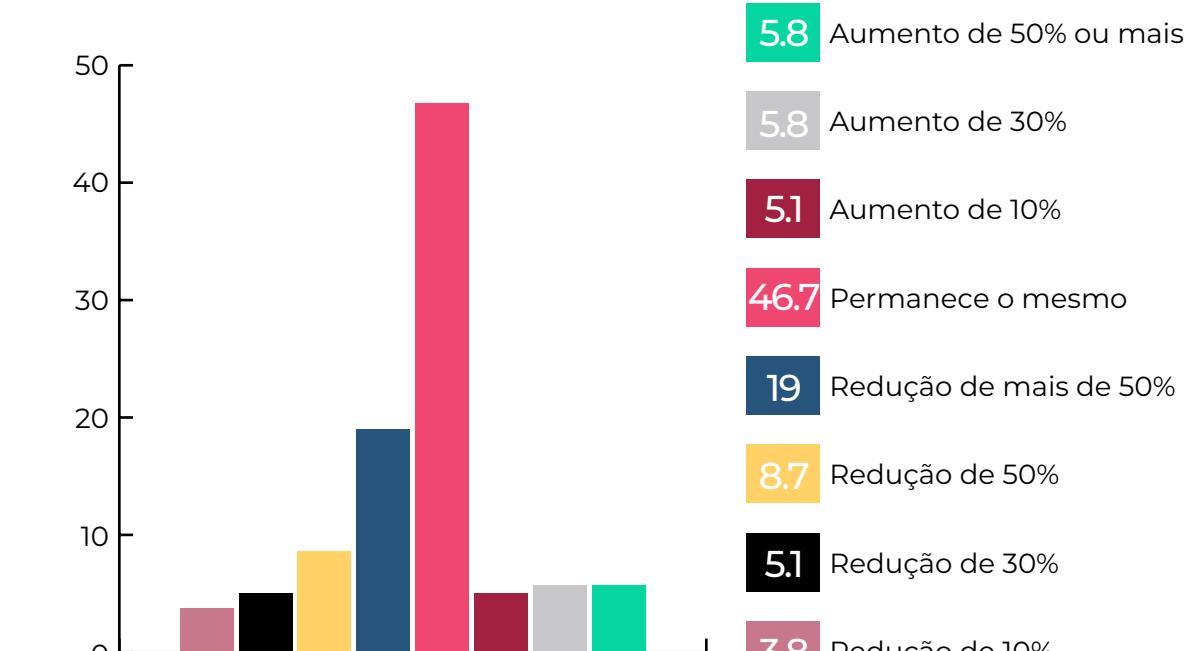
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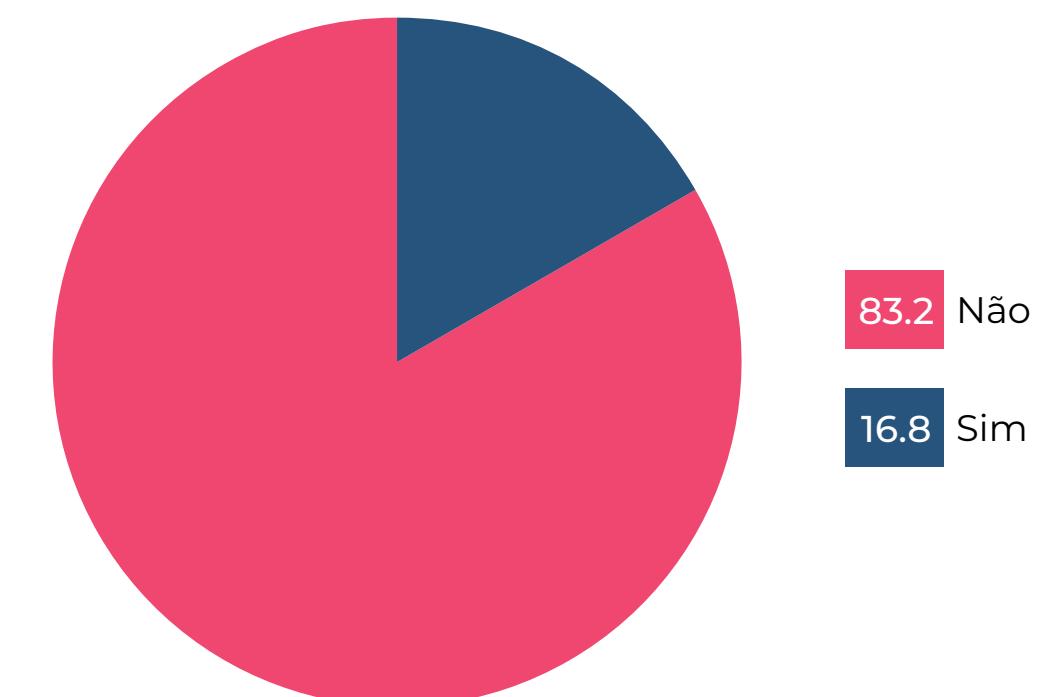
Pessoas com 50+ anos



Faturamento



Desligamentos





FORTALEZA

Rapadura Valley (@rapaduravalley).
Empreender é doce, mas não é mole não!
A comunidade de Fortaleza se reúne e
se organiza para trocar experiências e
crescer inspirada nos grandes cases de
sucesso na força de sua gente e com
bom humor.

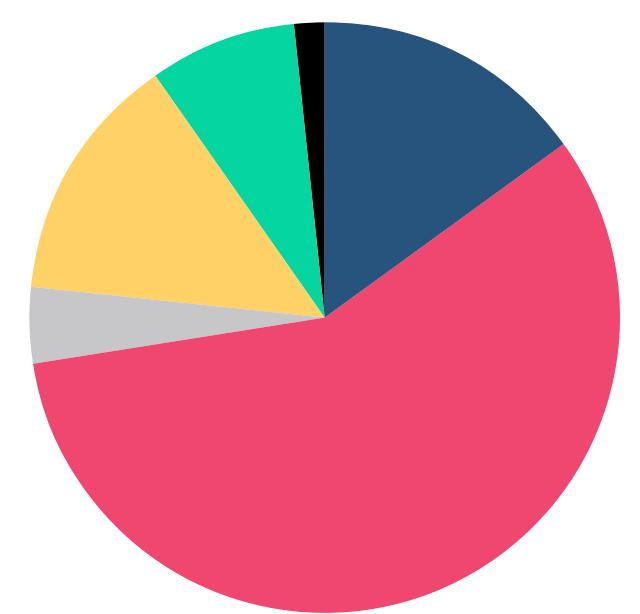
CE

FORIALEZA

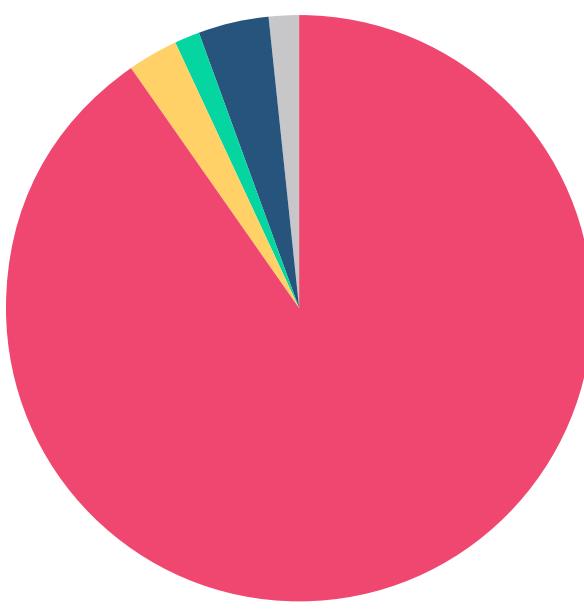
01.

Perfil do founder

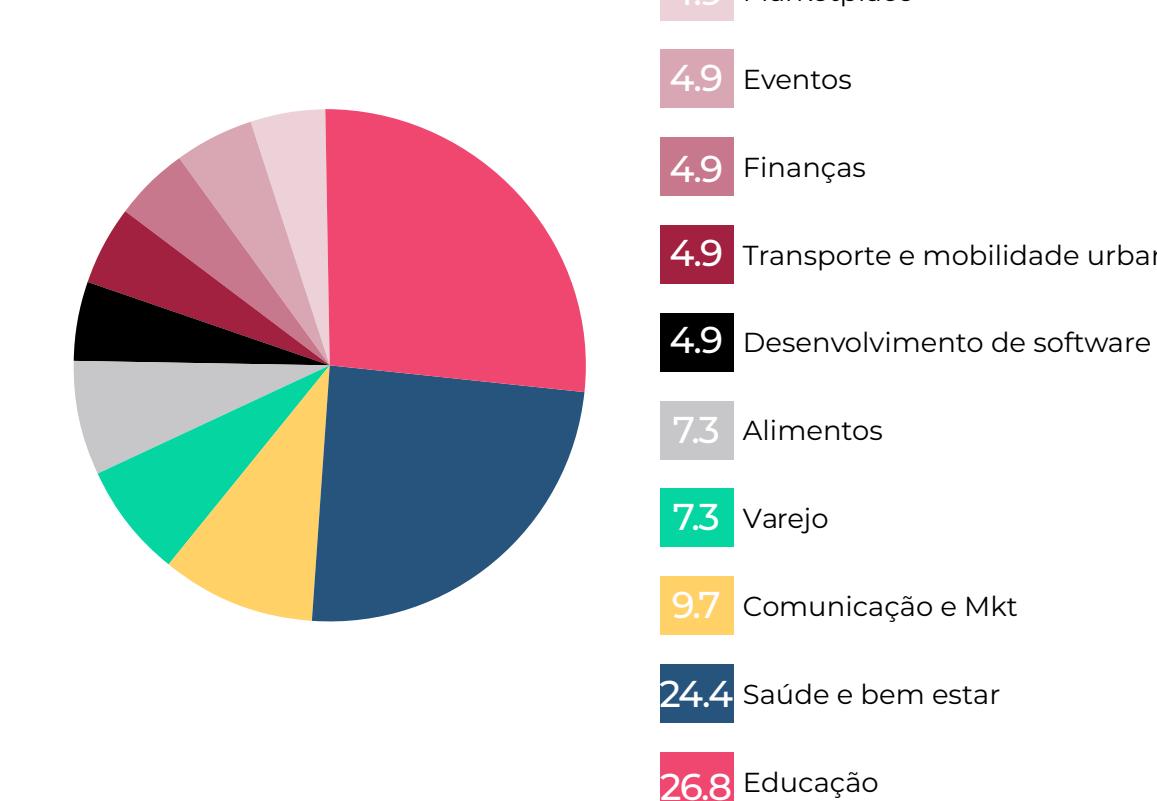
Gênero



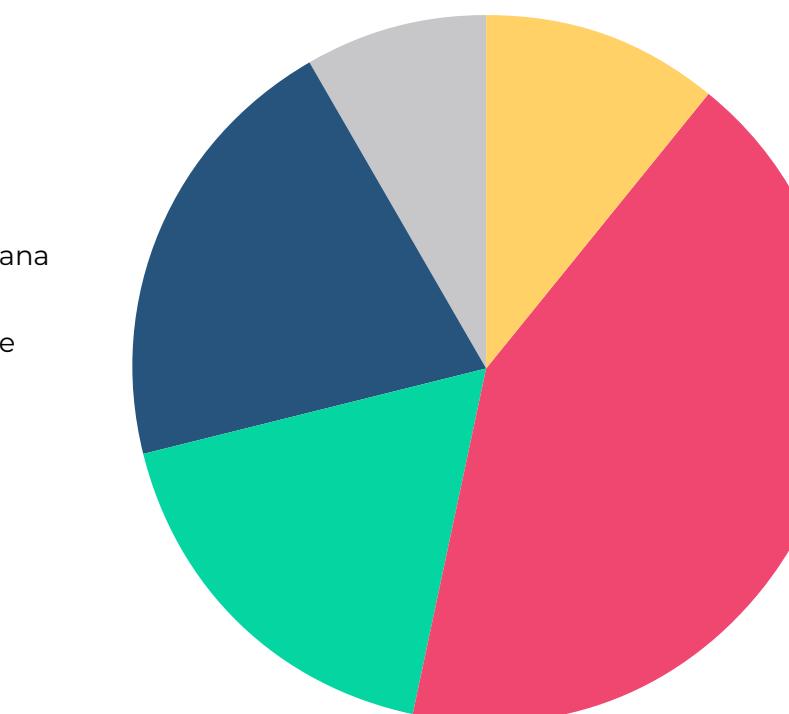
Orientação sexual



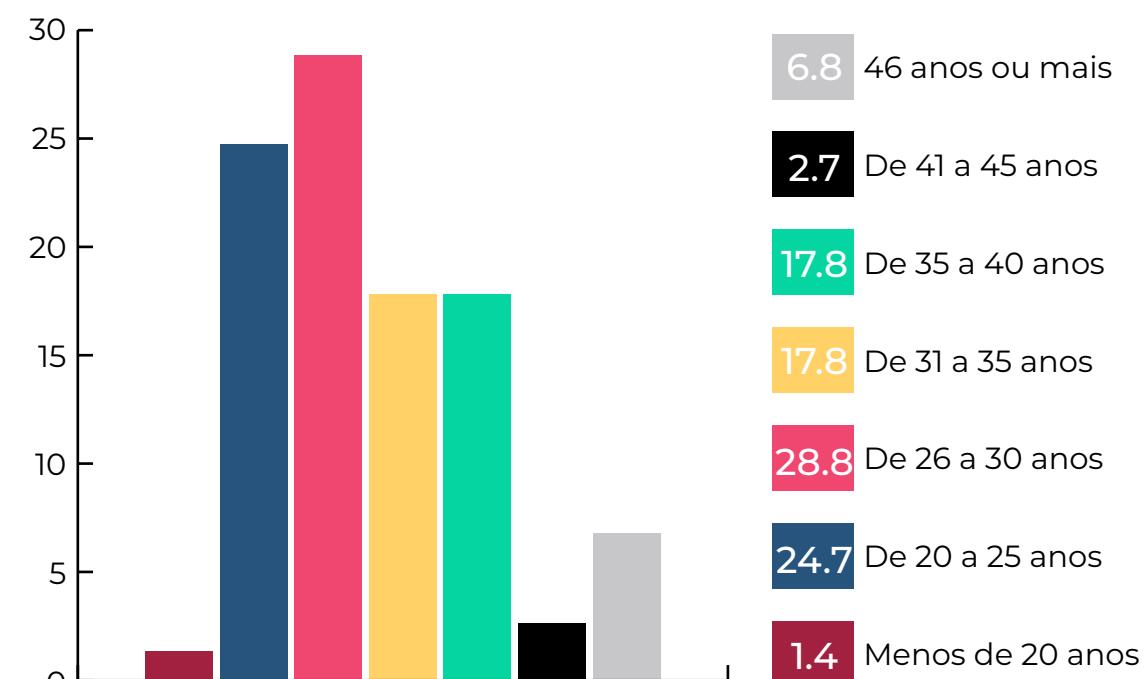
Área de atuação



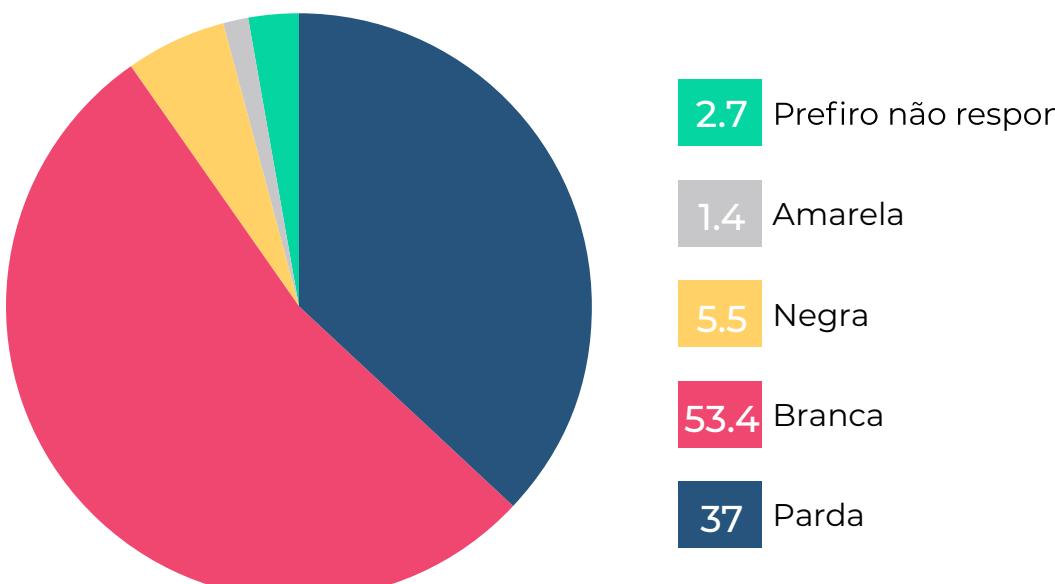
Fase da startup



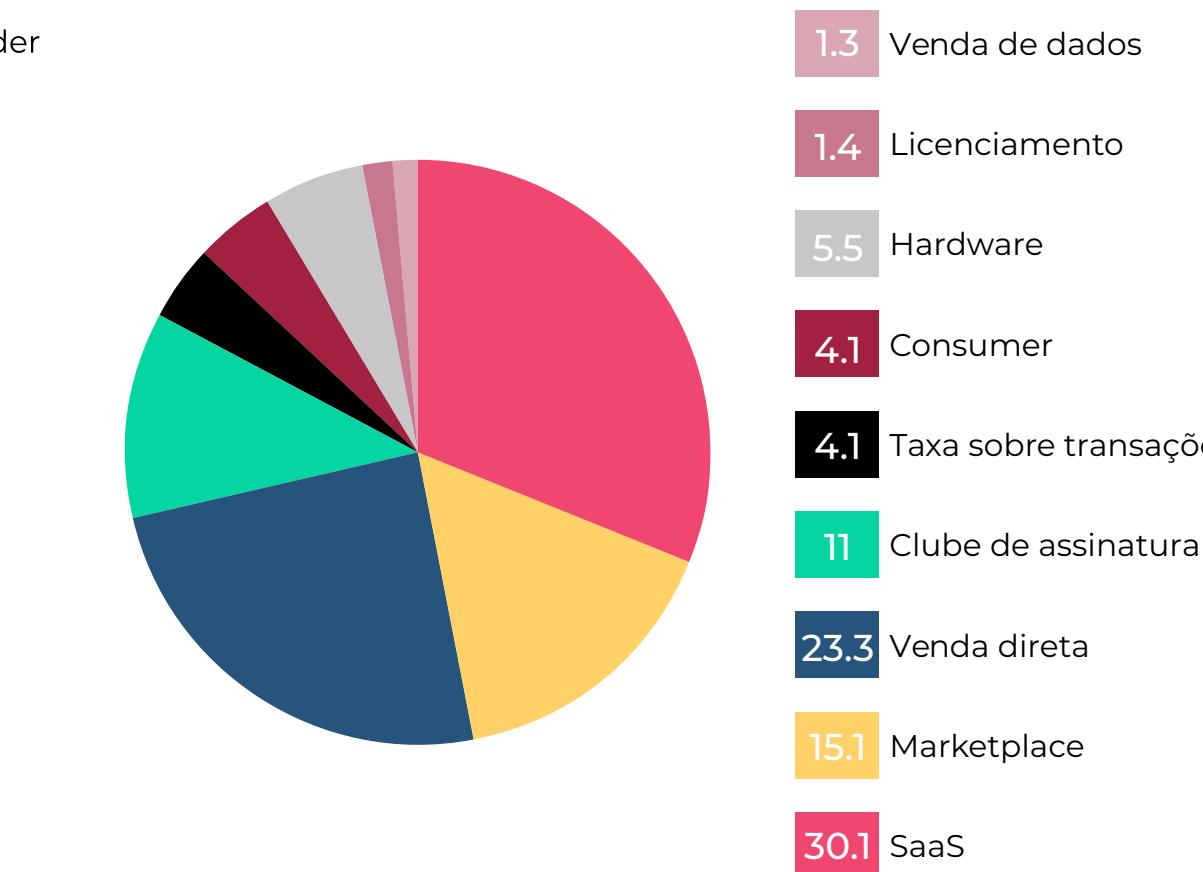
Idade



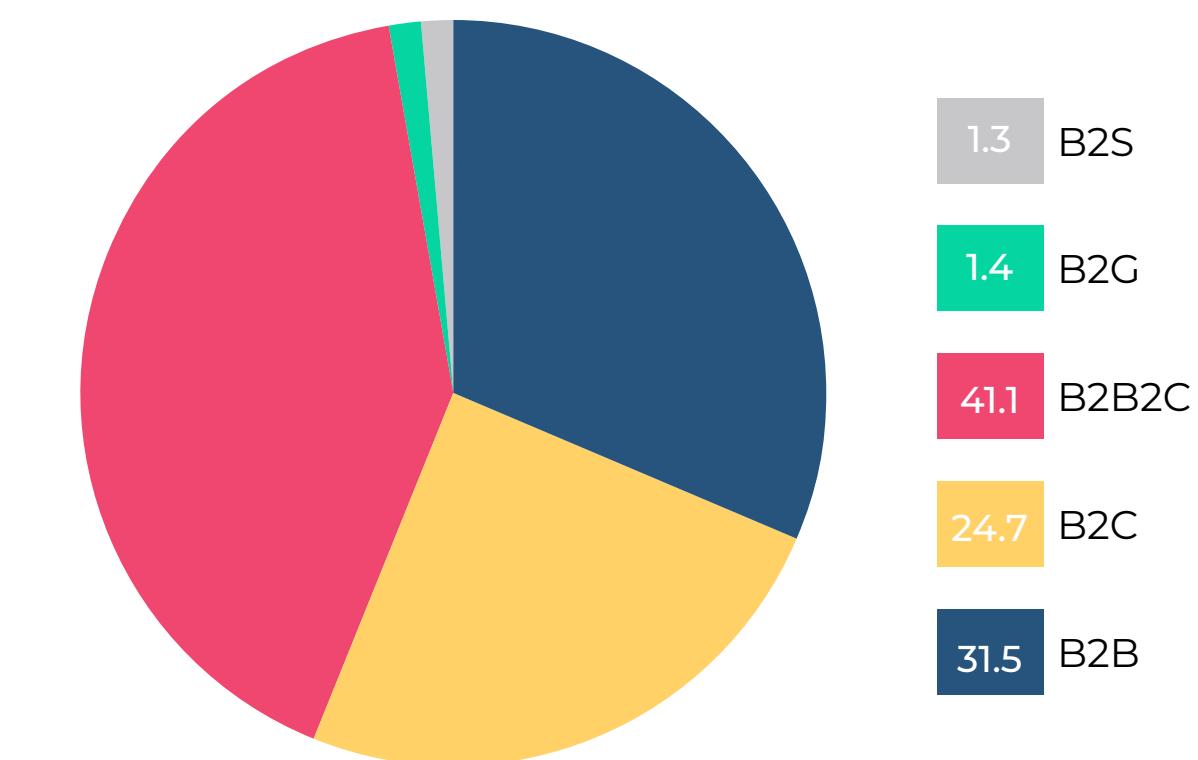
Raça



Modelo de negócio



Público alvo

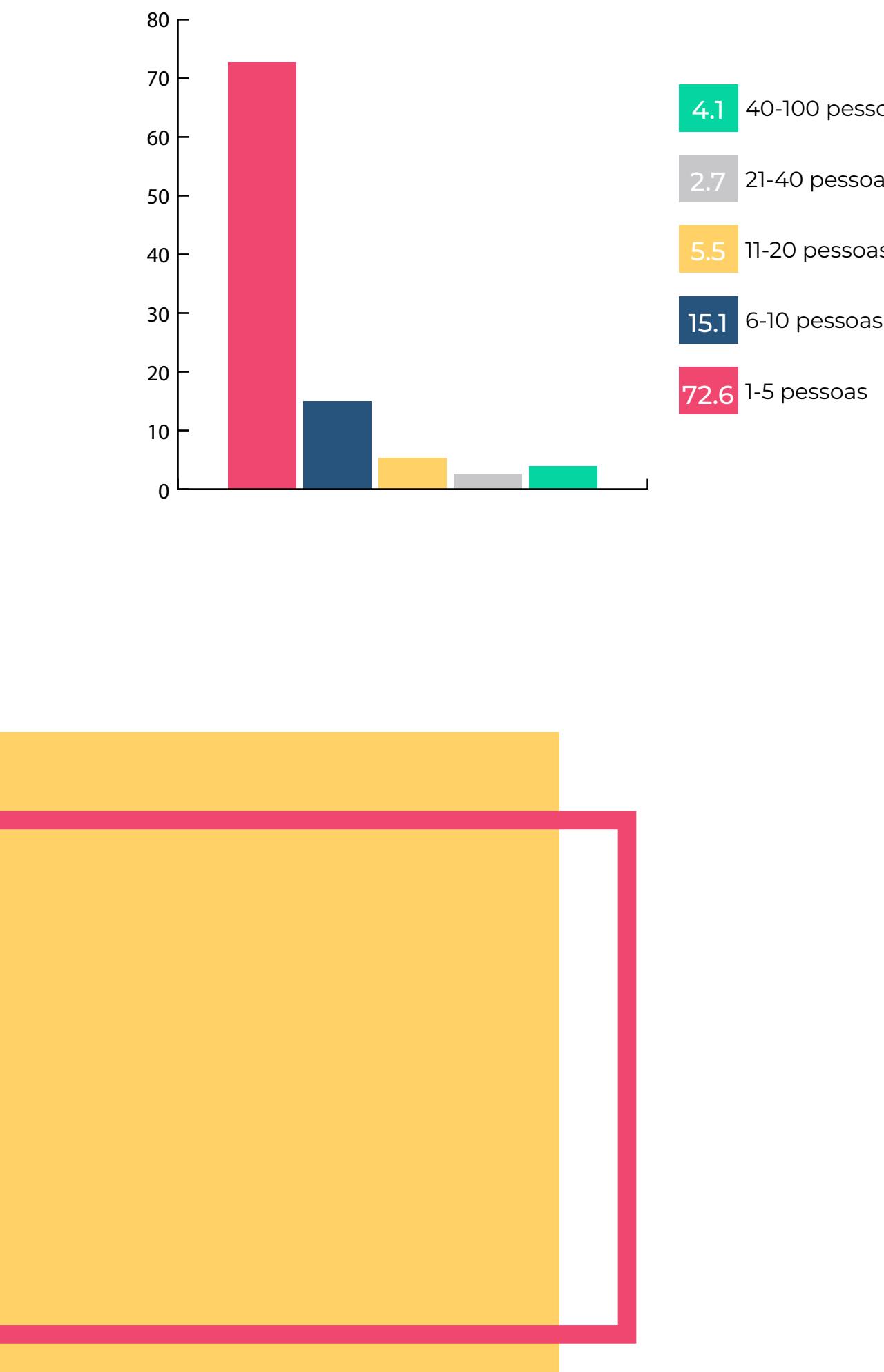


FORIALEZA

02.

Perfil da startup

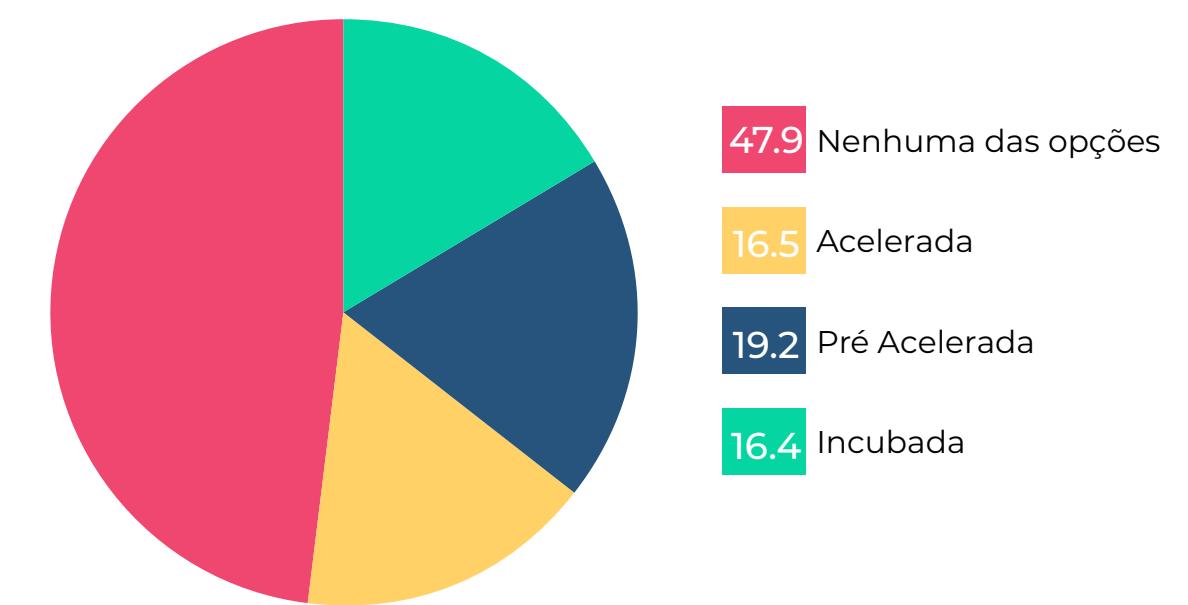
Tamanho do time



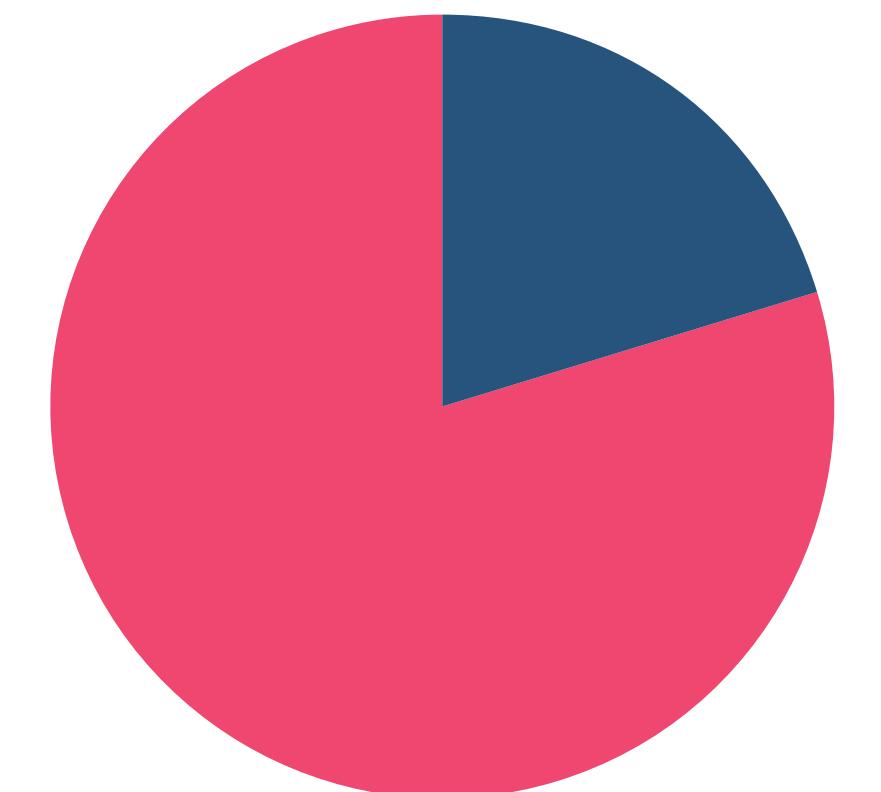
03.

Investimentos

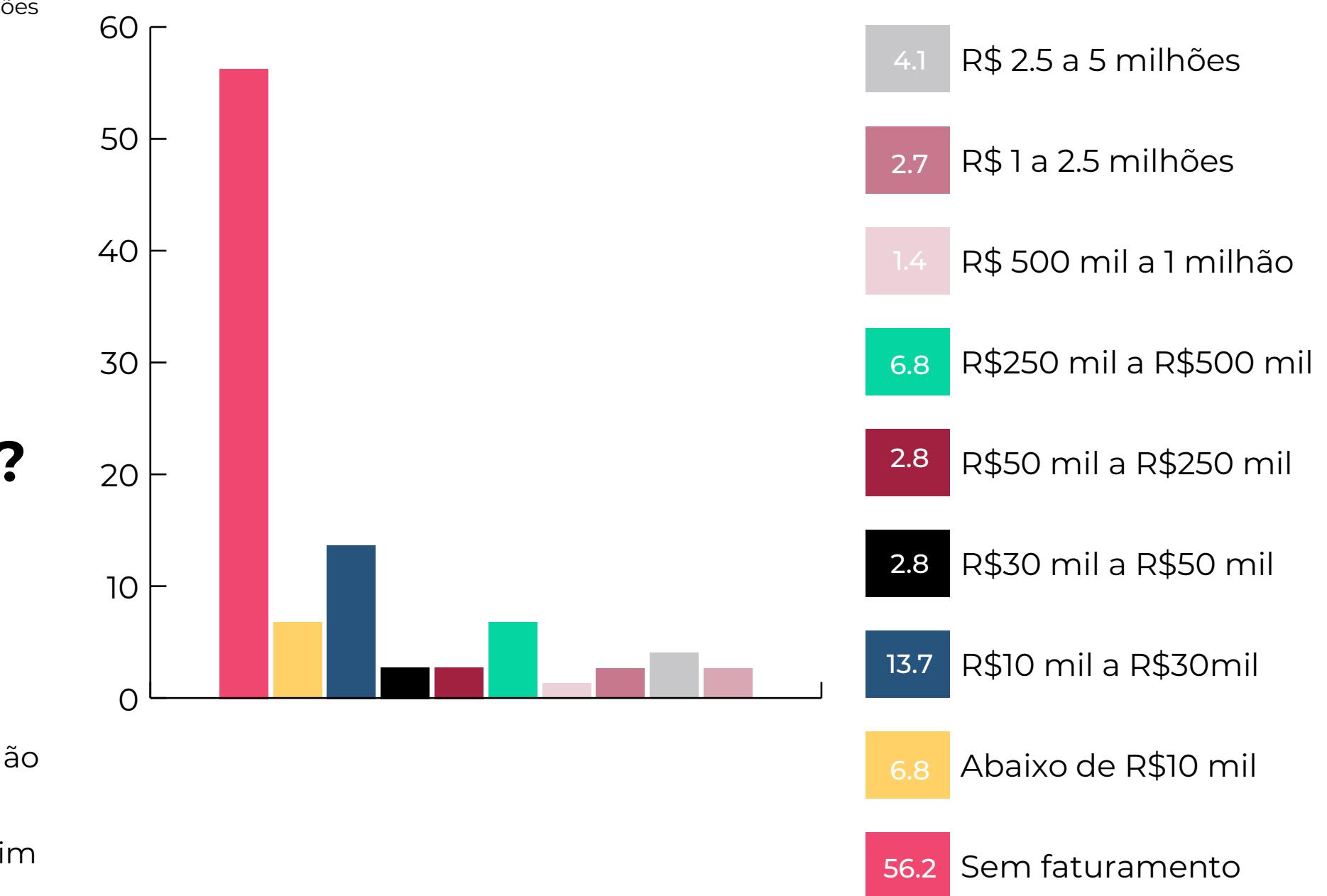
Startups já foram:



Já recebeu investimento?

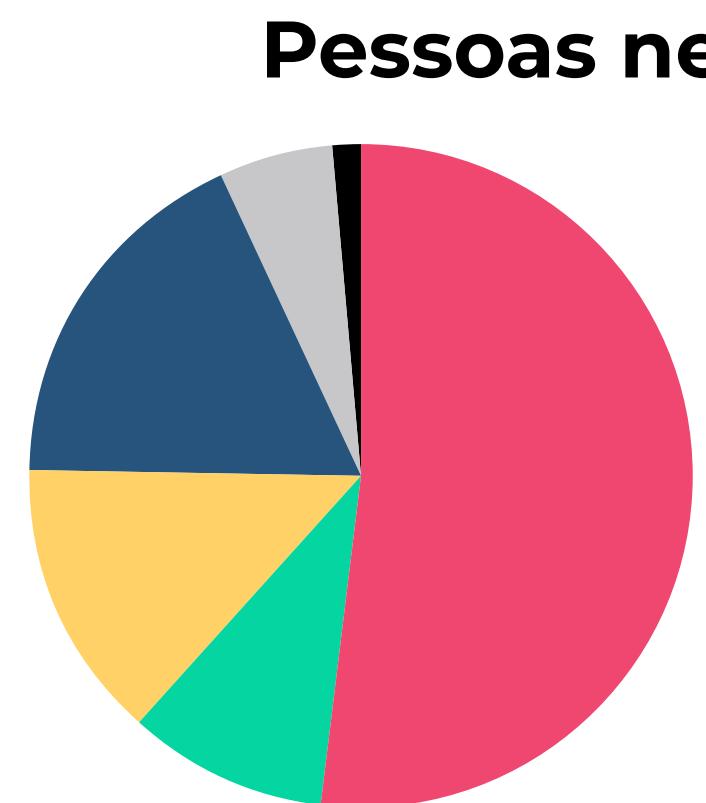
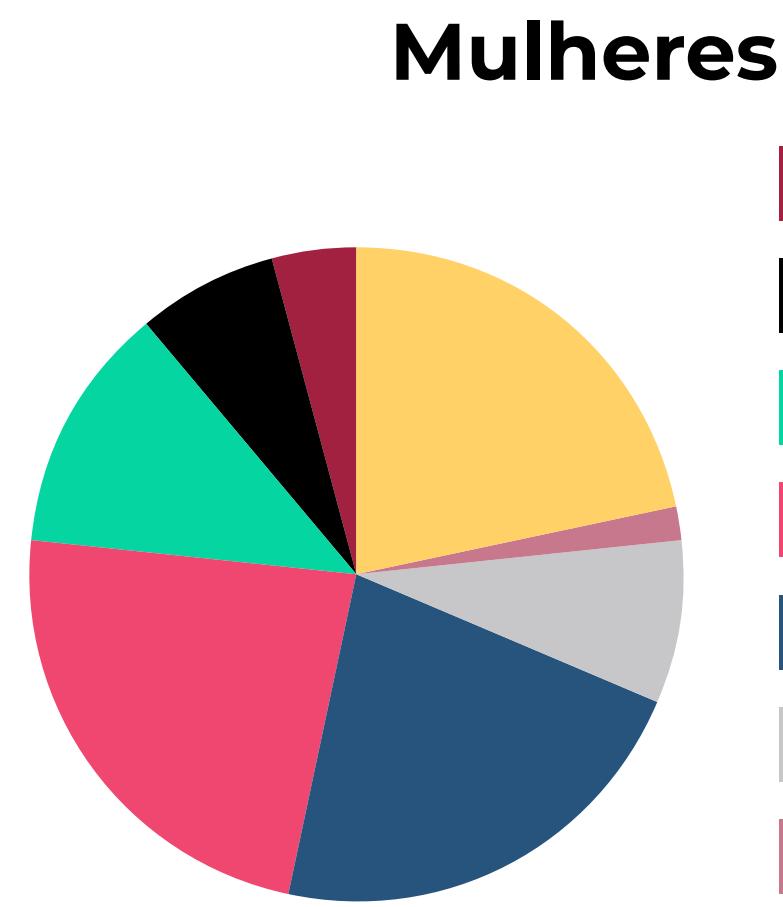


Faixa de faturamento



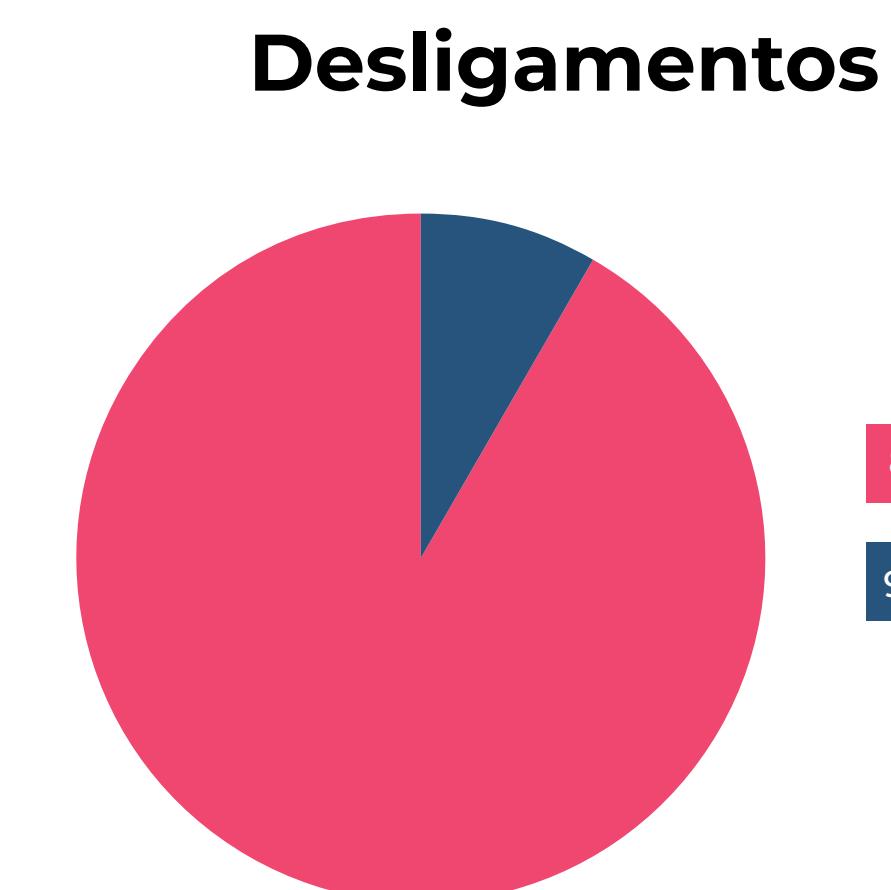
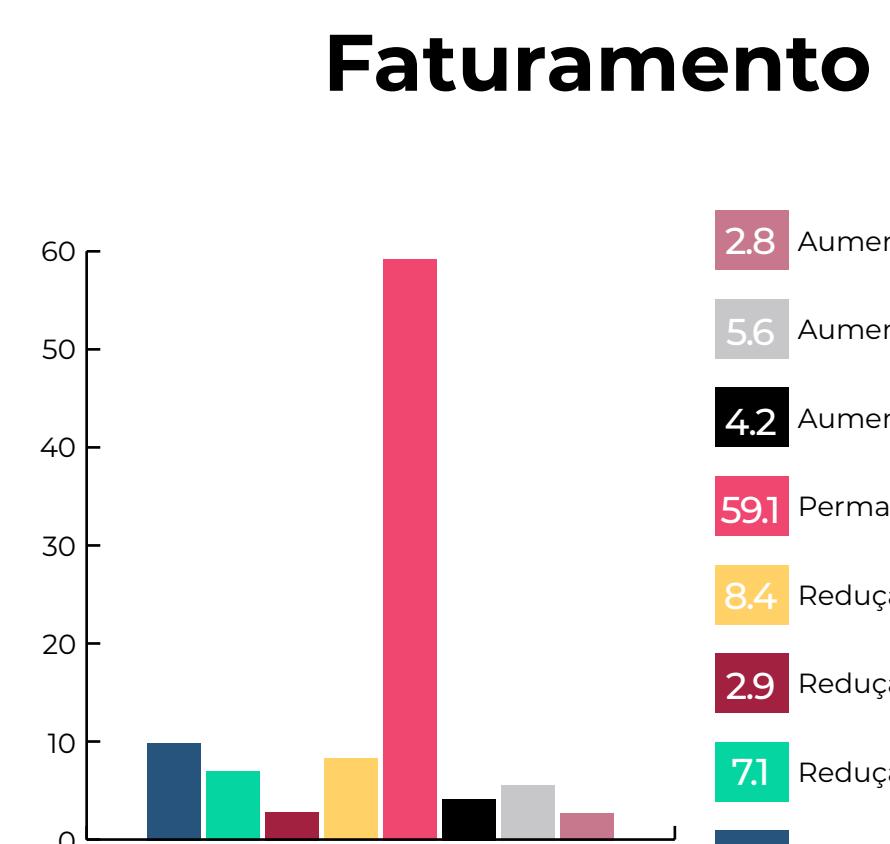
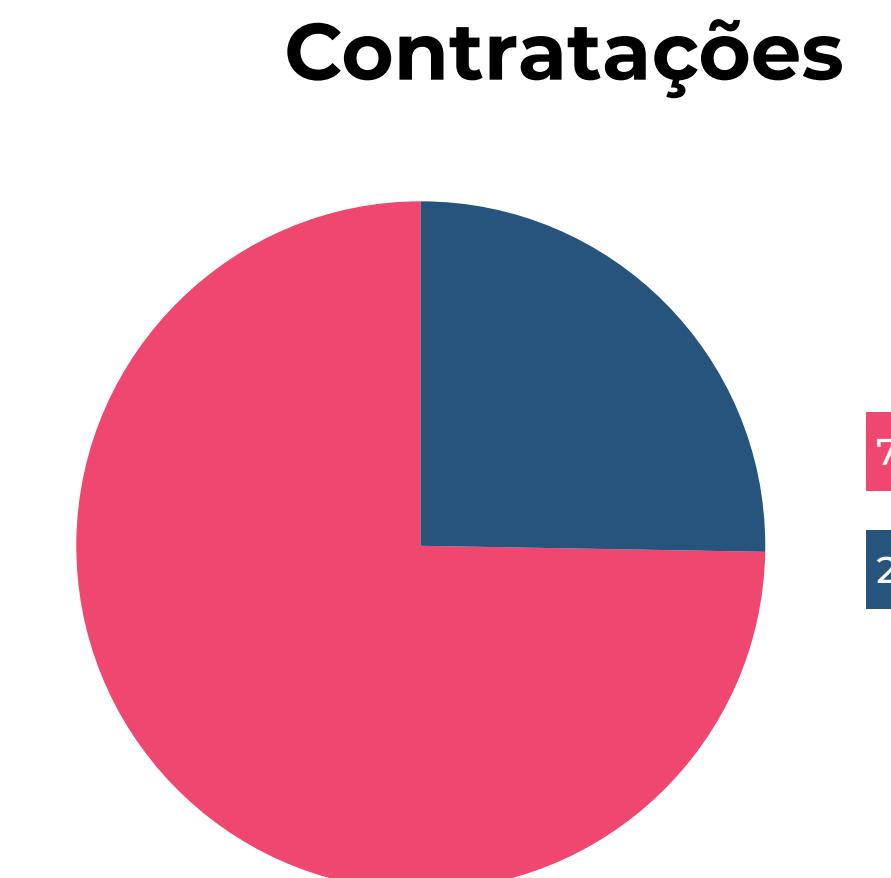
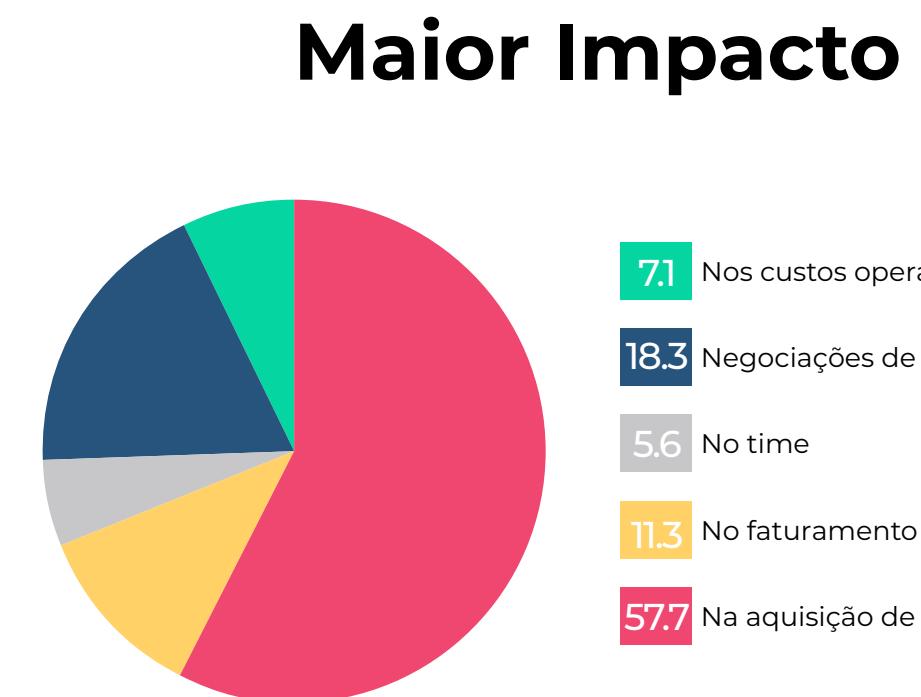
04.

Diversidade nas startups



05.

Impacto Covid-19



JUAZEIRO



DO NORTE

Kariri Valley. Juazeiro do norte é o lar da Kariri Valley um ecossistema que apesar de recente já tem uma comunidade conectada. Com 33,3% de startups em escala, ainda que tenha uma efervescência de novos negócios, com 50% de startups em ideação.

CE

JUAZEIRO DO NORTE

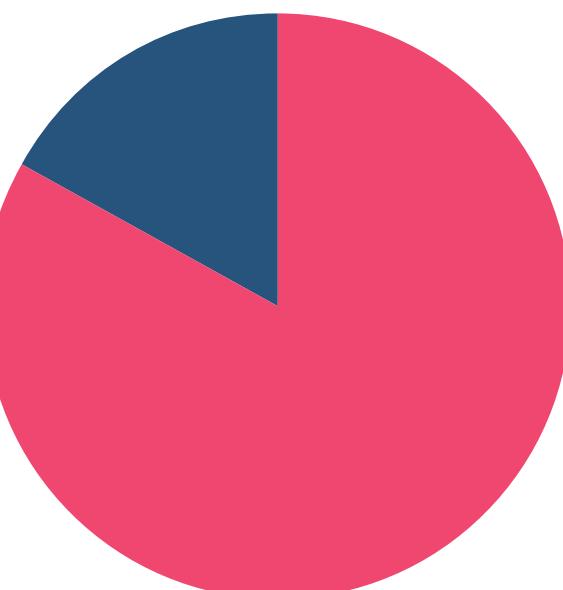
01.

Perfil do founder

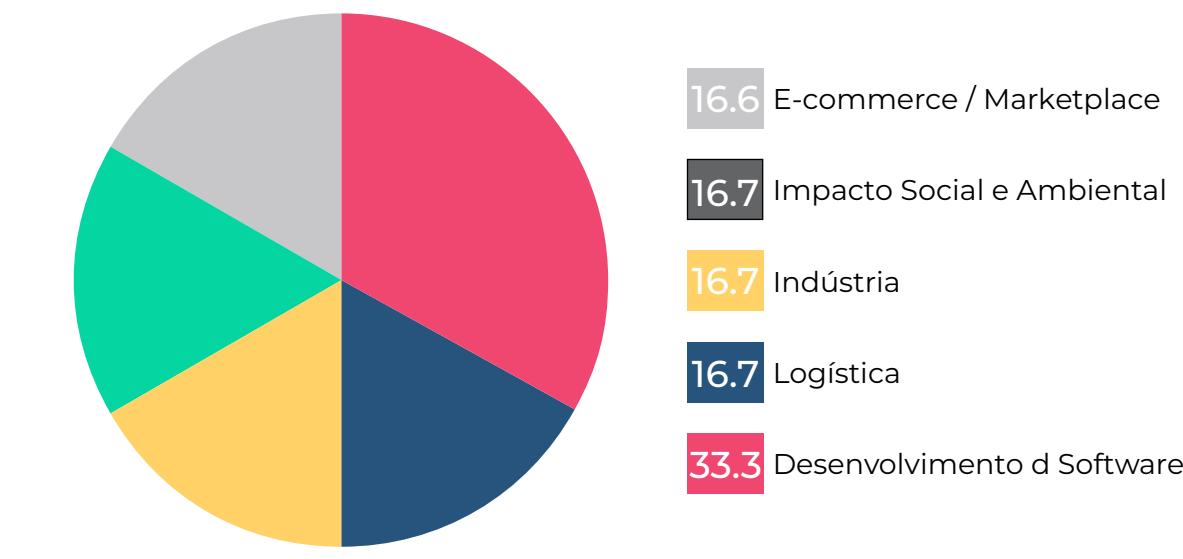
Gênero



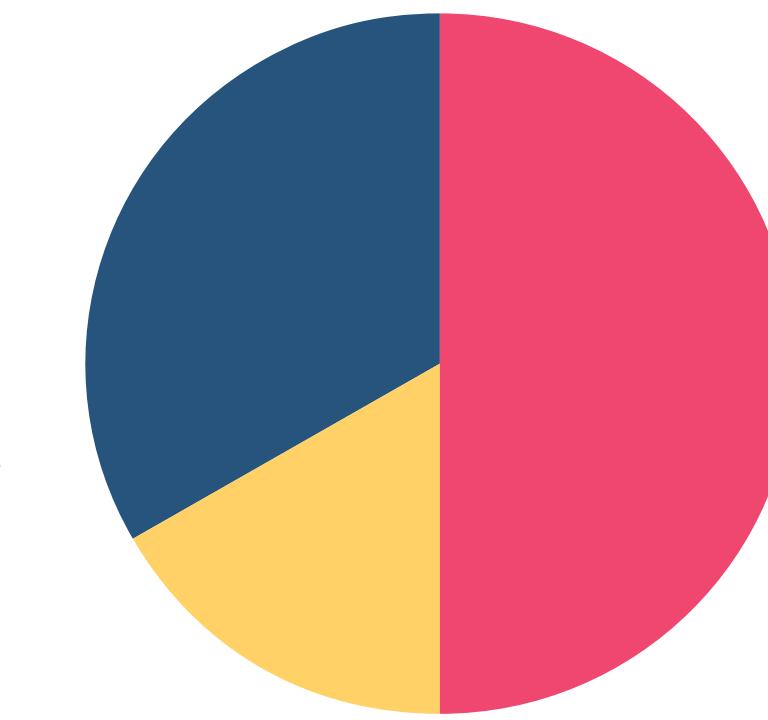
Orientação sexual



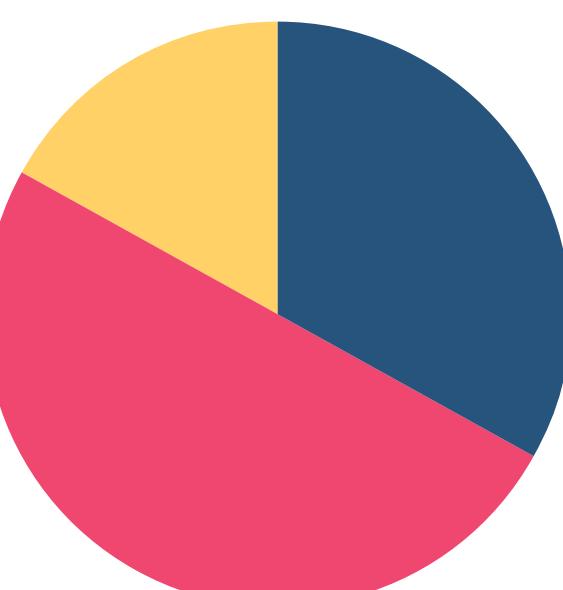
Área de atuação



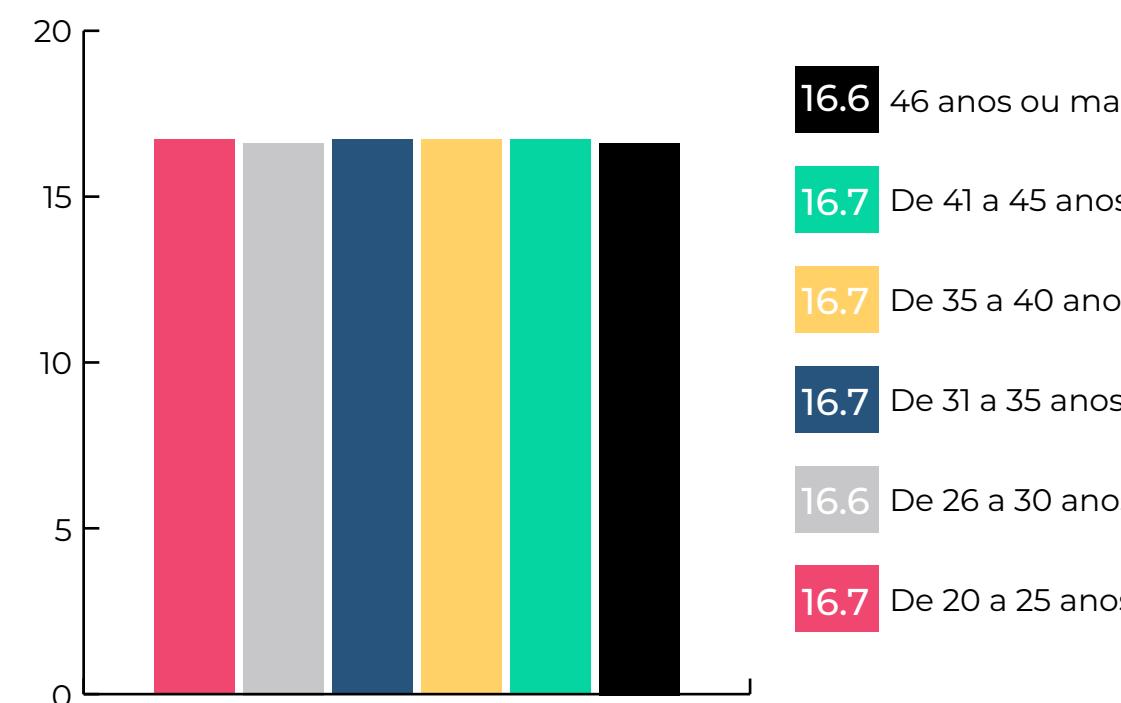
Fase da startup



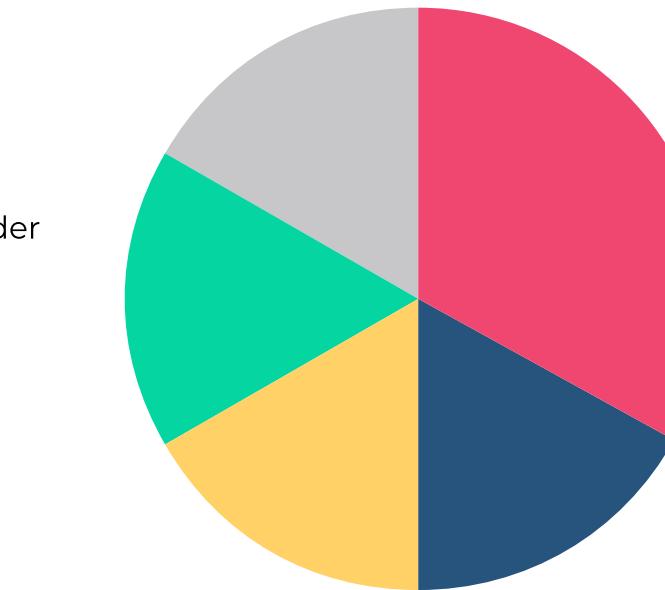
Raça



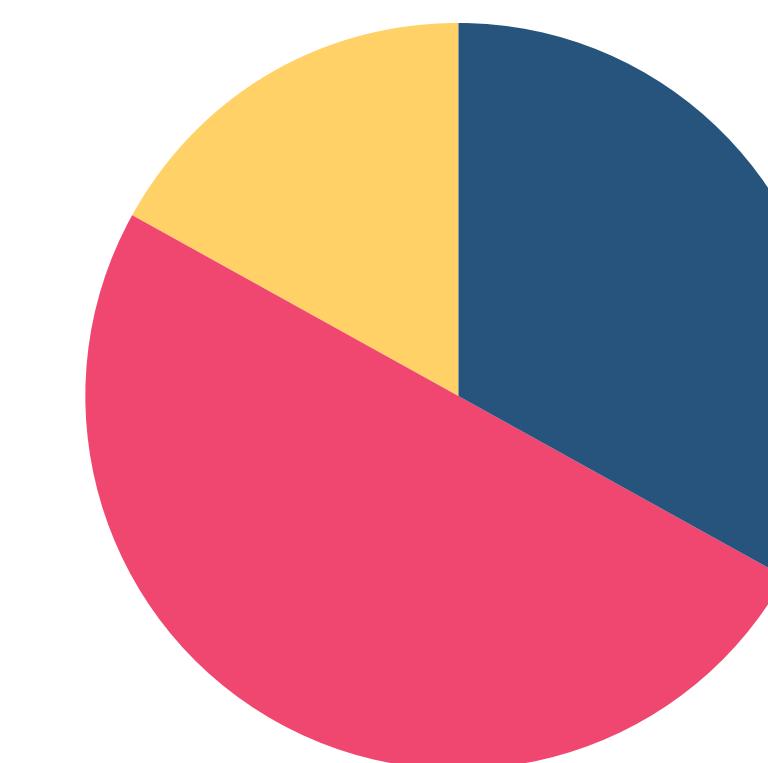
Idade



Modelo de negócio



Público alvo

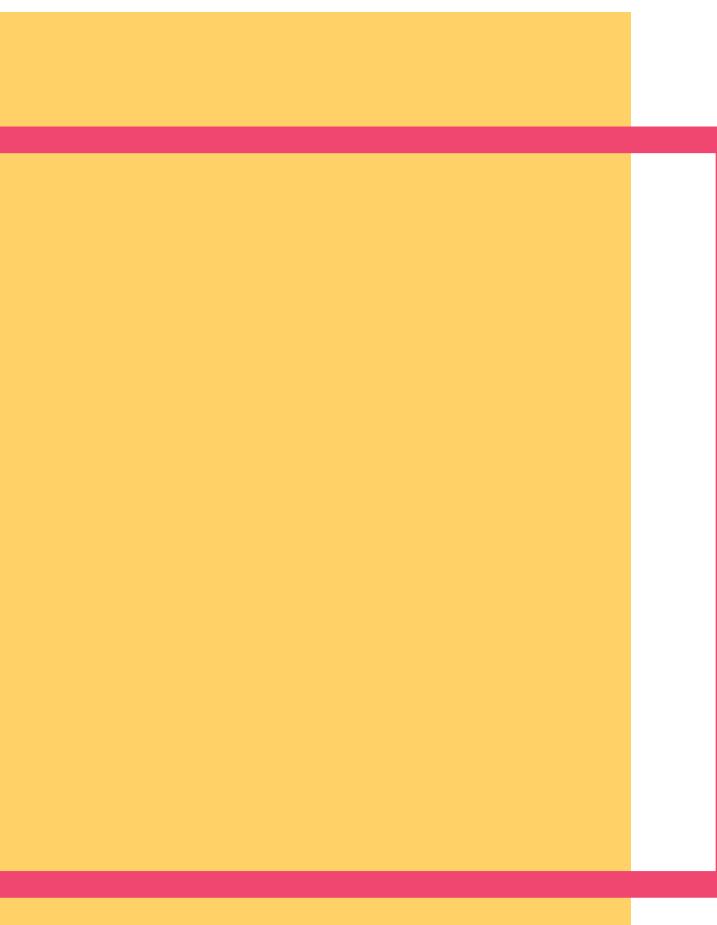
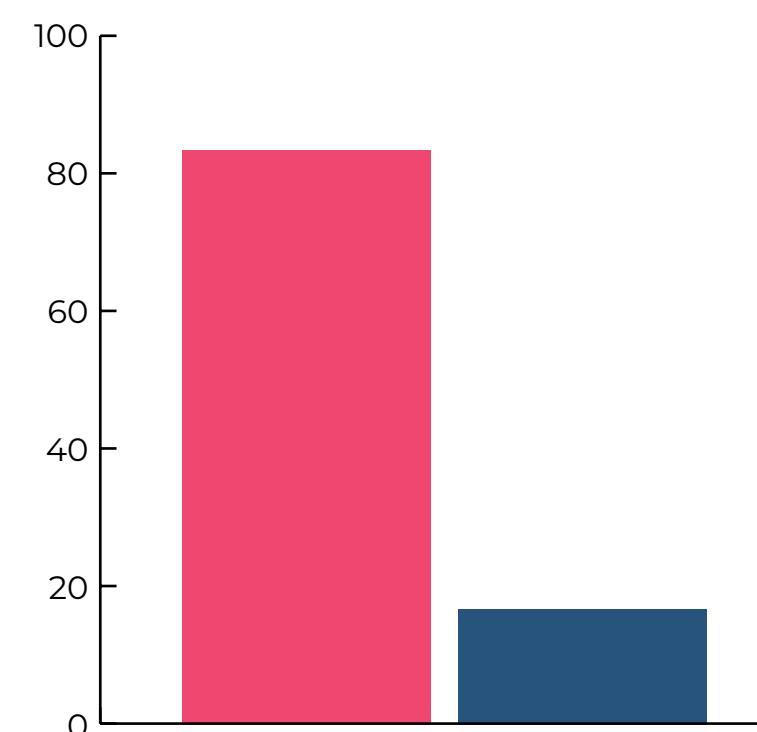


JUAZEIRO DO NORTE

02.

Perfil da startup

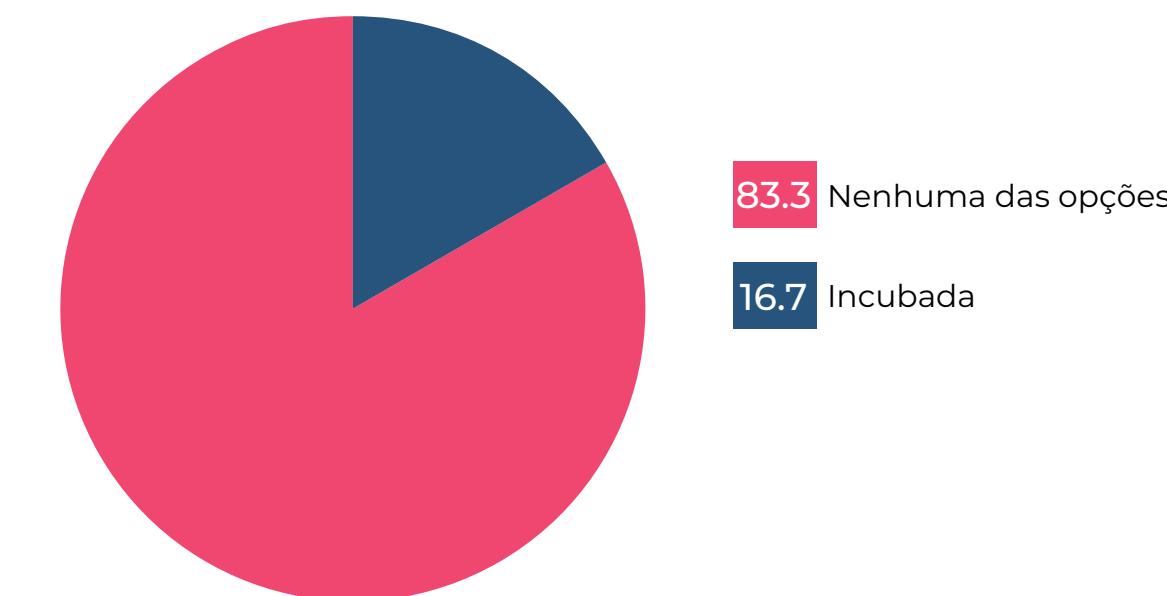
Tamanho do time



03.

Investimentos

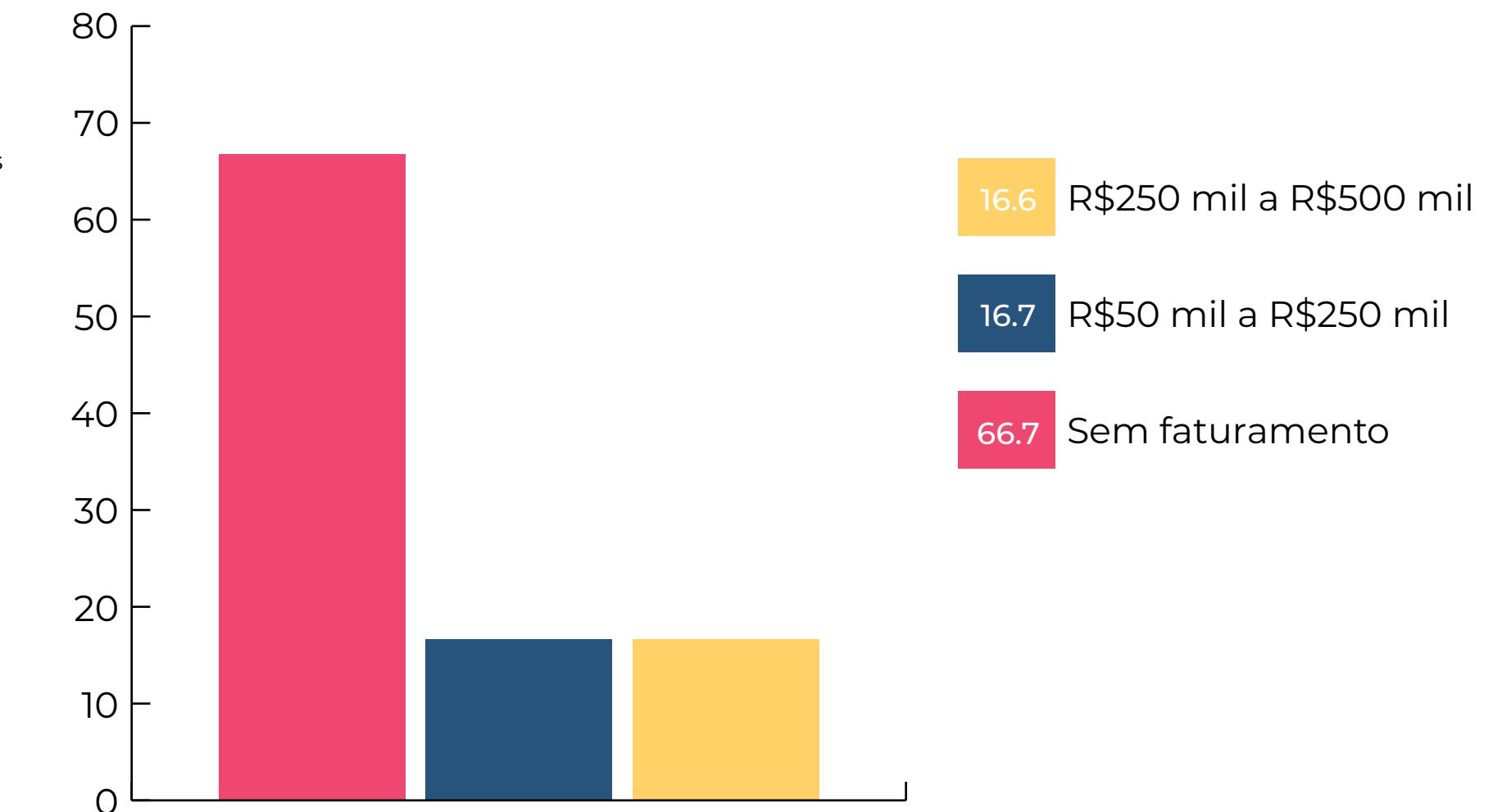
Startups já foram:



Já recebeu investimento?



Faixa de faturamento

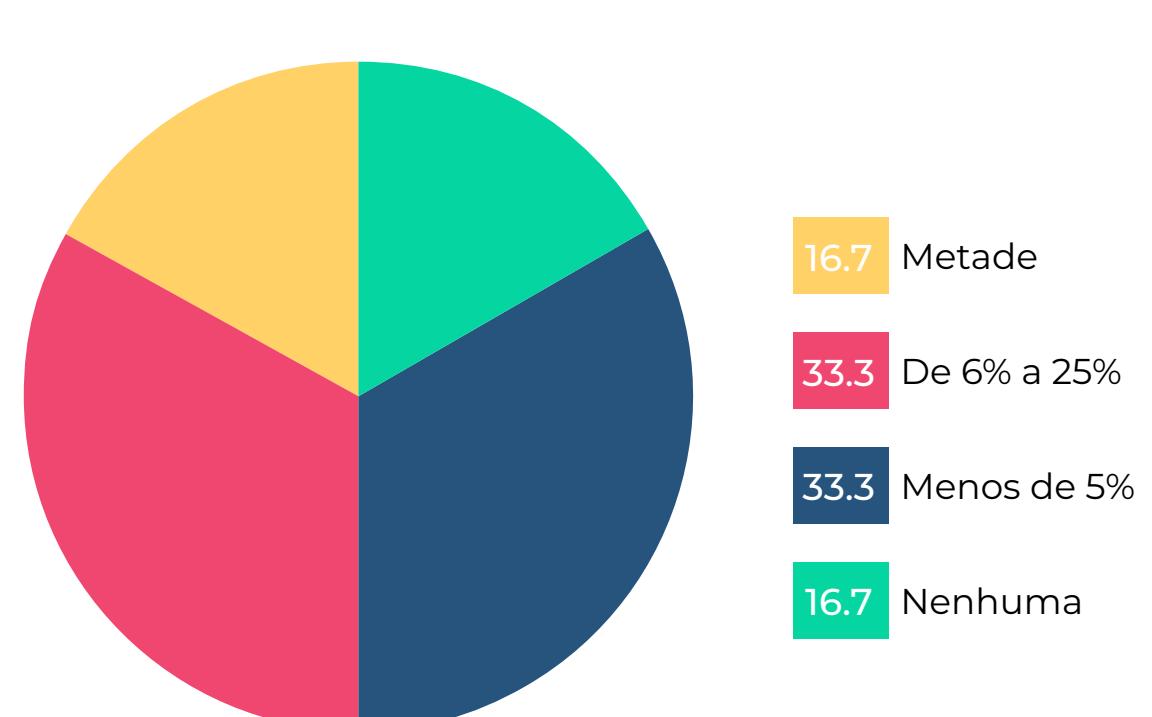


JUAZEIRO DO NORTE

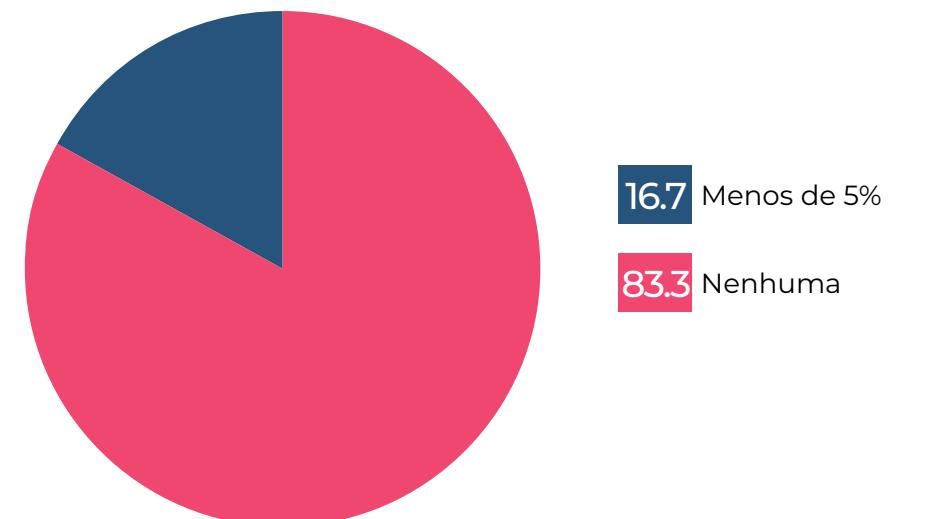
04.

Diversidade nas startups

Mulheres



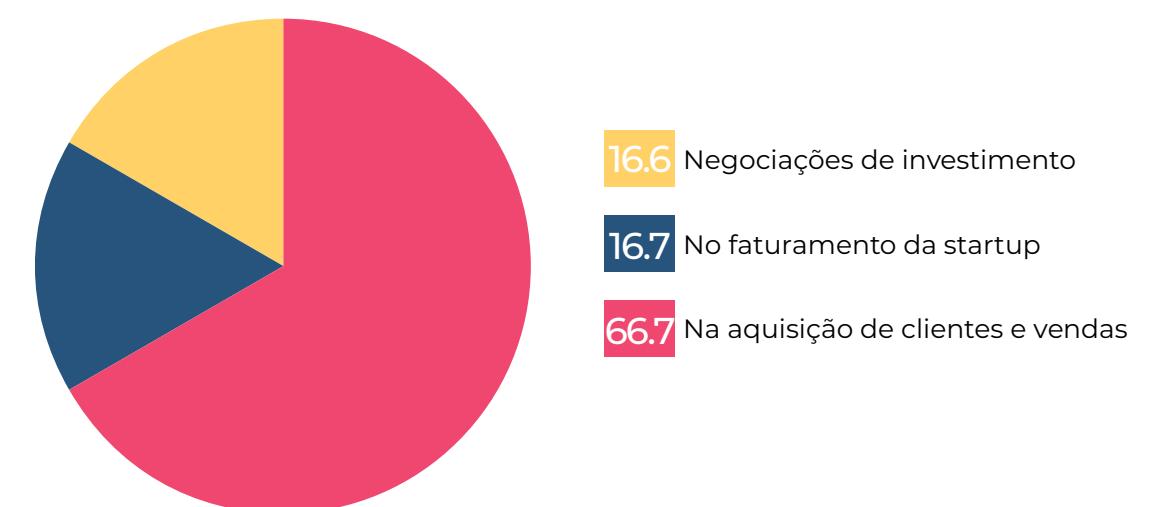
Pessoas com deficiência



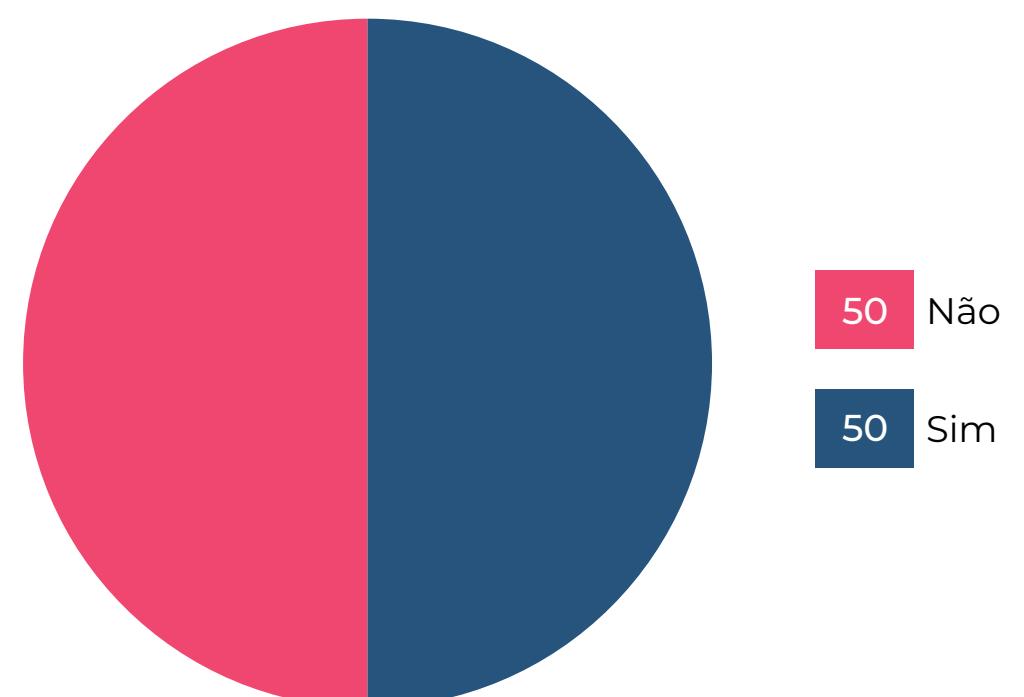
05.

Impacto Covid-19

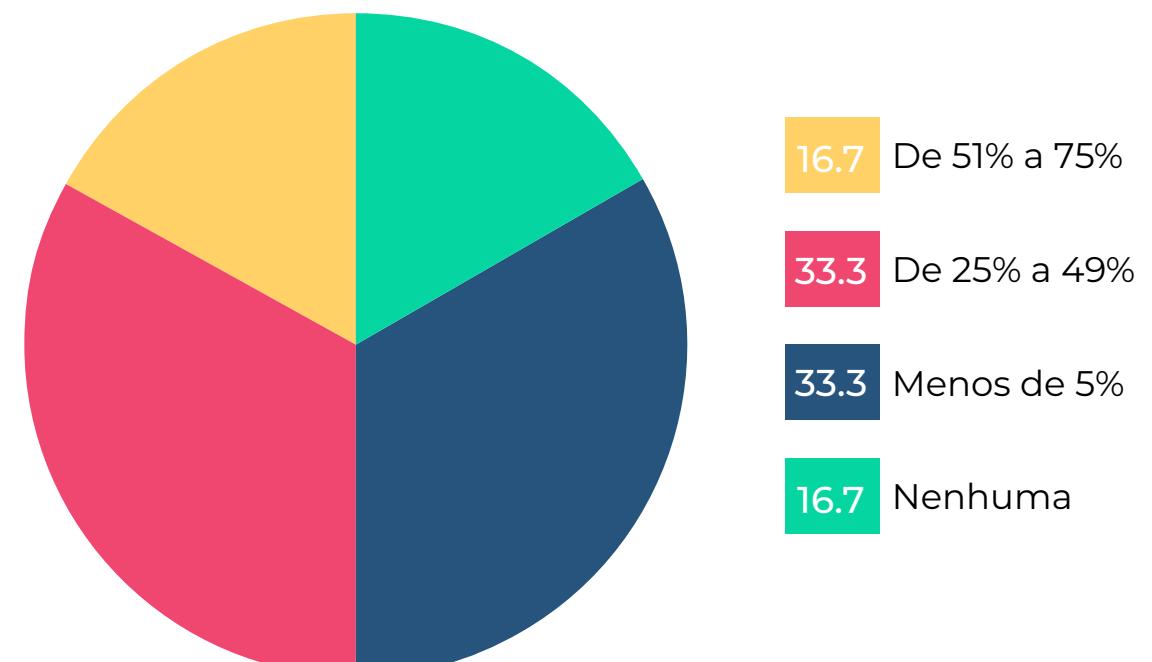
Maior Impacto



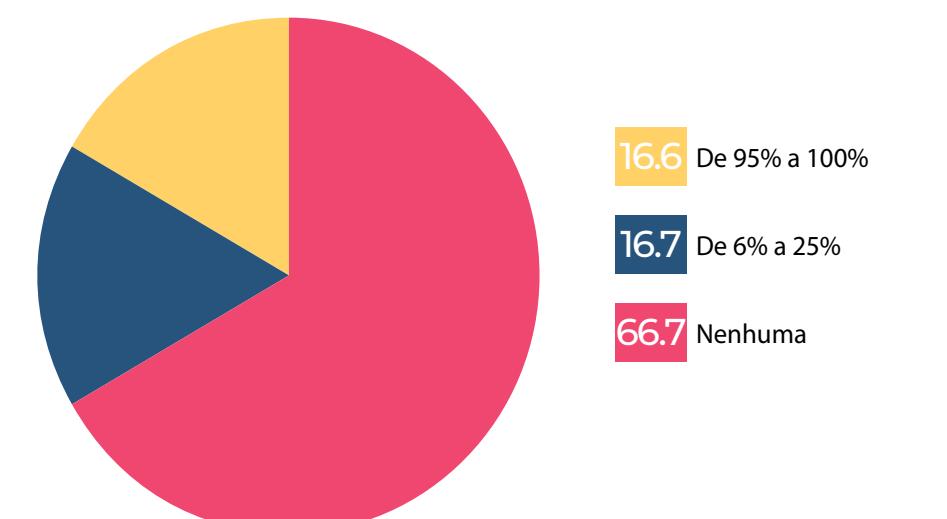
Contratações



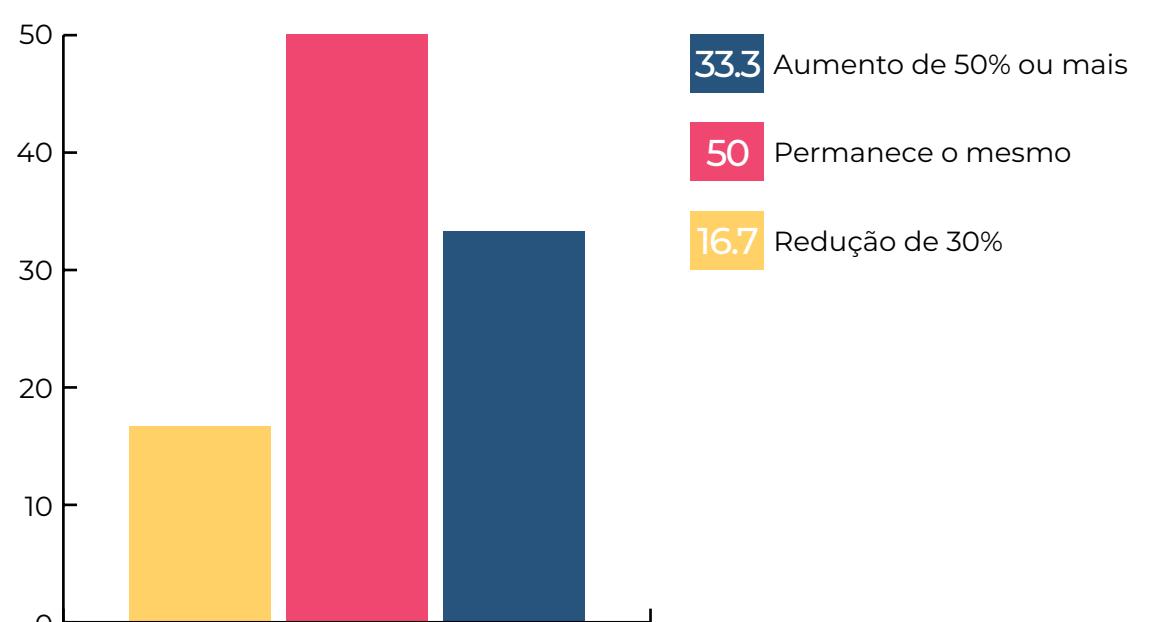
Pessoas negras



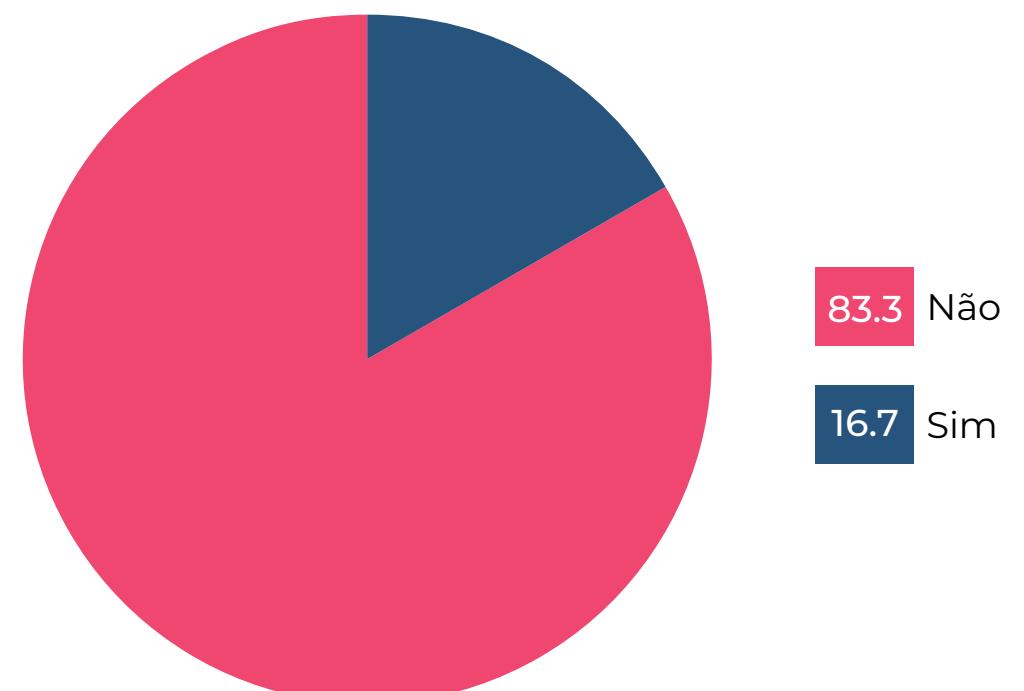
Pessoas com 50+ anos



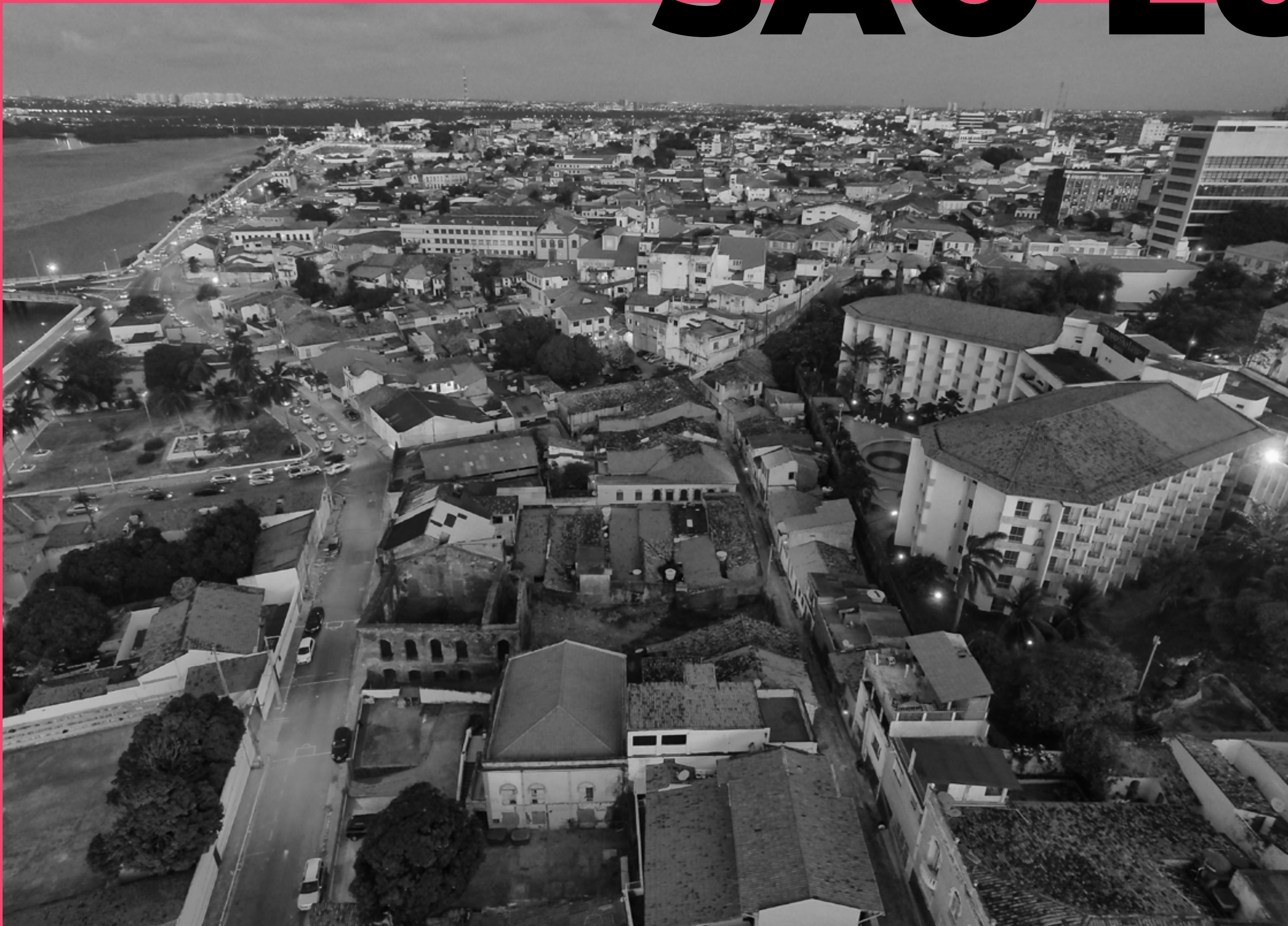
Faturamento



Desligamentos



SÃO LUÍS



Sóluses (@soluses.ma). A capital do Maranhão vai te mostrar uma ecossistema que sabe interagir comunidade e universidade como poucas no Brasil. São Luís é berço de empreendedor ávidos por colaboração e crescimento e tem grandes empresas fortalecendo e conectando com a comunidade.

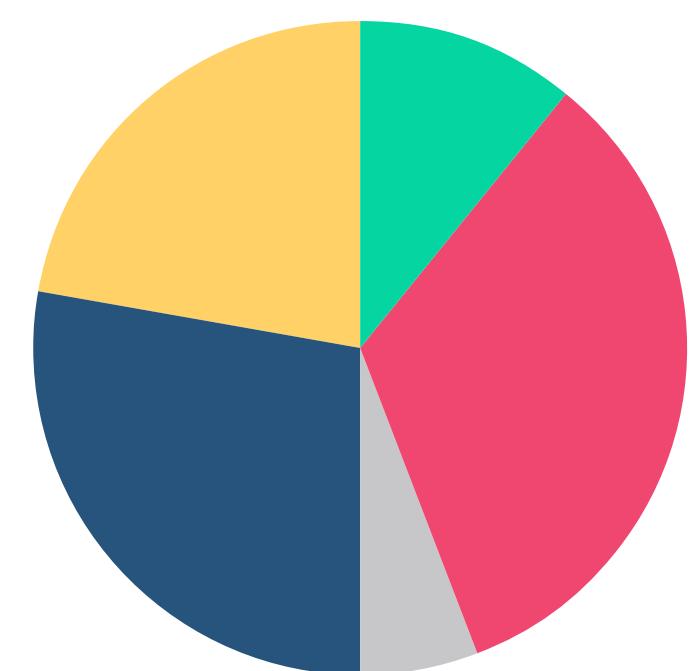
MA

SAO LUIS

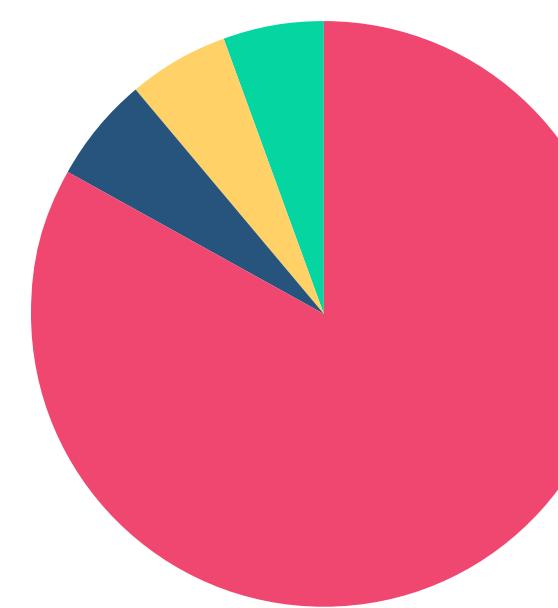
01.

Perfil do founder

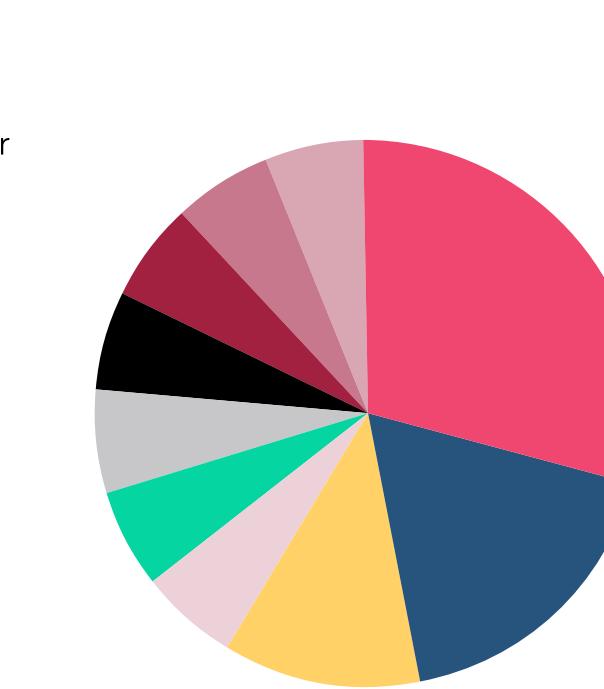
Gênero



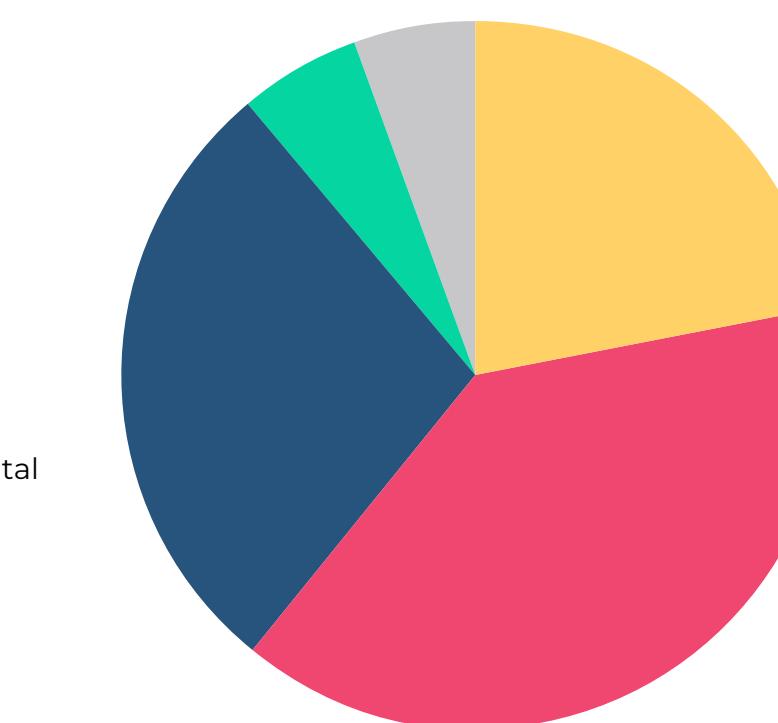
Orientação sexual



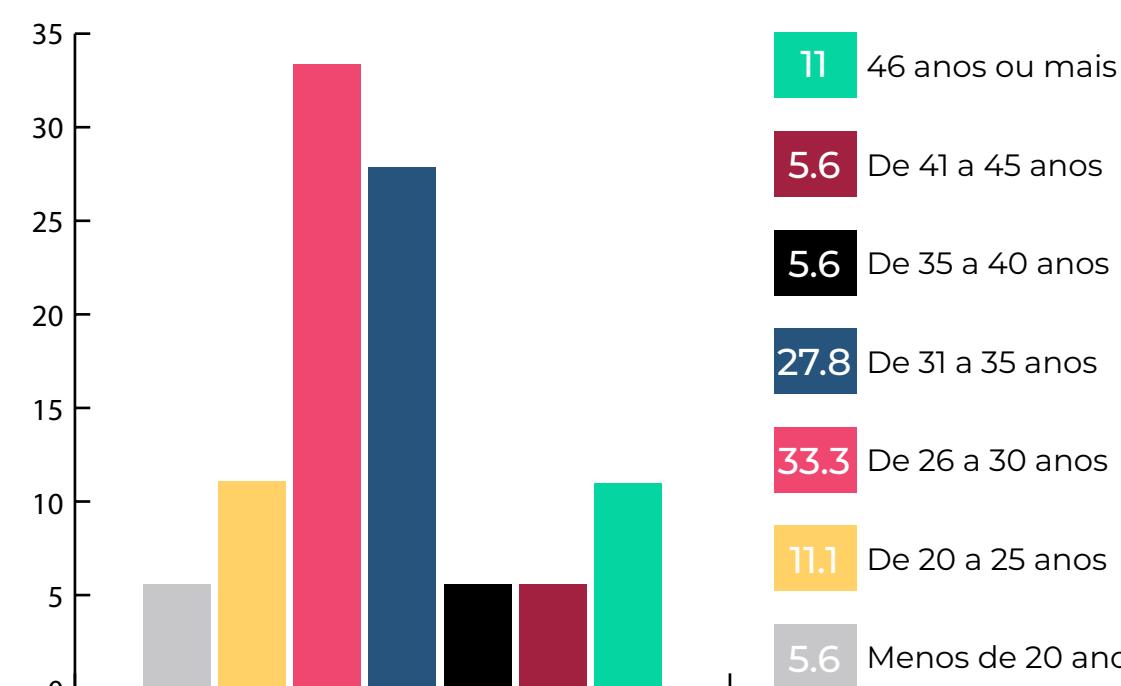
Área de atuação



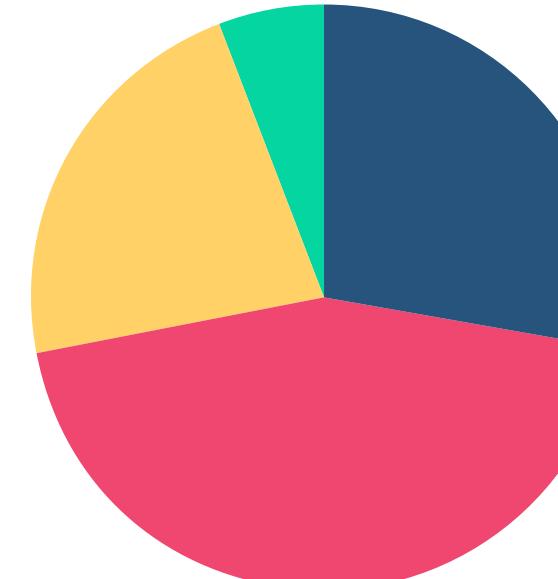
Fase da startup



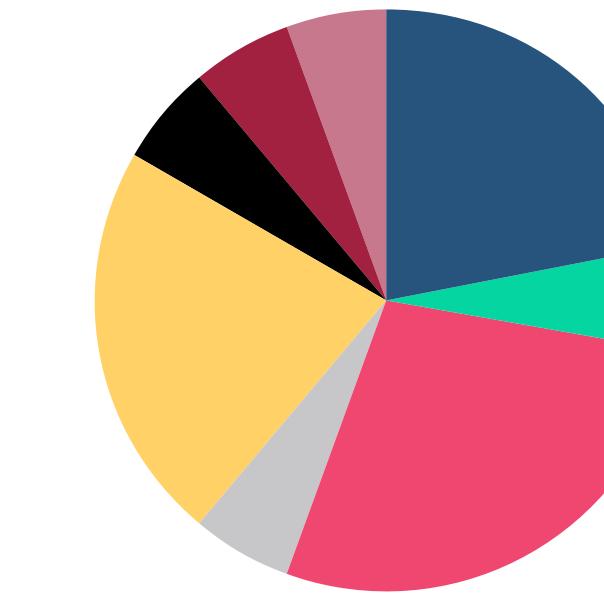
Idade



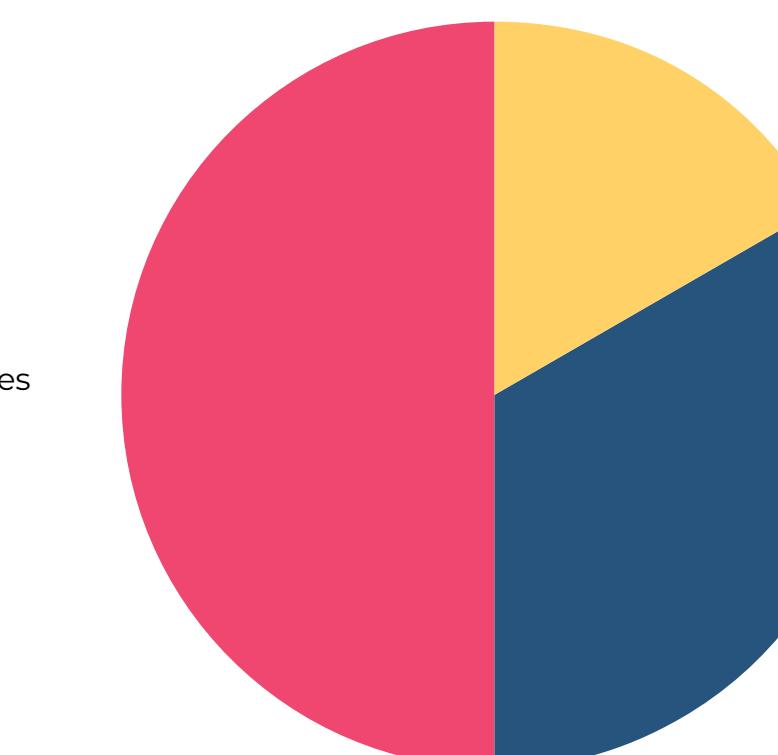
Raça



Modelo de negócio



Público alvo

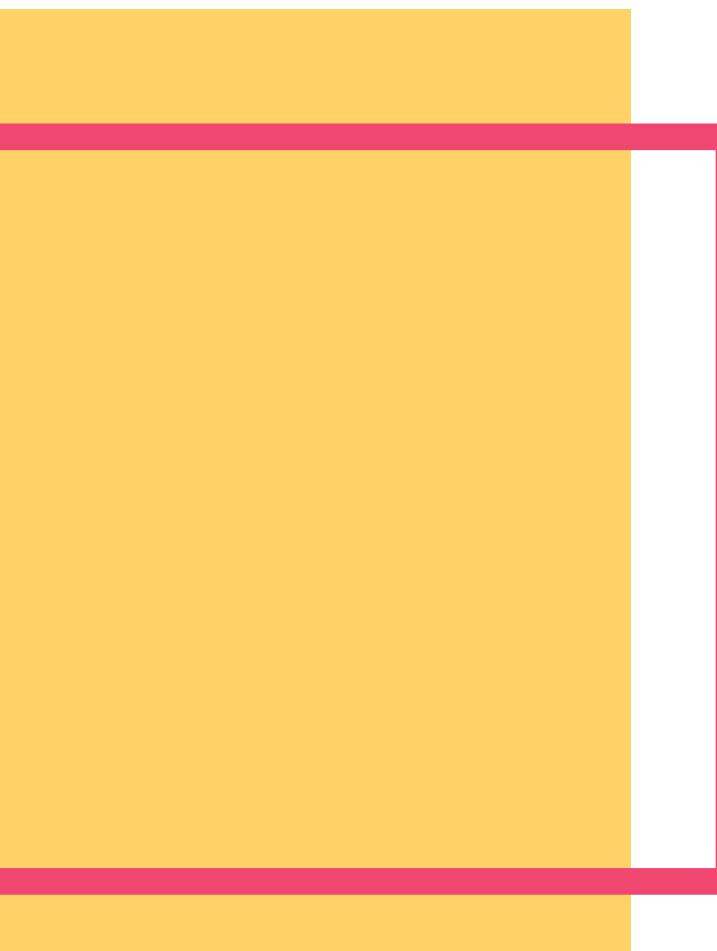
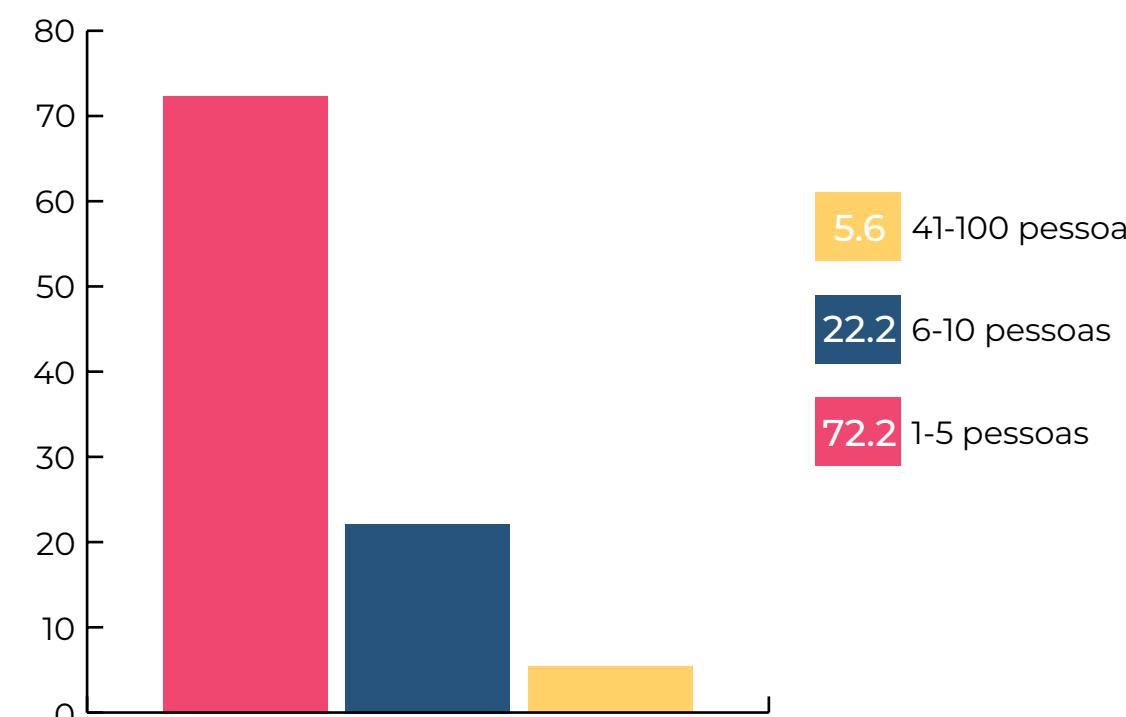


SAO LUIS

02.

Perfil da startup

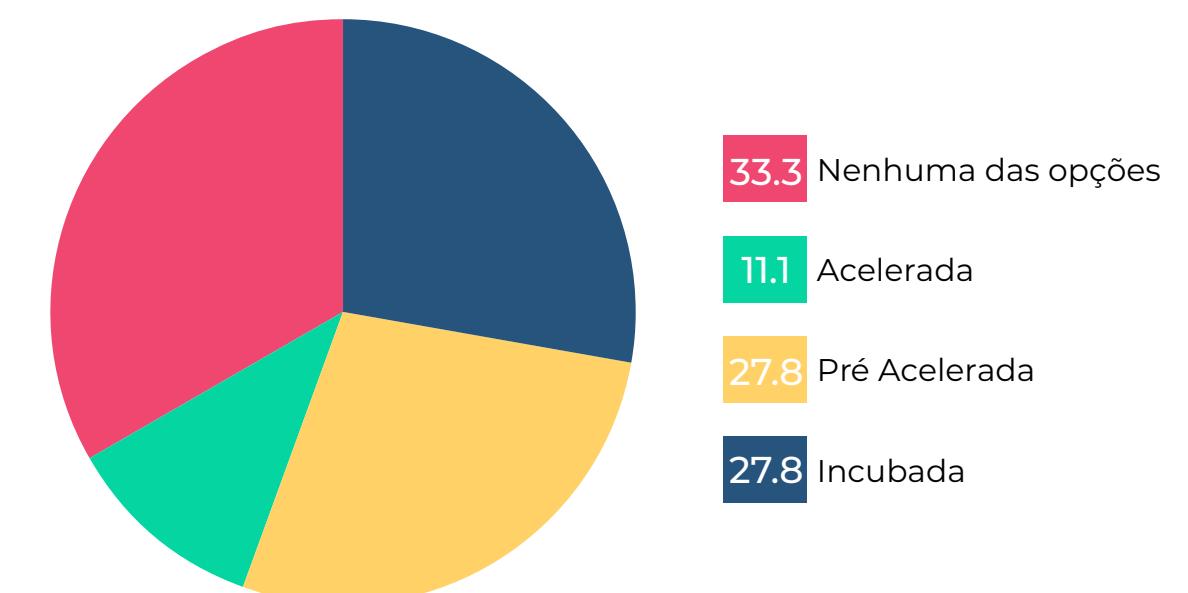
Tamanho do time



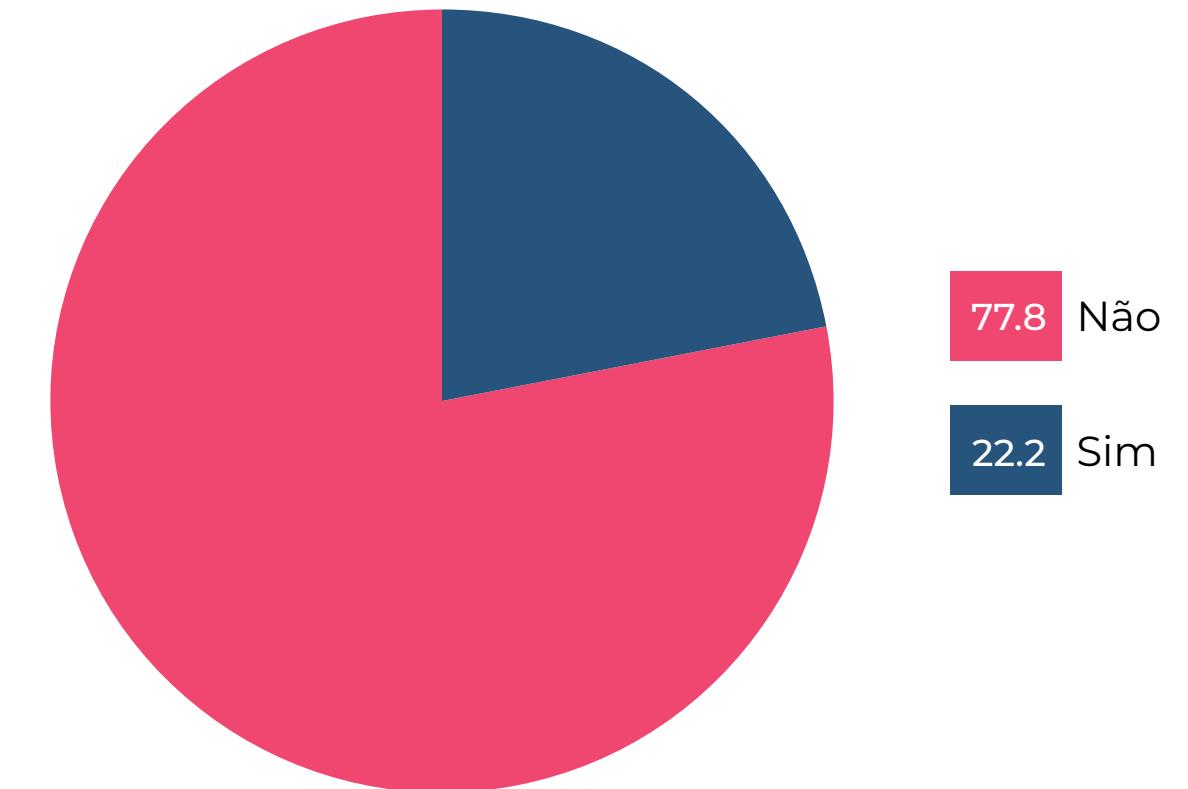
03.

Investimentos

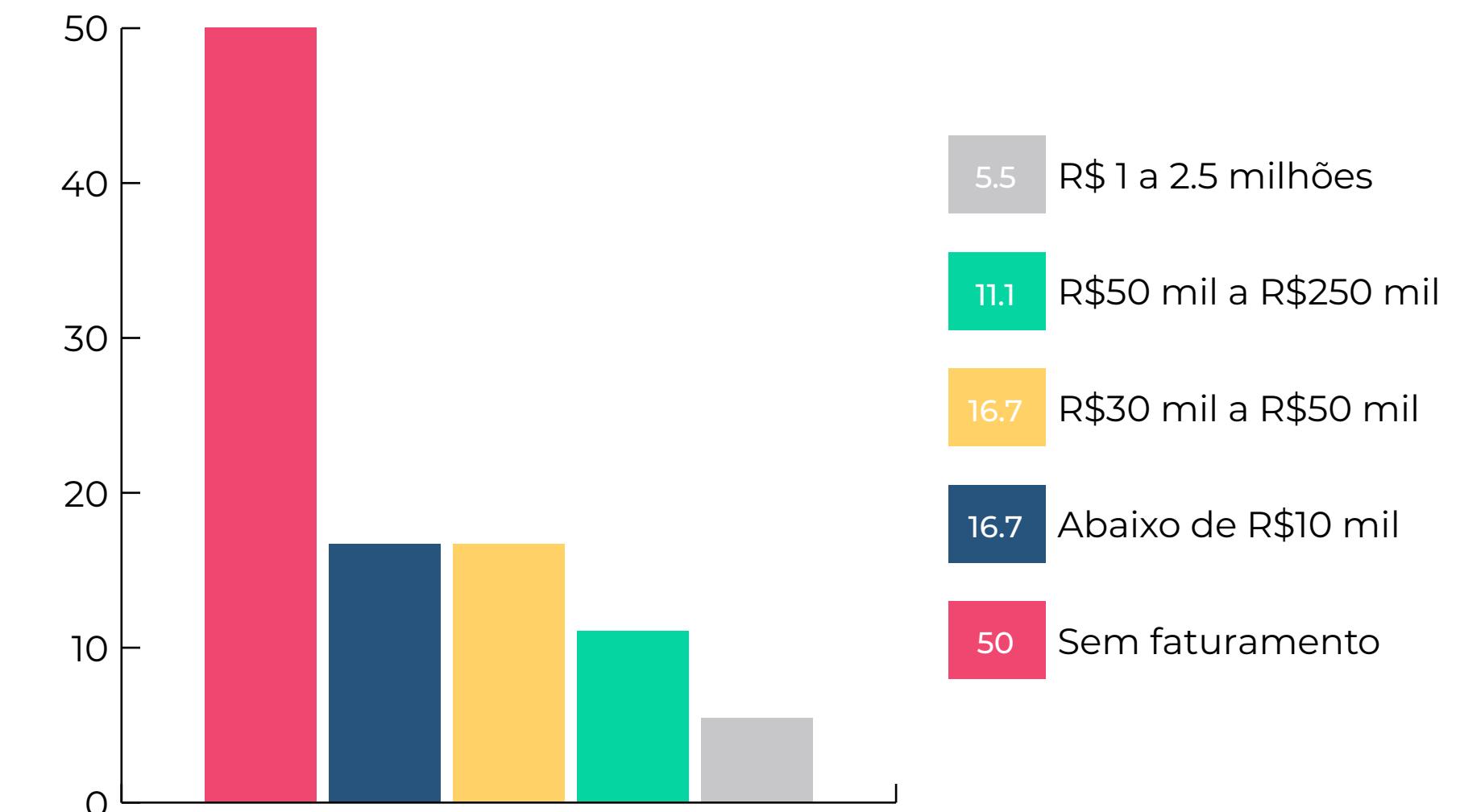
Startups já foram:



Já recebeu investimento?



Faixa de faturamento



04.

Diversidade nas startups

Mulheres



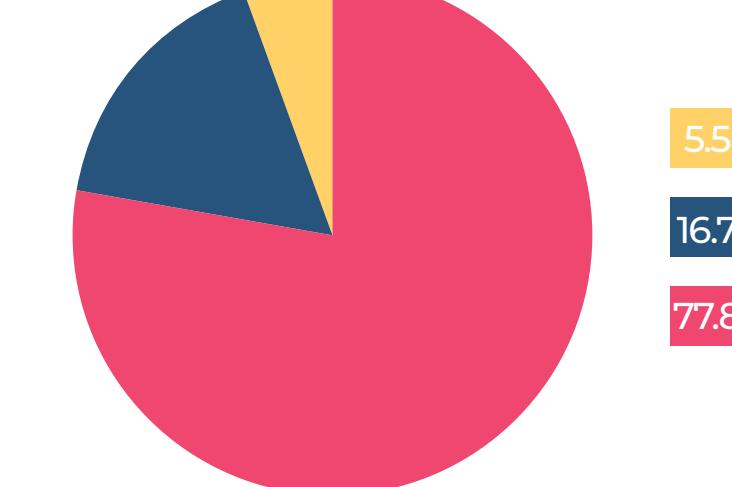
Pessoas com deficiência



Pessoas negras



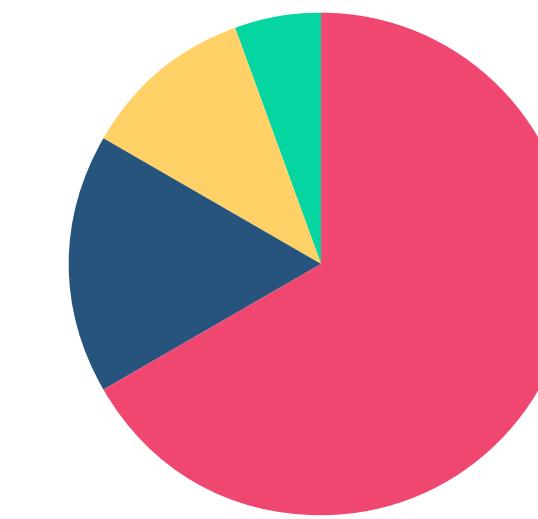
Pessoas com 50+ anos



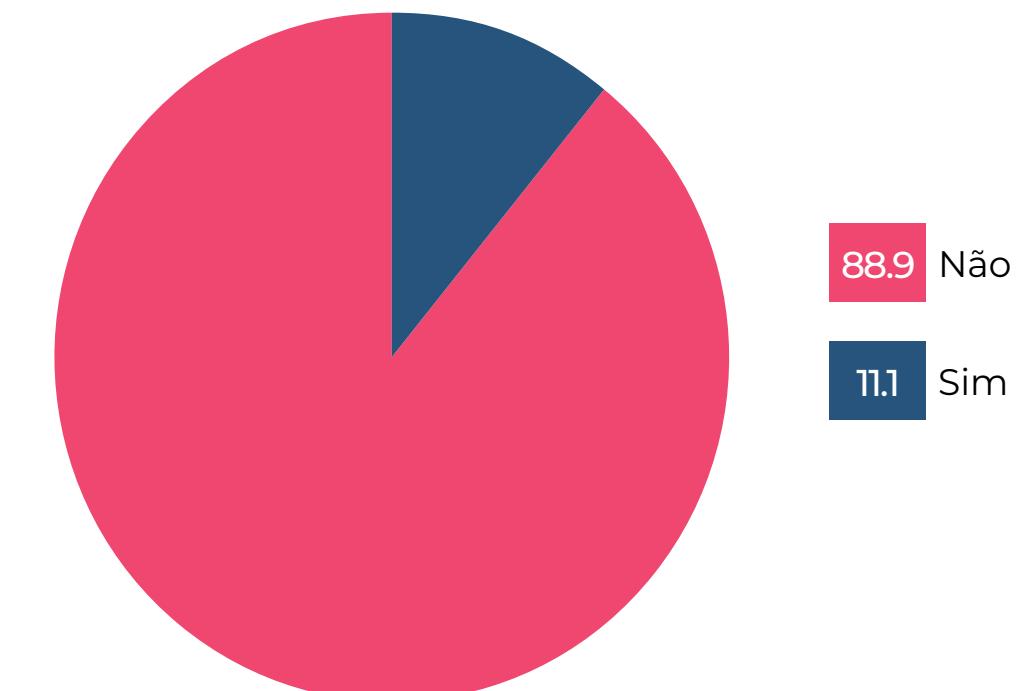
05.

Impacto Covid-19

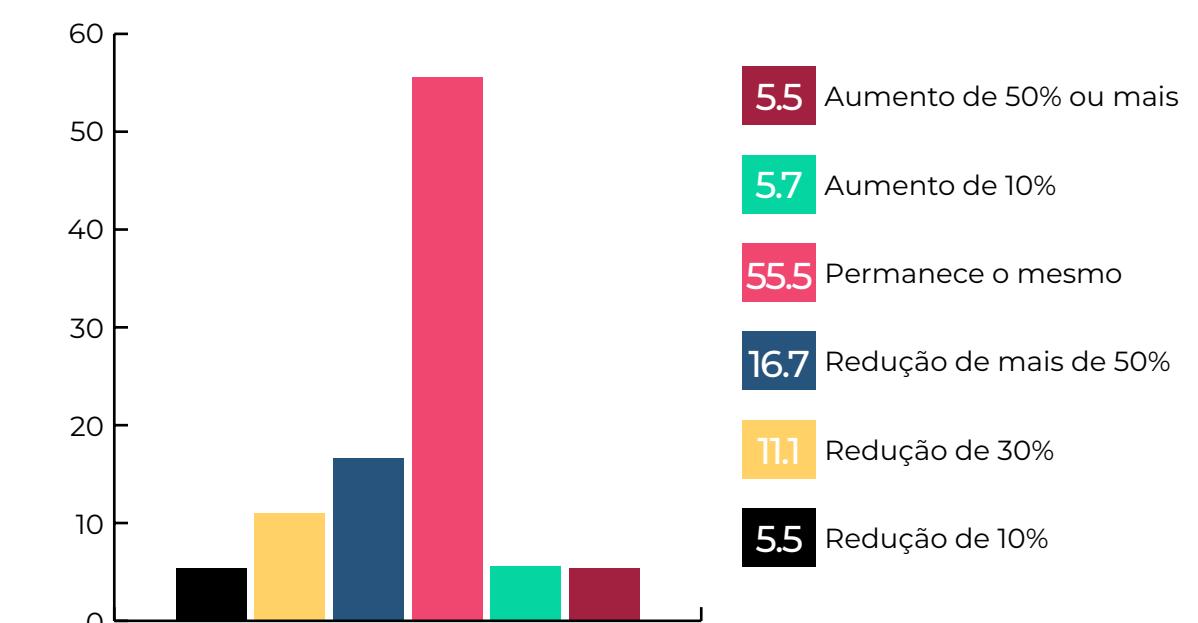
Maior Impacto



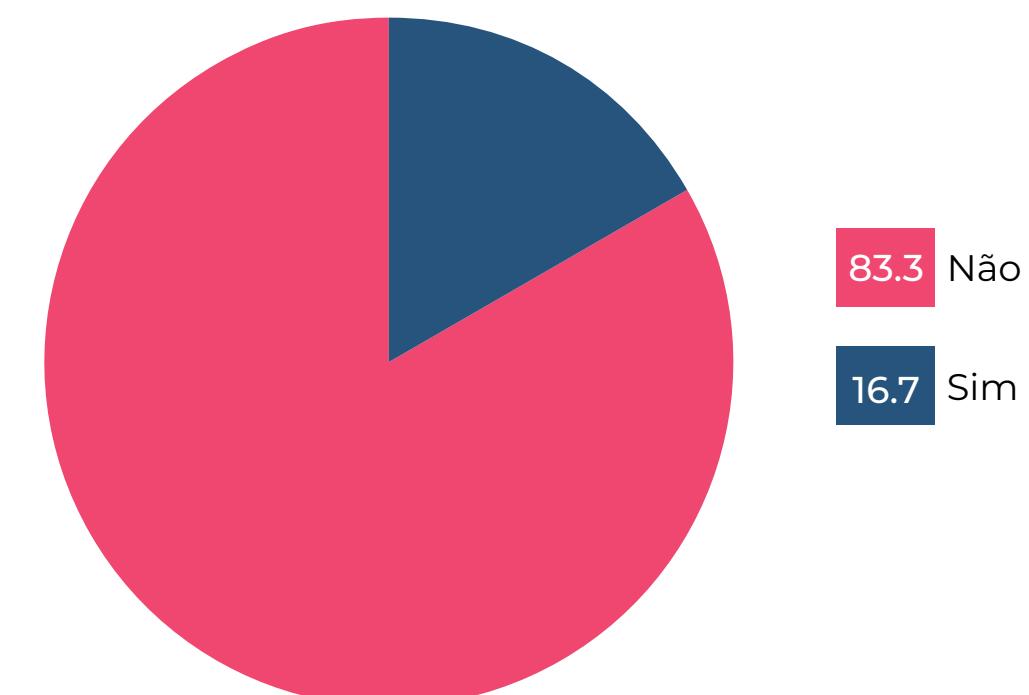
Contratações



Faturamento



Desligamentos





JOÃO

Comunidade João Pessoa. Onde o sol nasce primeiro e o empreendedorismo se renova. A capital da Paraíba tem sua economia voltada para a indústria, construção civil e administração pública, mas vem se consolidando no que se refere a inovação.

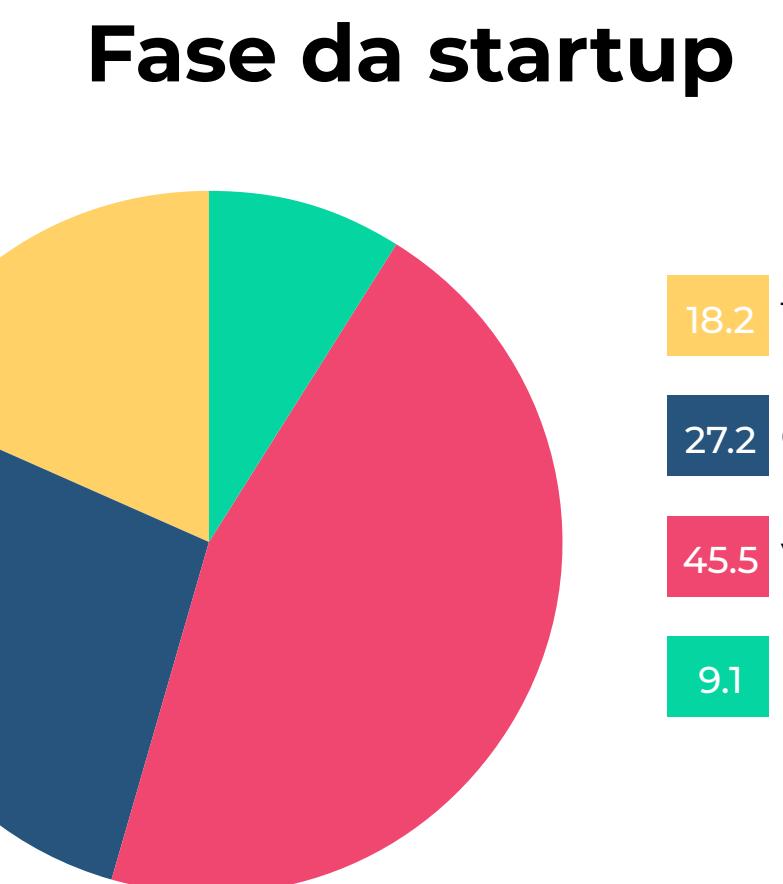
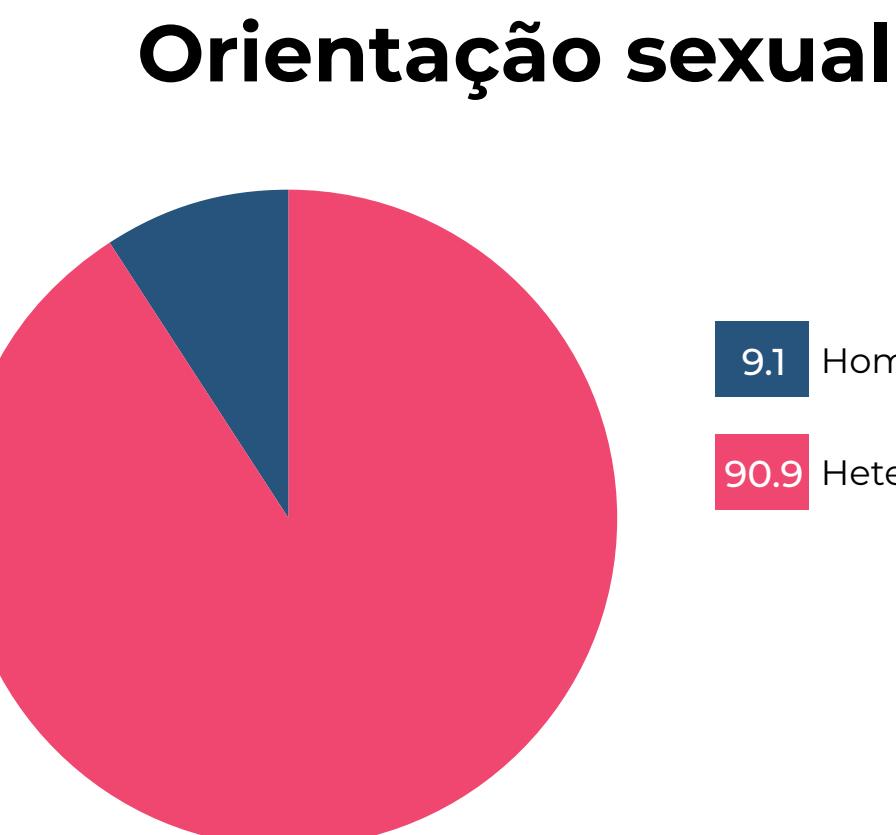
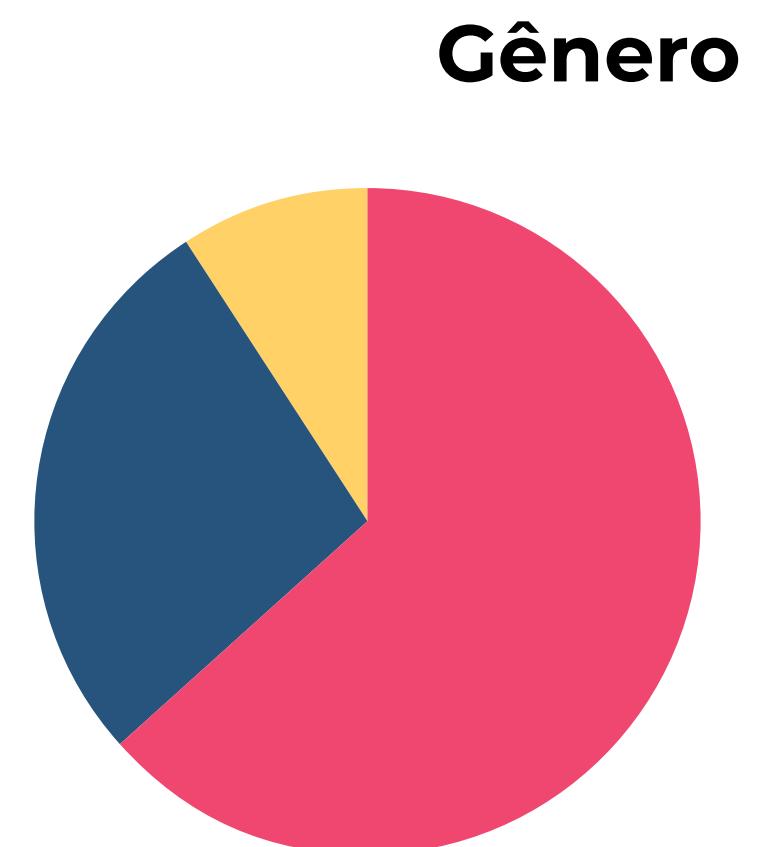
PESSOA

PA

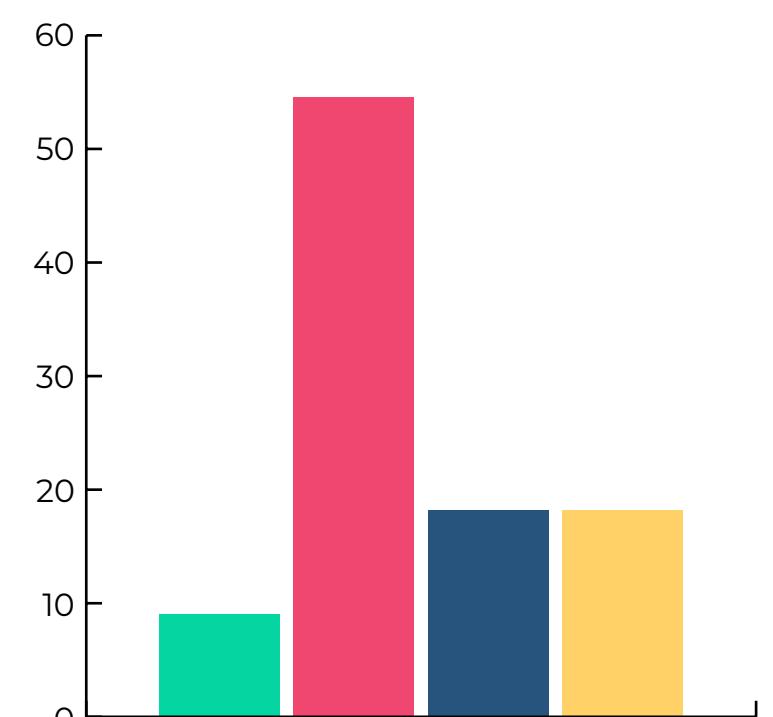
JOAO PESSOA

01.

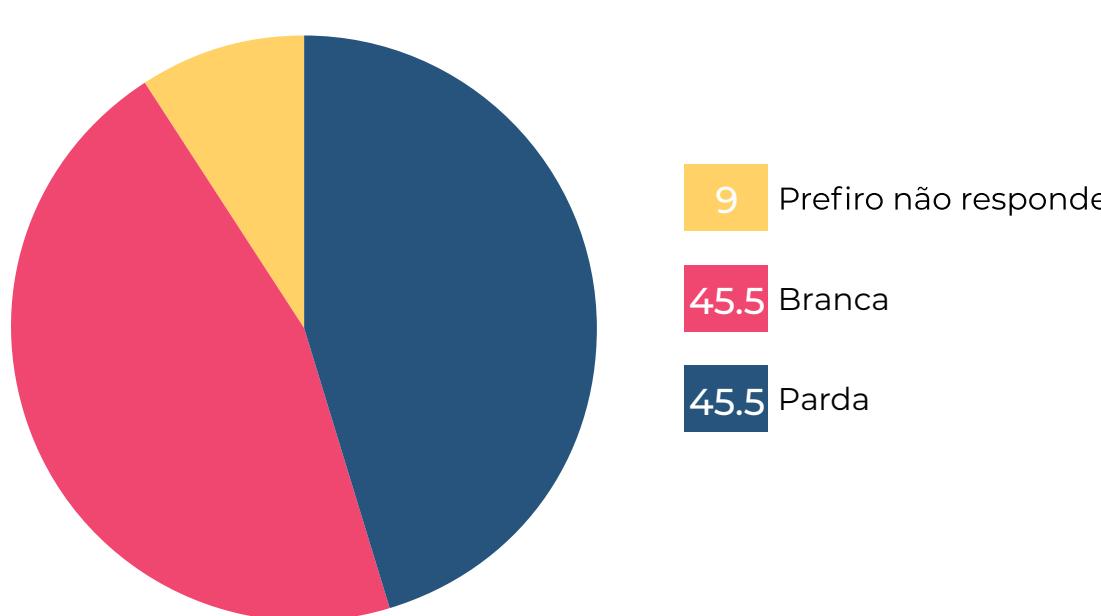
Perfil do founder



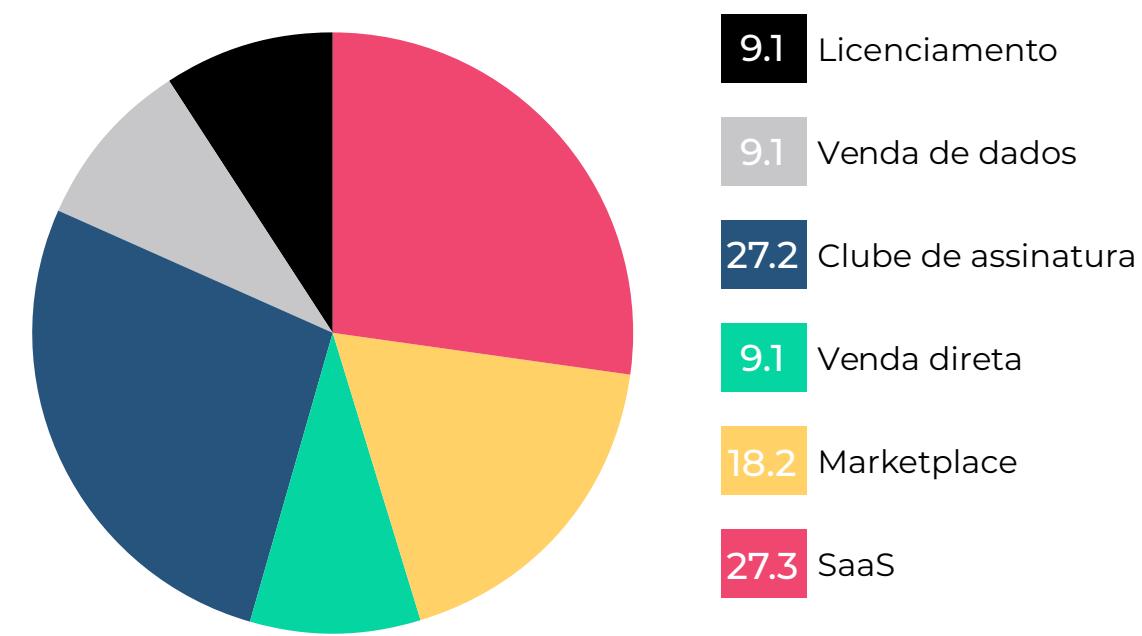
Idade



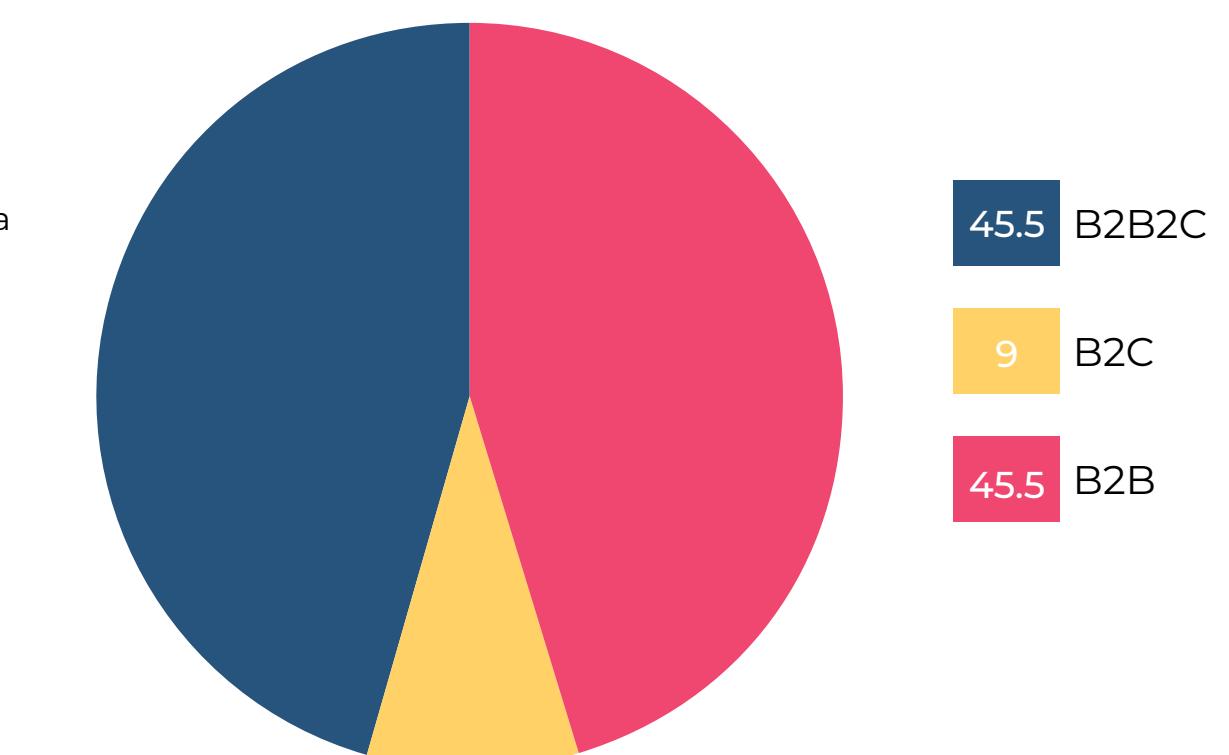
Raça



Modelo de negócio



Público alvo

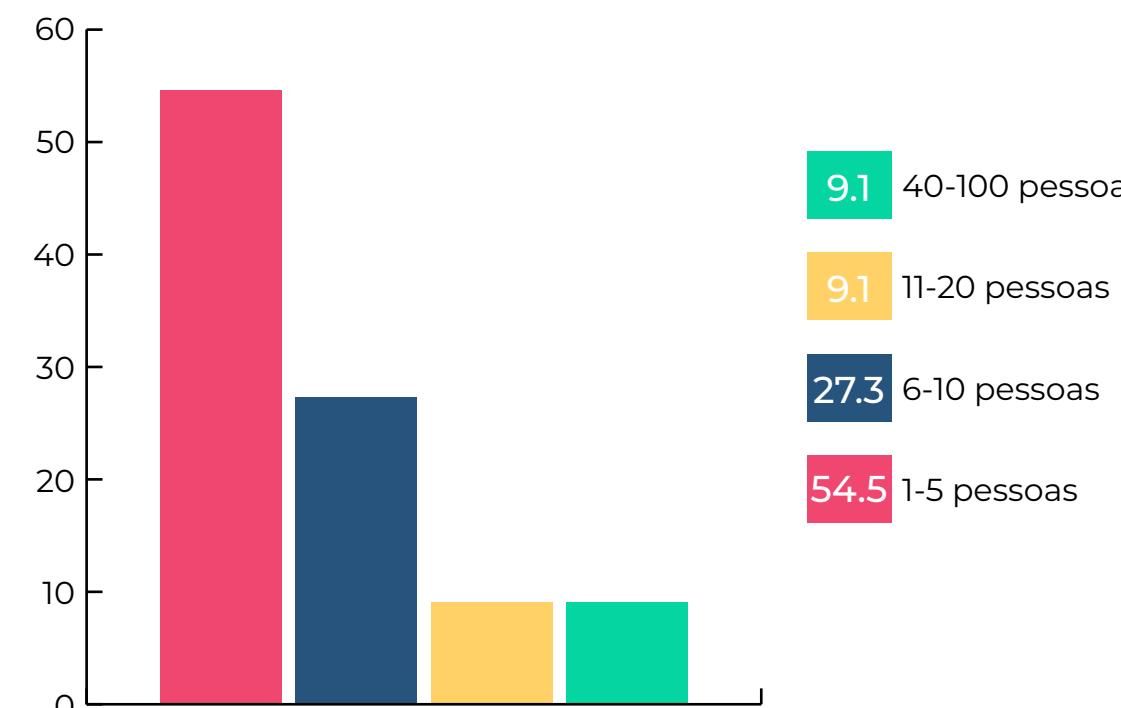


JOAO PESSOA

02.

Perfil da startup

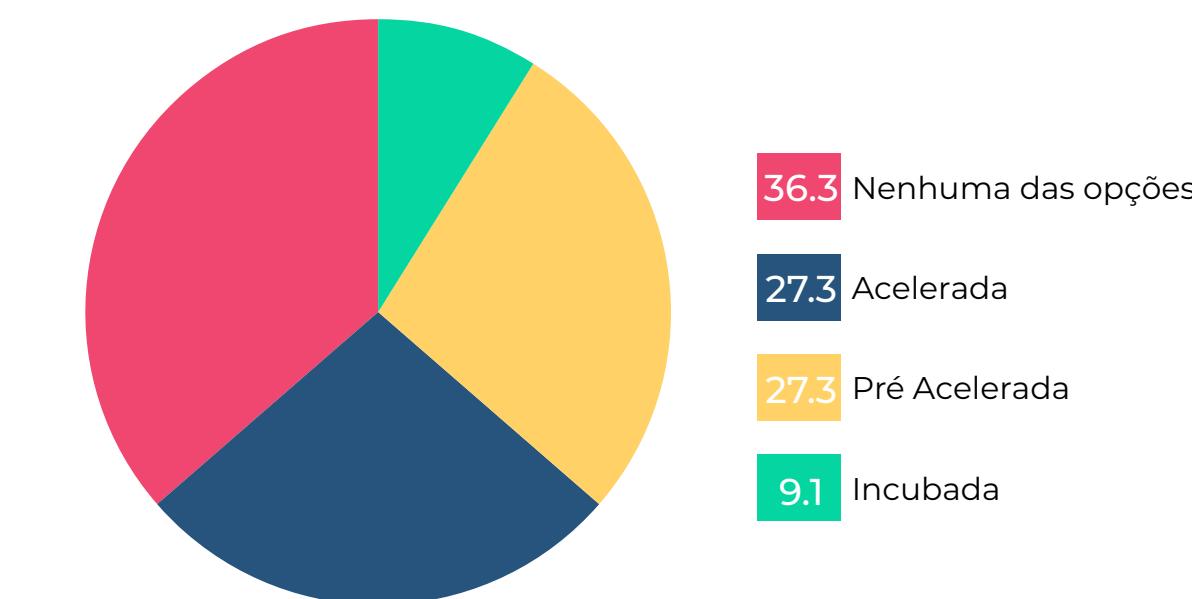
Tamanho do time



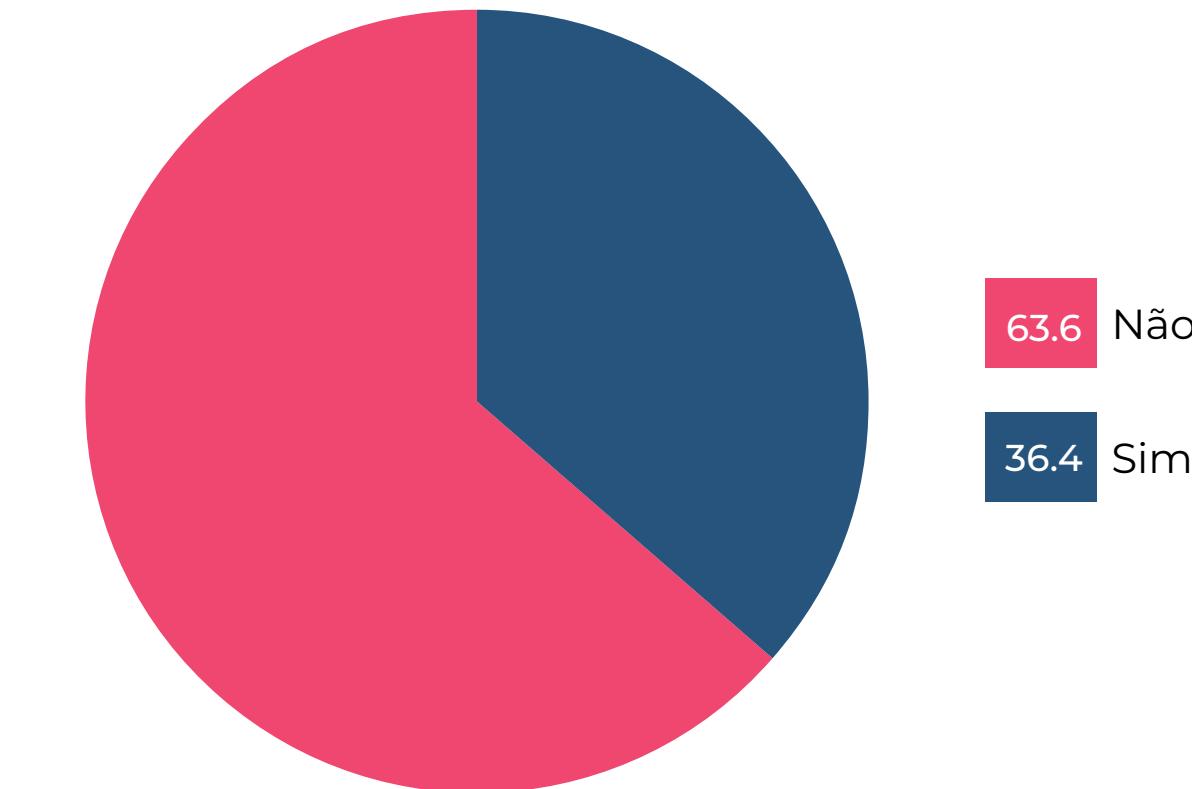
03.

Investimentos

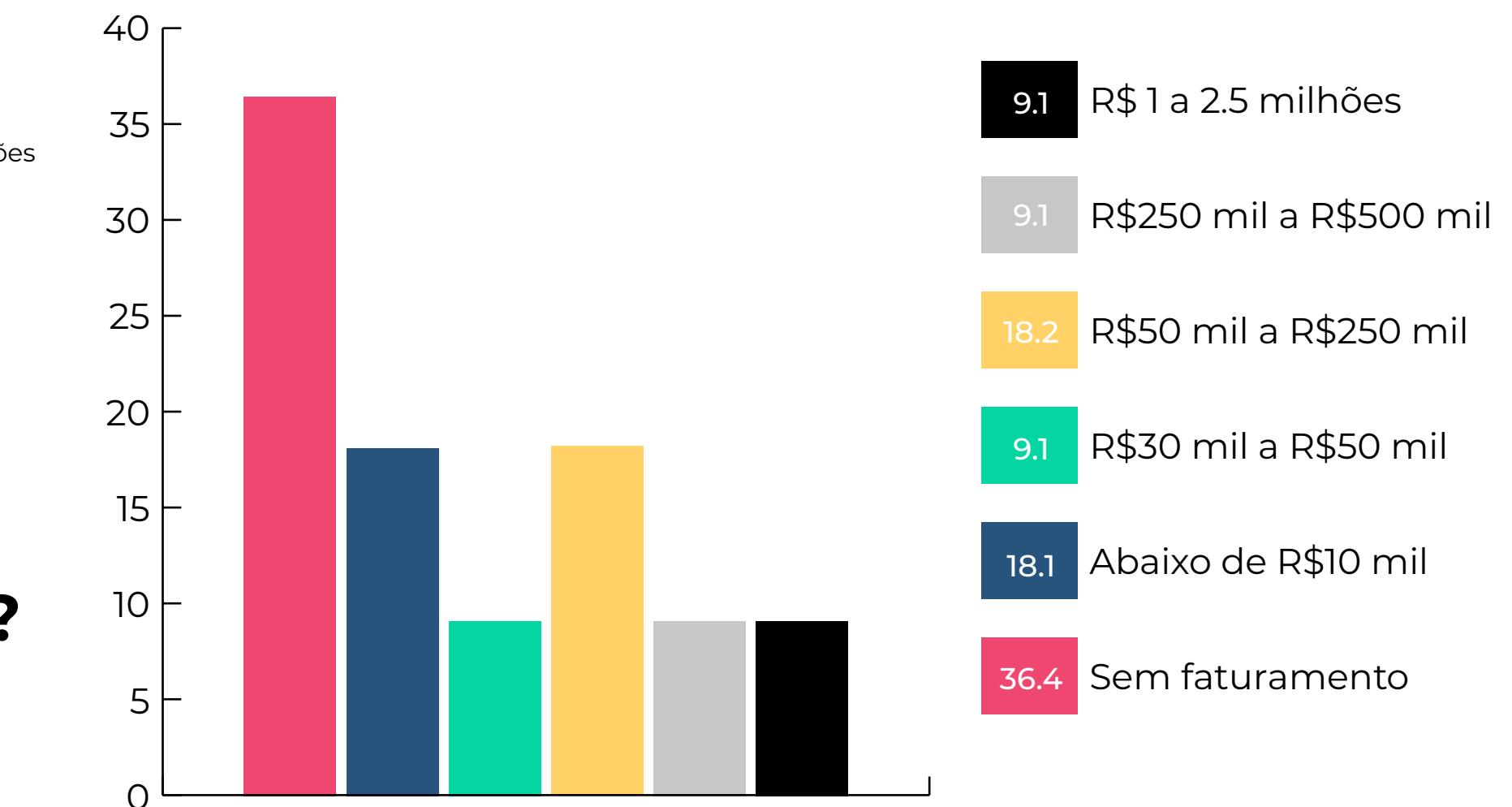
Startups já foram:



Já recebeu investimento?



Faixa de faturamento



JOAO PESSOA

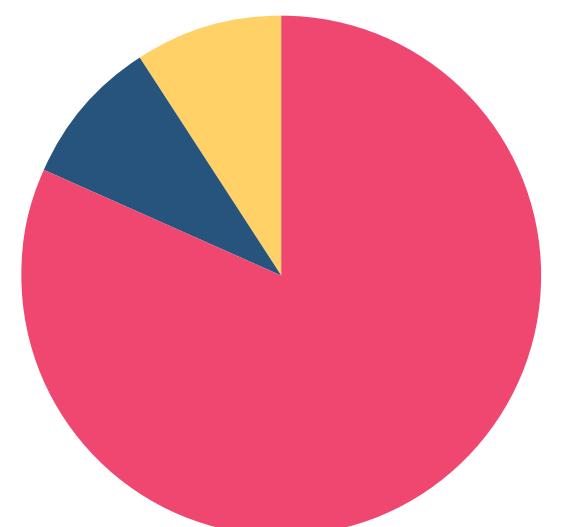
04.

Diversidade nas startups

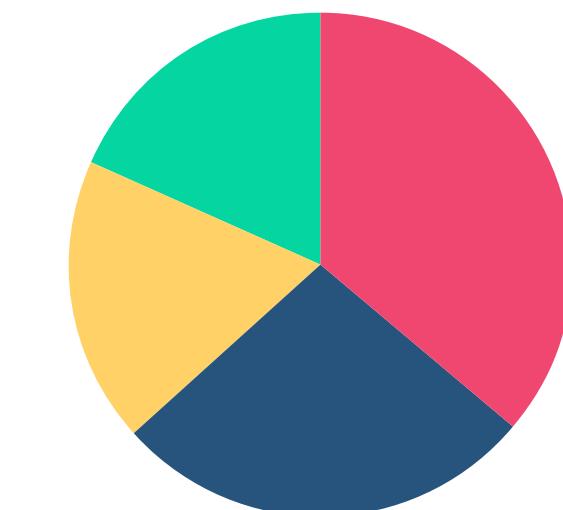
Mulheres



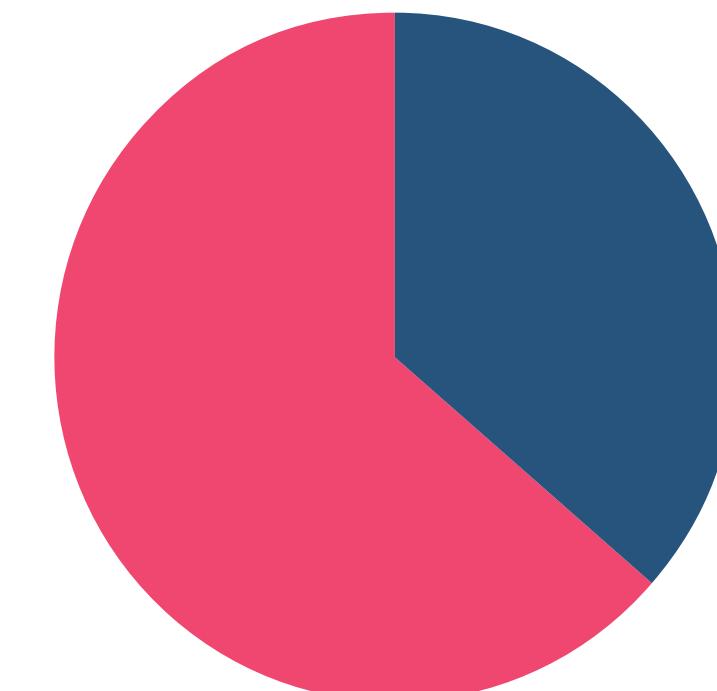
Pessoas com deficiência



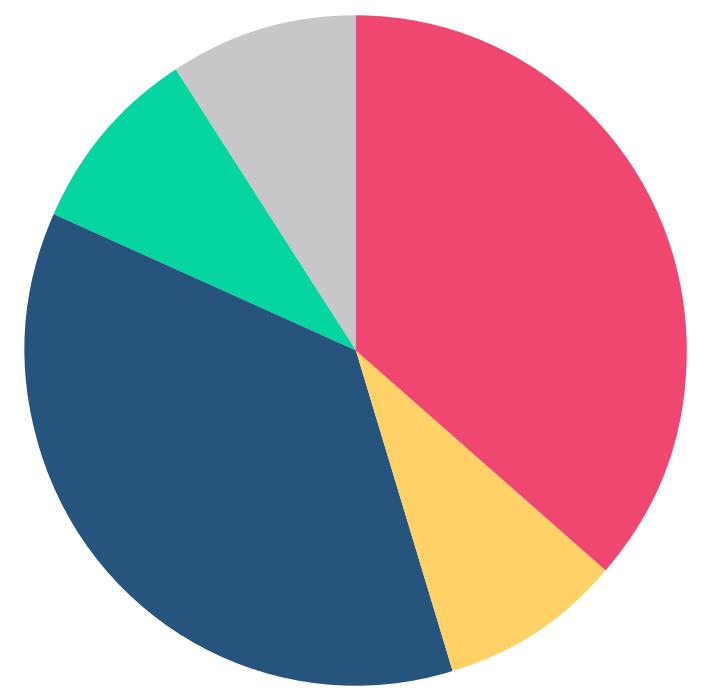
Maior Impacto



Contratações



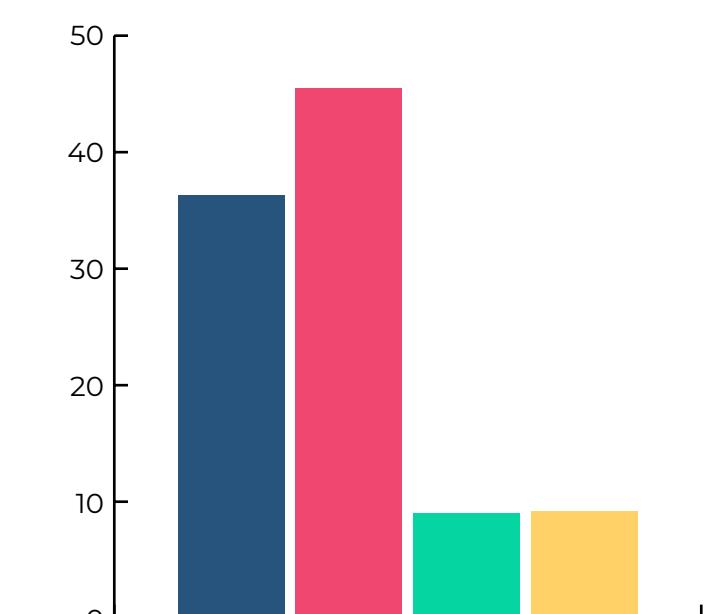
Pessoas negras



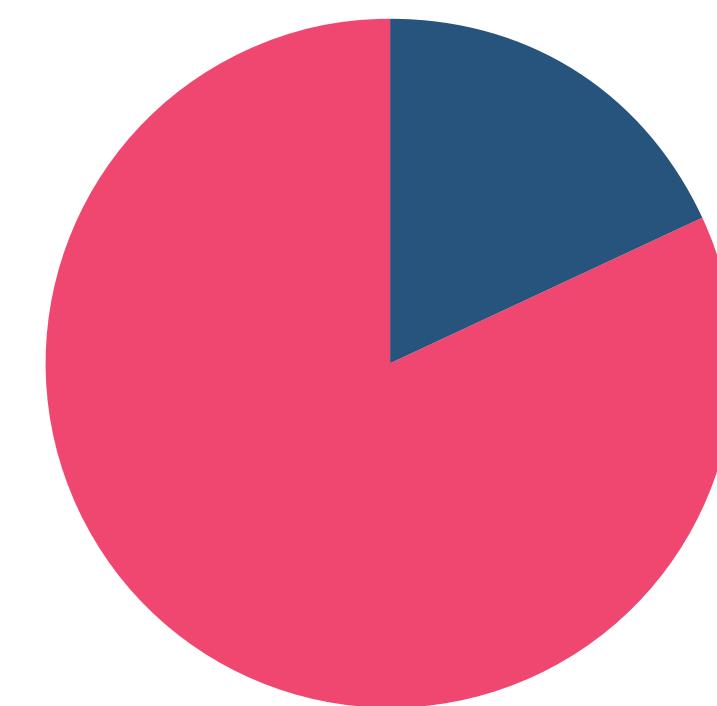
Pessoas transexuais



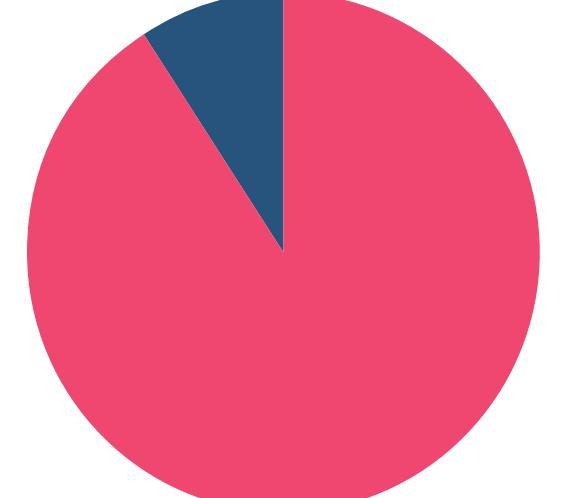
Faturamento



Desligamentos



Pessoas com 50+ anos



PA



CAMPINA GRANDE

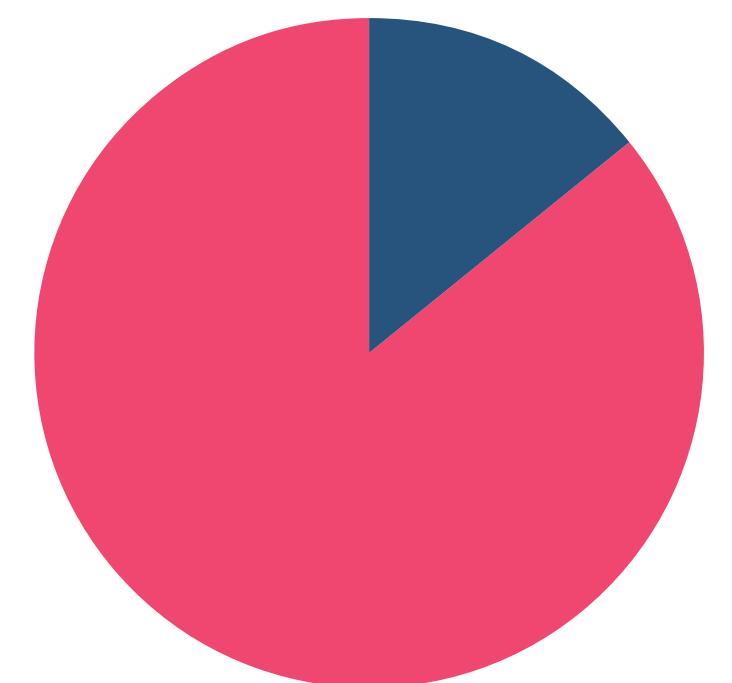
Starttroppeiros (@starttroppeiros). O nome é dado em homenagem aos tropeiros que construíram a cidade e desbravaram as terras campinas. Agora, a comunidade quer trazer uma nova onda de desenvolvimento mas através da inovação.

CAMPINA GRANDE

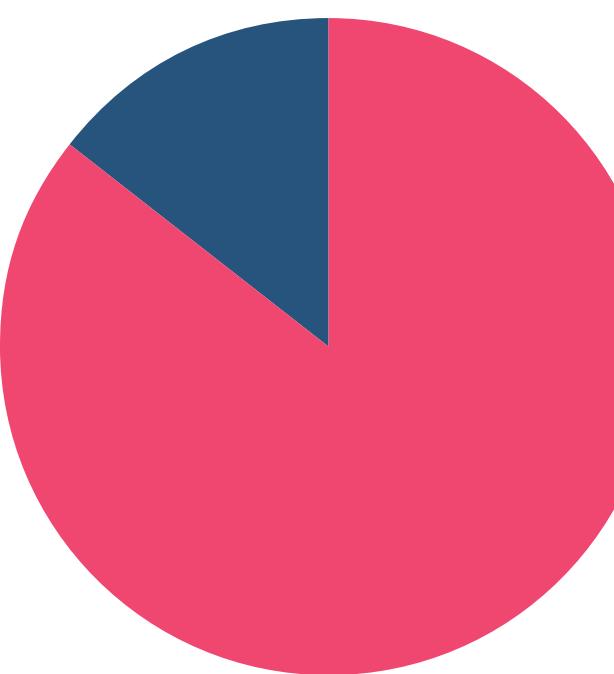
01.

Perfil do founder

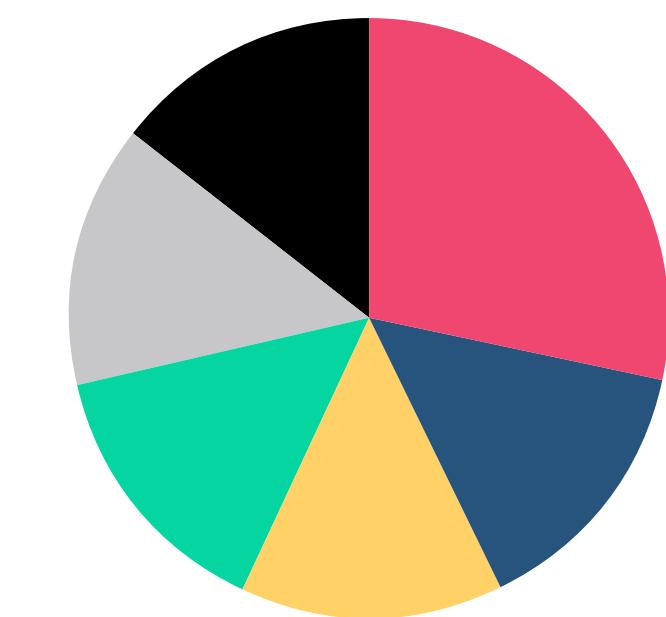
Gênero



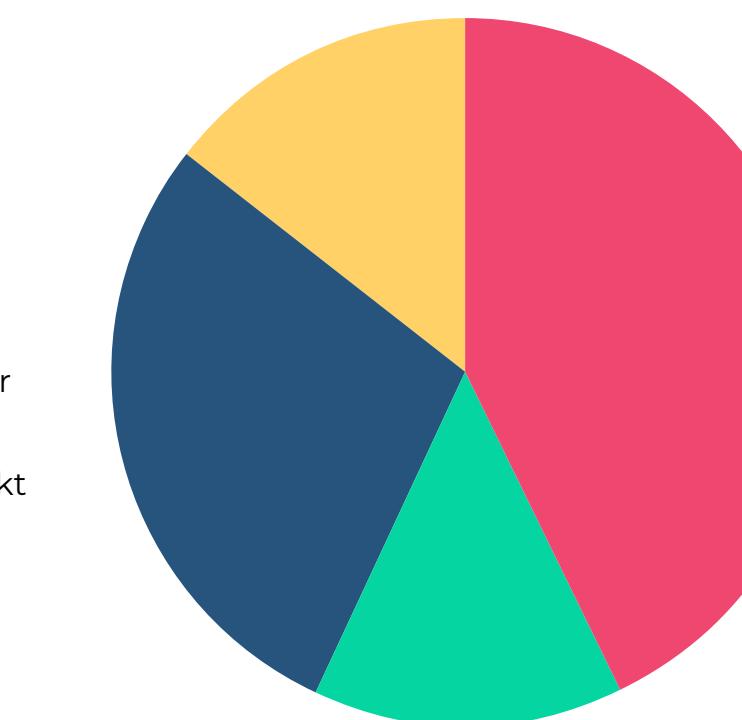
Orientação sexual



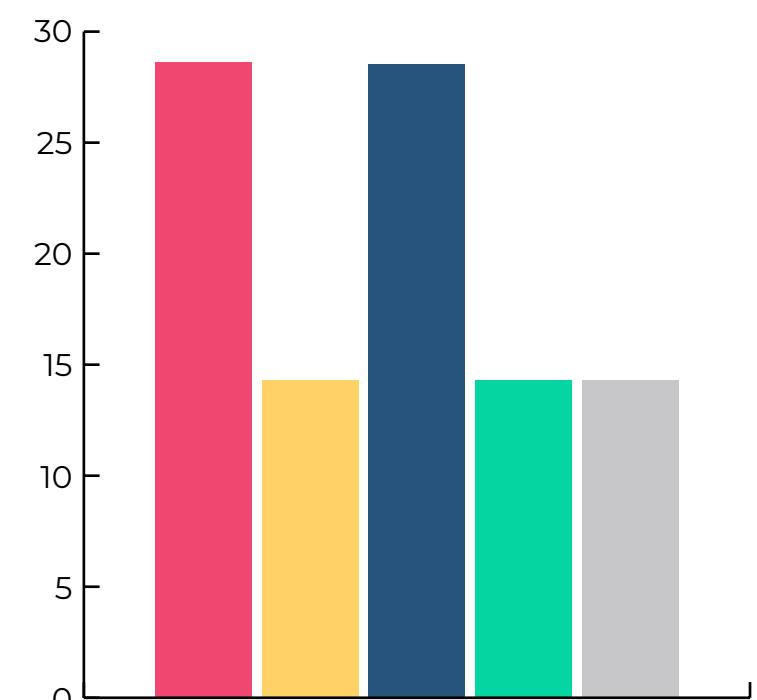
Área de atuação



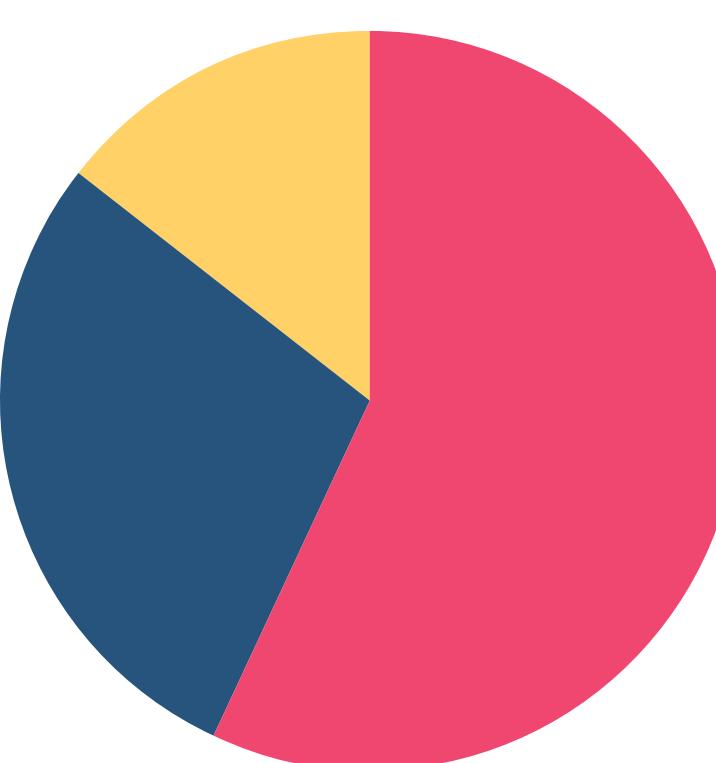
Fase da startup



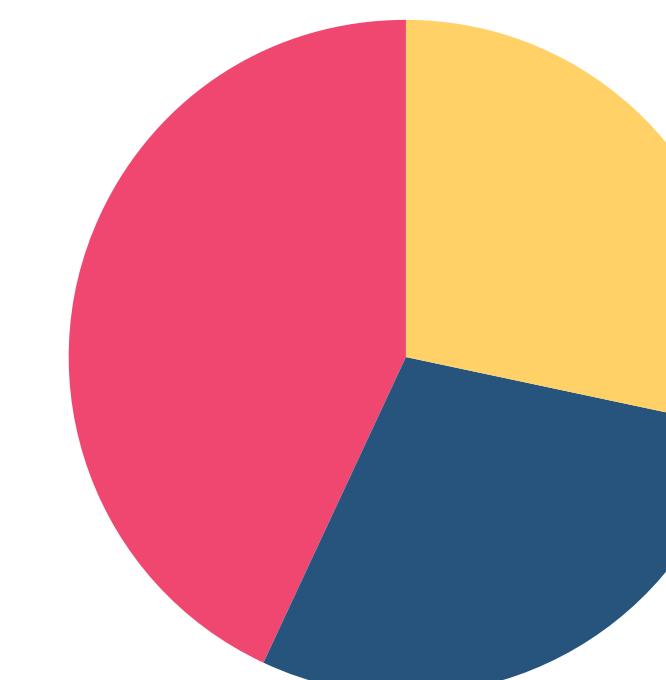
Idade



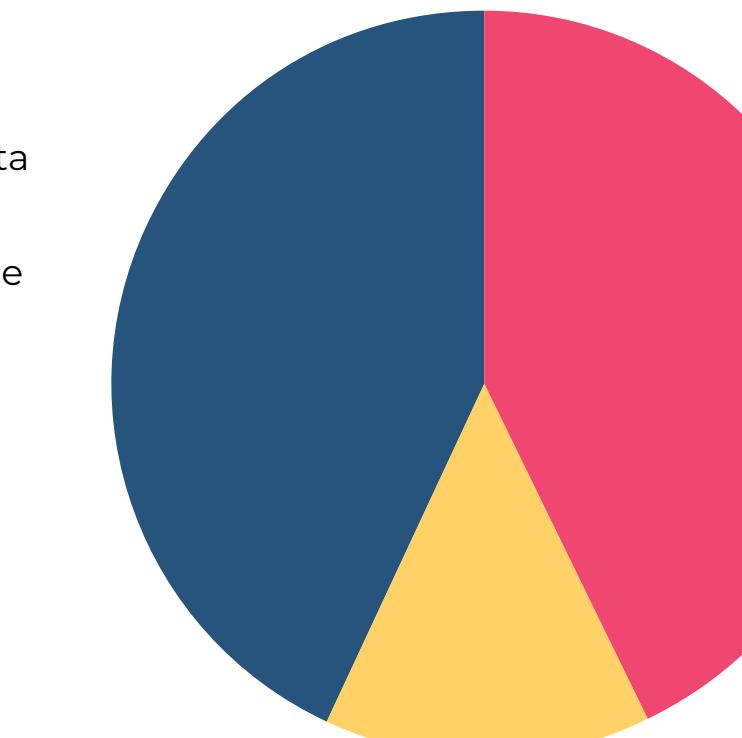
Raça



Modelo de negócio



Público alvo

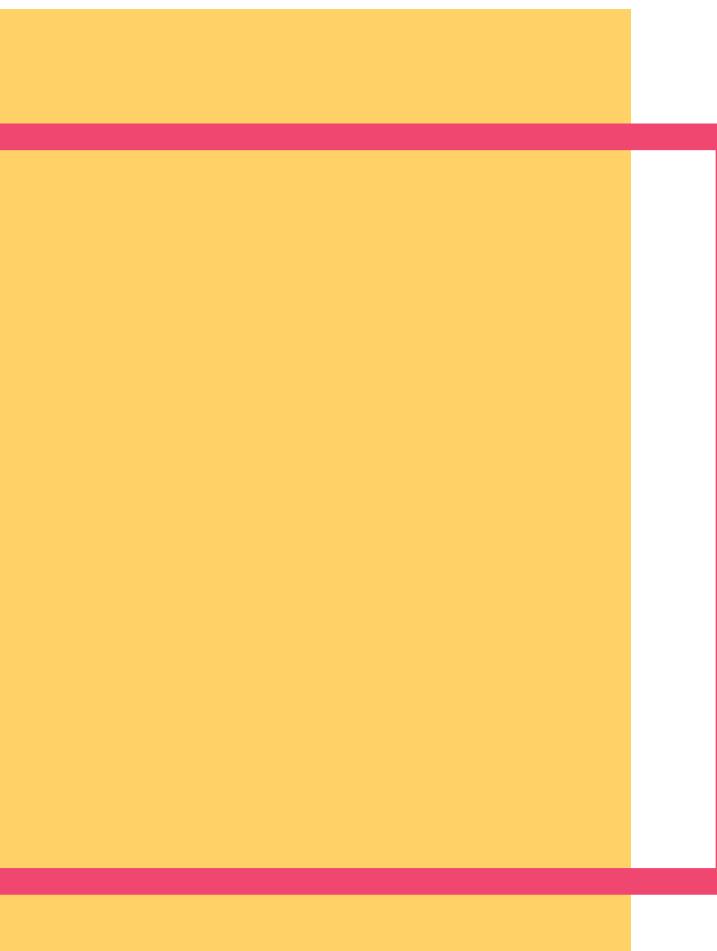
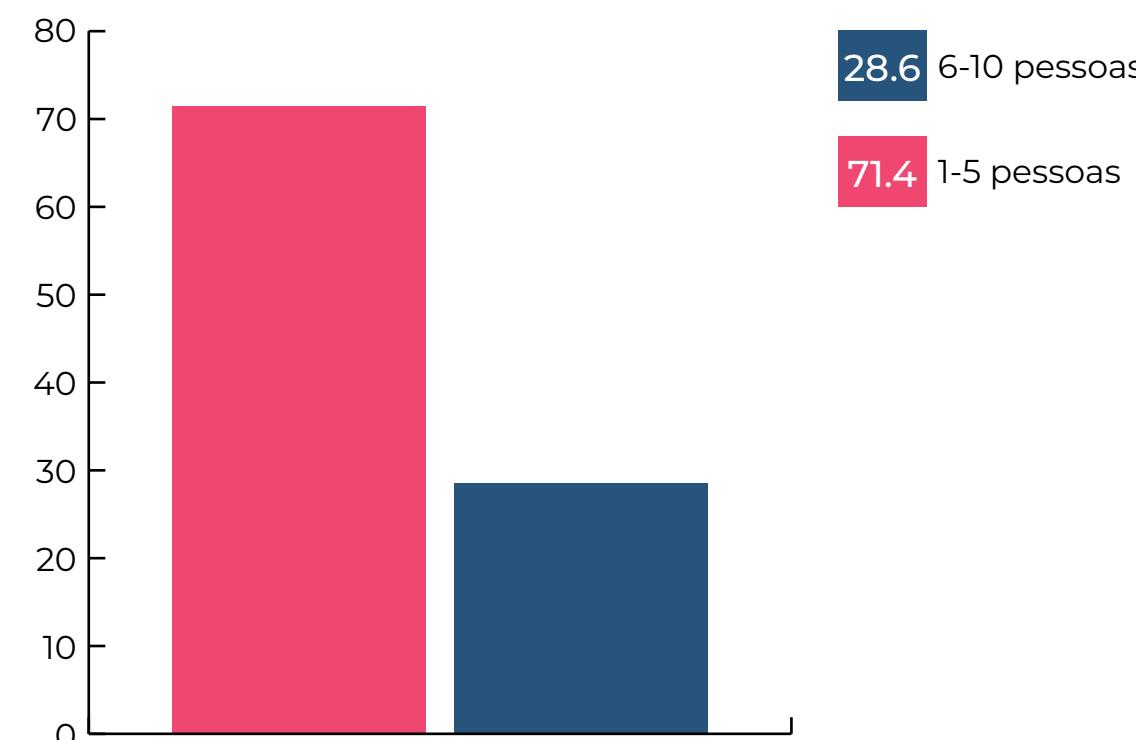


CAMPINA GRANDE

02.

Perfil da startup

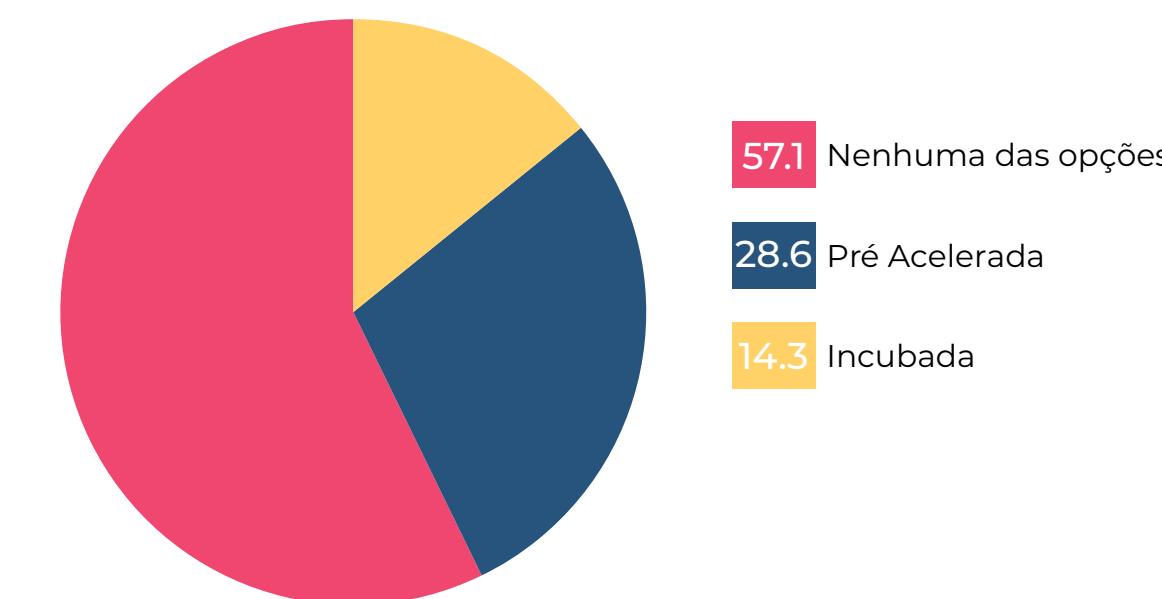
Tamanho do time



03.

Investimentos

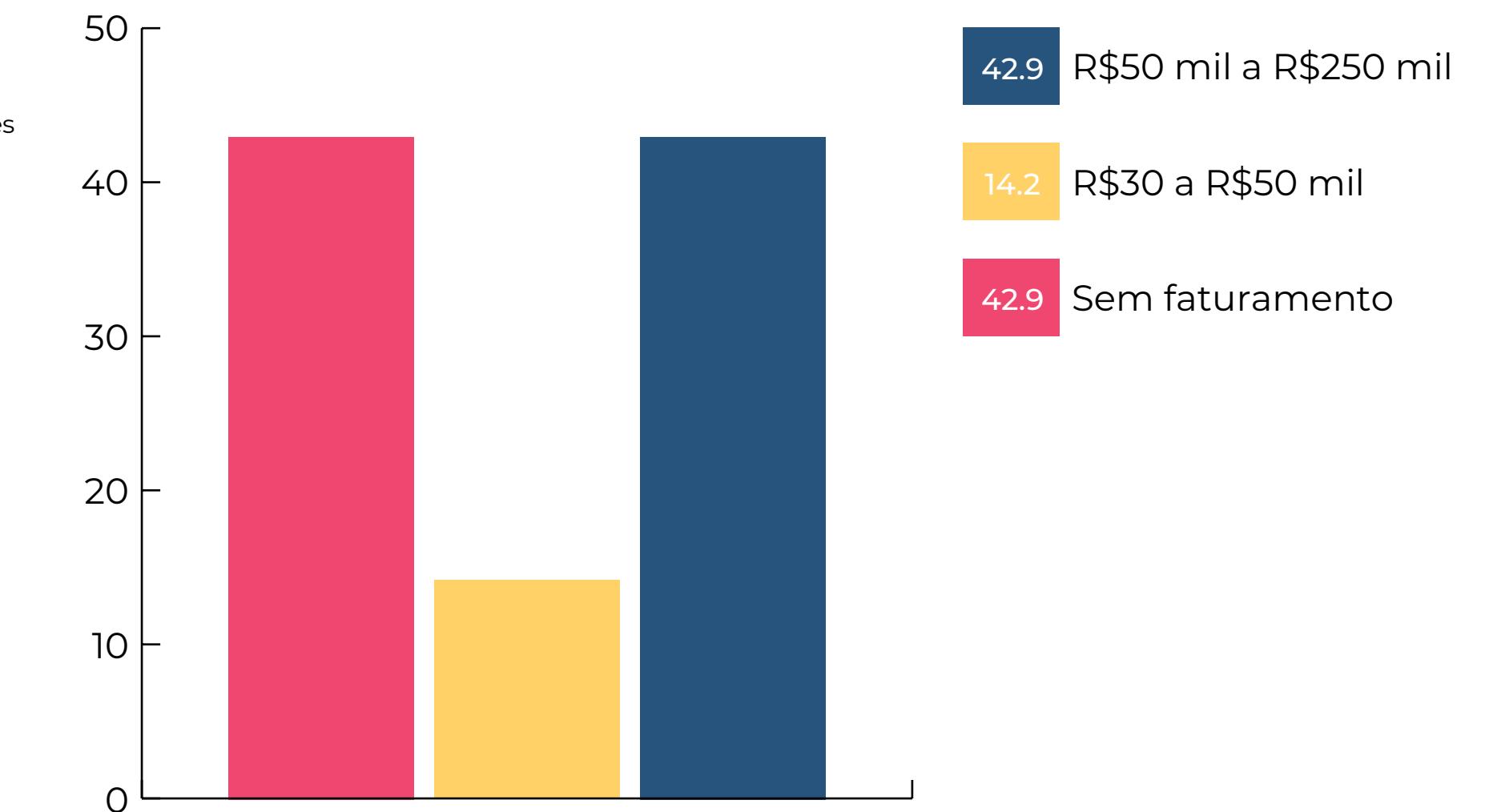
Startups já foram:



Já recebeu investimento?



Faixa de faturamento

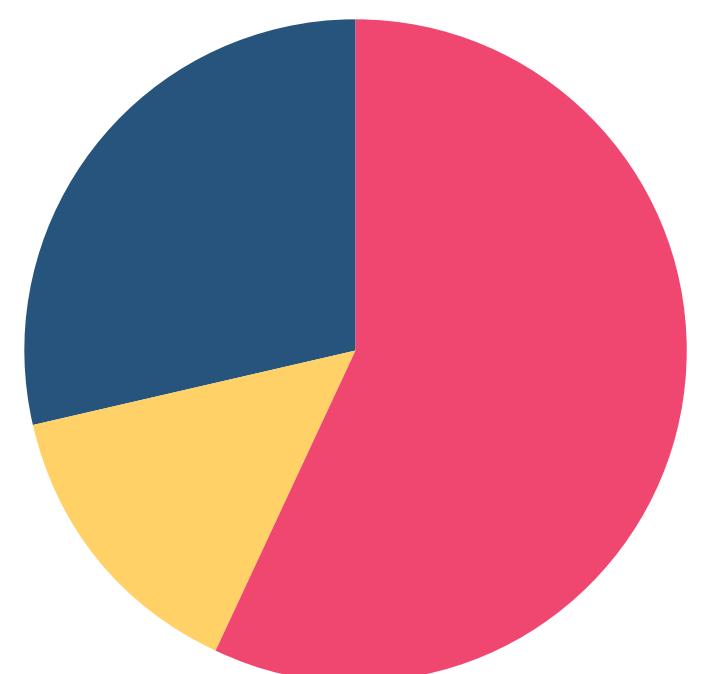


CAMPINA GRANDE

04.

Diversidade nas startups

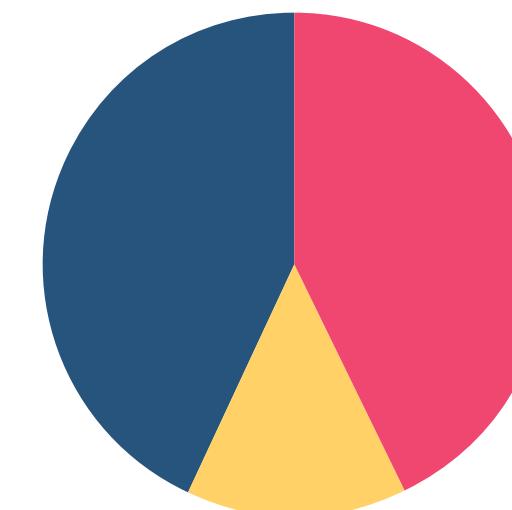
Mulheres



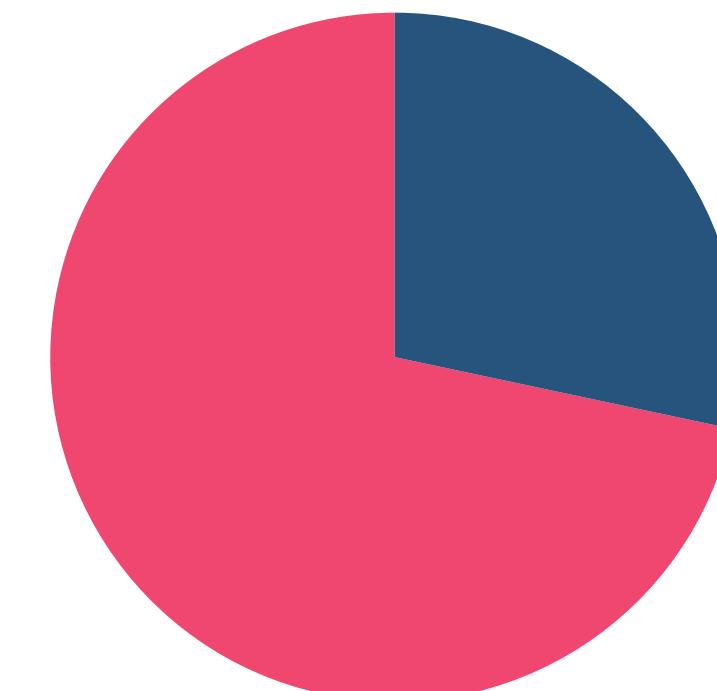
Pessoas com deficiência



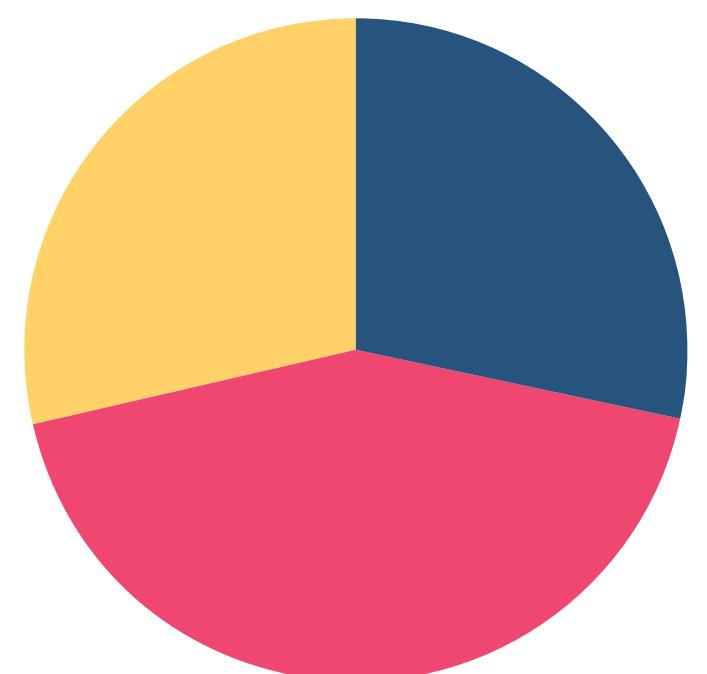
Maior Impacto



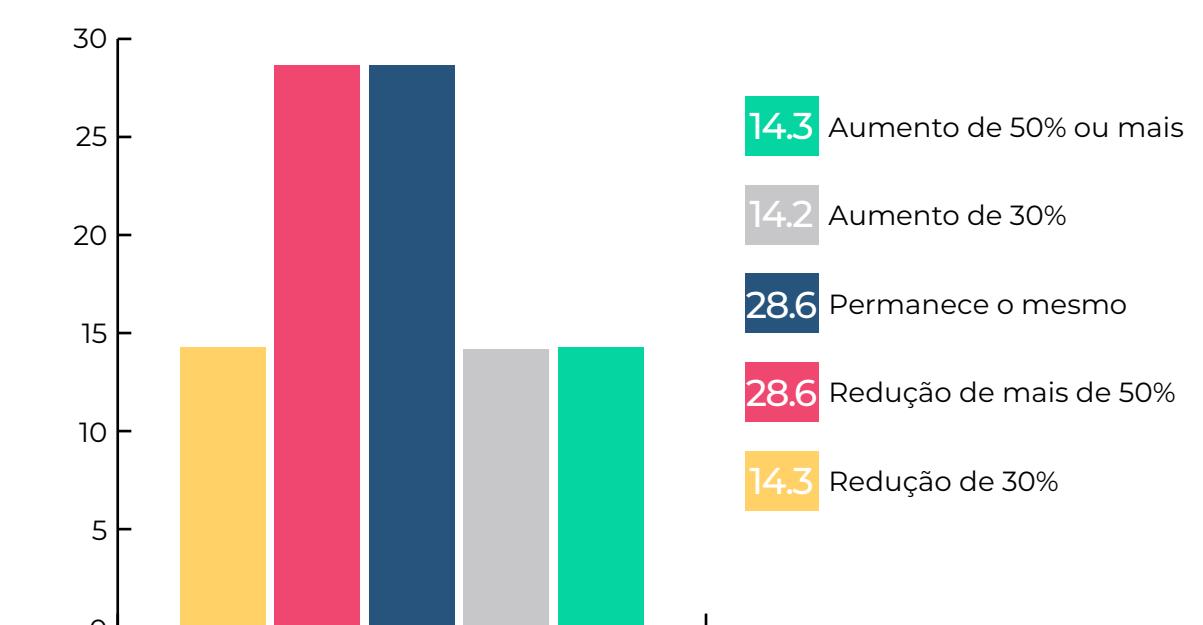
Contratações



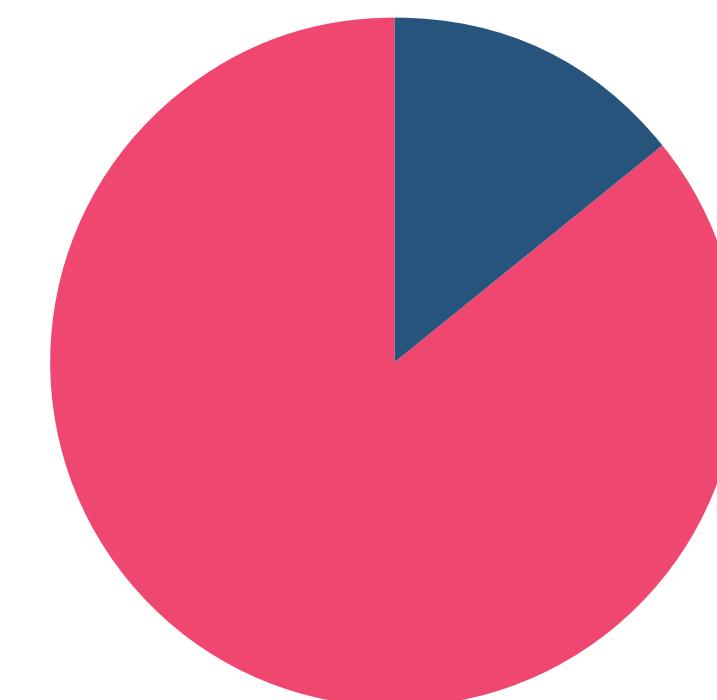
Pessoas negras



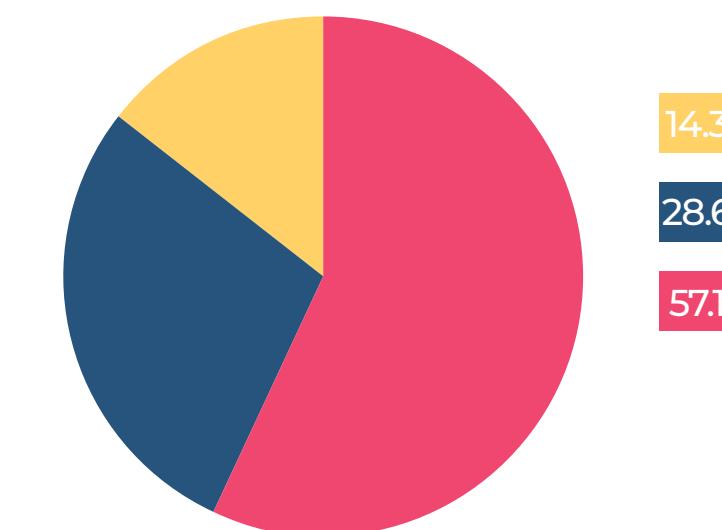
Faturamento



Desligamentos



Pessoas com 50+ anos



Manguezal (@manguez.al.pe).
Cultura e muita
tecnologia! Recife,
além de concentrar
uma comunidade
vibrante e engajada, é
um forte gerador de
talentos. Ao chegar na
terra de Chico Science,
vá para o Recife
Antigo, e comece seu
tour empreendedor.
Apolo 235, Impact
Hub e In Loco Media
são destaques para te
dar boas-vindas.

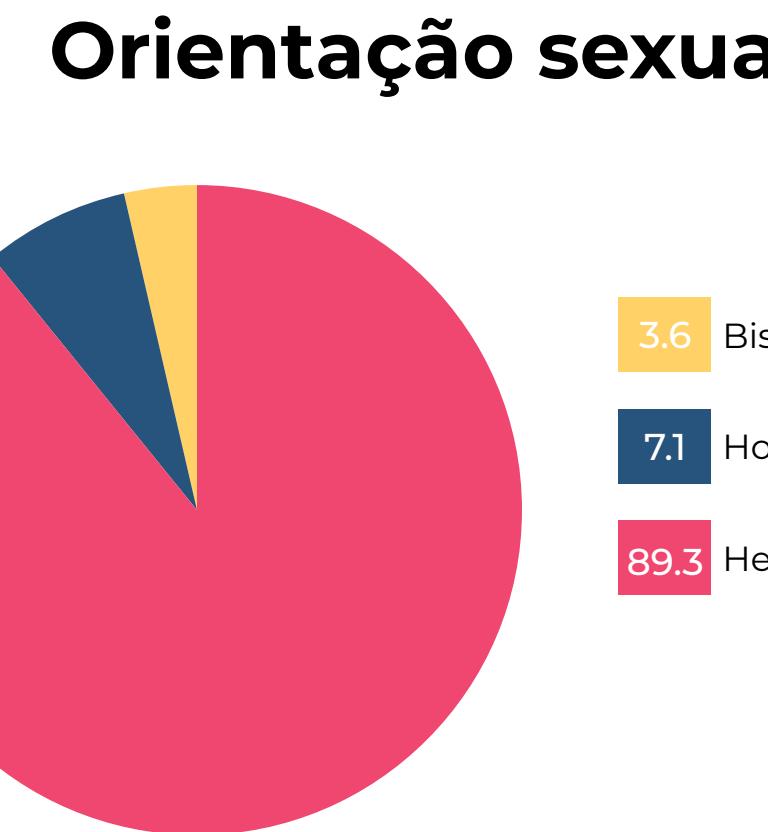
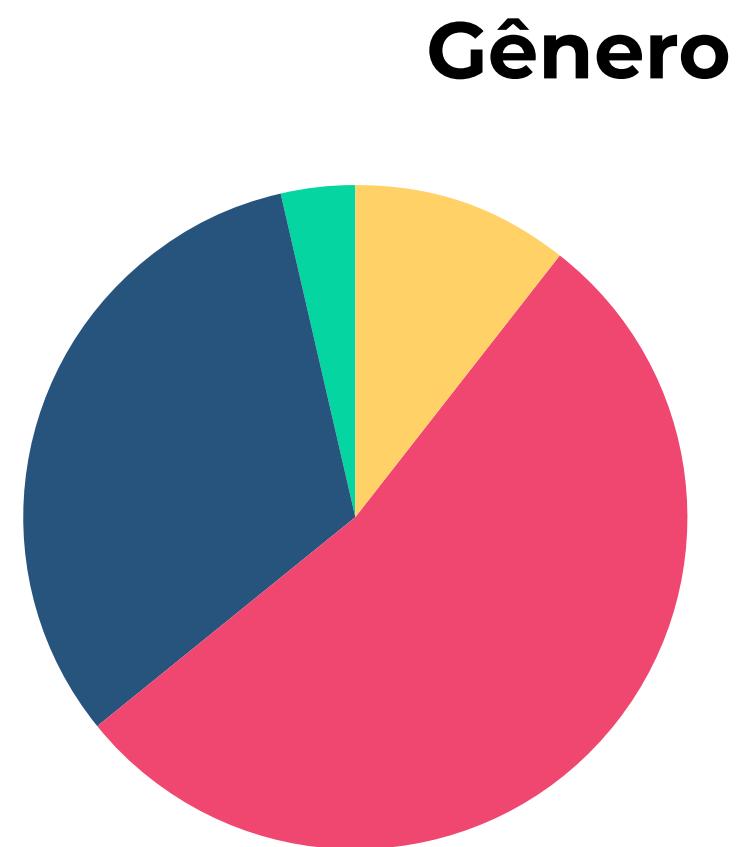


PE

RECIFE

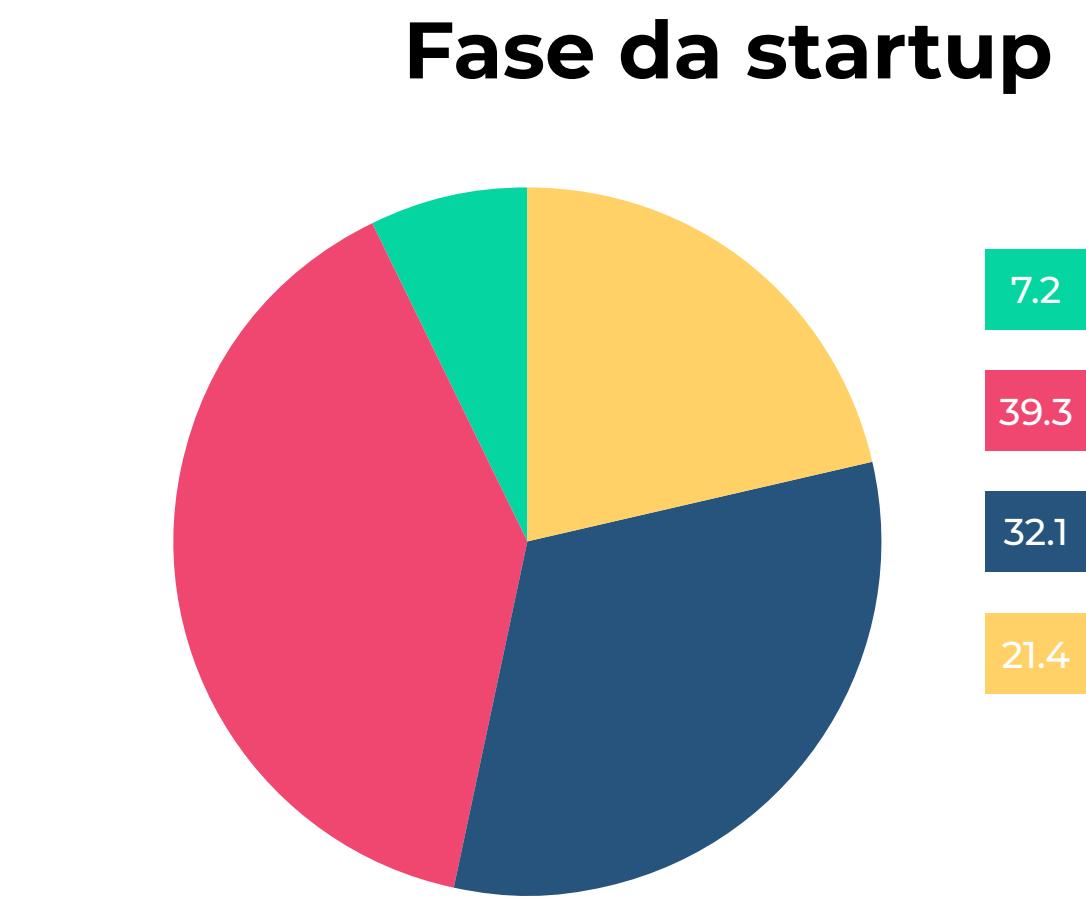
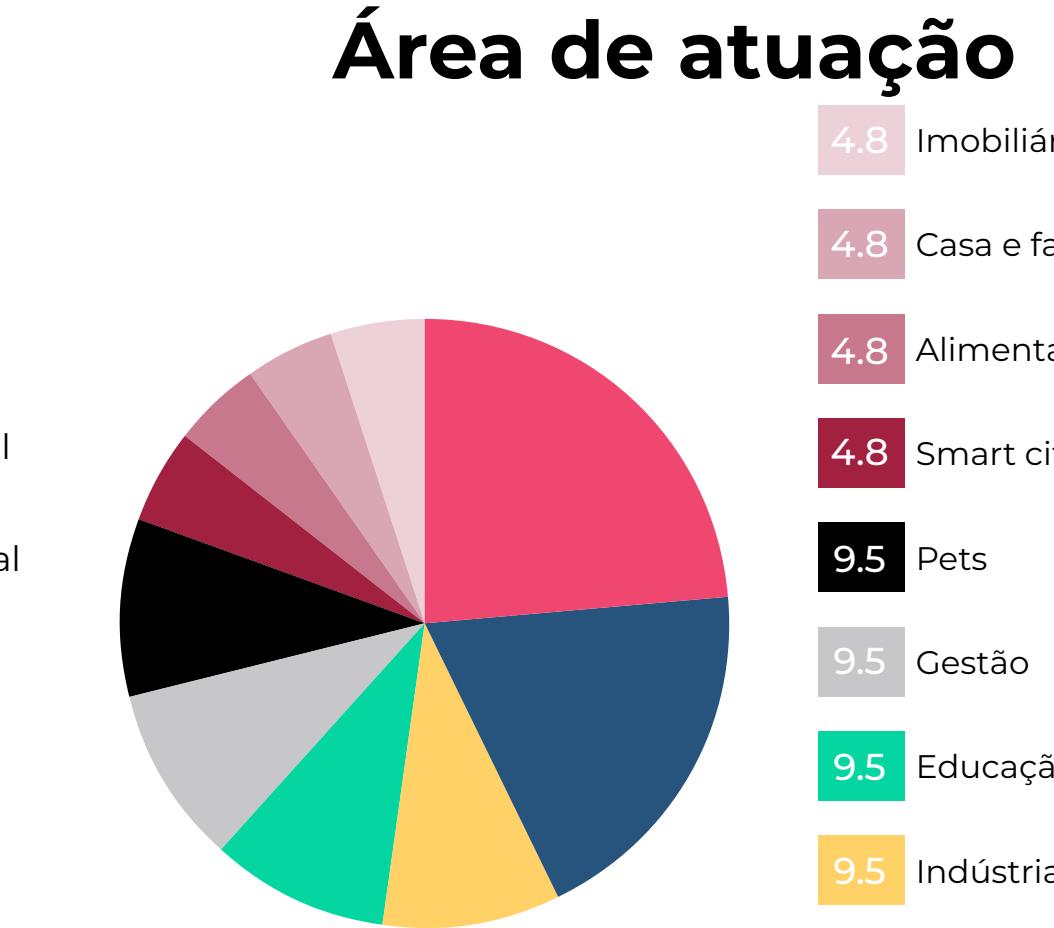
01.

Perfil do founder

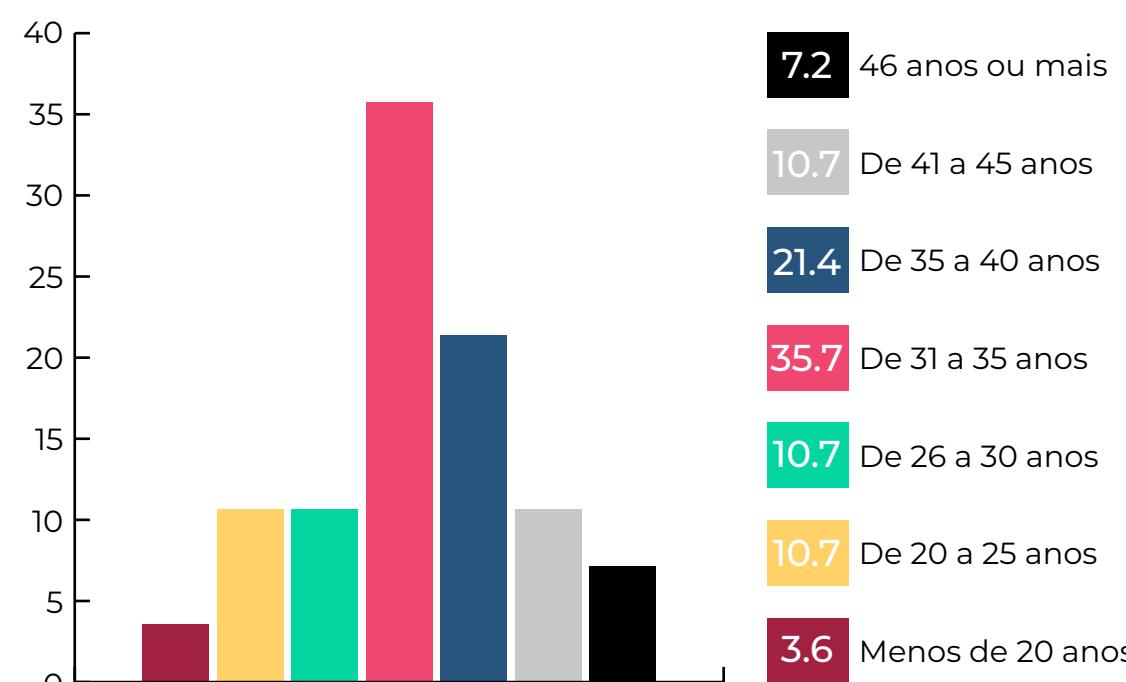


02.

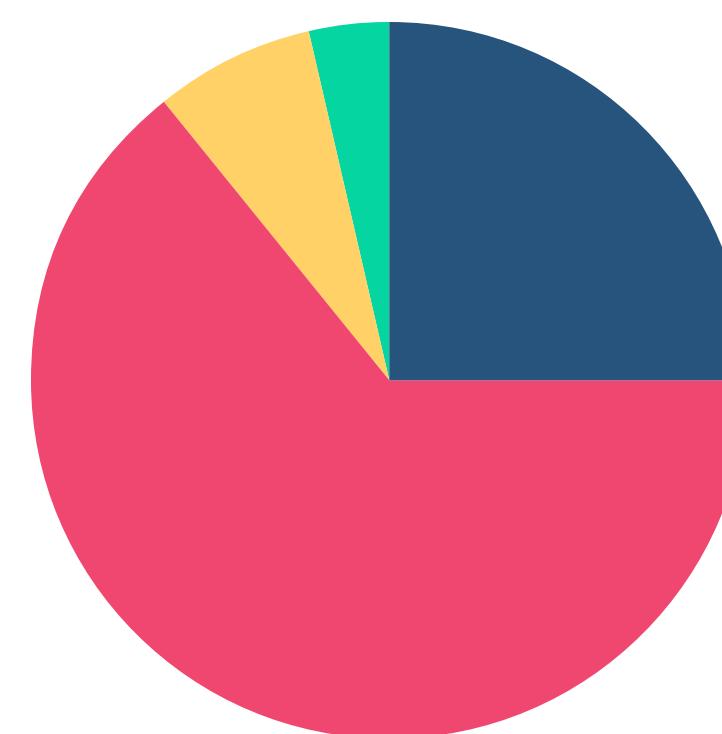
Perfil da startup



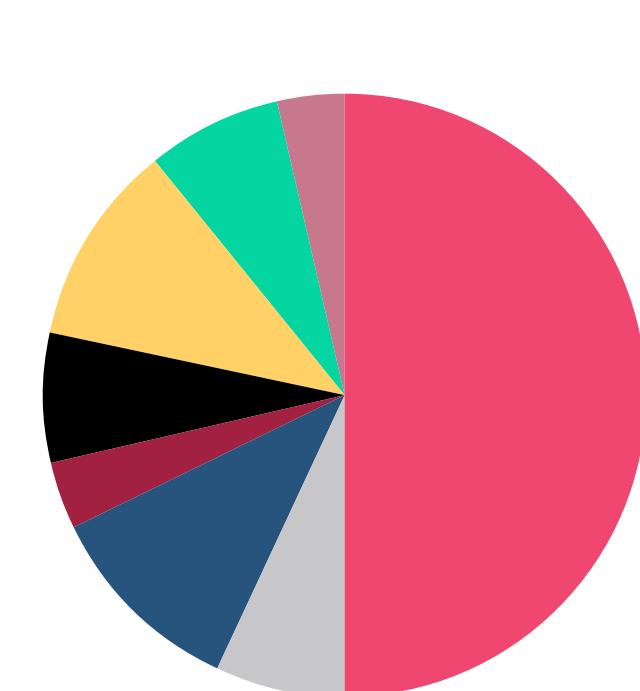
Idade



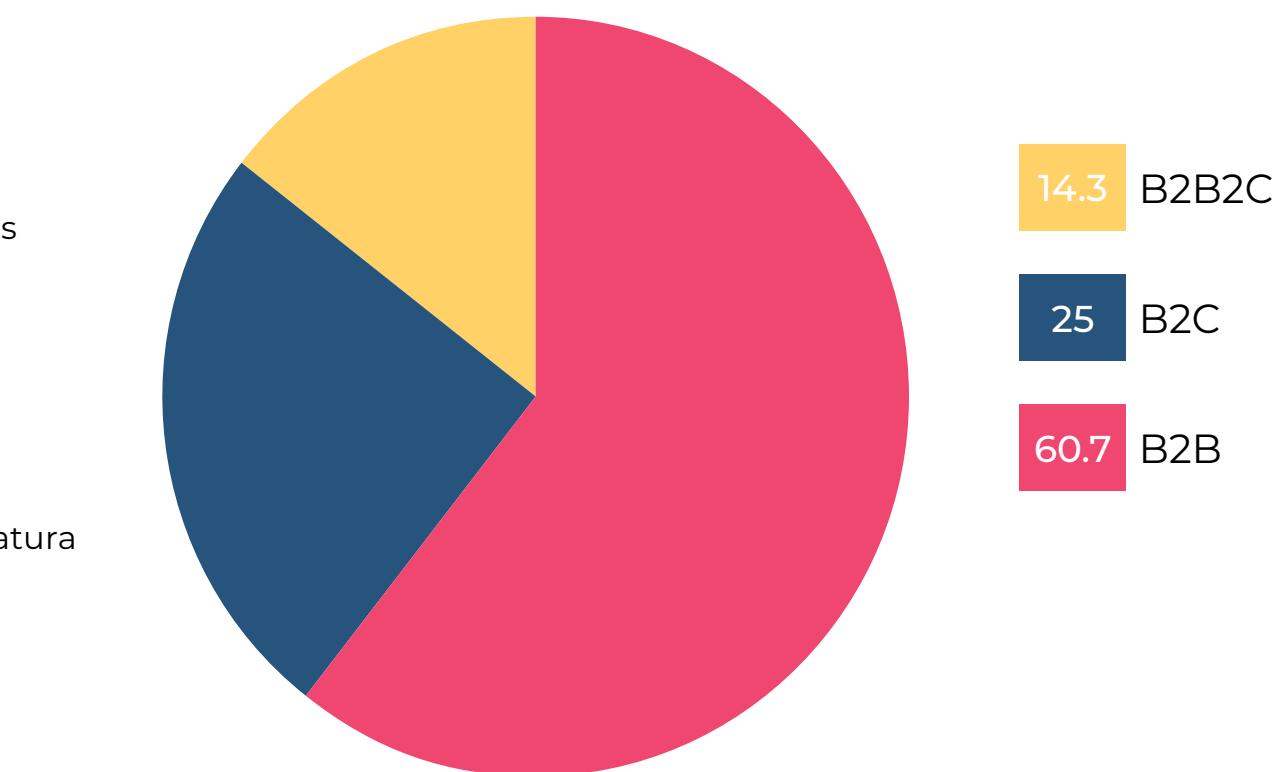
Raça



Modelo de negócio



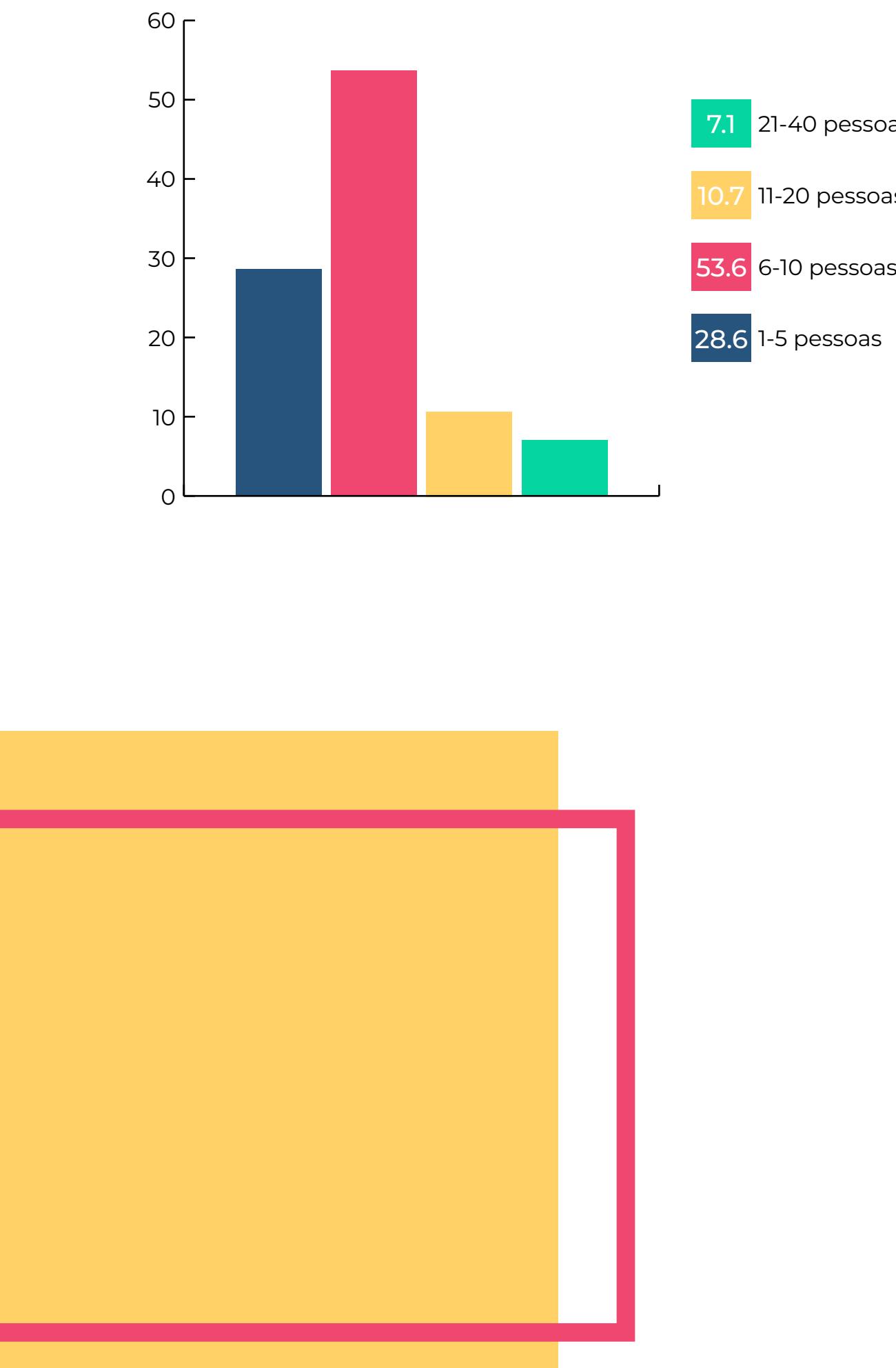
Público alvo



02.

Perfil da startup

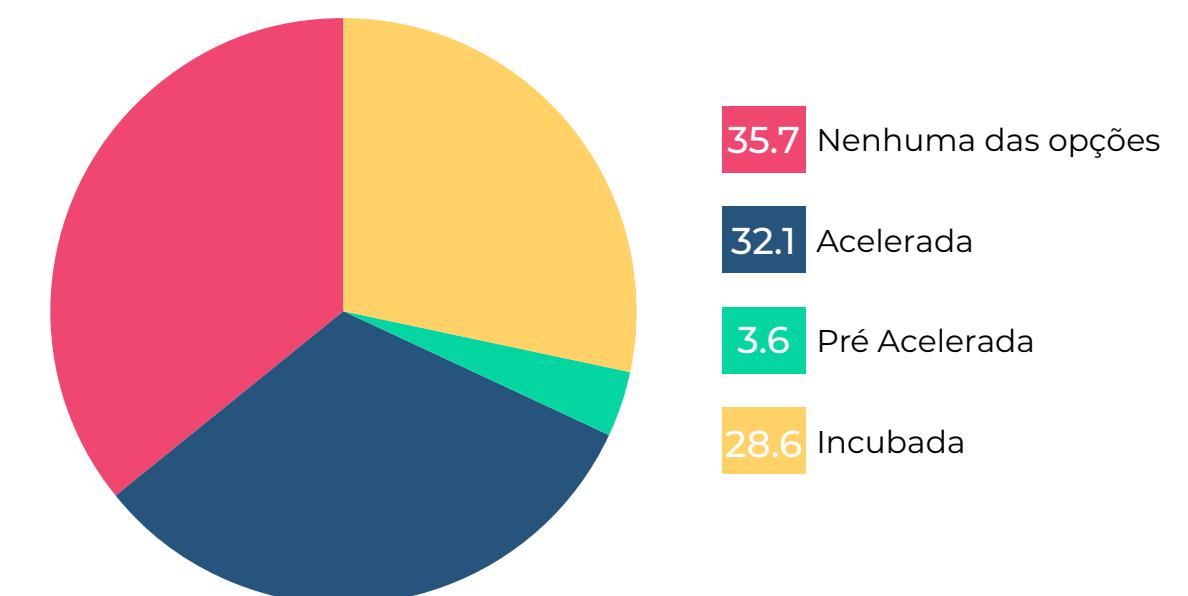
Tamanho do time



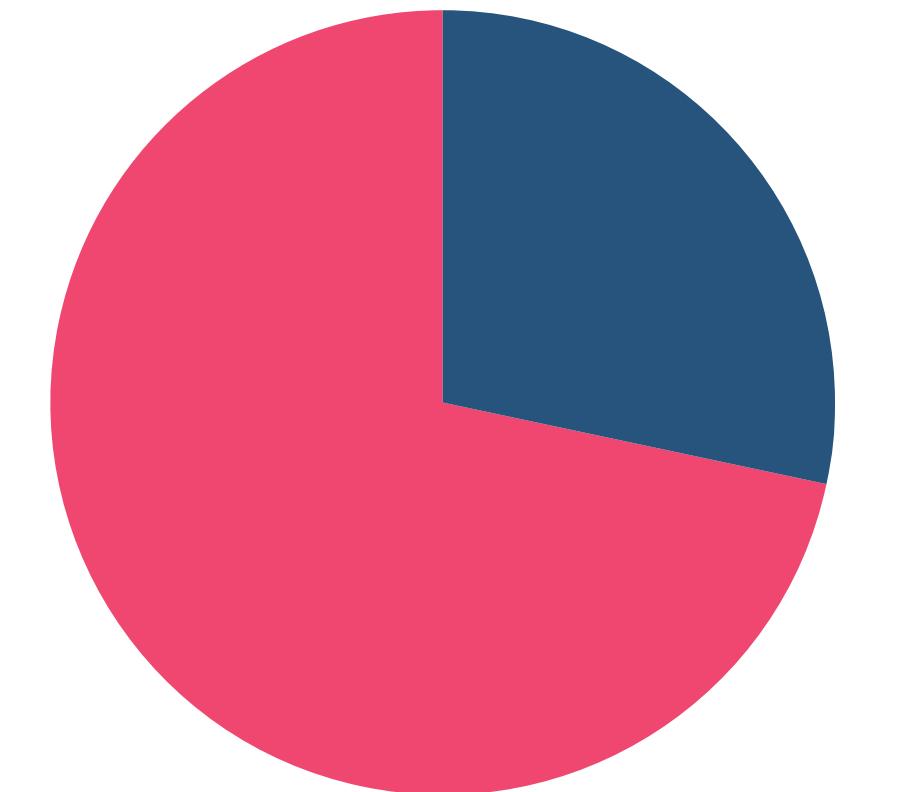
03.

Investimentos

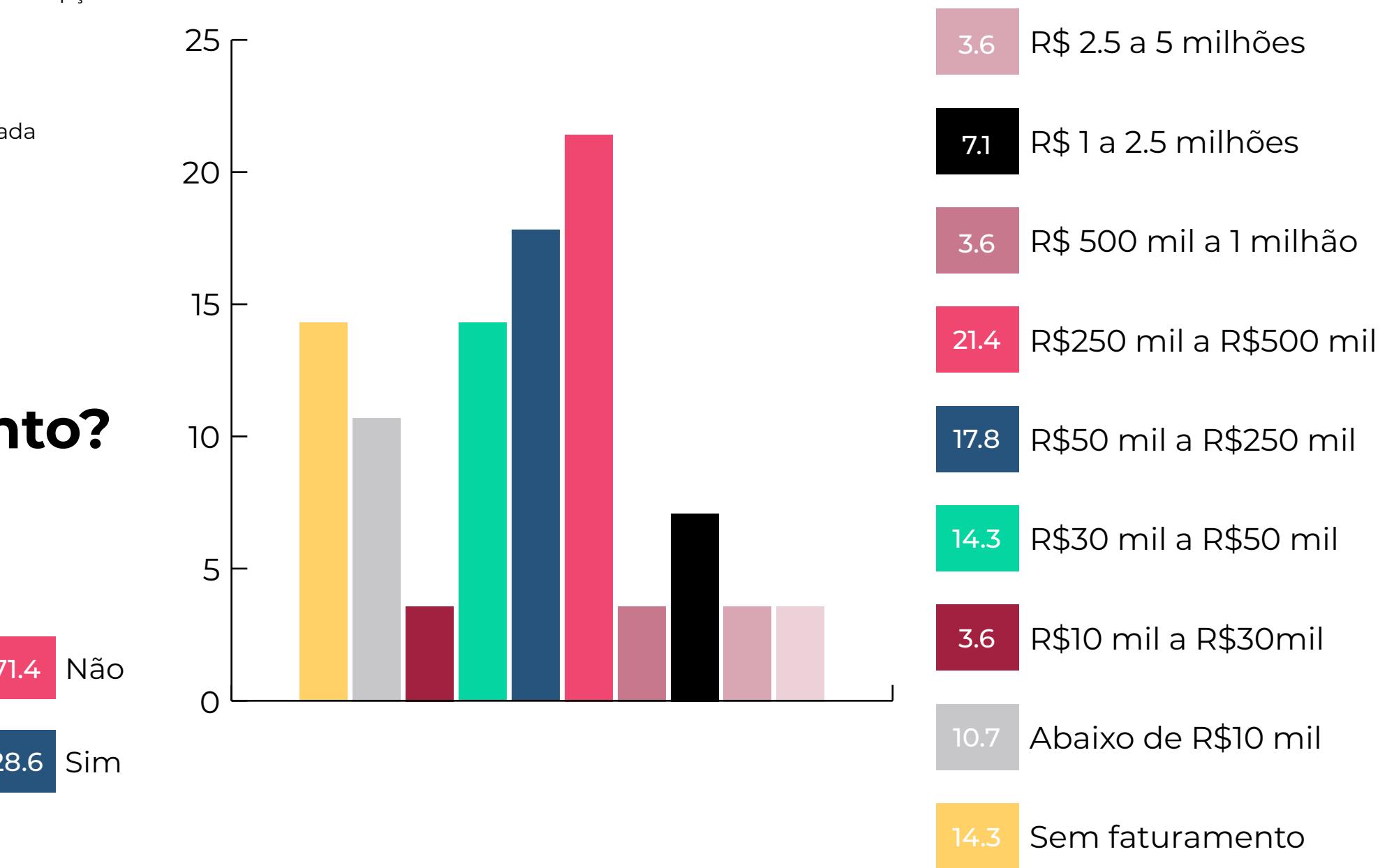
Startups já foram:



Já recebeu investimento?



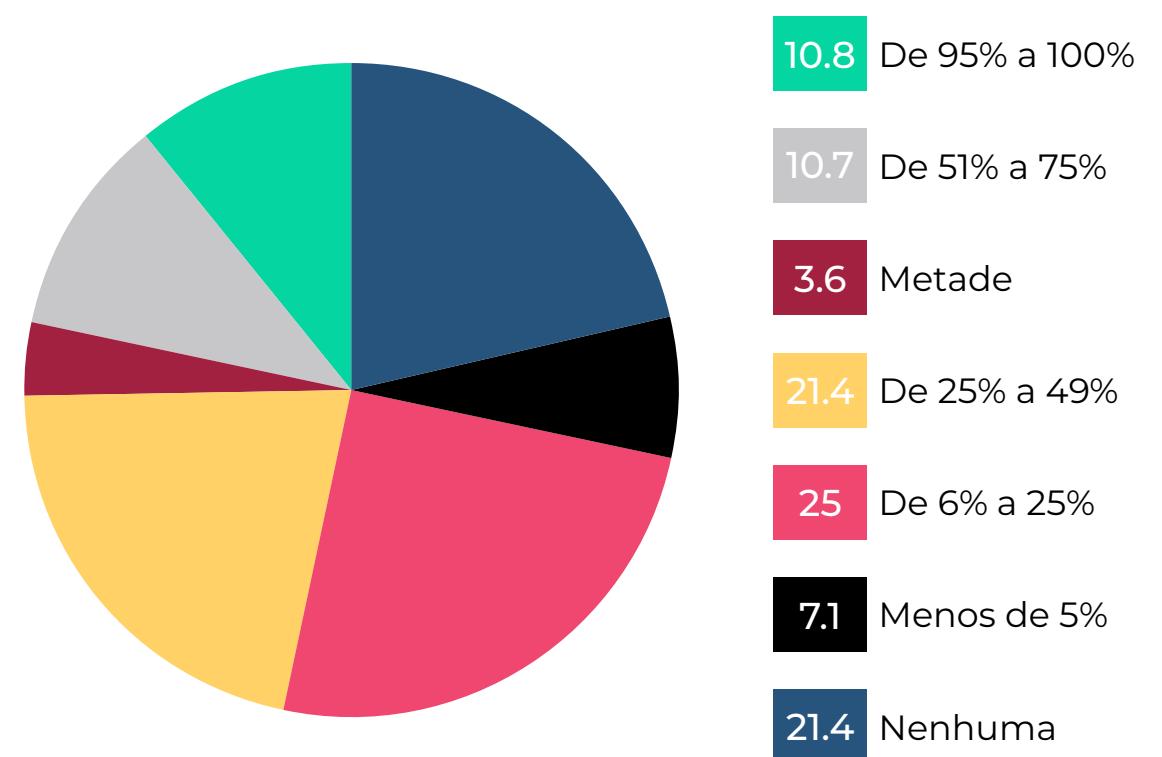
Faixa de faturamento



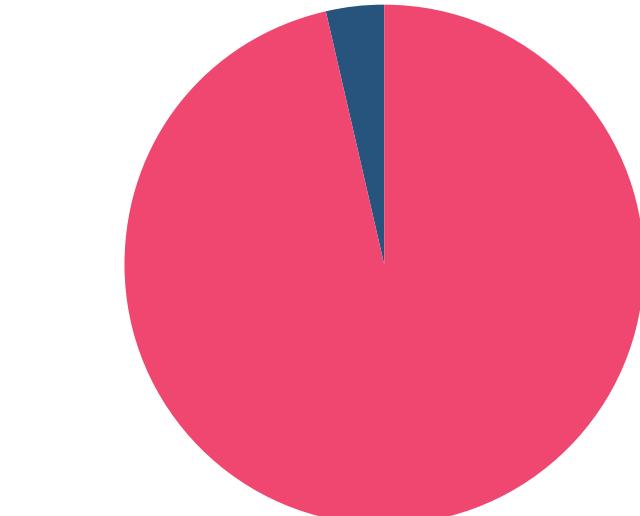
04.

Diversidade nas startups

Mulheres



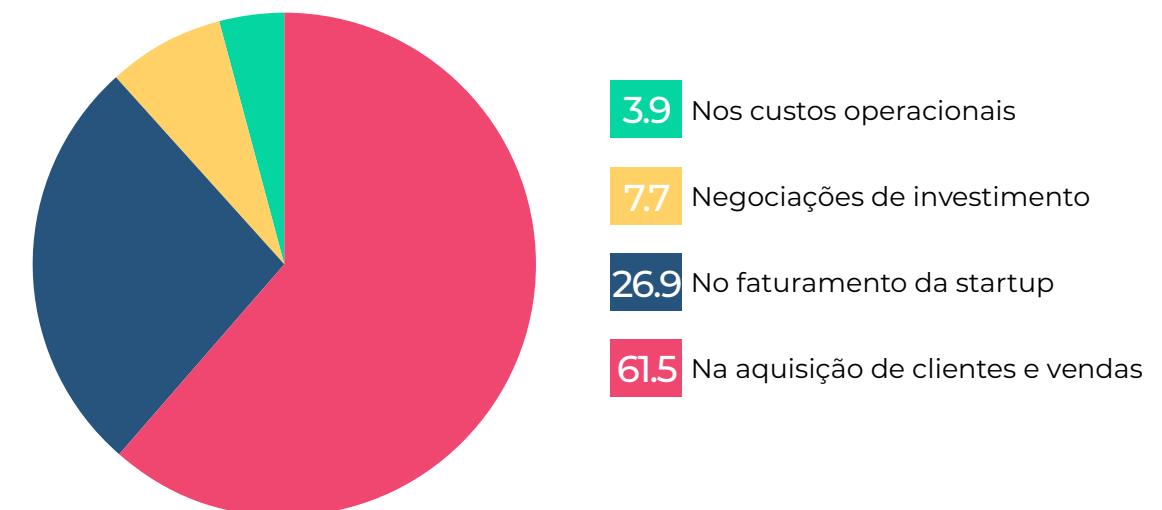
Pessoas com deficiência



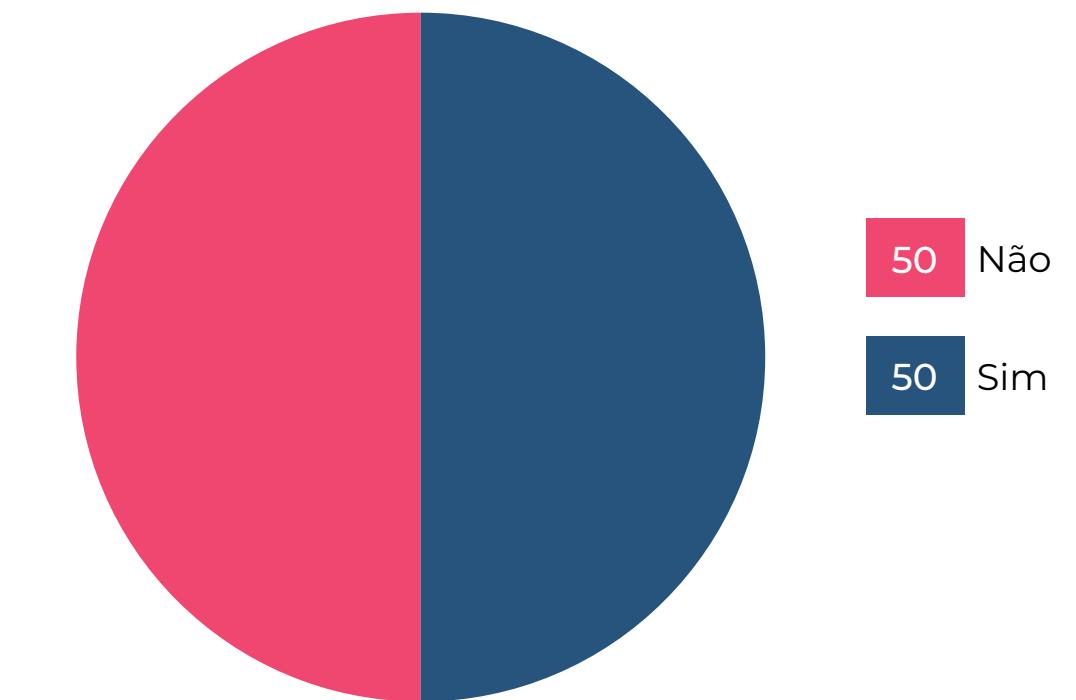
05.

Impacto Covid-19

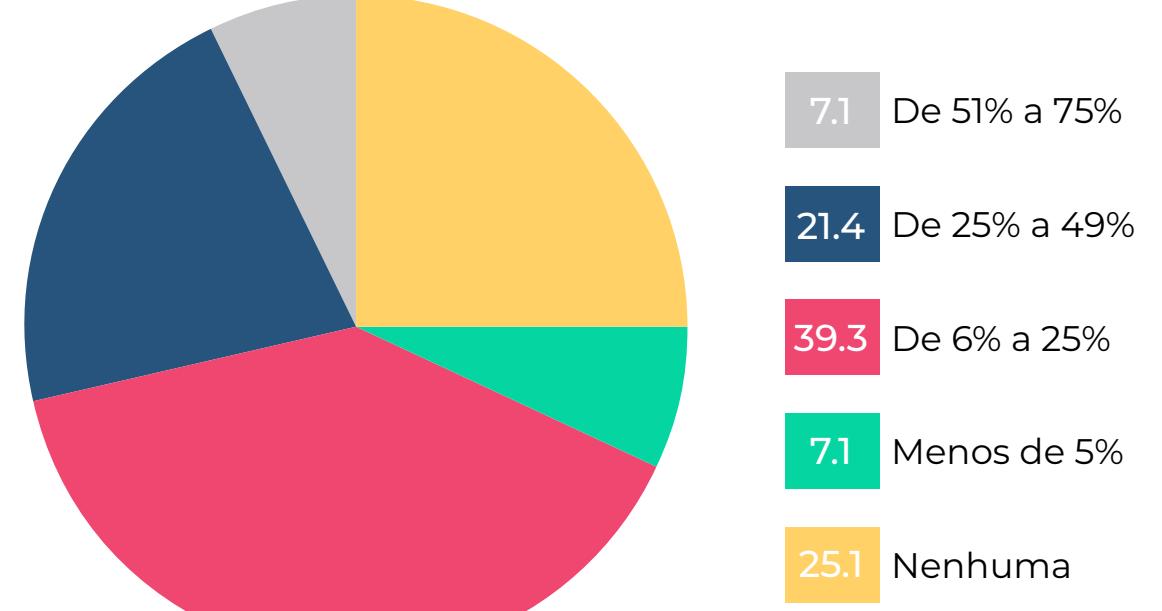
Maior Impacto



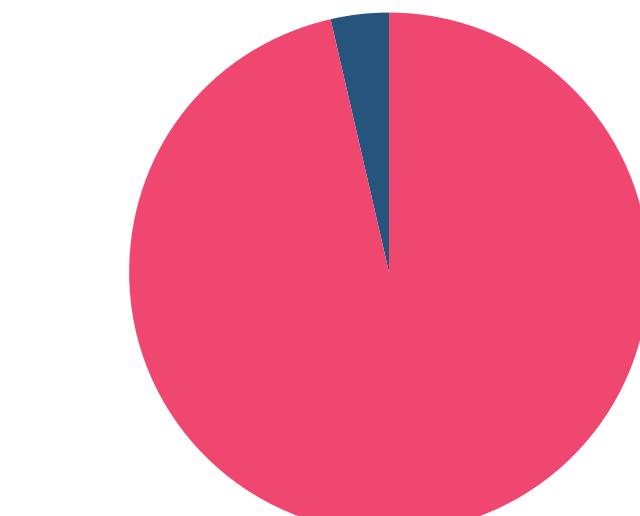
Contratações



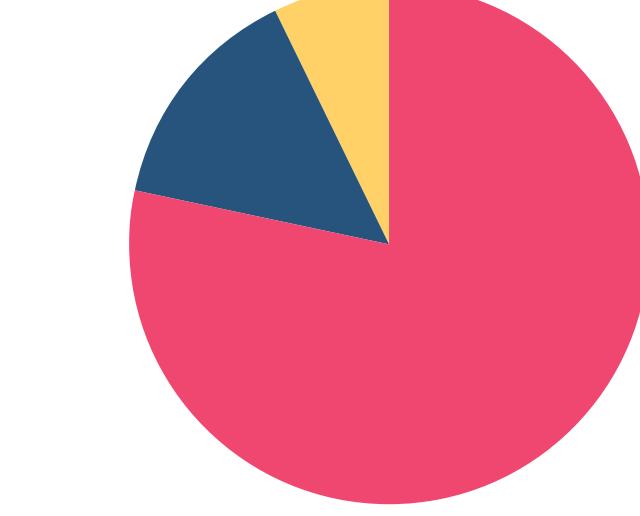
Pessoas negras



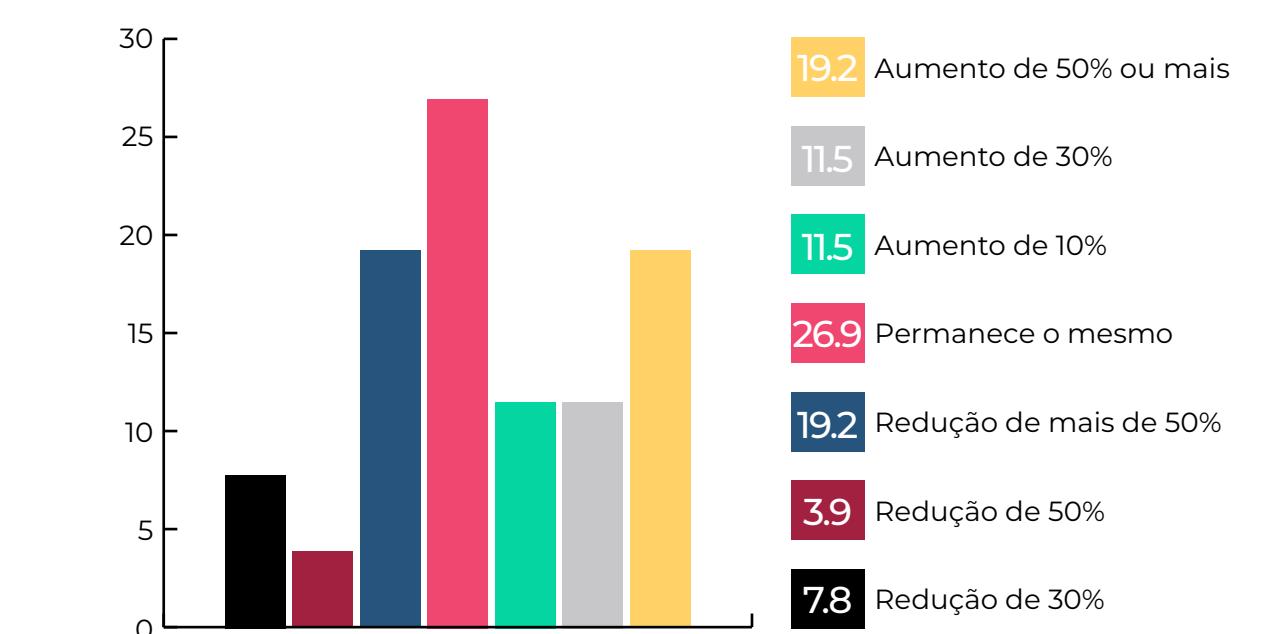
Pessoas transexuais



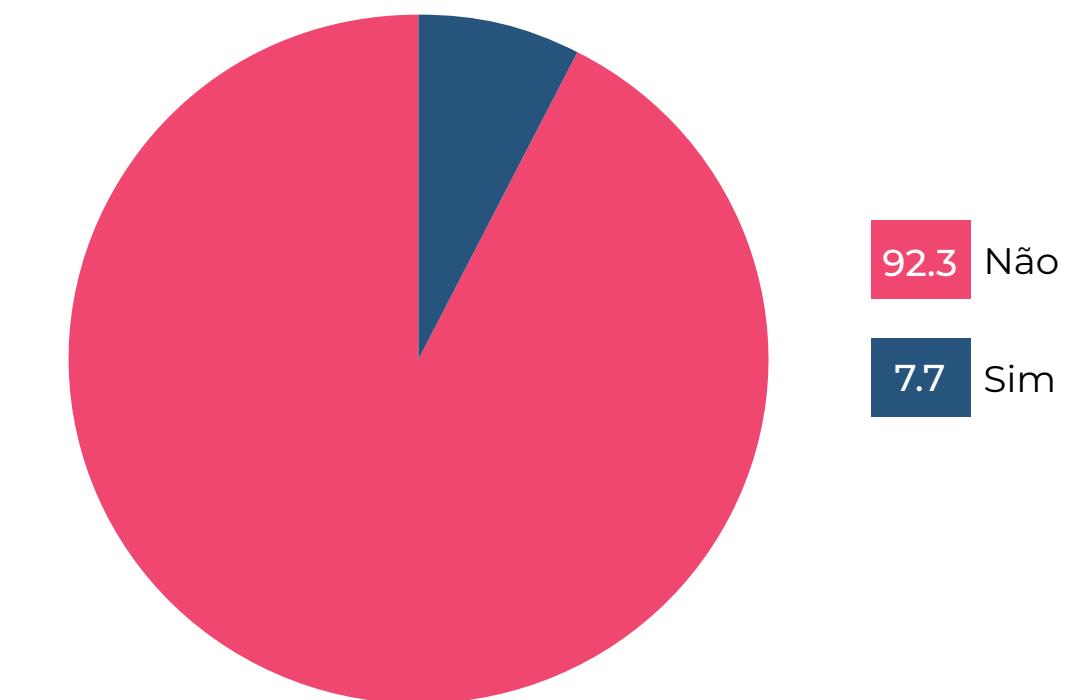
Pessoas com 50+ anos



Faturamento



Desligamentos



PI

TERE



SINA

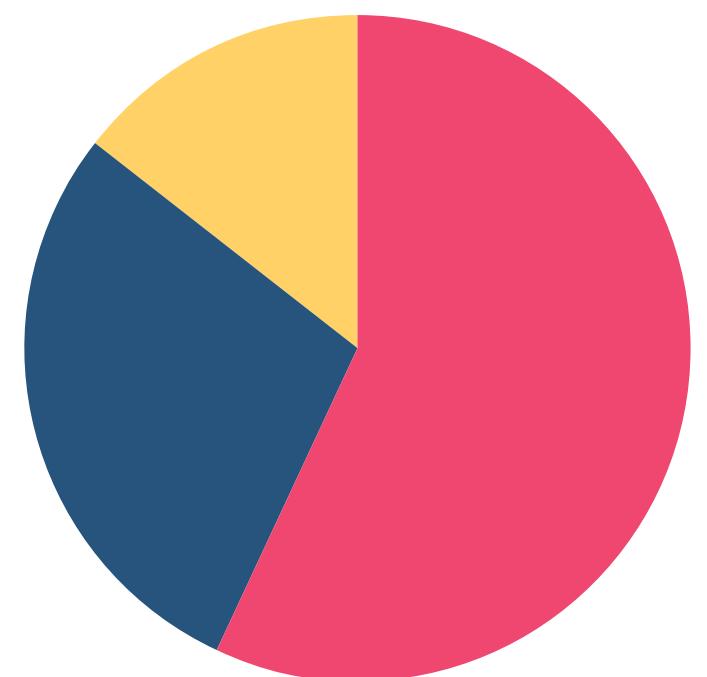
Cajuína Valley (@ cajuinavalley). Na única capital no Nordeste fora do litoral, tem calor, cajuína Maria Isabel e uma comunidade que está se fortalecendo! Atualmente, já conta com 57,1% das startups em fase de tração e focadas no modelo SaaS (42,9%).

TERESINA

01.

Perfil do founder

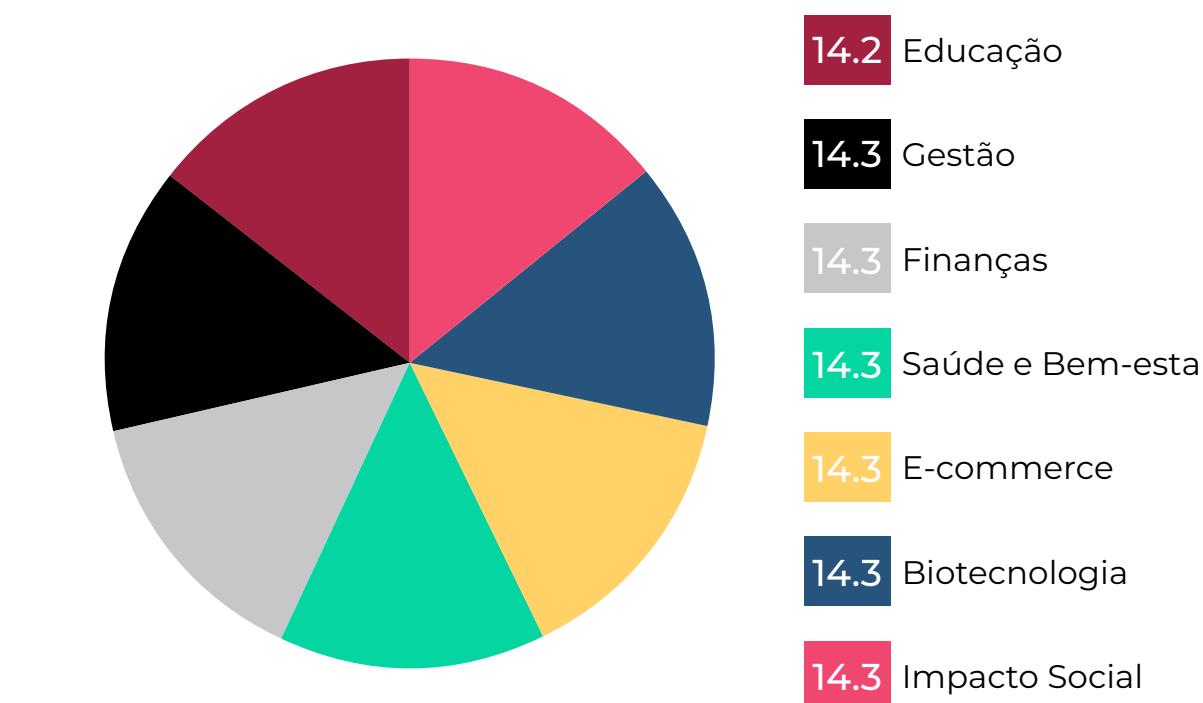
Gênero



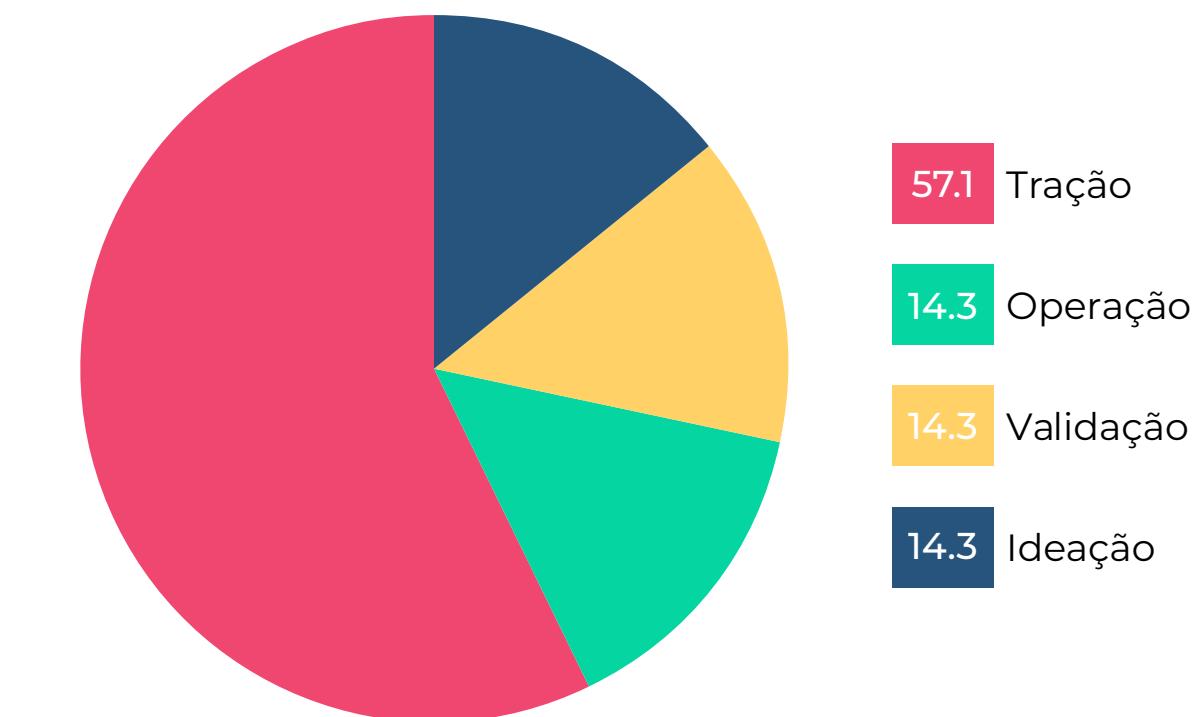
Orientação sexual



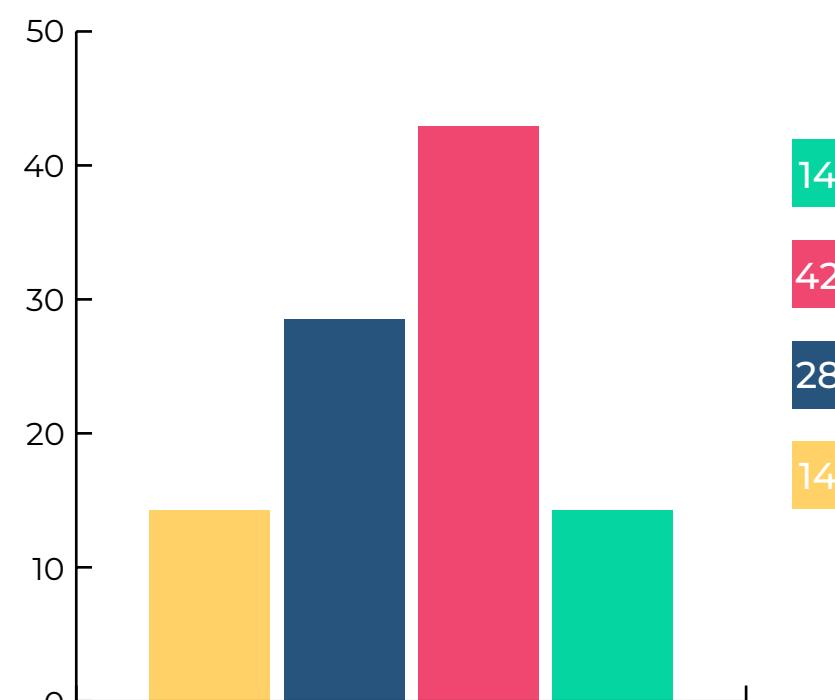
Área de atuação



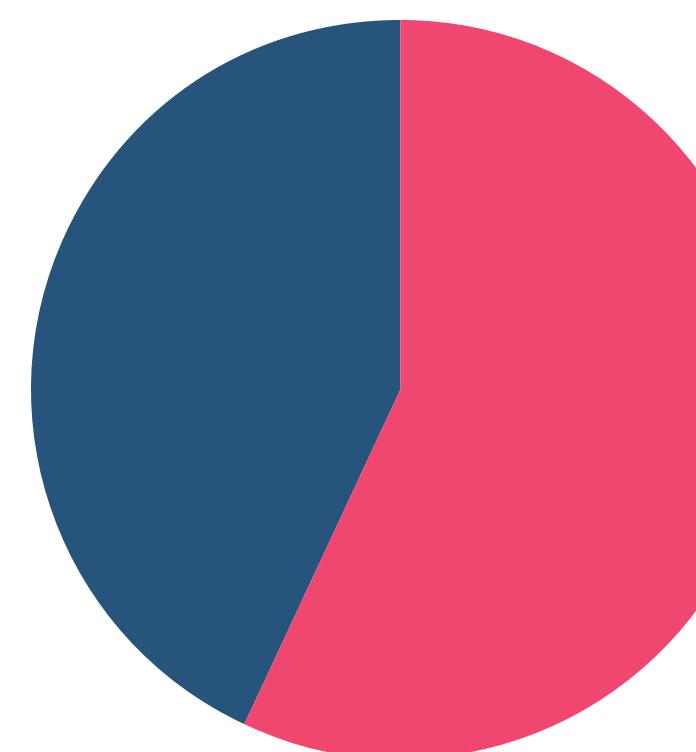
Fase da startup



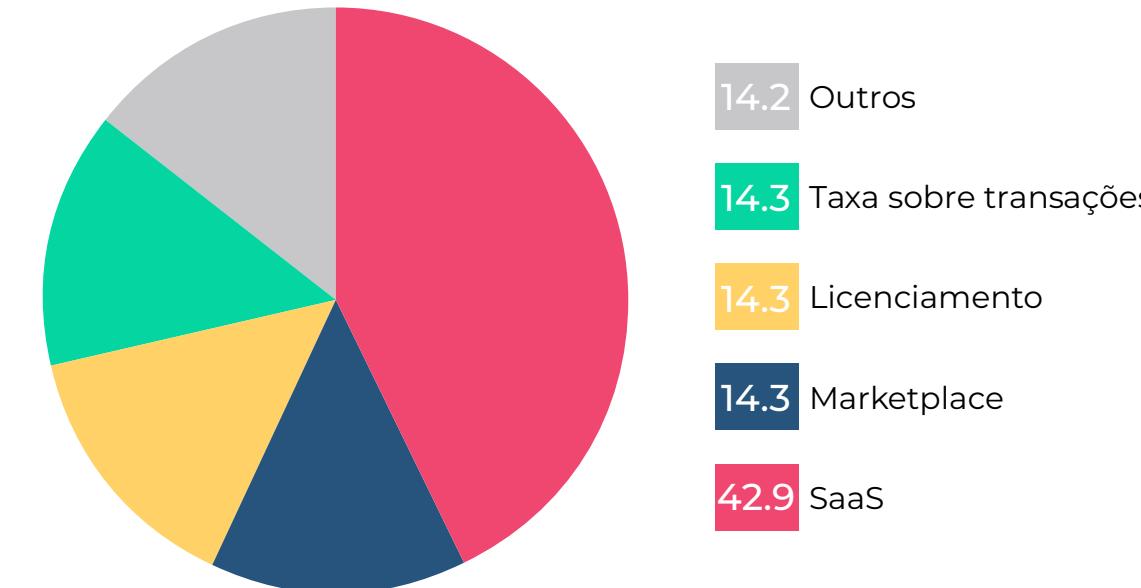
Idade



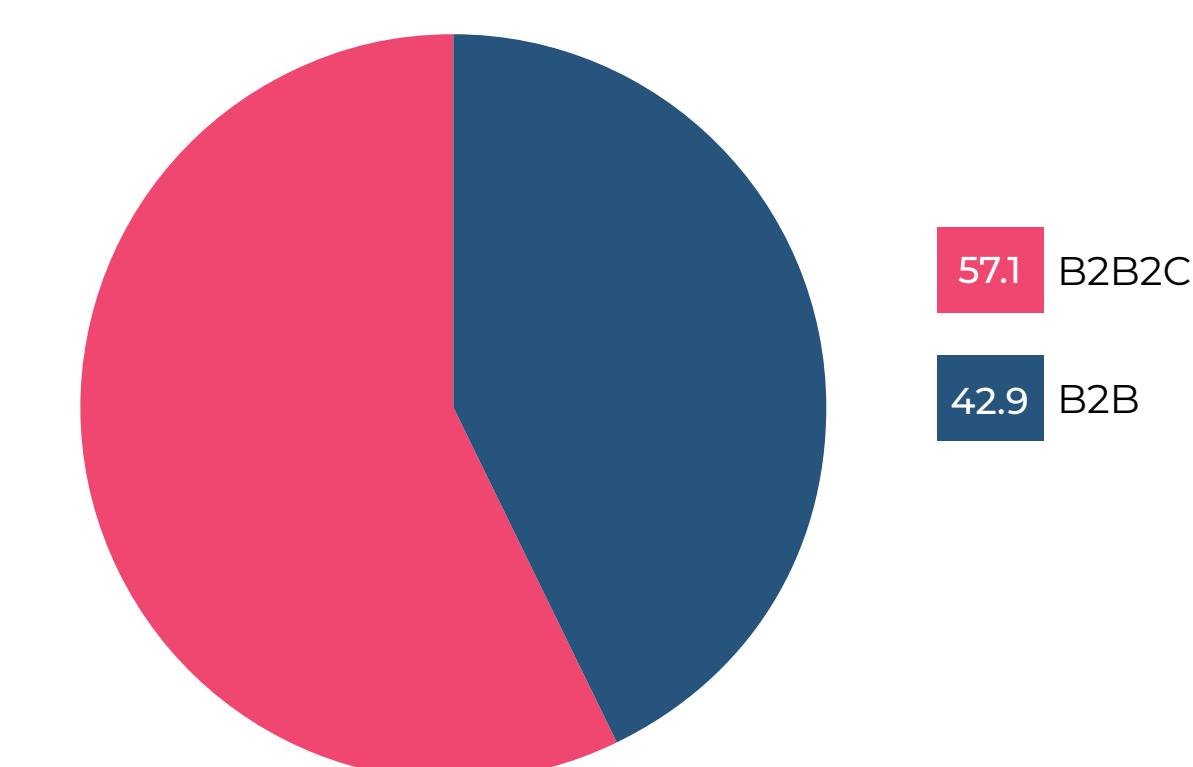
Raça



Modelo de negócio



Público alvo

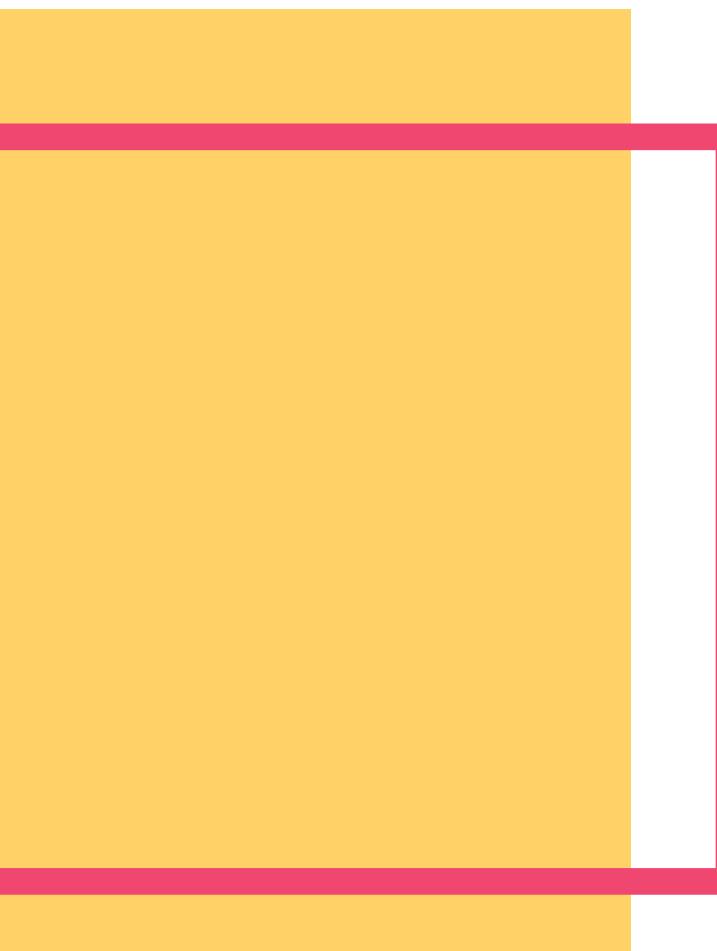
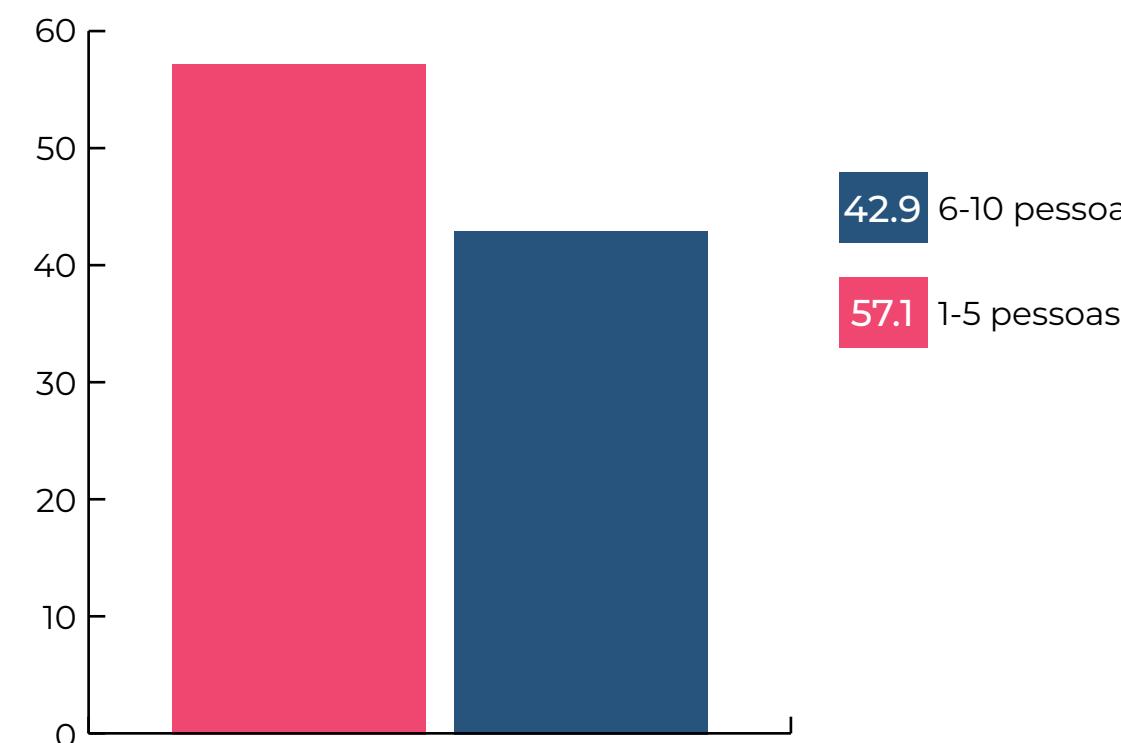


TERESINA

02.

Perfil da startup

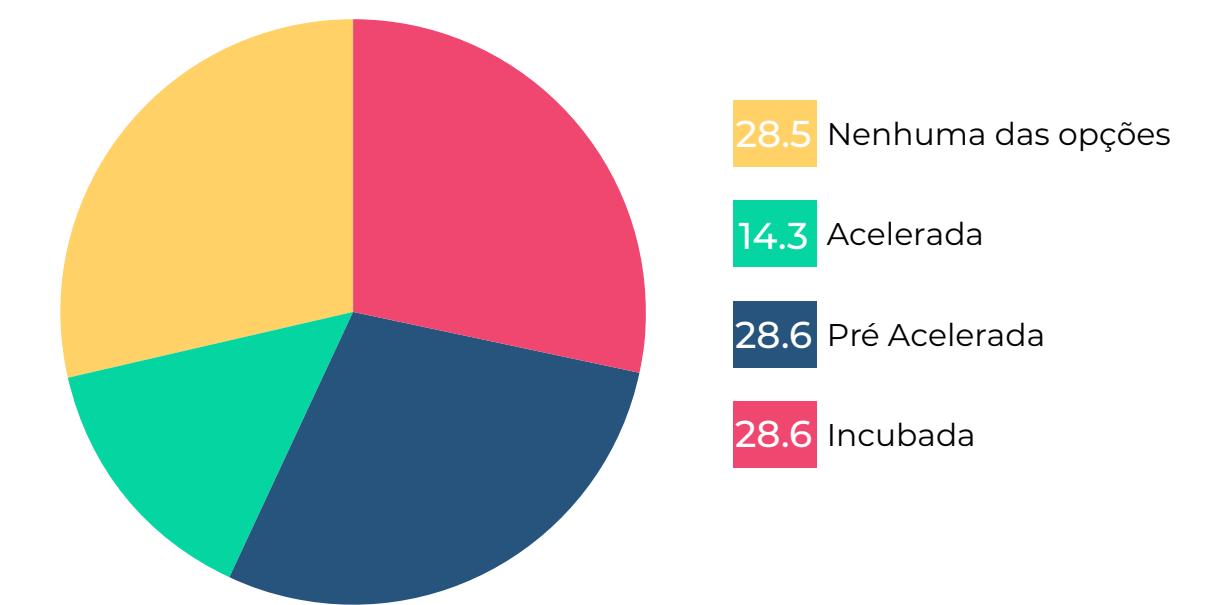
Tamanho do time



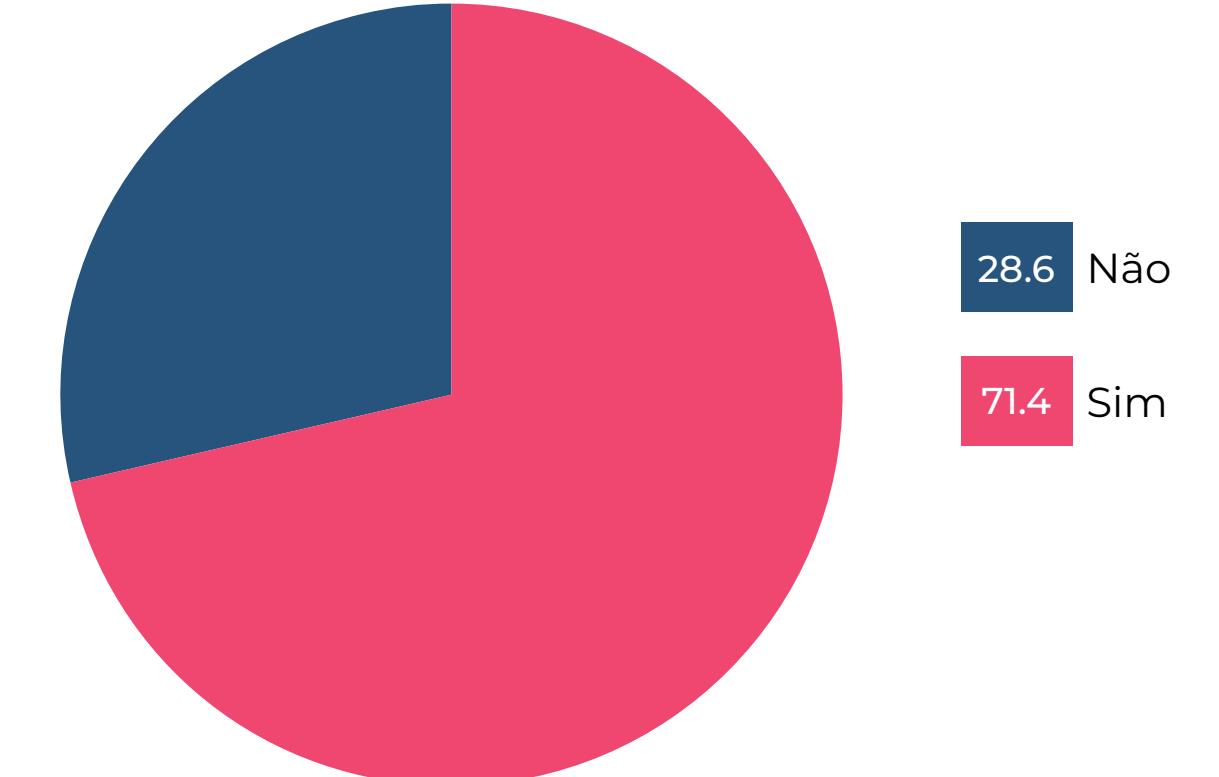
03.

Investimentos

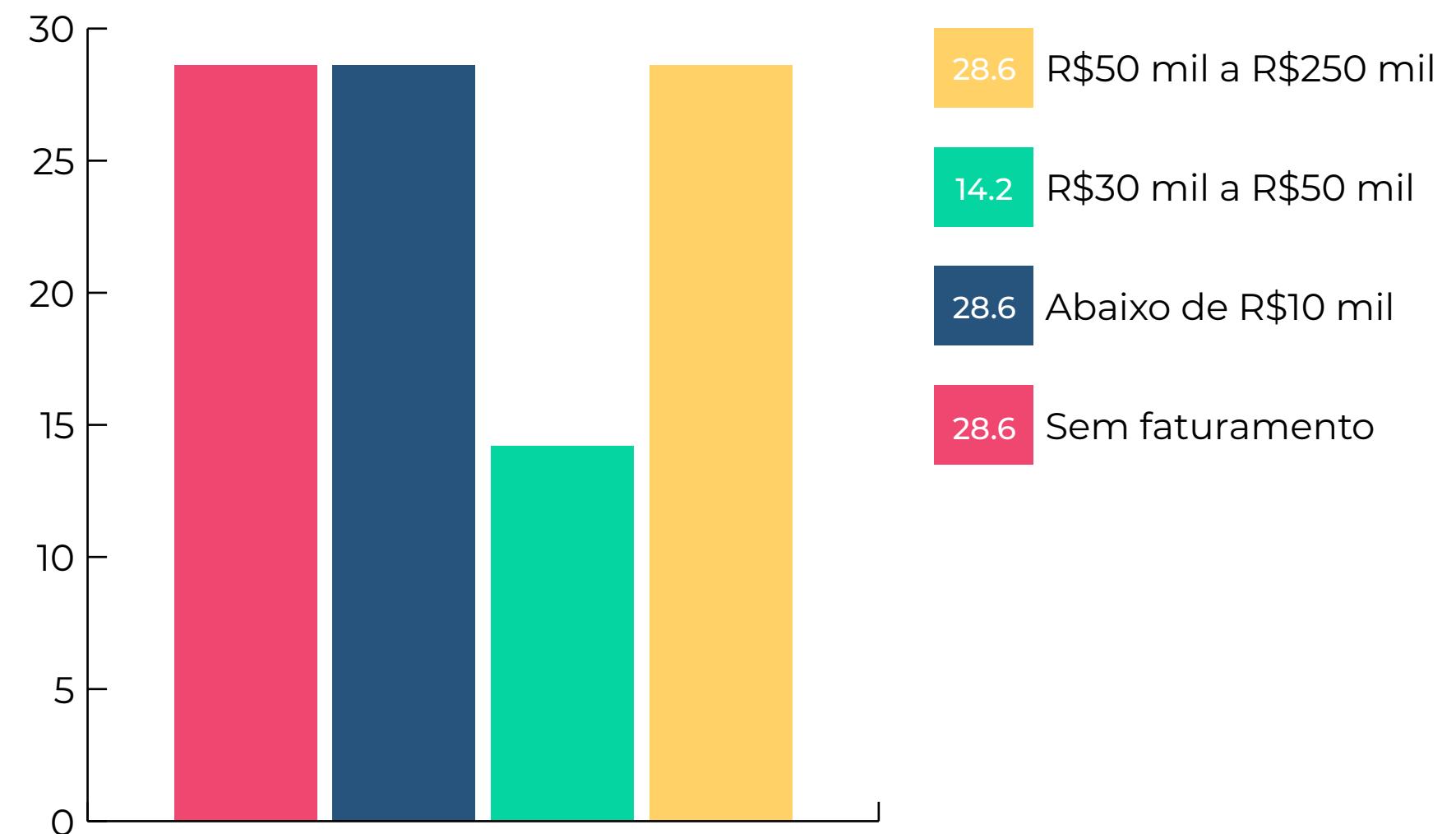
Startups já foram:



Já recebeu investimento?



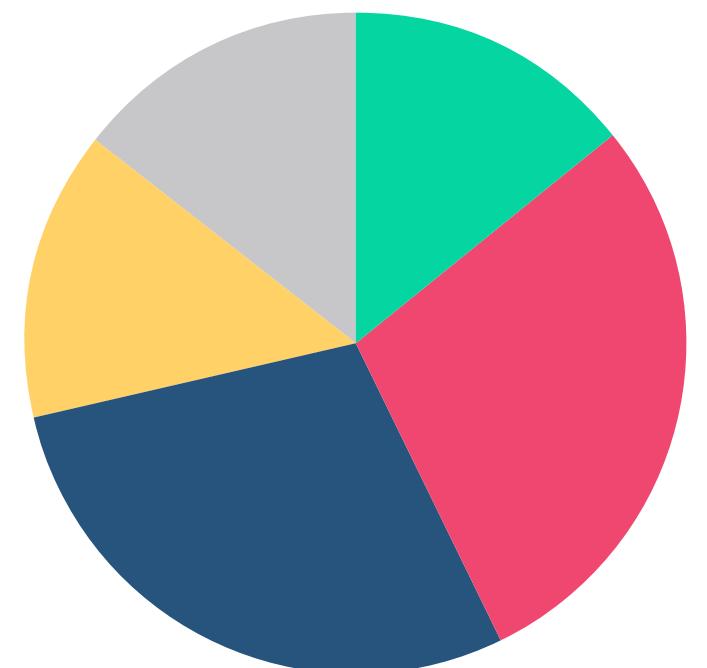
Faixa de faturamento



04.

Diversidade nas startups

Mulheres



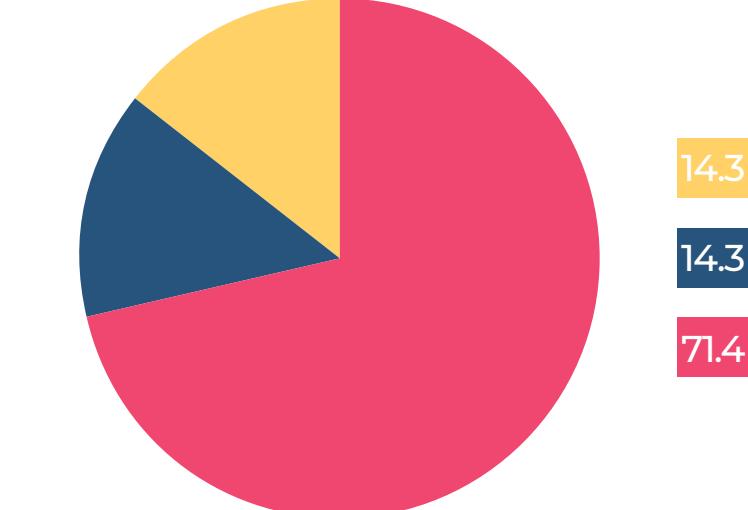
Pessoas com deficiência



Pessoas negras



Pessoas com 50+ anos



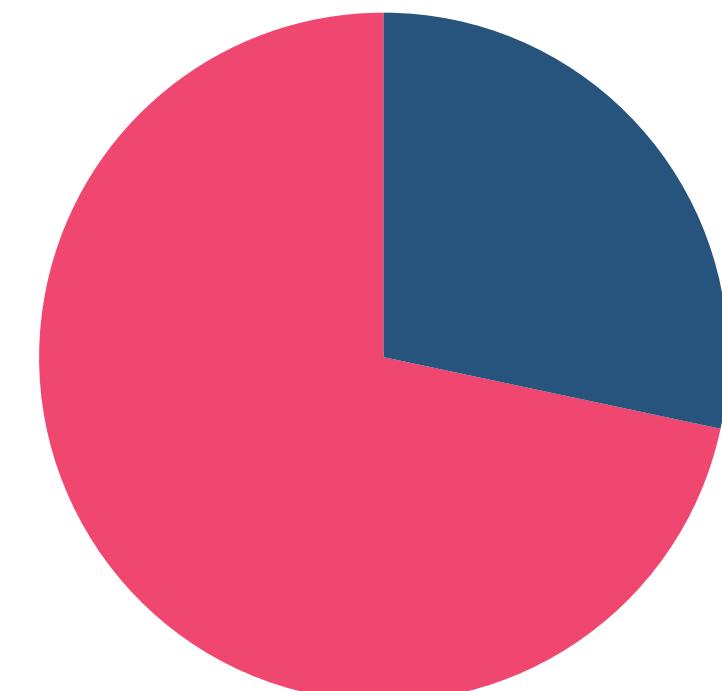
05.

Impacto Covid-19

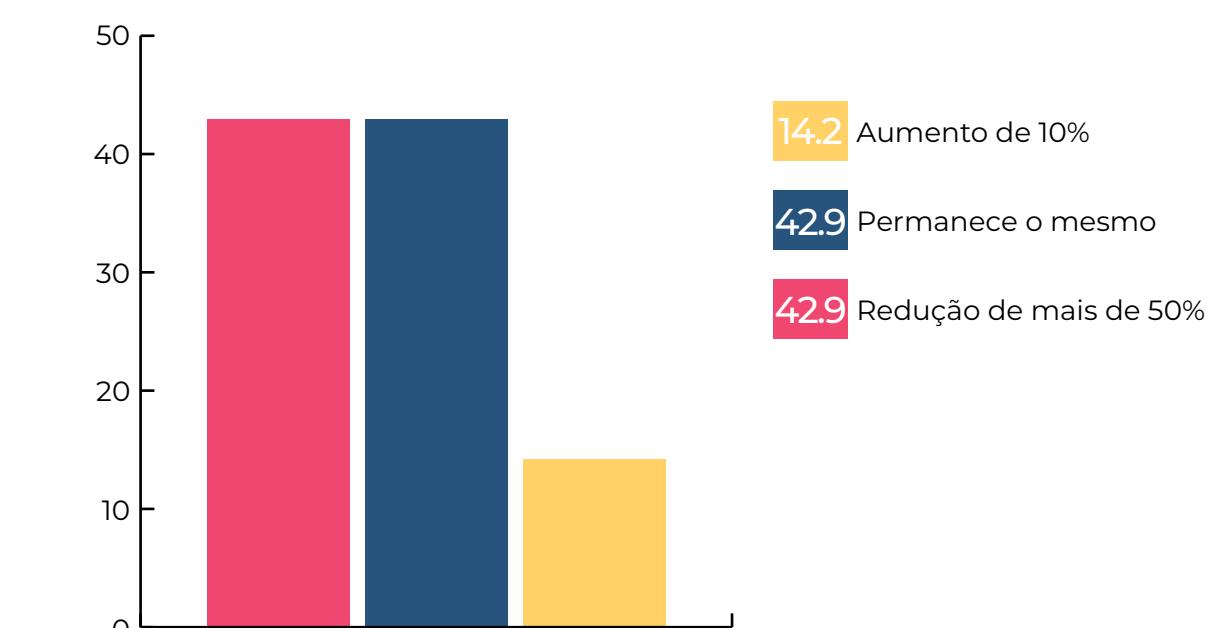
Maior Impacto



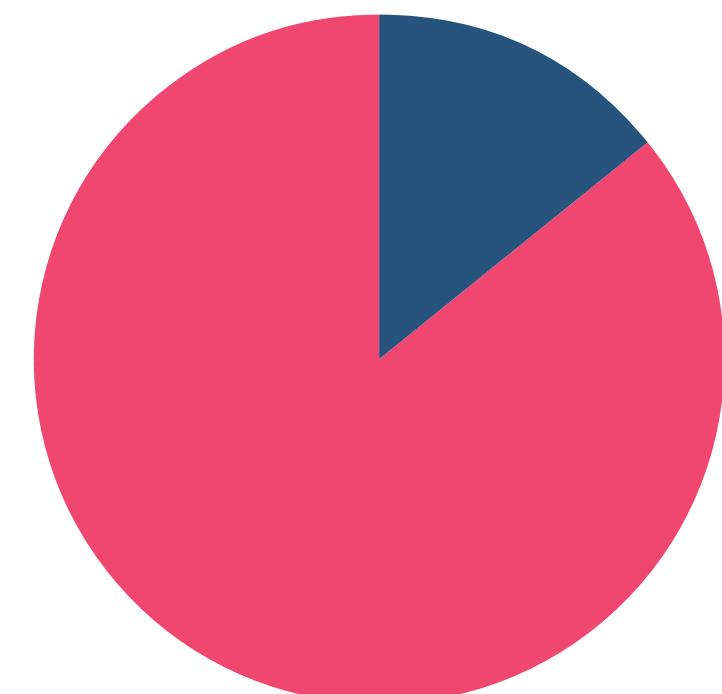
Contratações



Faturamento



Desligamentos



PI



PARNAÍBA

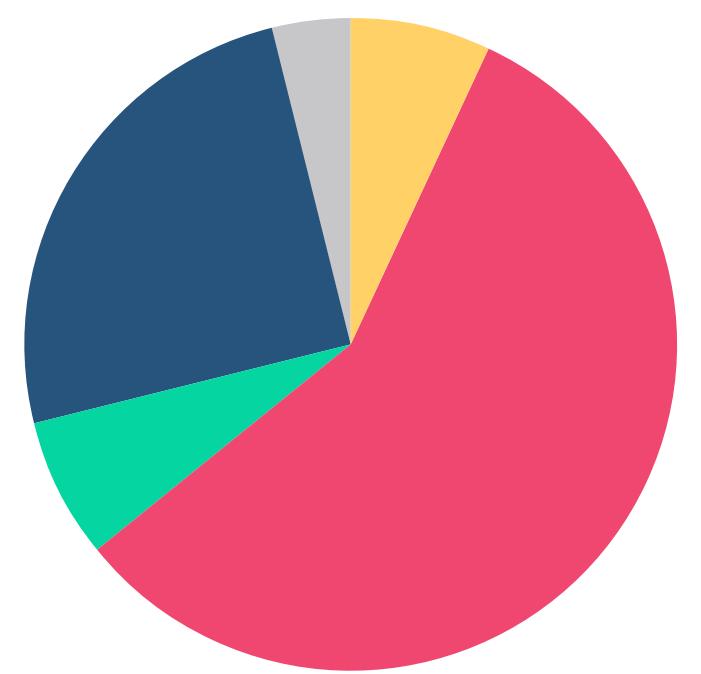
Carnaúba Valley (@carnaubavalley). A segunda comunidade piauiense presente neste mapeamento é a Parnaíba, que tem ganhado espaço não só no Piauí mas em todo nordeste. Com 28,6% das startups em validação, com times entre 6-10 pessoas (21,4%).

PARNAIBA

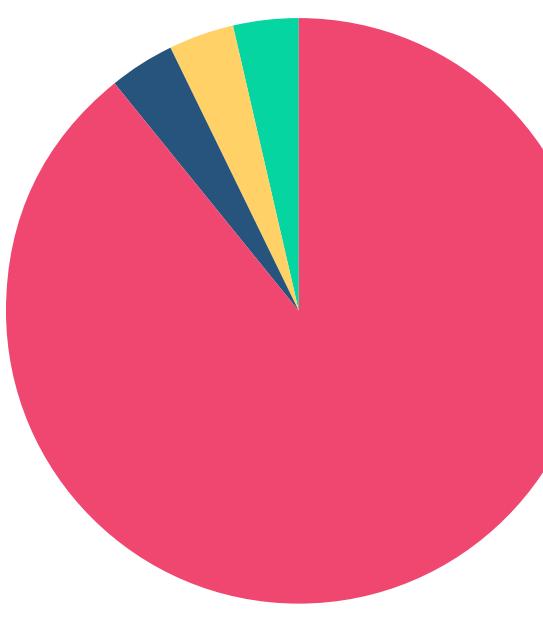
01.

Perfil do founder

Gênero



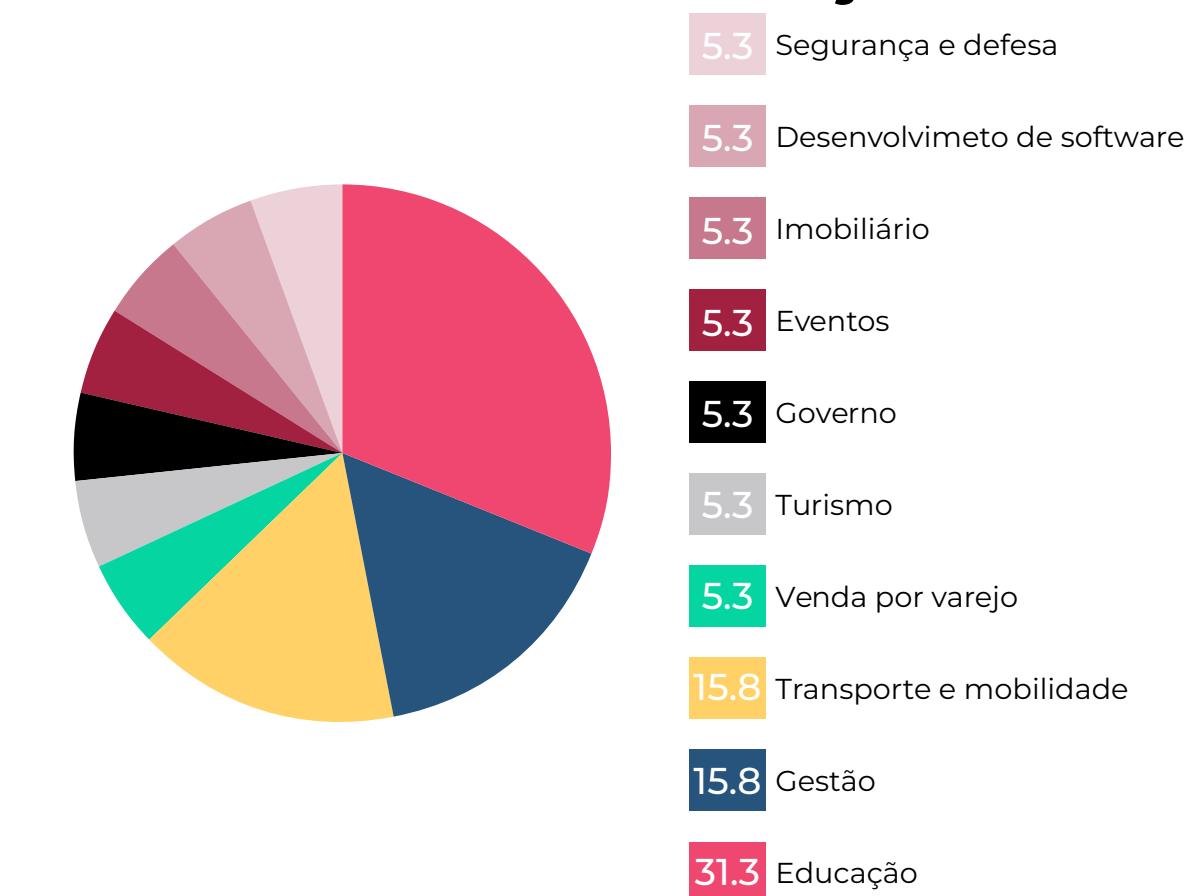
Orientação sexual



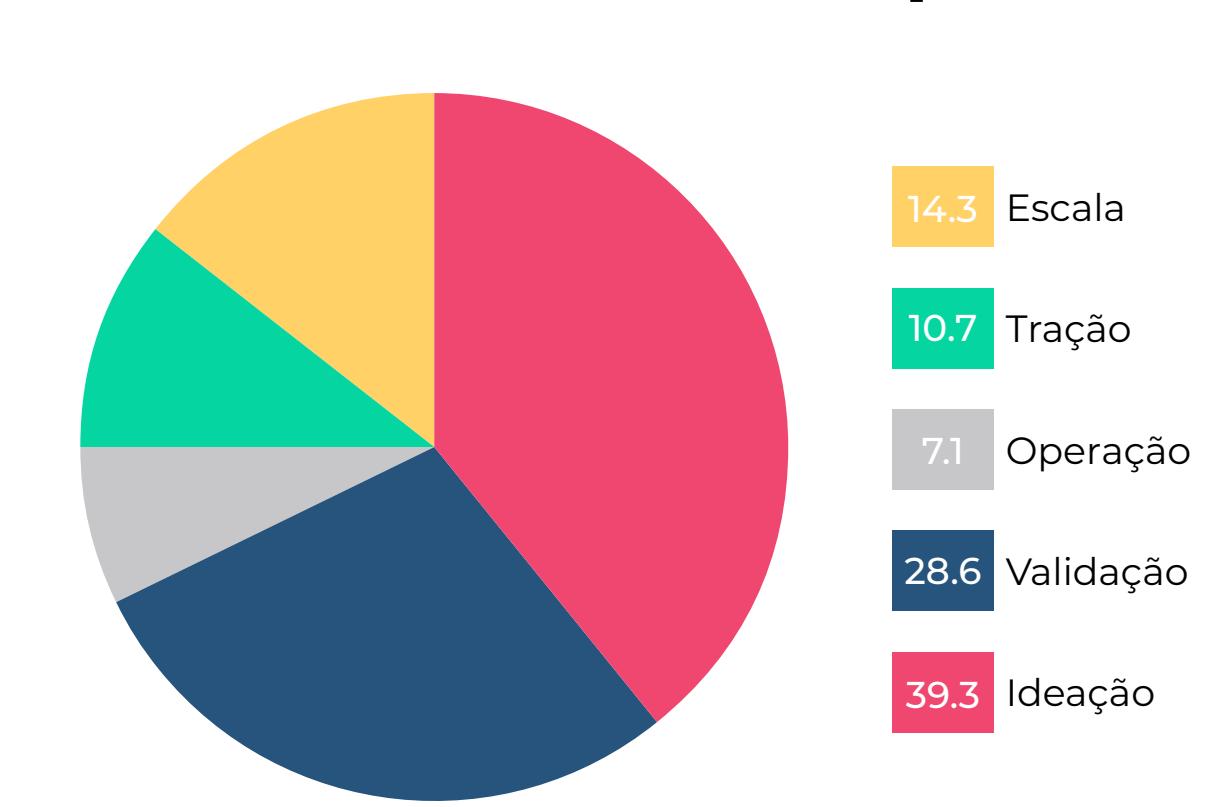
02.

Perfil da startup

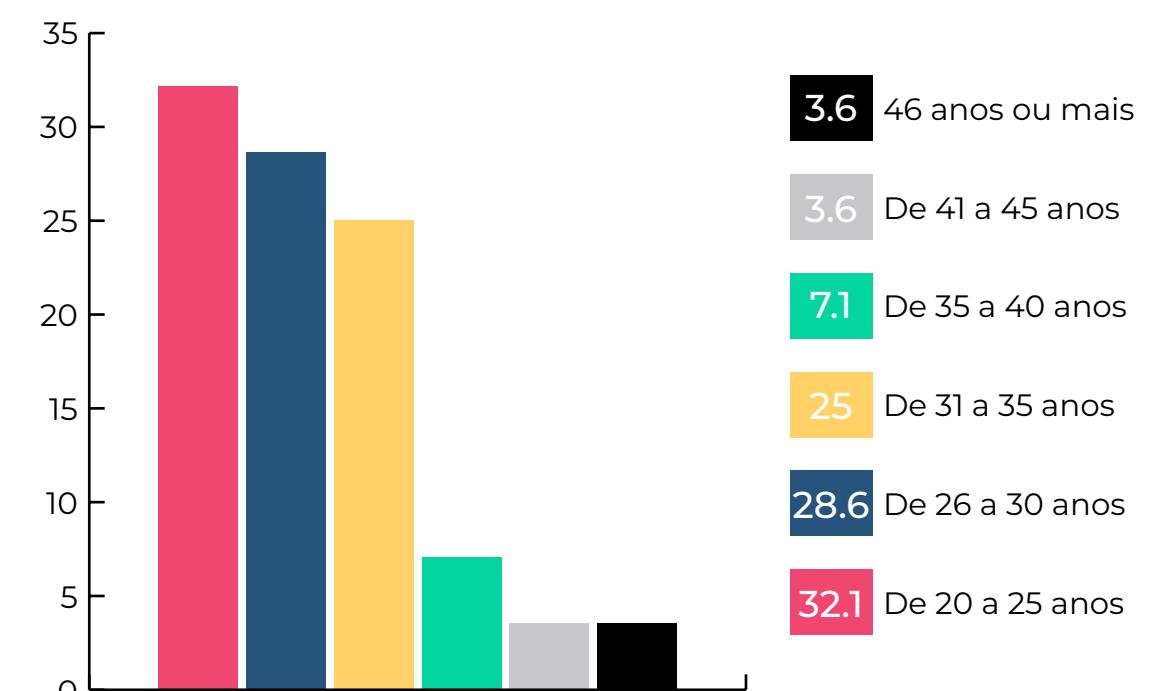
Área de atuação



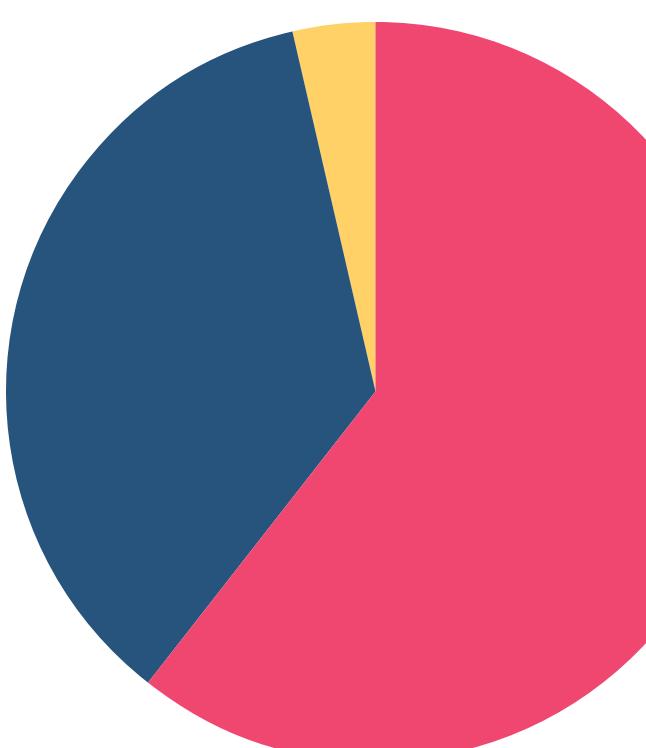
Fase da startup



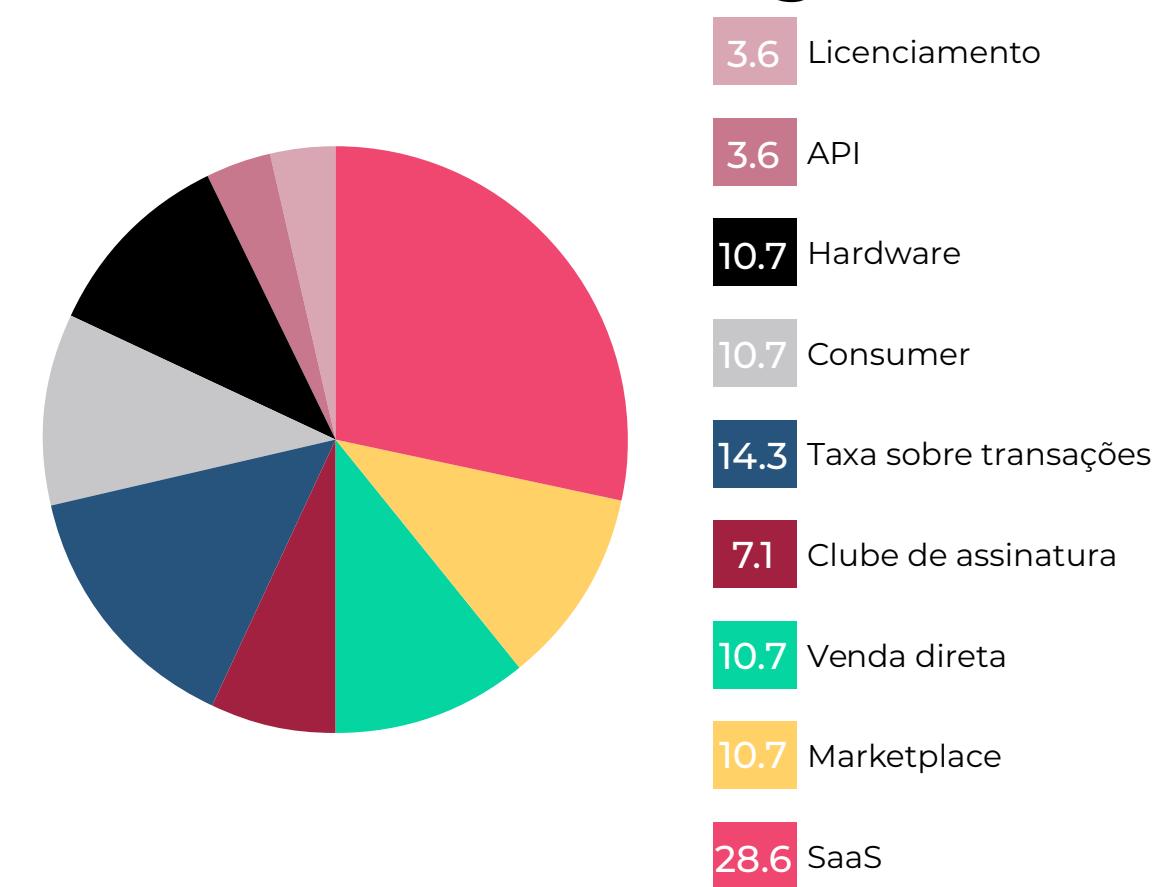
Idade



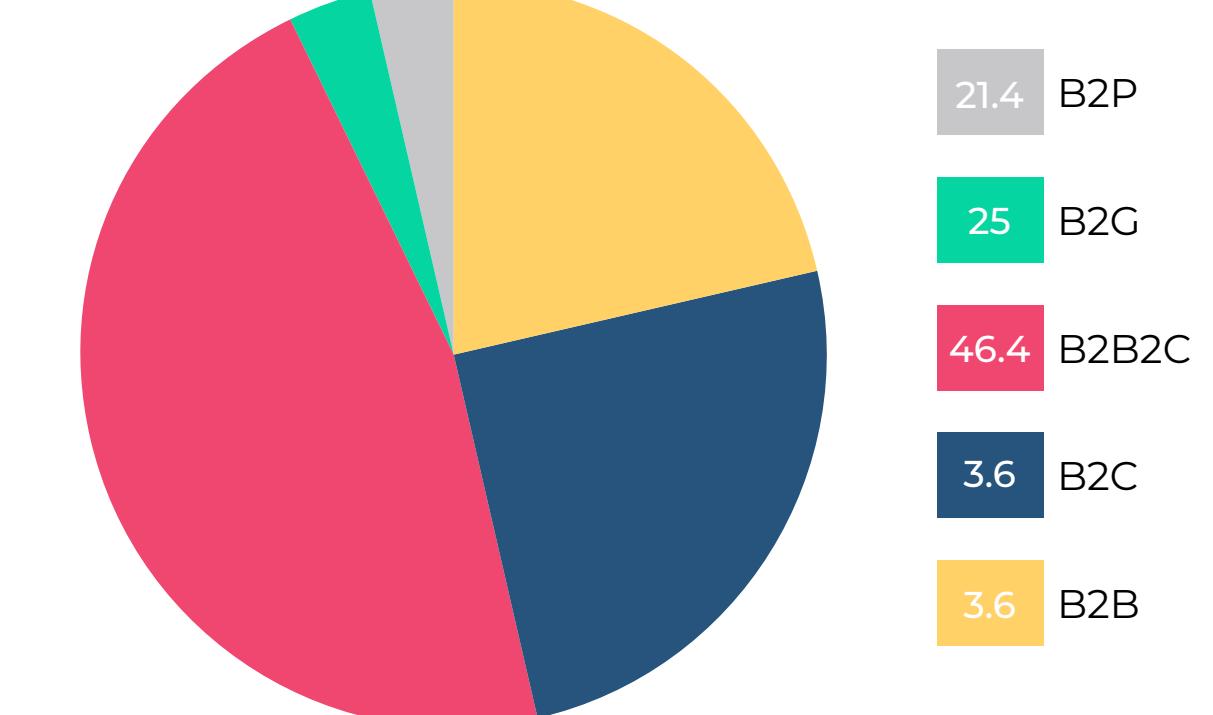
Raça



Modelo de negócio



Público alvo

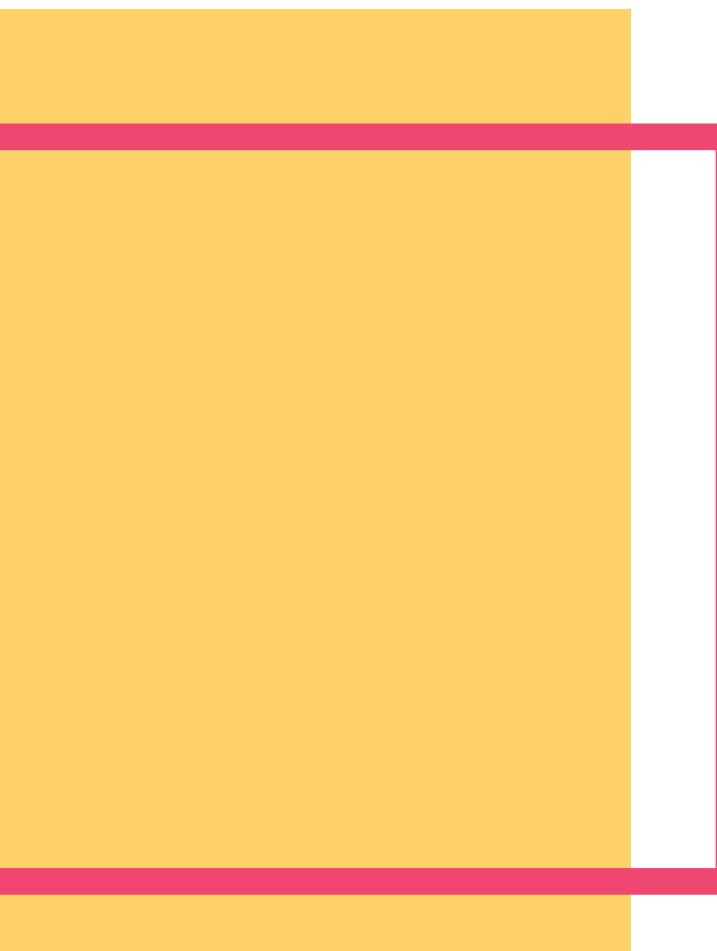
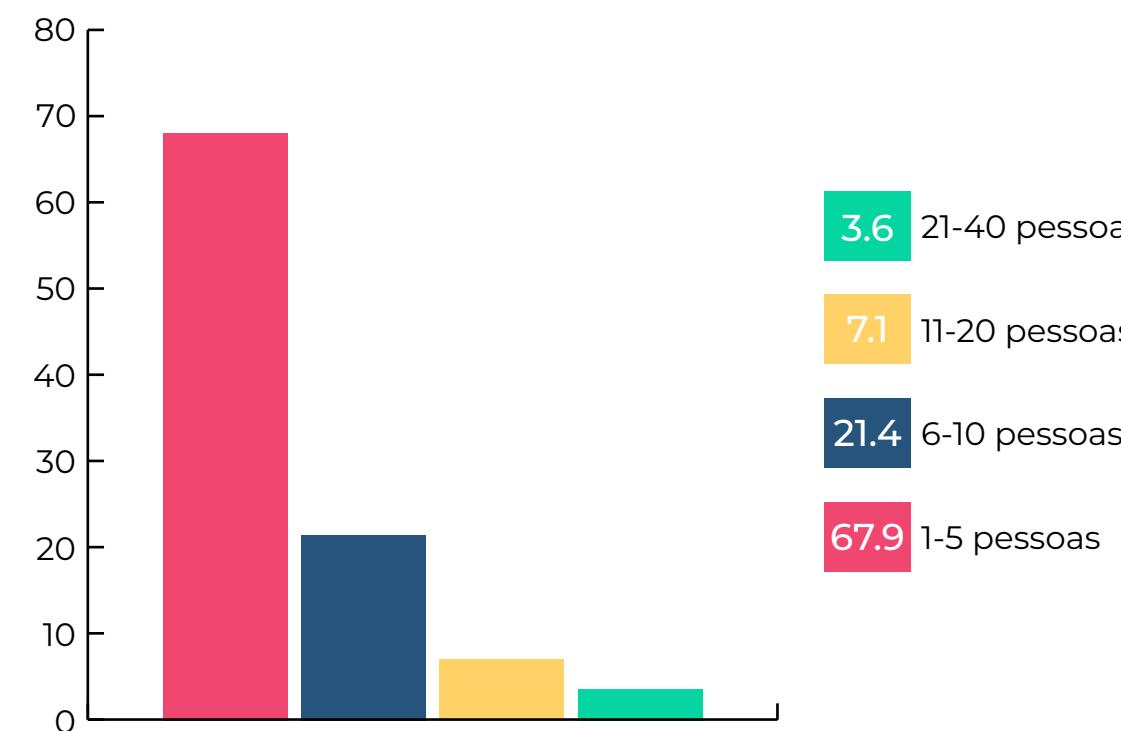


PARNAIBA

02.

Perfil da startup

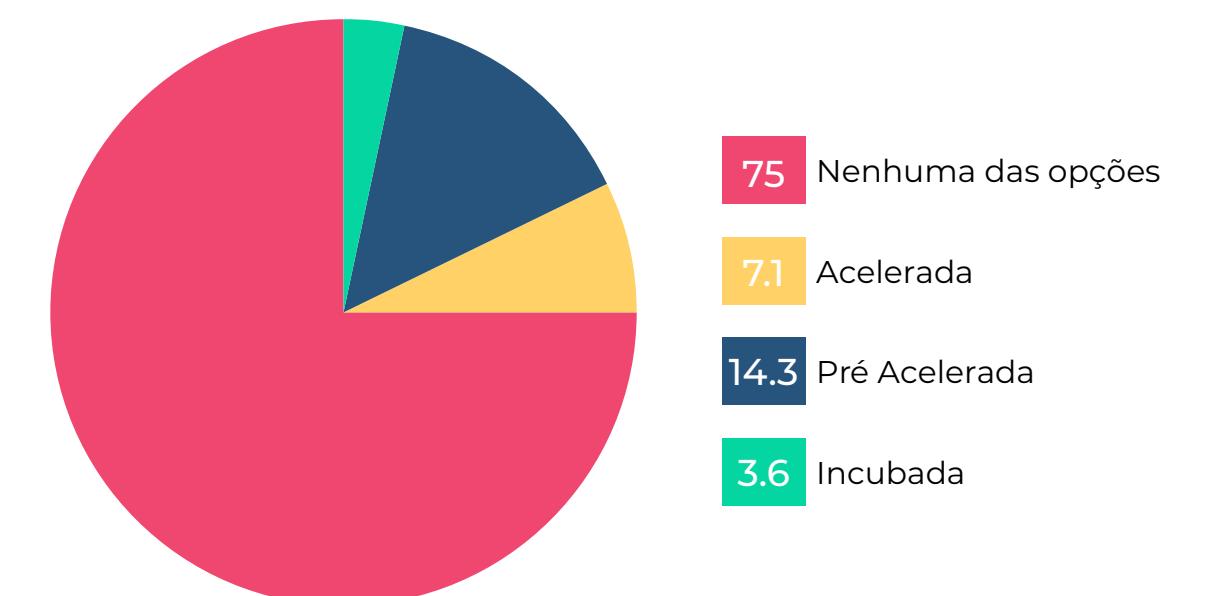
Tamanho do time



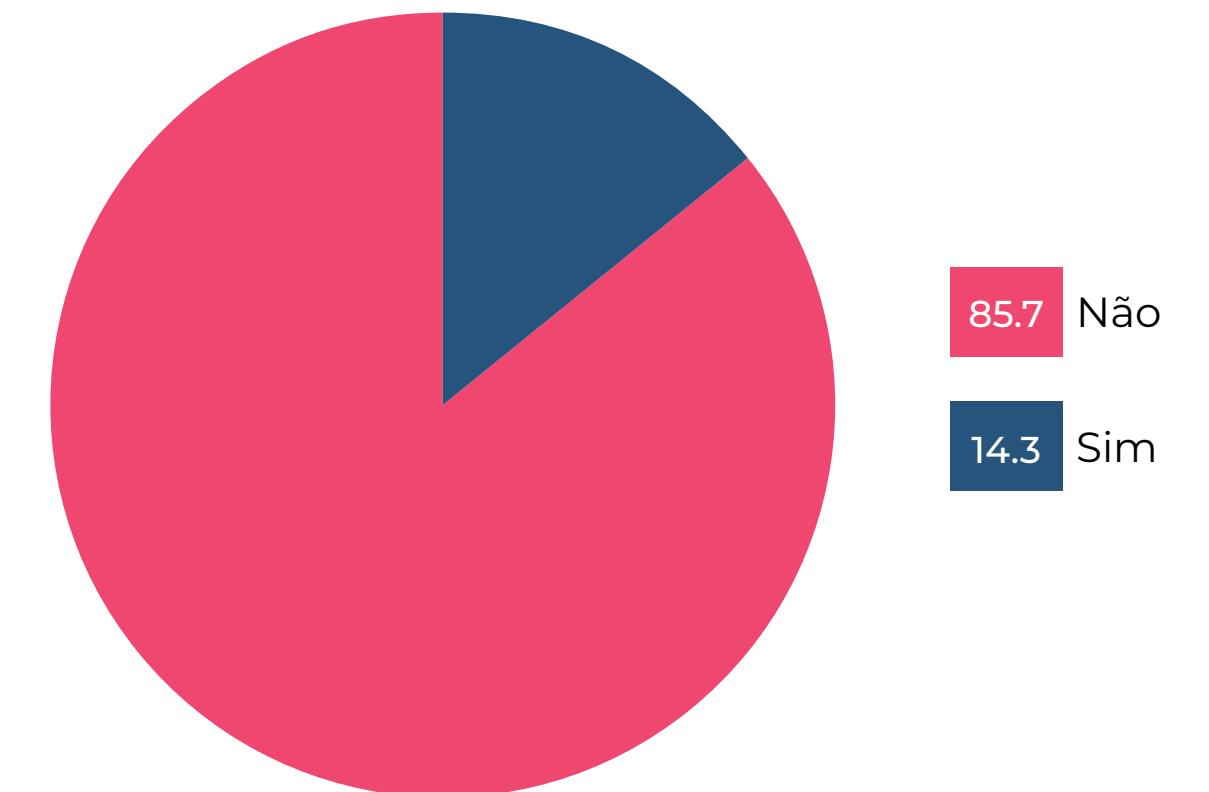
03.

Investimentos

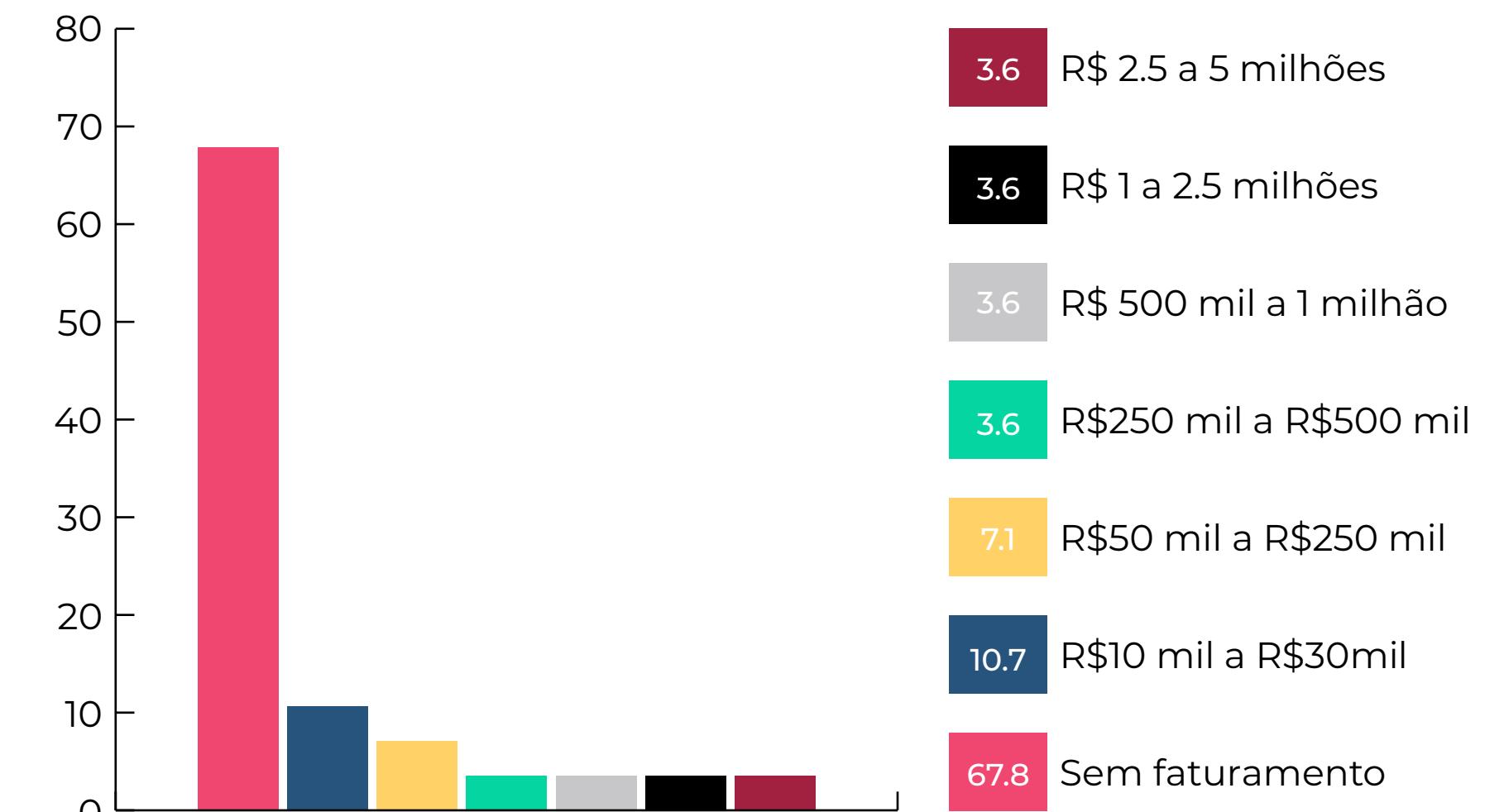
Startups já foram:



Já recebeu investimento?



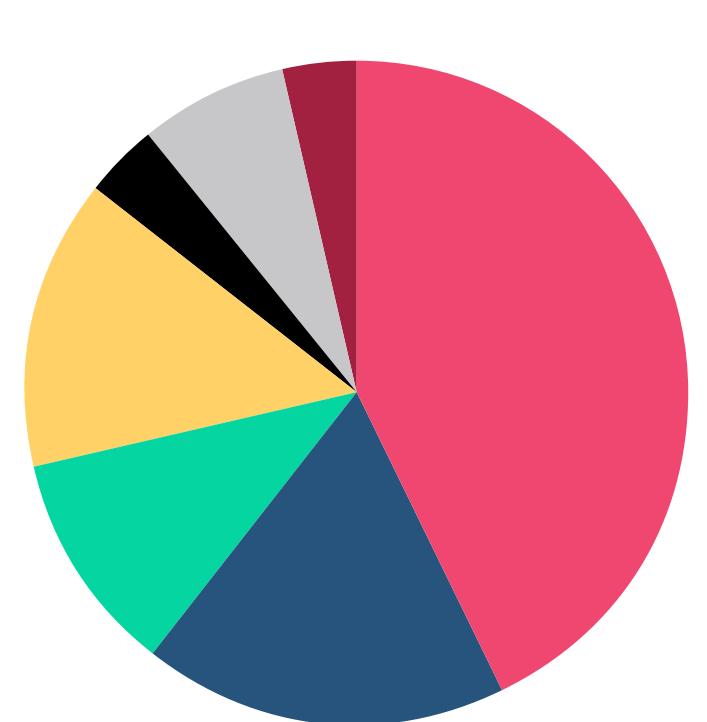
Faixa de faturamento



04.

Diversidade nas startups

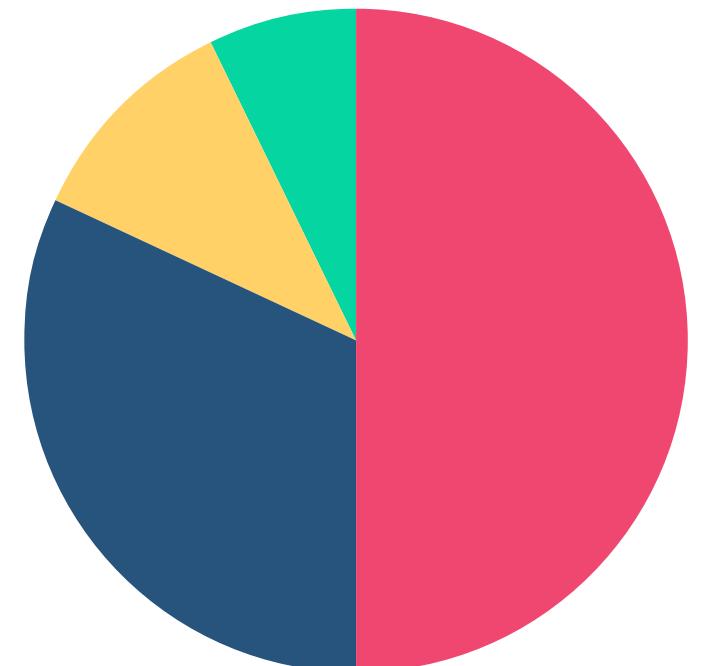
Mulheres



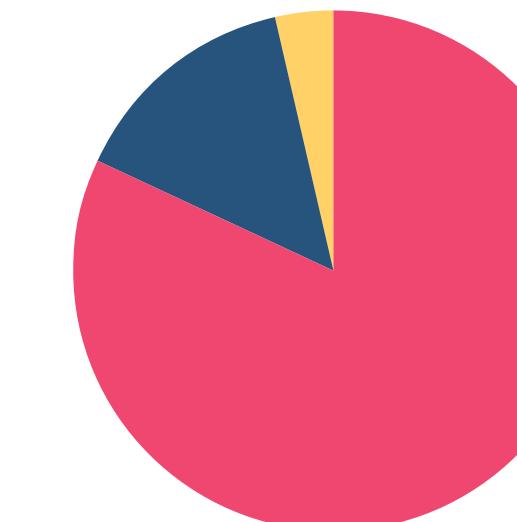
Pessoas com deficiência



Pessoas negras



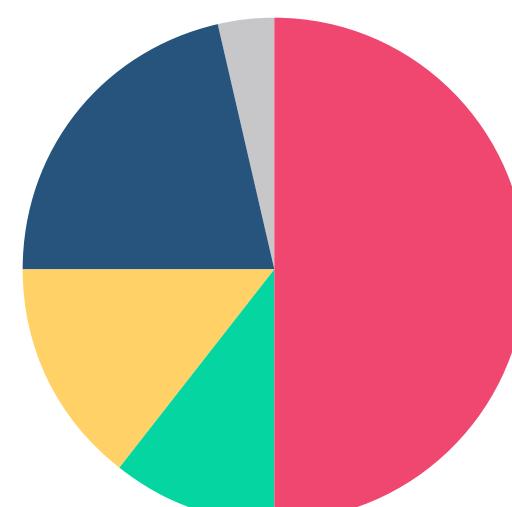
Pessoas com 50+ anos



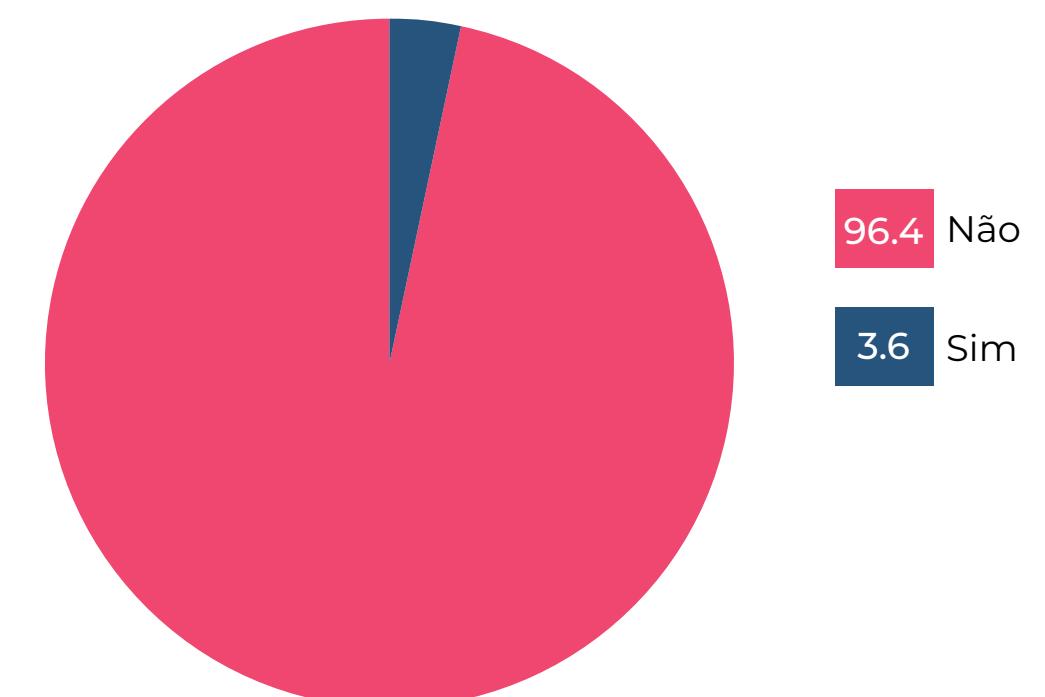
05.

Impacto Covid-19

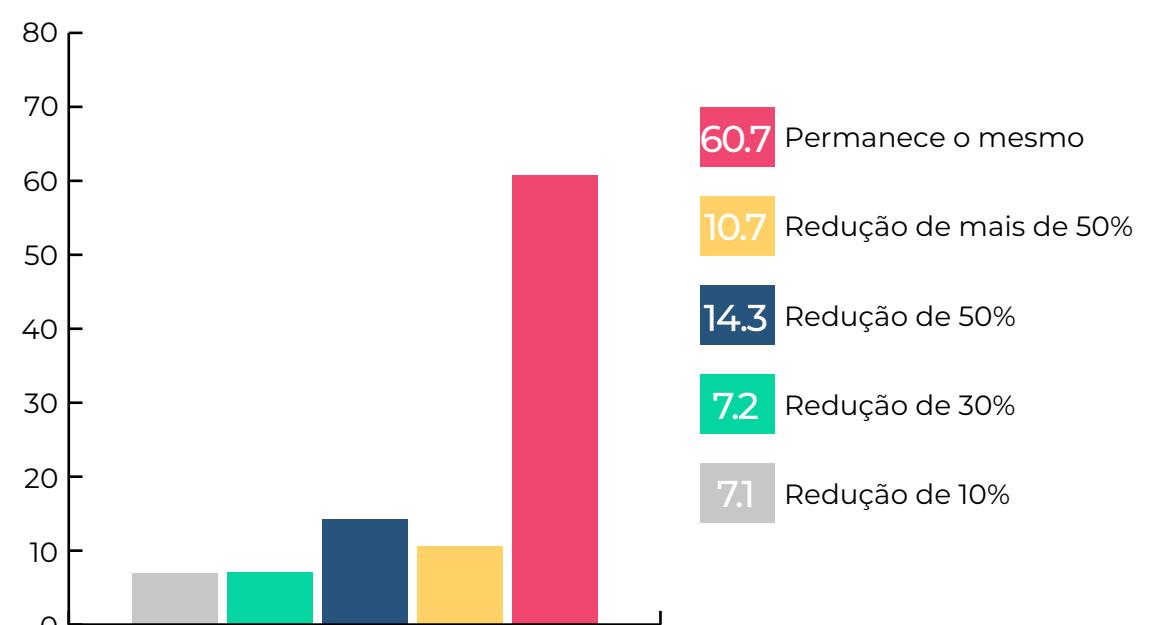
Maior Impacto



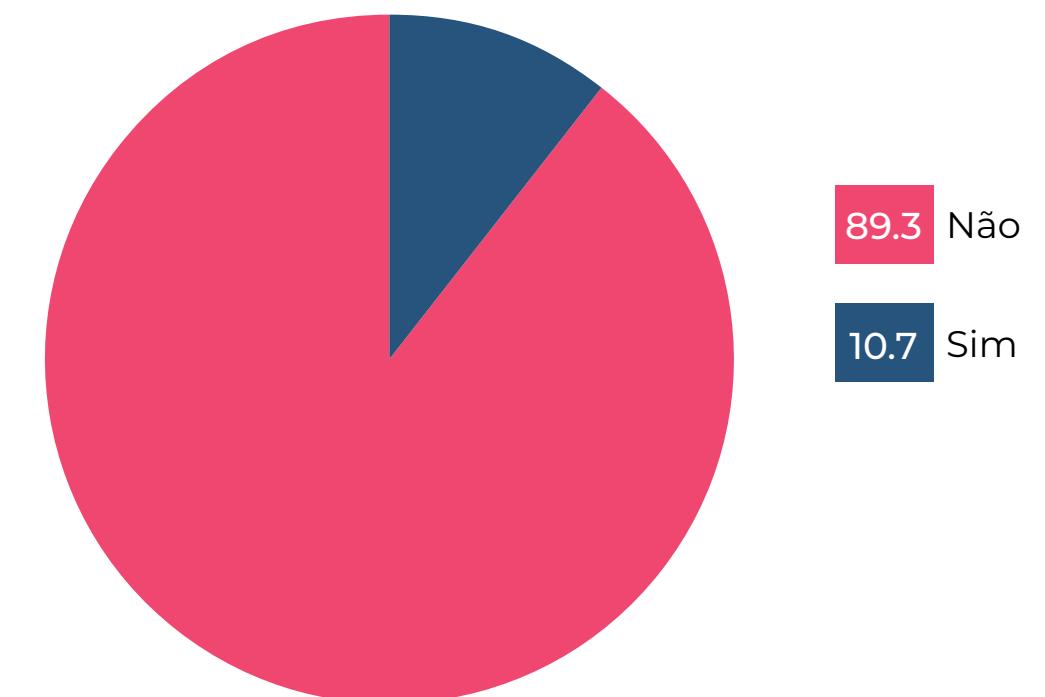
Contratações



Faturamento



Desligamentos



PI



PICOS

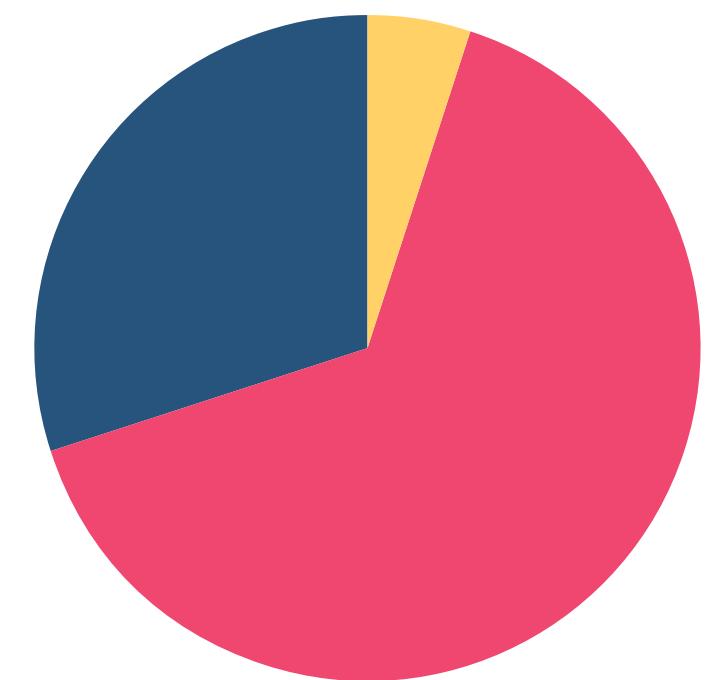
Comunidade de Picos. Pela primeira vez no mapeamento, conheçam a comunidade que está a todo vapor no desenvolvimento. Com empreendedores jovens, entre 20-25 anos (50%) e com startups já em estágio de validação (30%) e em operação (20%).

PICOS

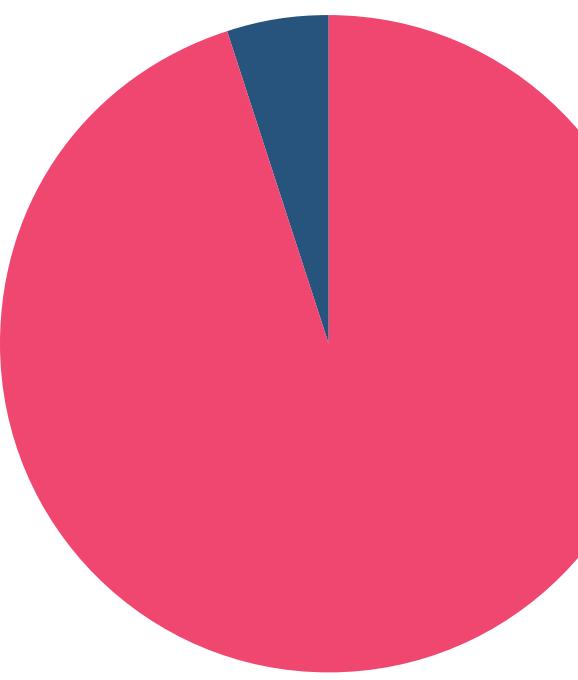
01.

Perfil do founder

Gênero



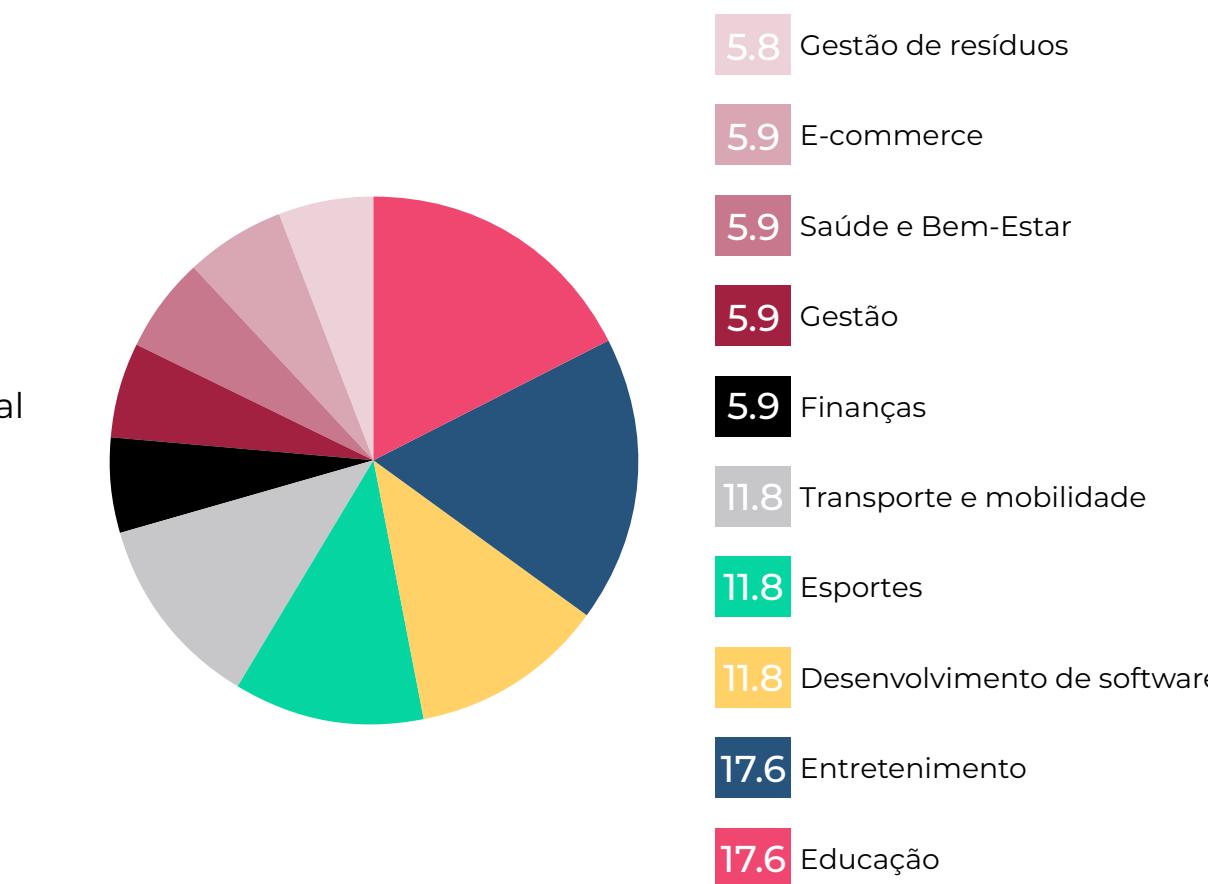
Orientação sexual



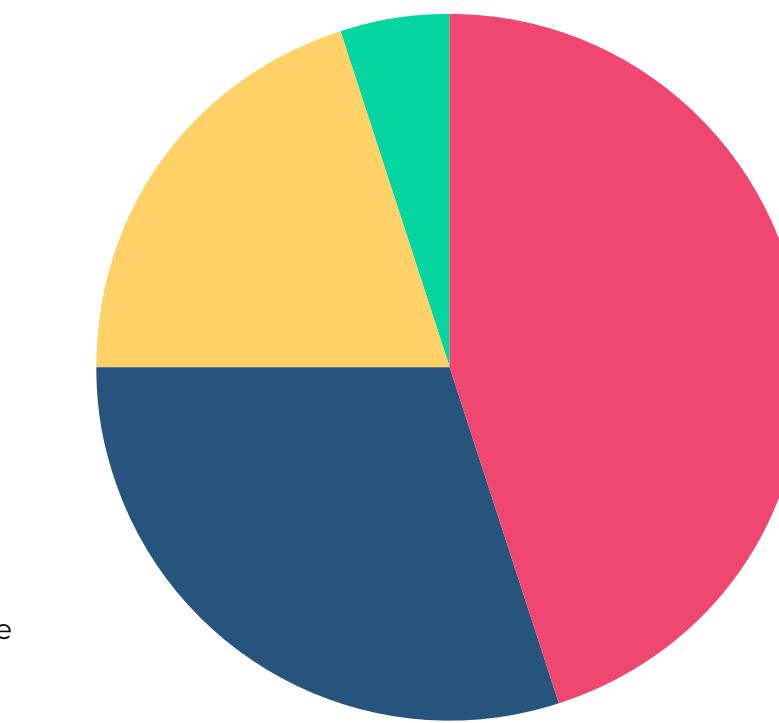
02.

Perfil da startup

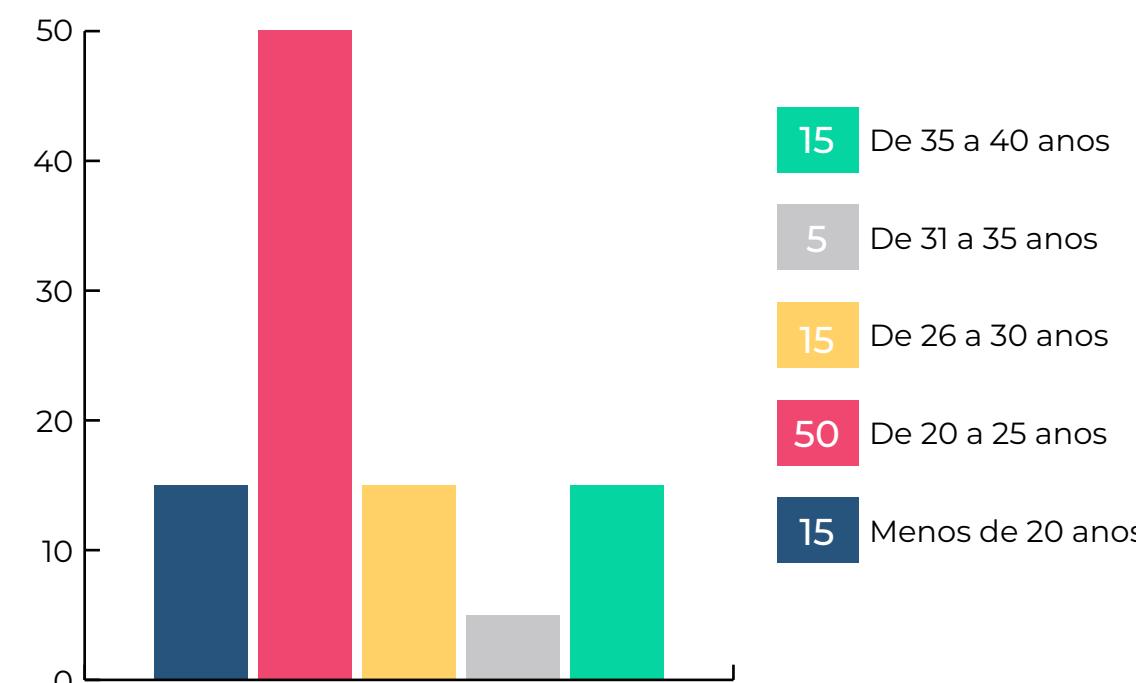
Área de atuação



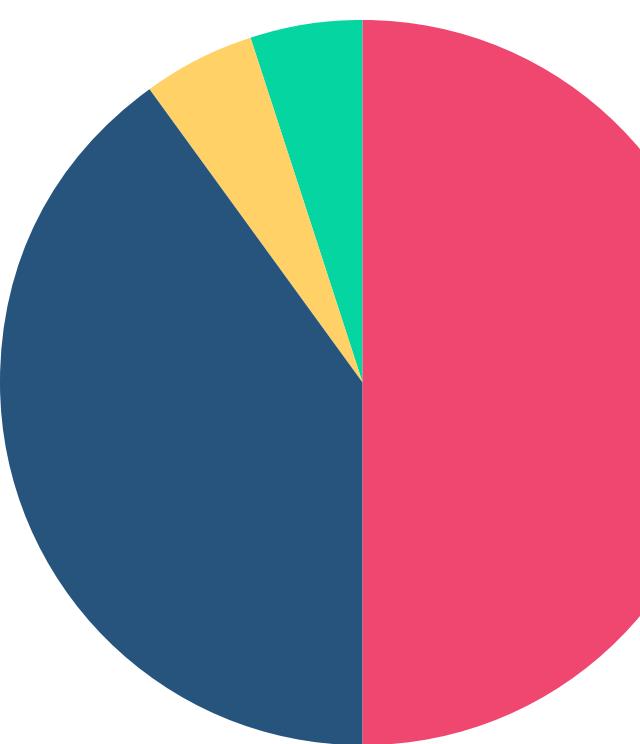
Fase da startup



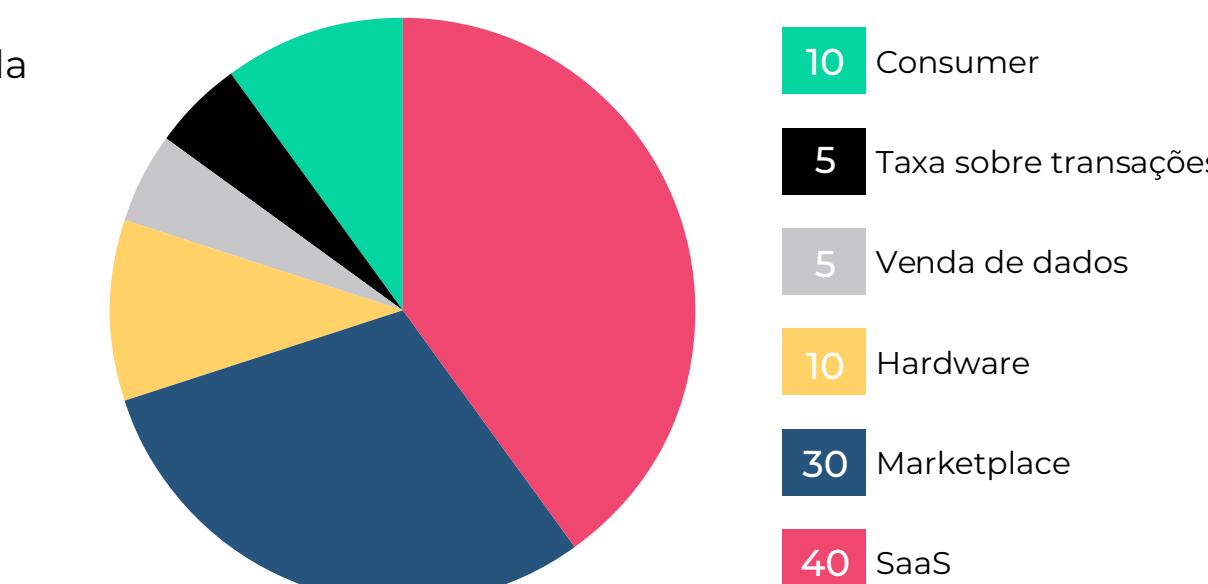
Idade



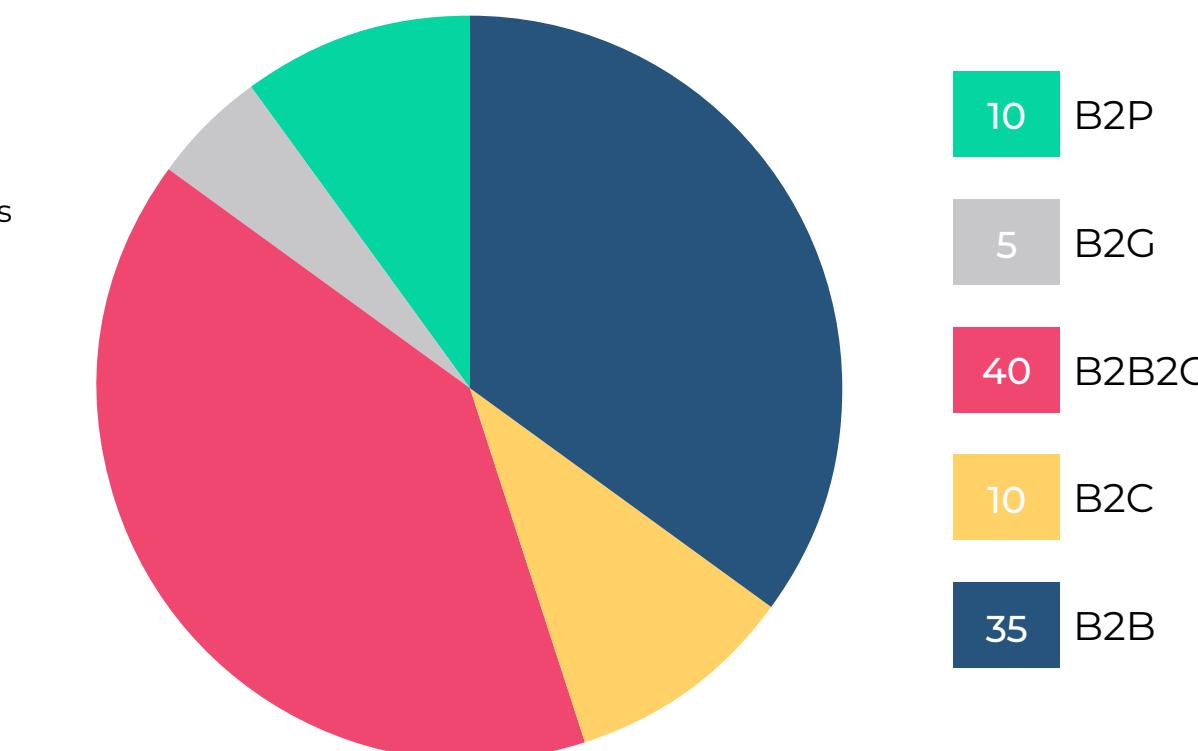
Raça



Modelo de negócio



Público alvo

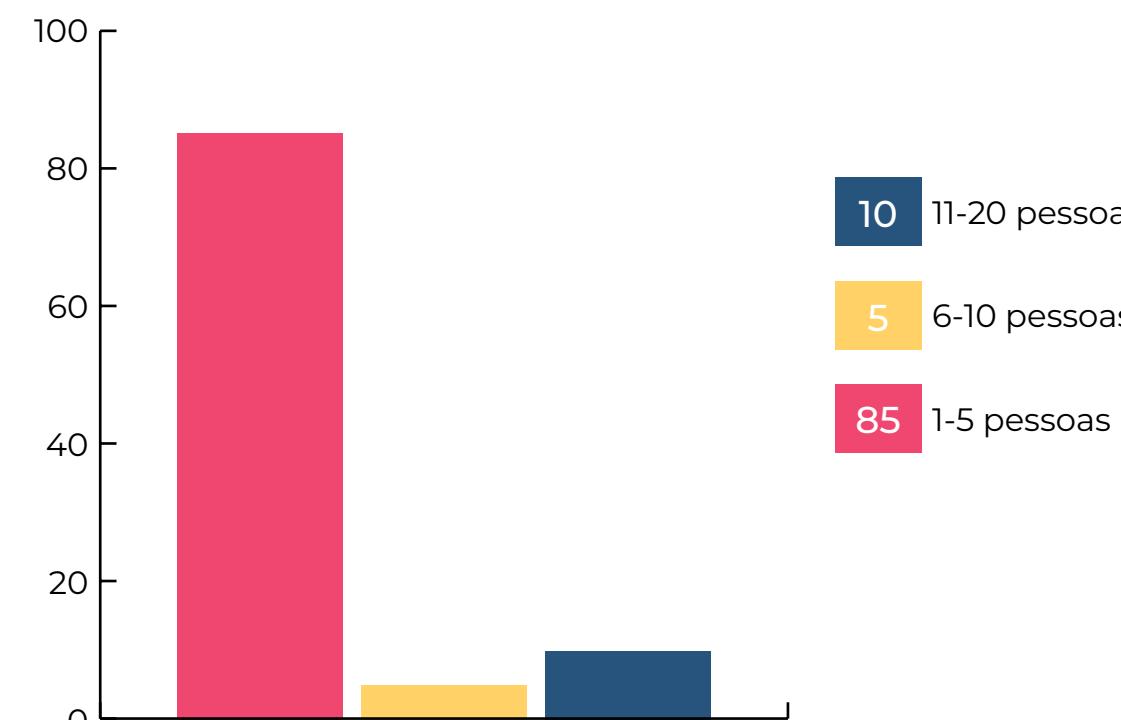


PICOS

02.

Perfil da startup

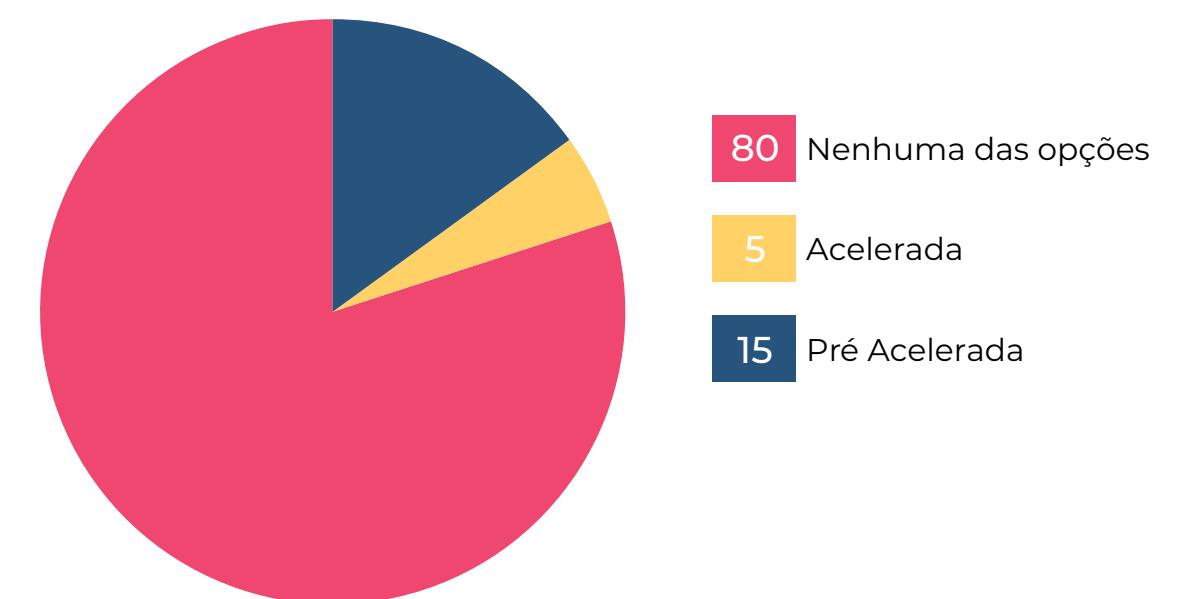
Tamanho do time



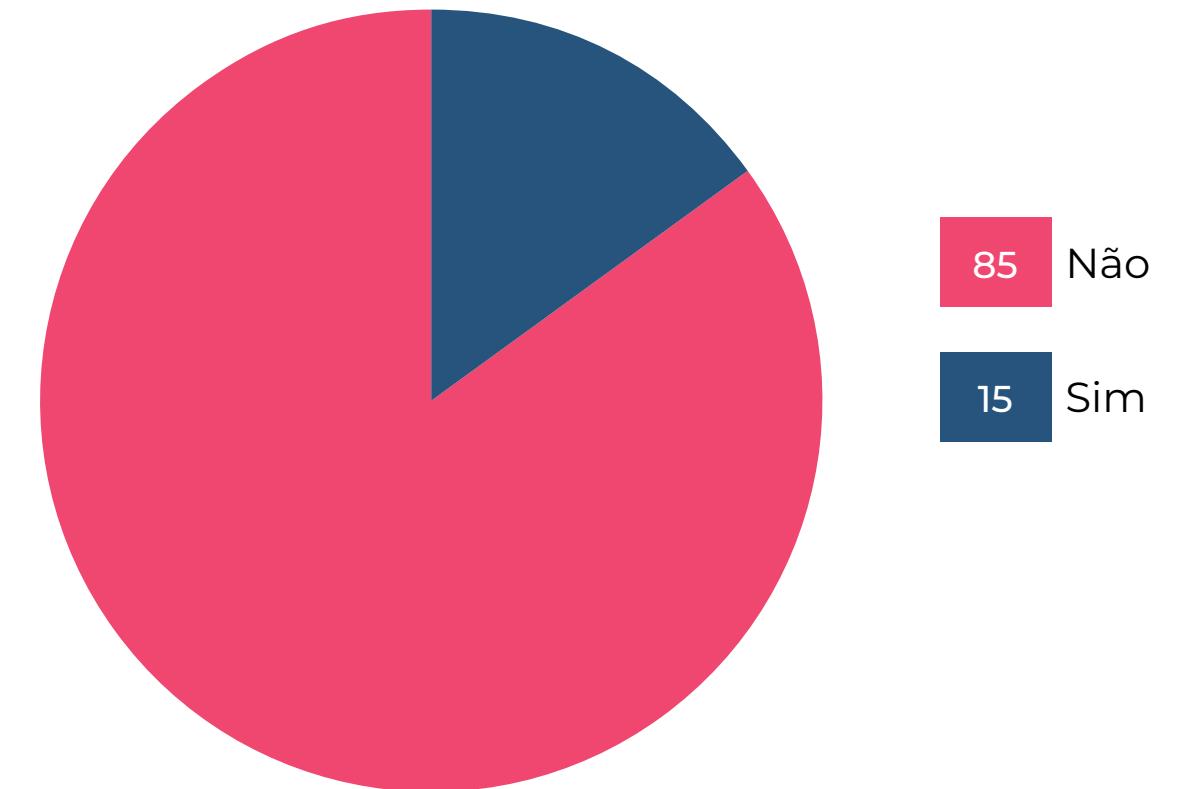
03.

Investimentos

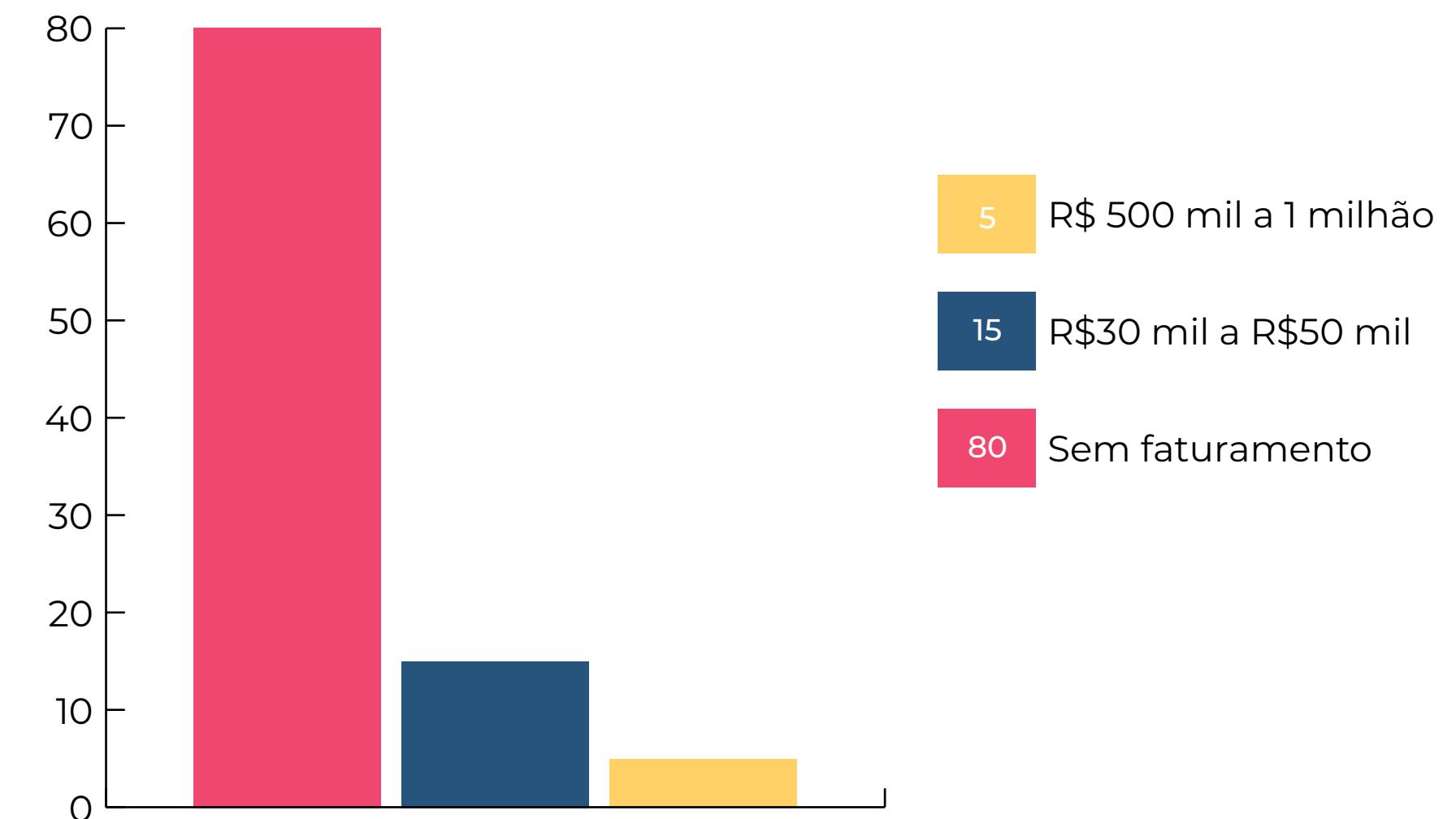
Startups já foram:



Já recebeu investimento?



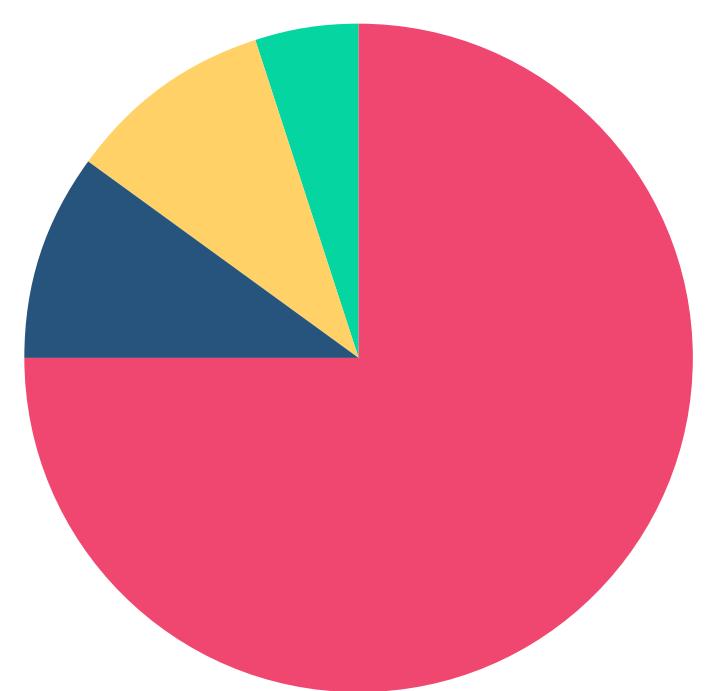
Faixa de faturamento



04.

Diversidade nas startups

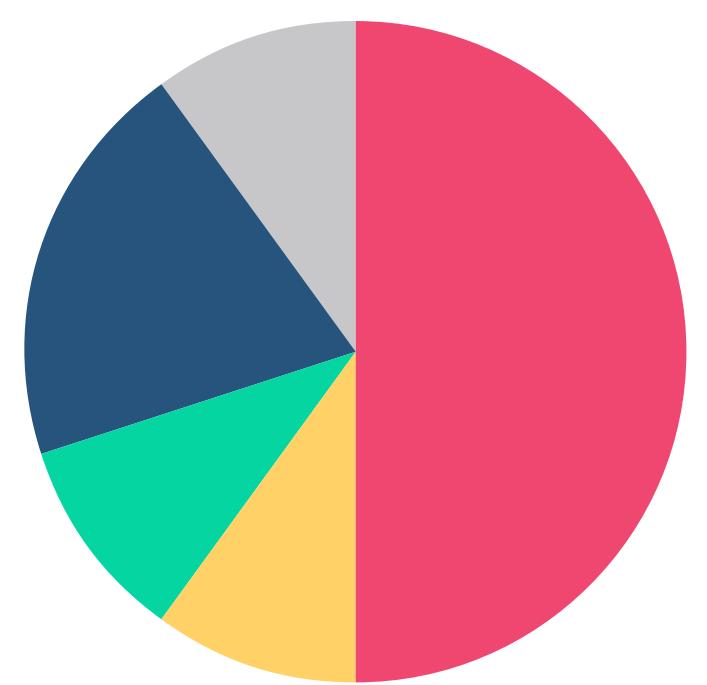
Mulheres



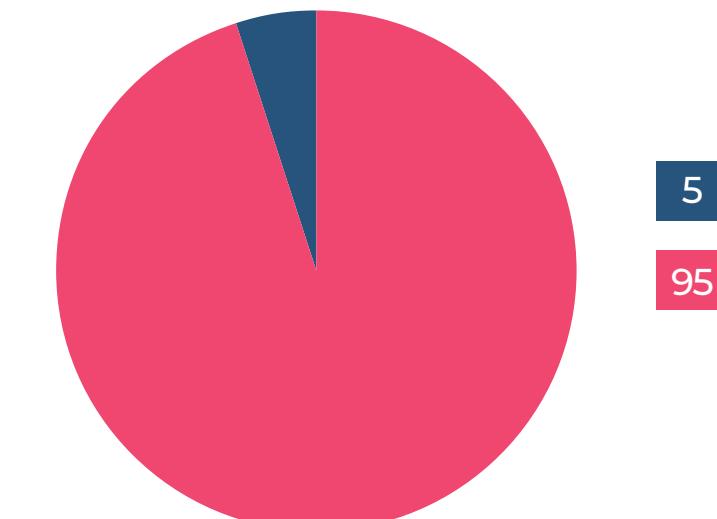
Pessoas com deficiência



Pessoas negras



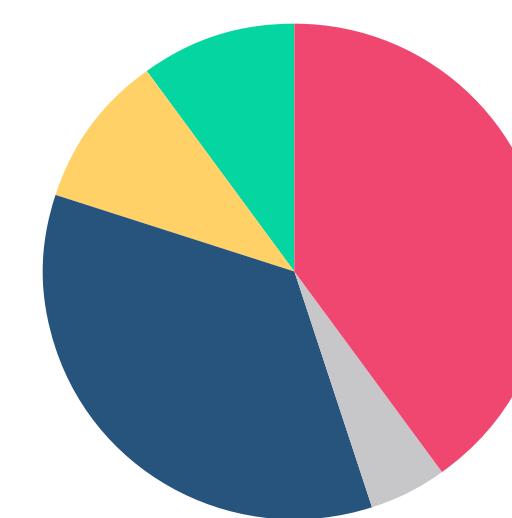
Pessoas com 50+ anos



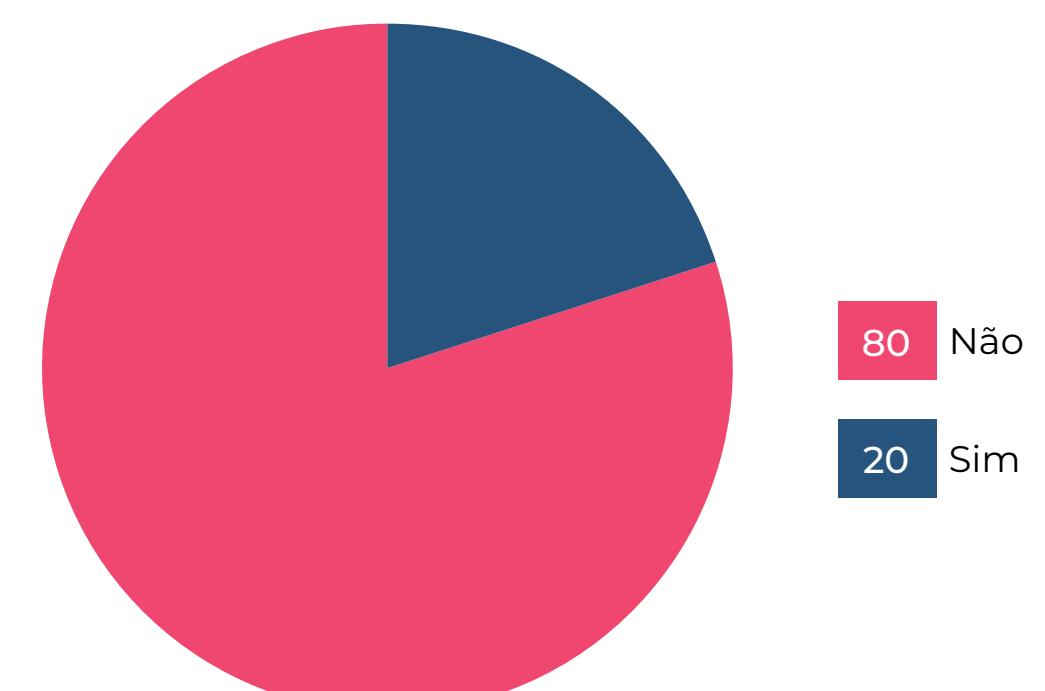
05.

Impacto Covid-19

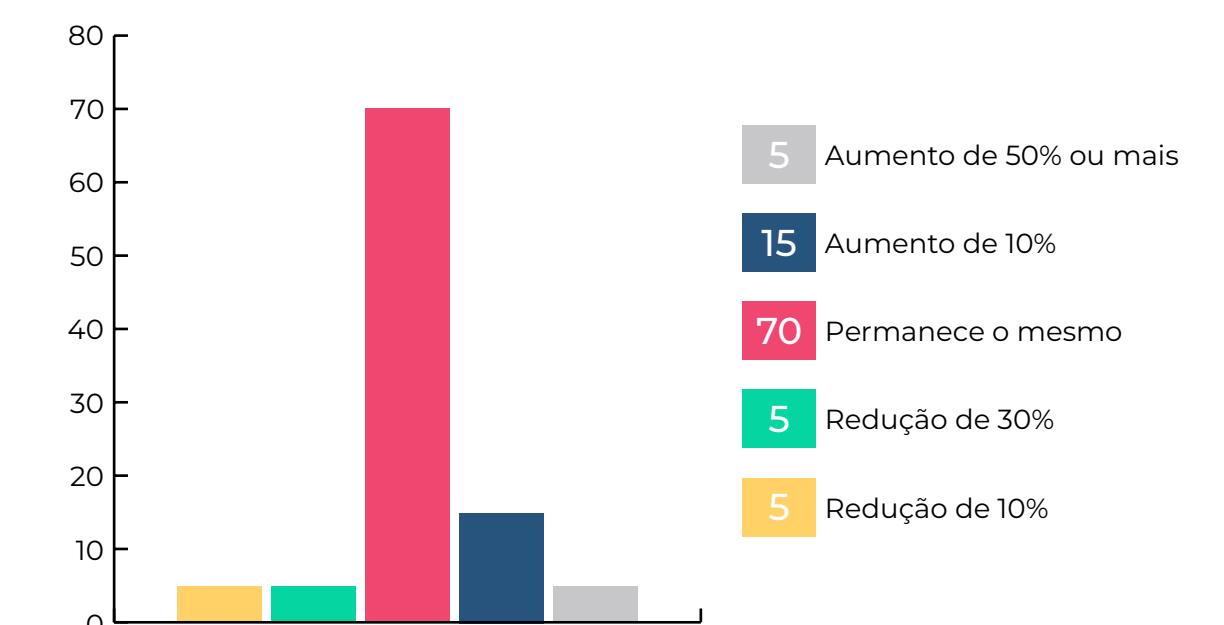
Maior Impacto



Contratações



Faturamento



Desligamentos



NATAL

Jerimum Valley (@jerimumValley). Se as dunas potiguaras pudesse falar, iam te ensina a empreender na raça, com eventos que mantém a aura efervescente da comunidade. Converse com os empreendedores locais da Fixit, Findme e OutGo e muito mais!

RN

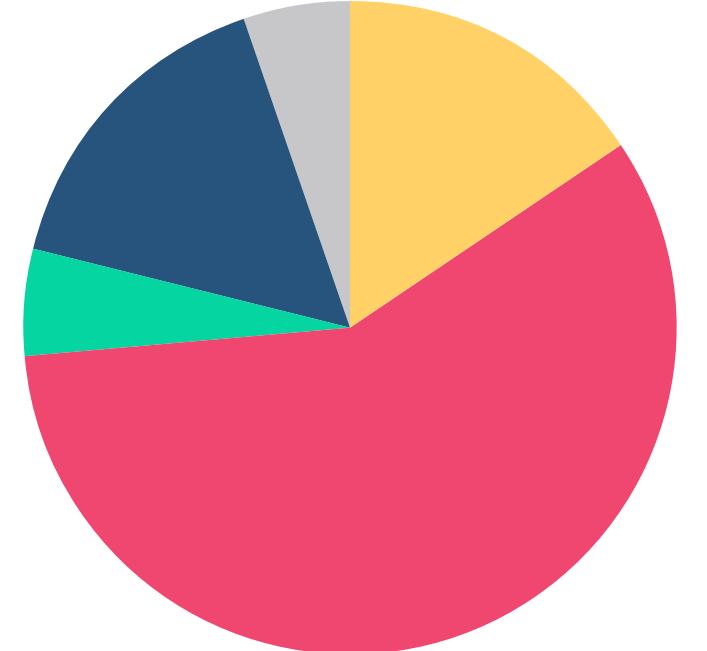


NACIONAL

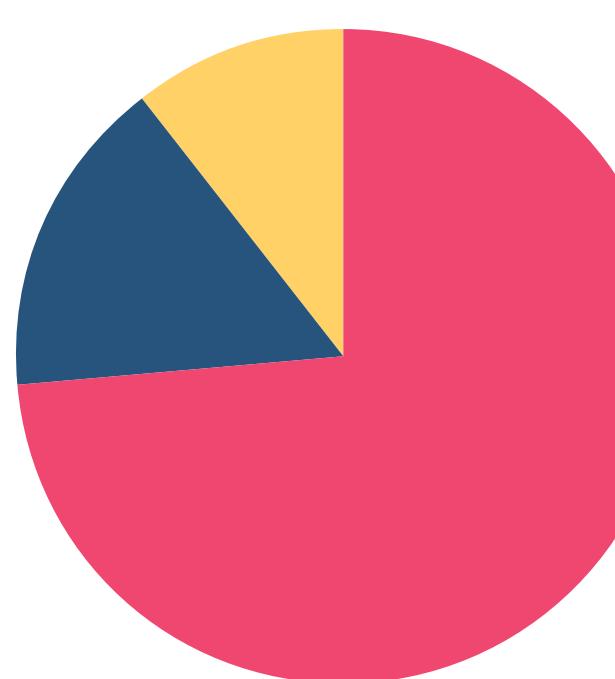
01.

Perfil do founder

Gênero



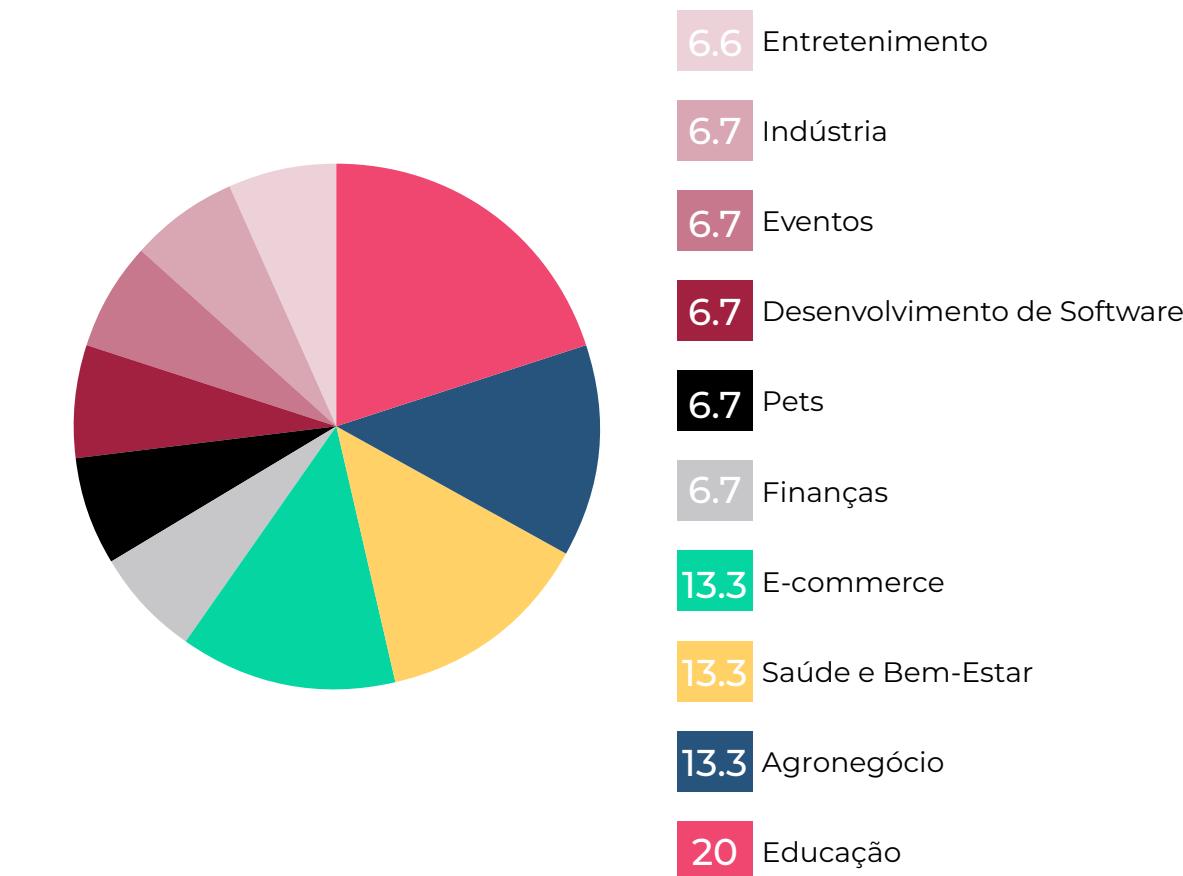
Orientação sexual



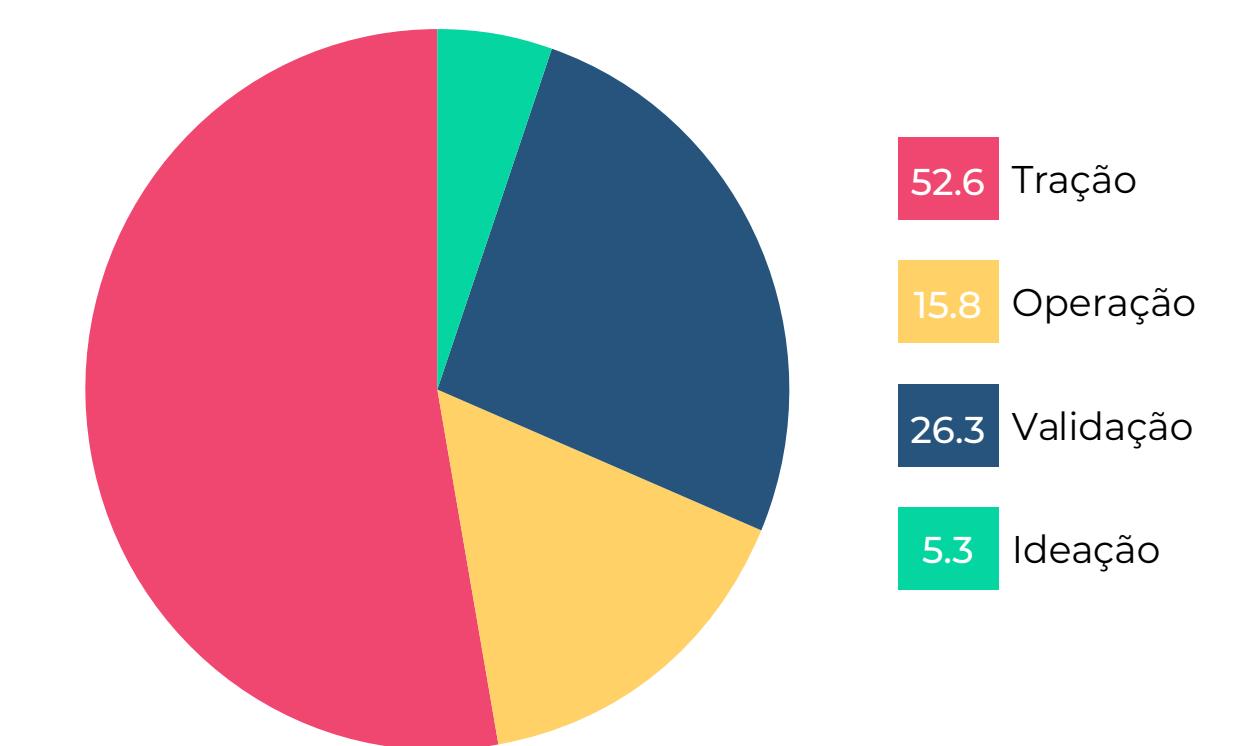
02.

Perfil da startup

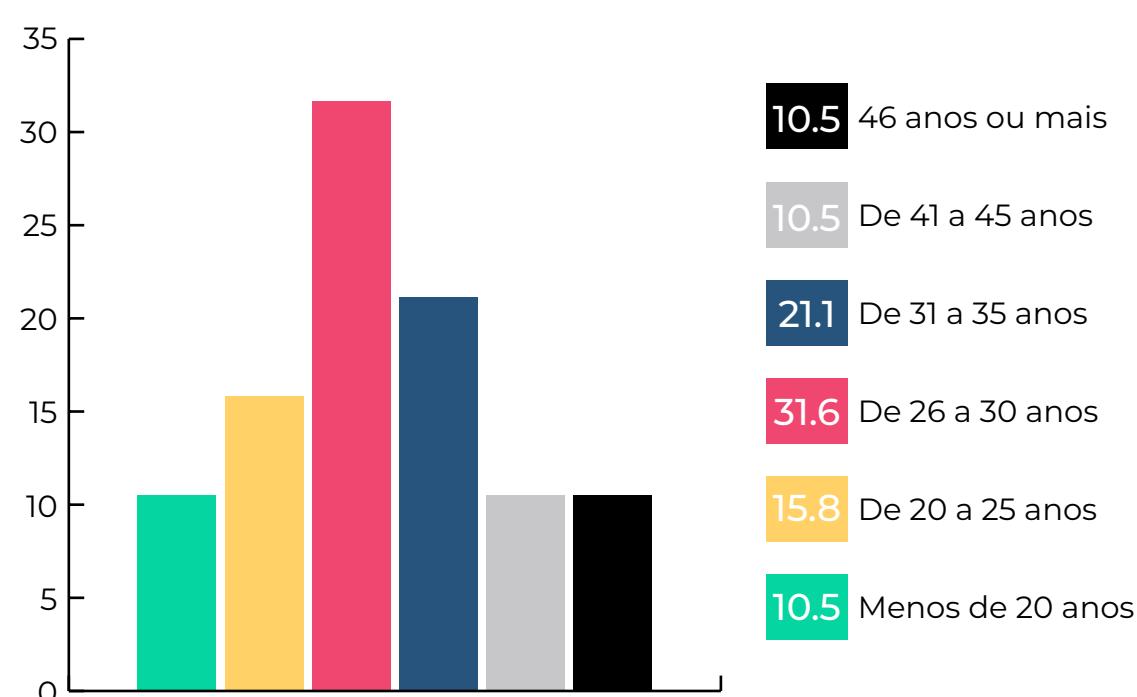
Área de atuação



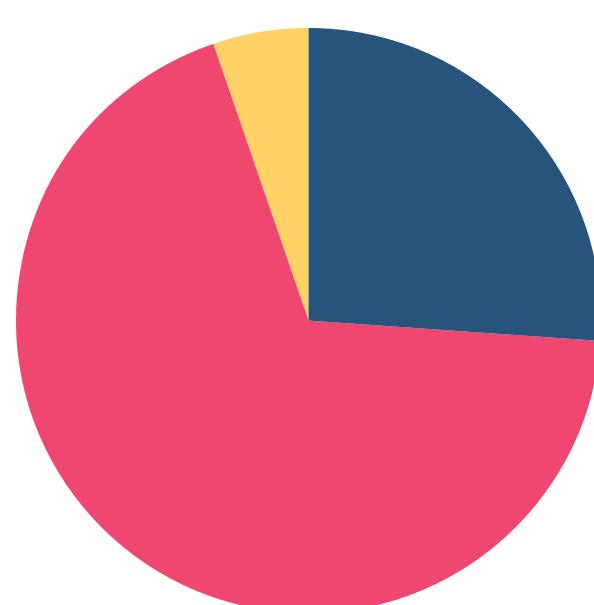
Fase da startup



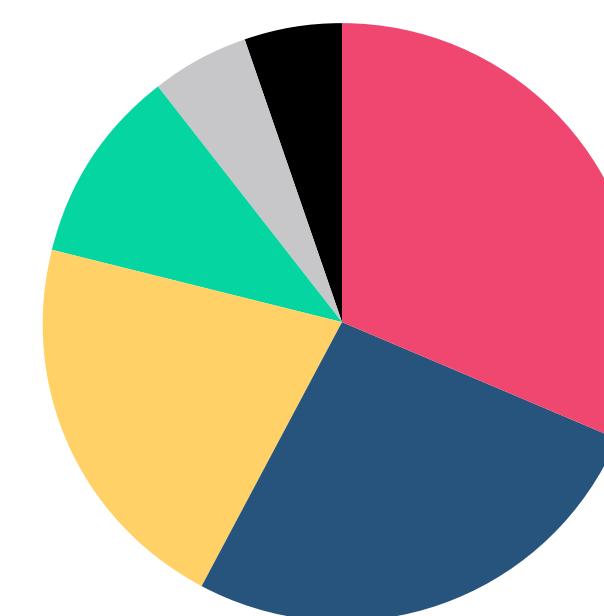
Idade



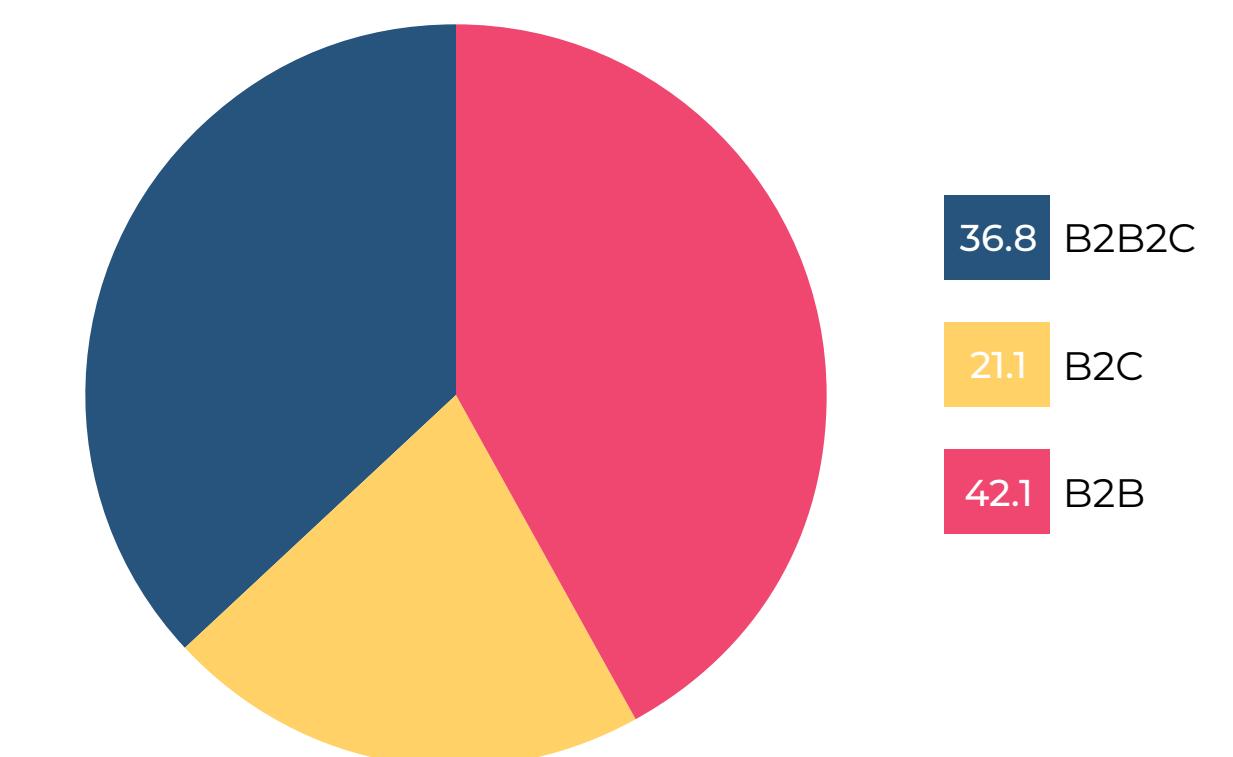
Raça



Modelo de negócio



Público alvo

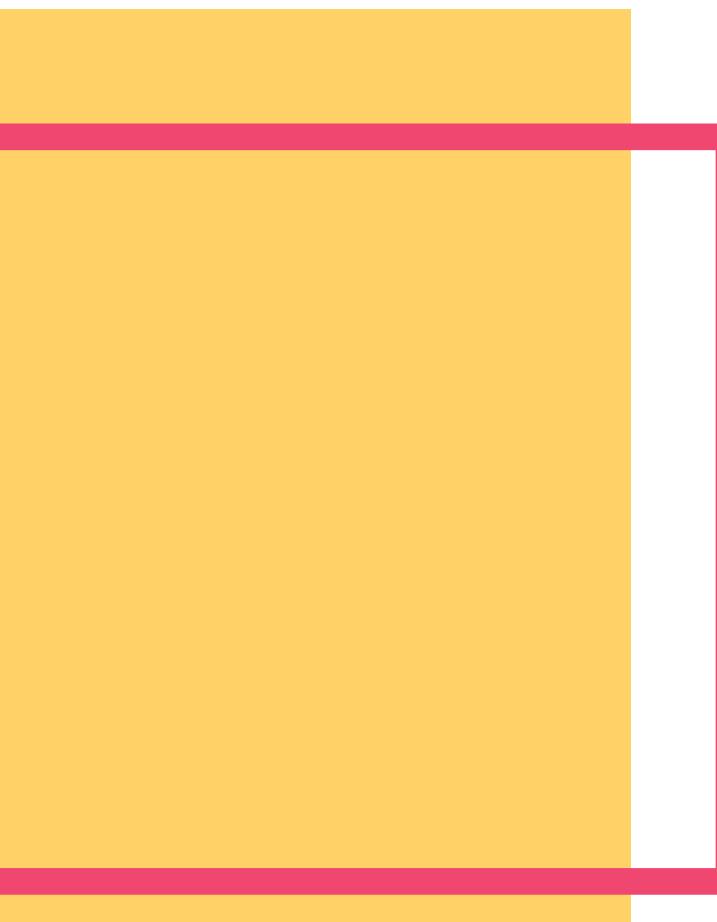
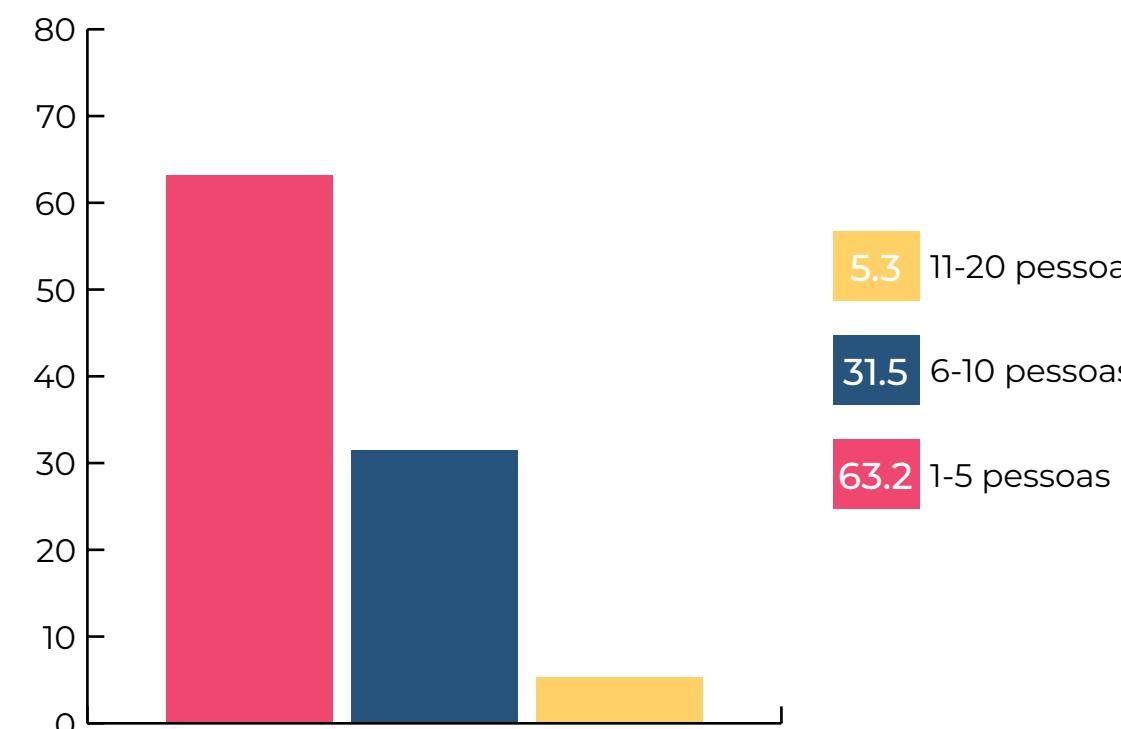


NATAL

02.

Perfil da startup

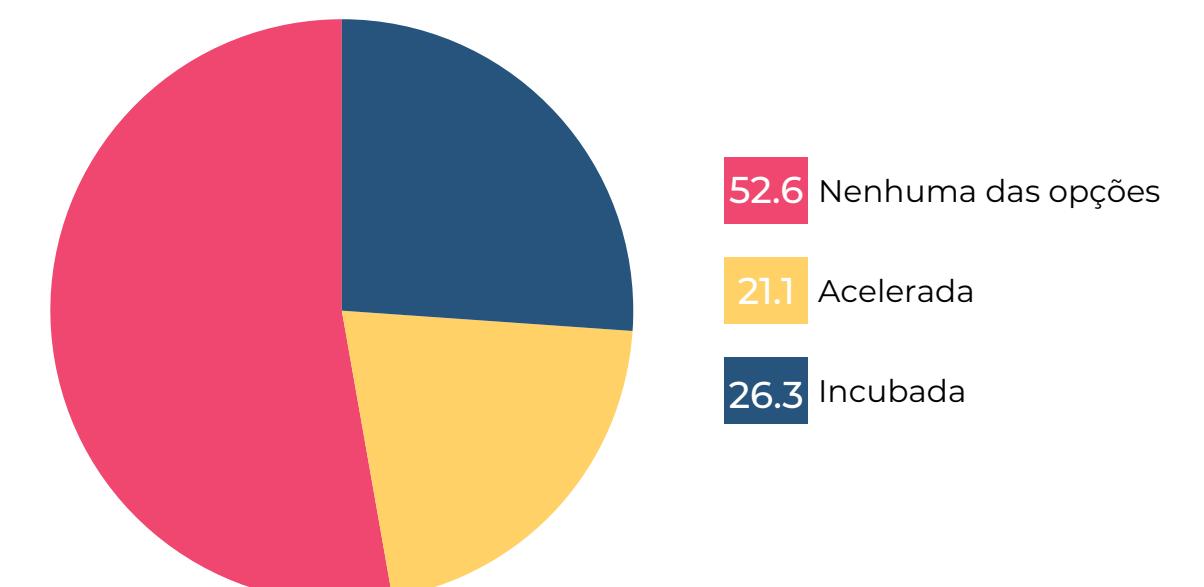
Tamanho do time



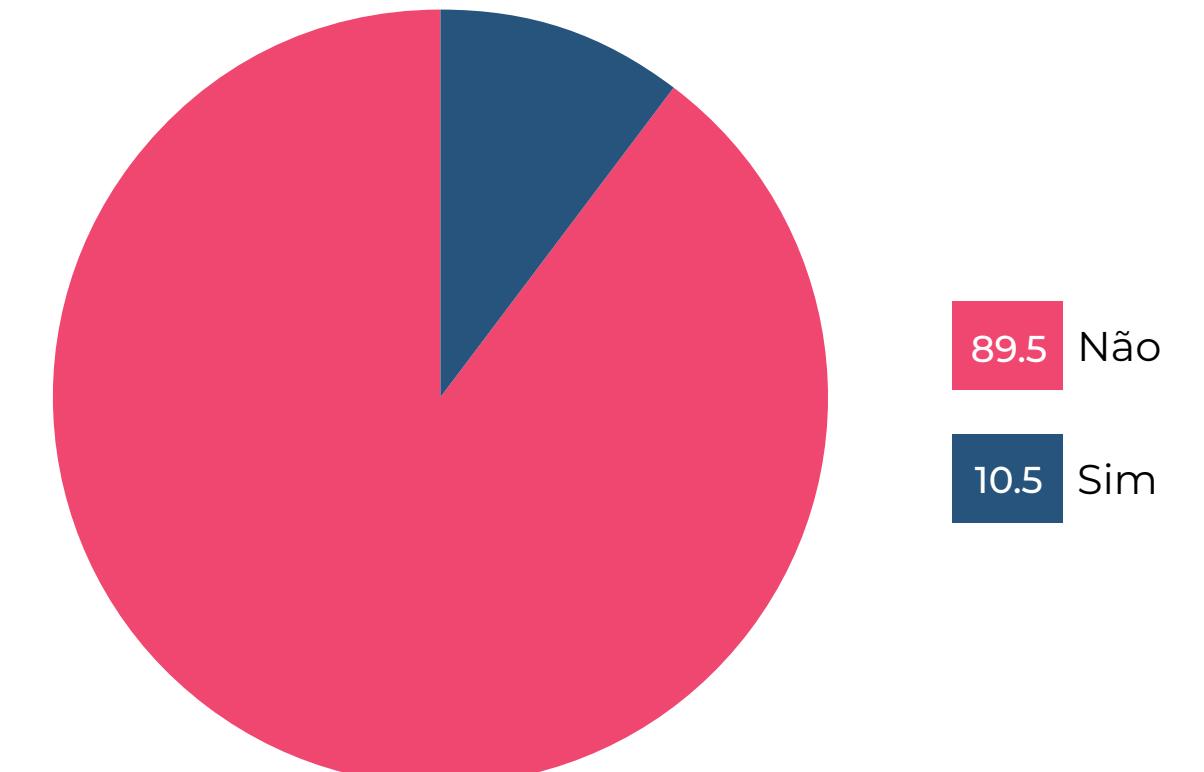
03.

Investimentos

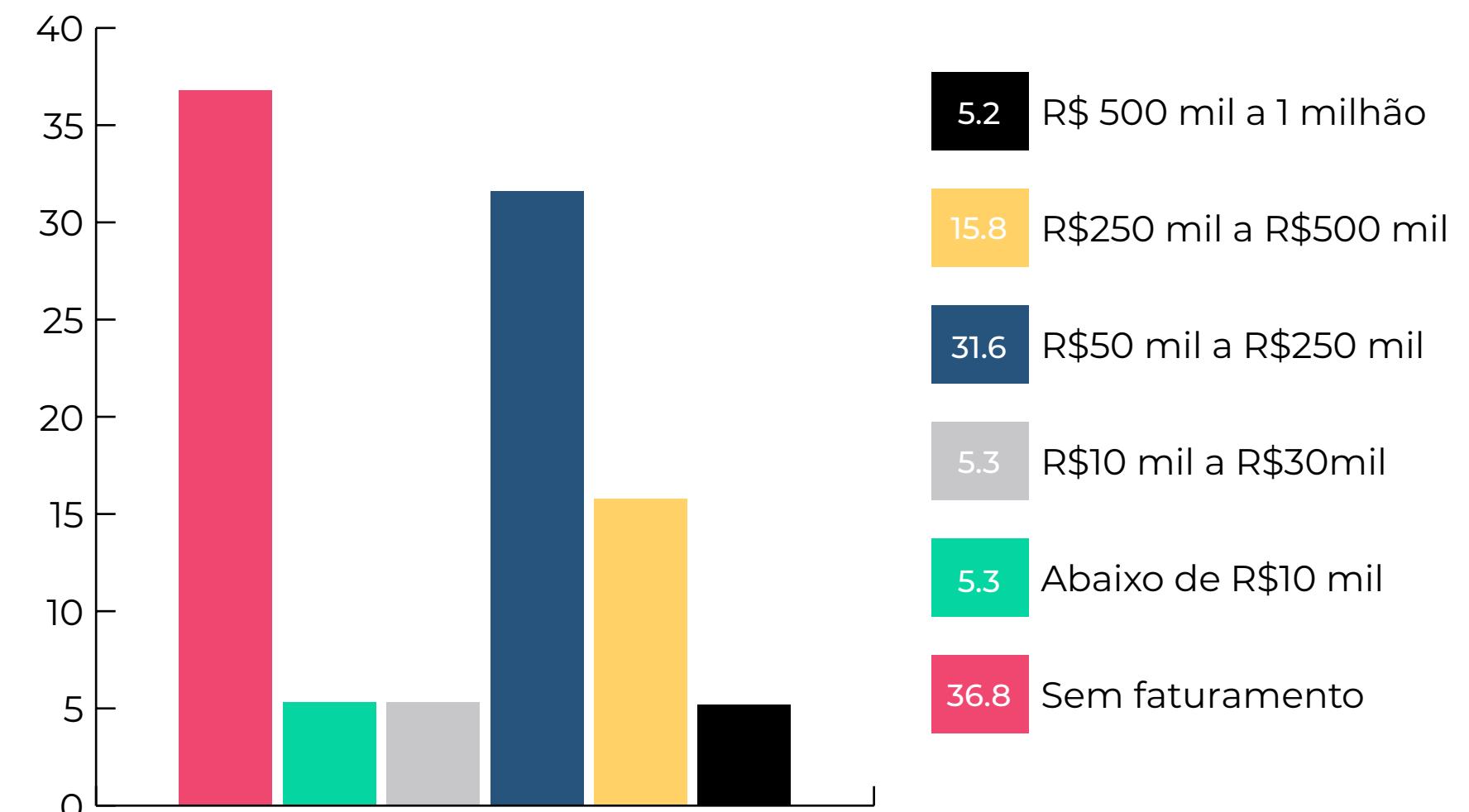
Startups já foram:



Já recebeu investimento?



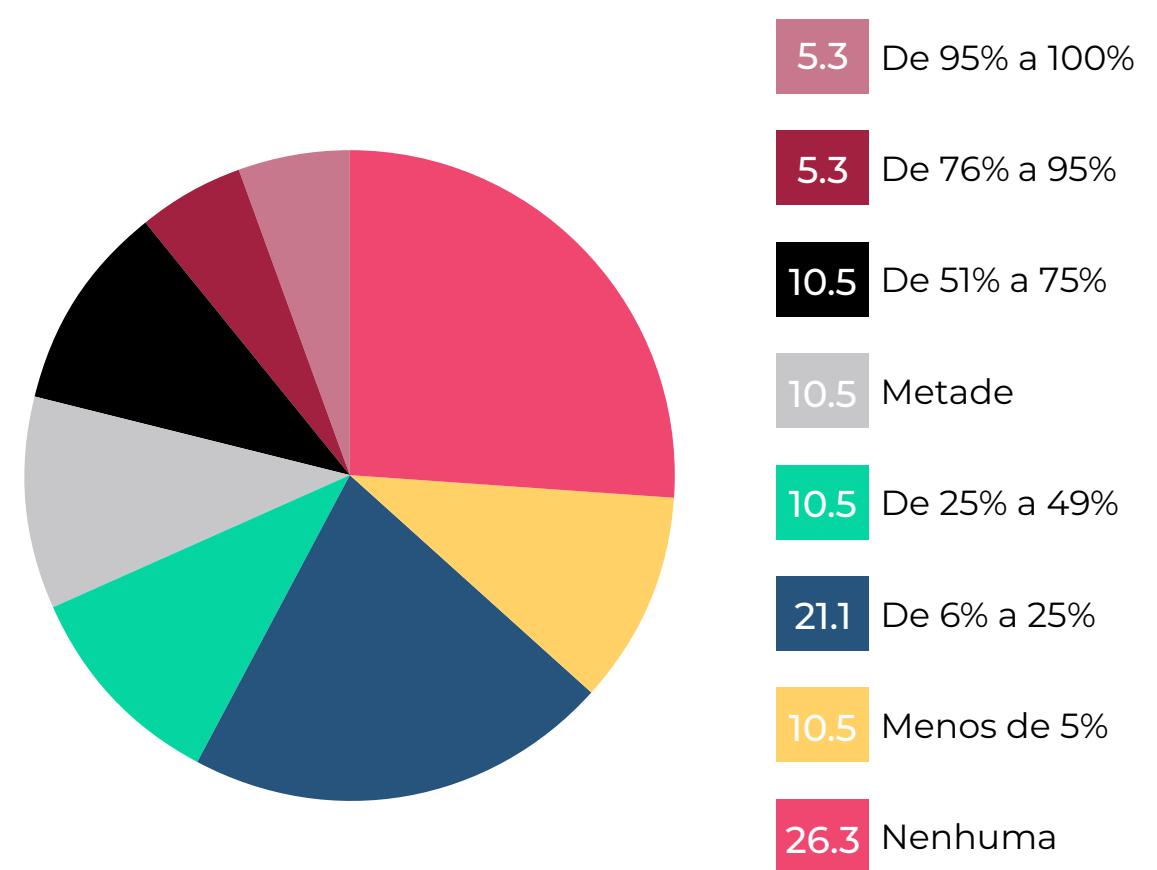
Faixa de faturamento



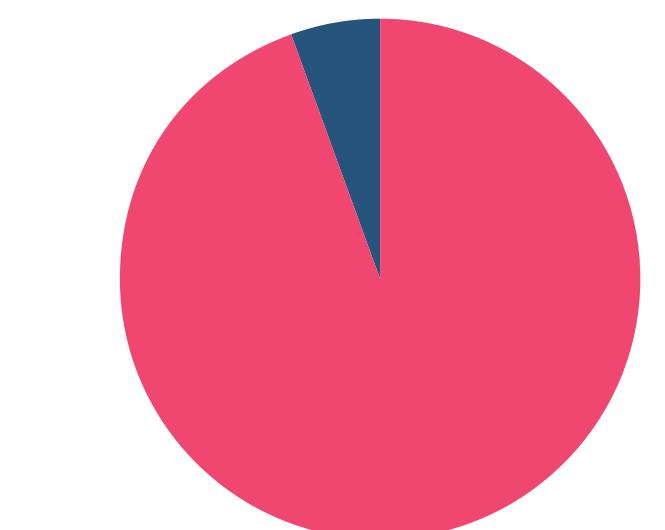
04.

Diversidade nas startups

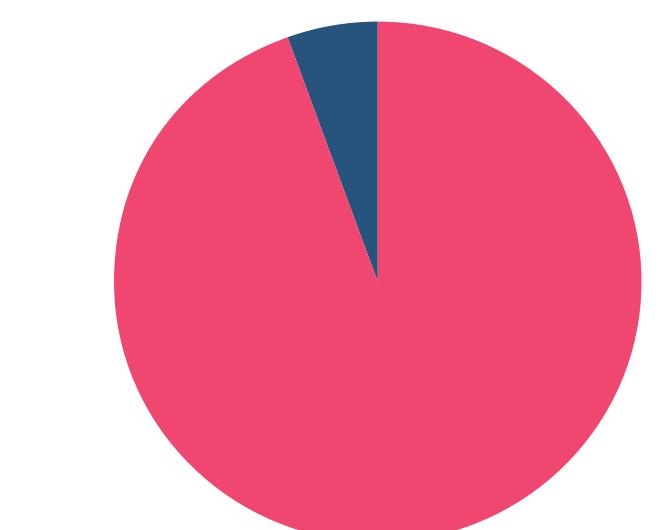
Mulheres



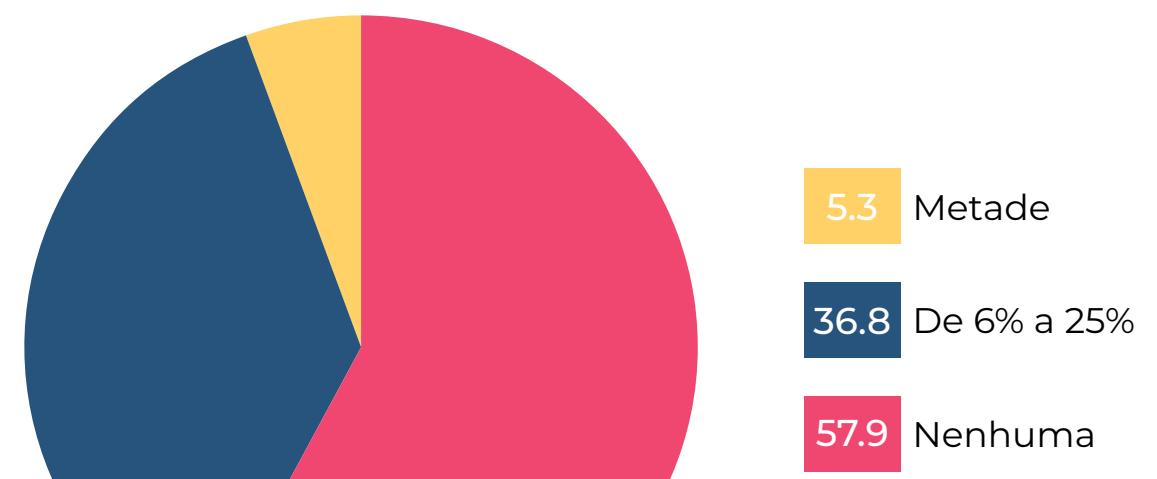
Pessoas com deficiência



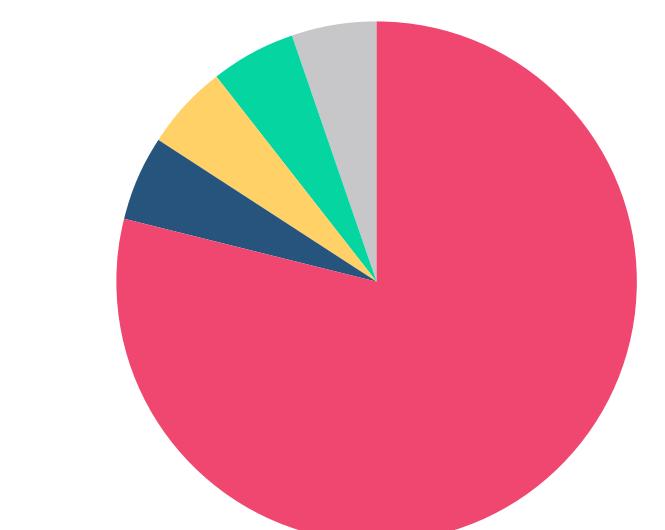
Pessoas transexuais



Pessoas negras



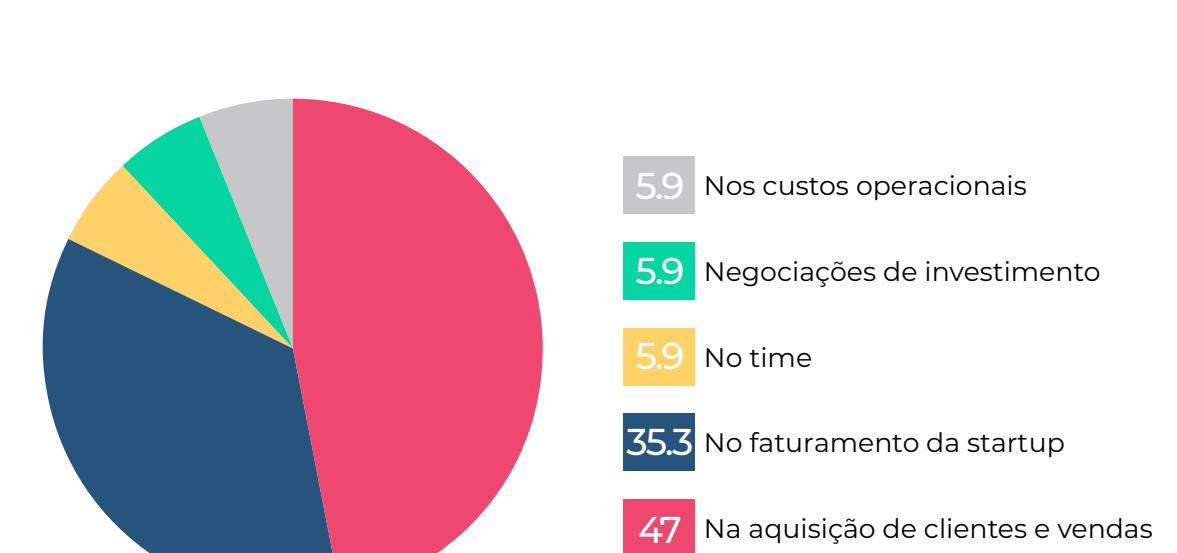
Pessoas com 50+ anos



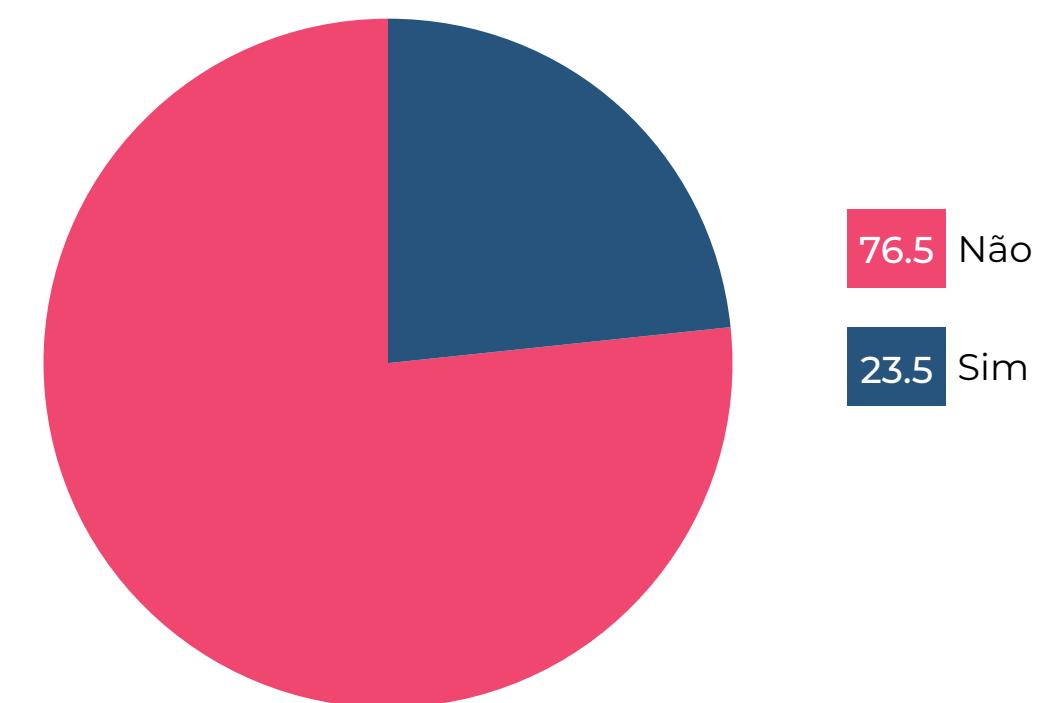
05.

Impacto Covid-19

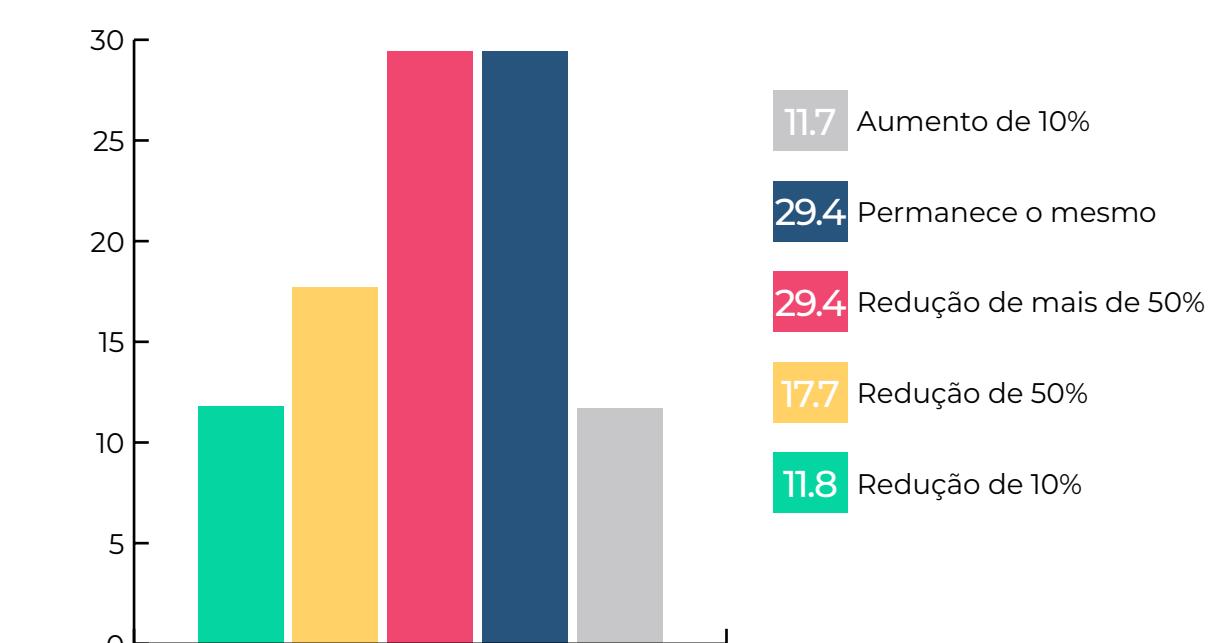
Maior Impacto



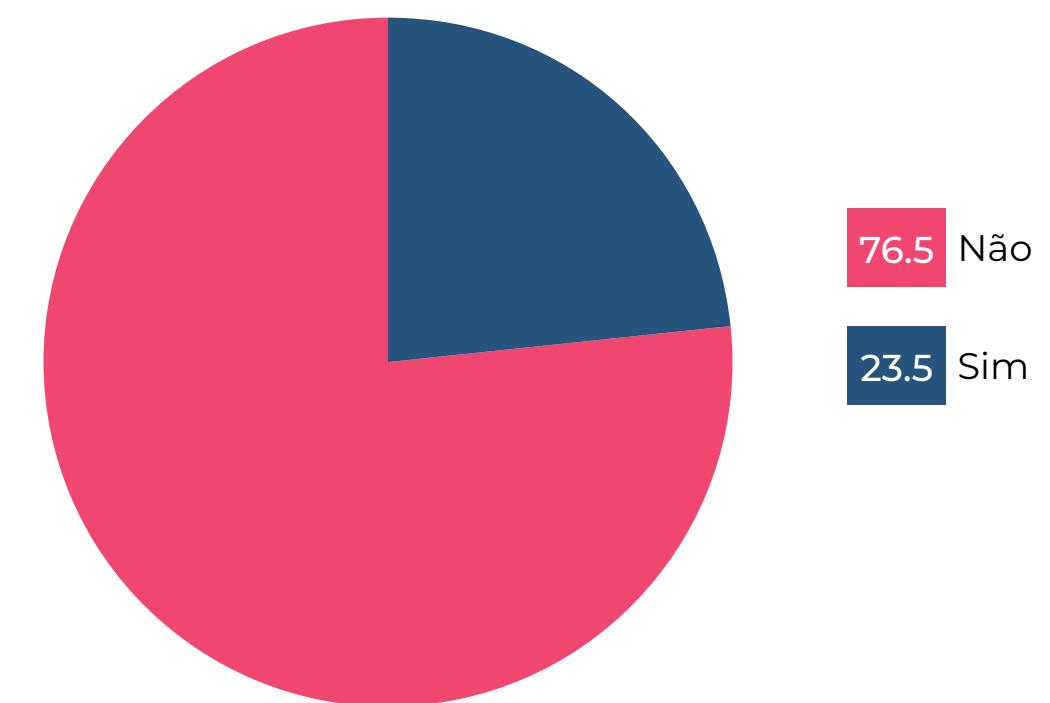
Contratações



Faturamento



Desligamentos





ARACAJU

SE

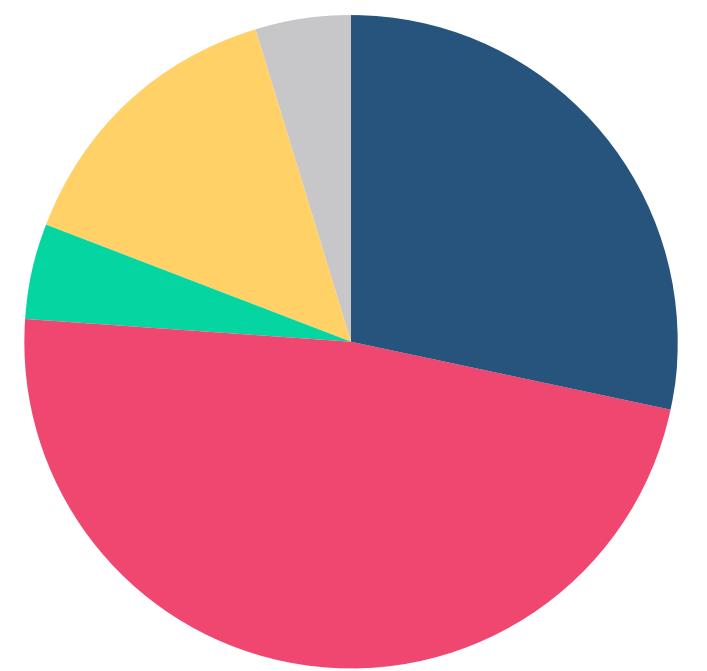
Caju Valley (@cajuvalley). Com startups predominantemente em fase de validação (47,6%), a comunidade conta com hubs e investimentos no desenvolvimento empreendedor, mesclando empreendedores mais experientes (28,6%) com jovens inovadores (23,8%).

ARACAJU

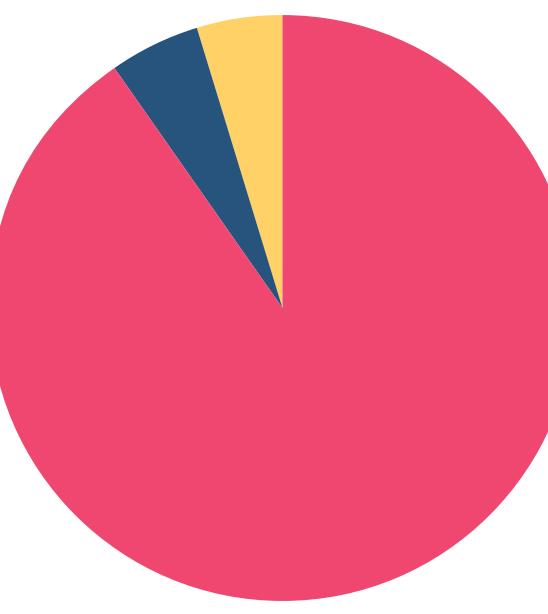
01.

Perfil do founder

Gênero



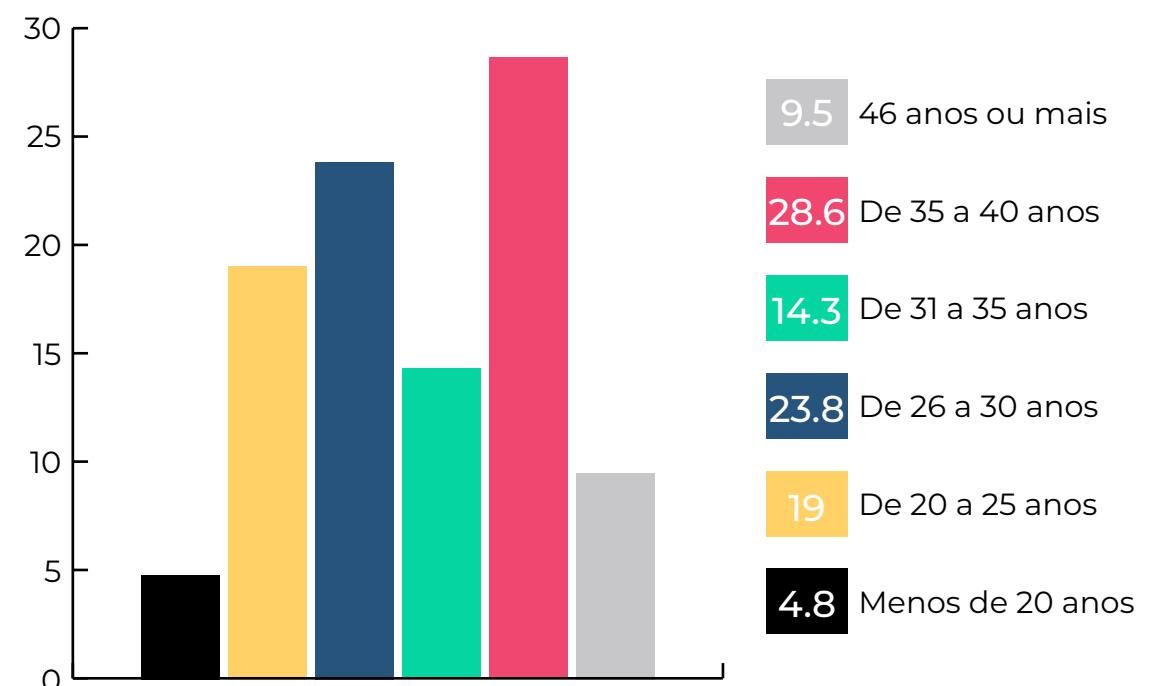
Orientação sexual



Raça



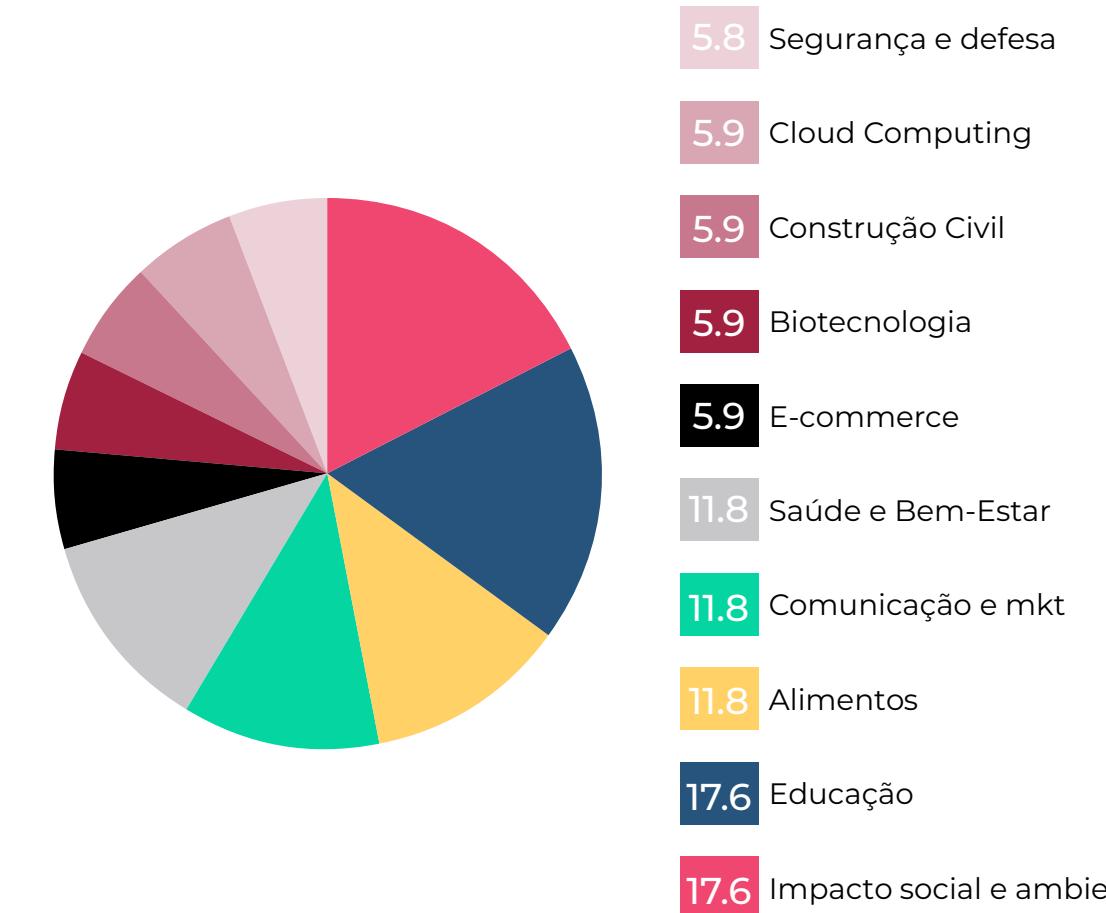
Idade



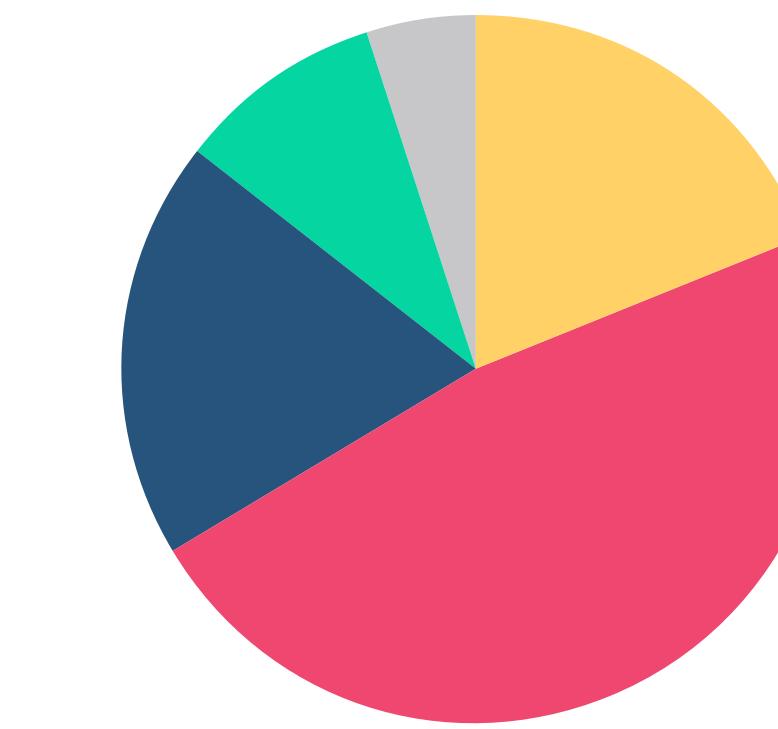
02.

Perfil da startup

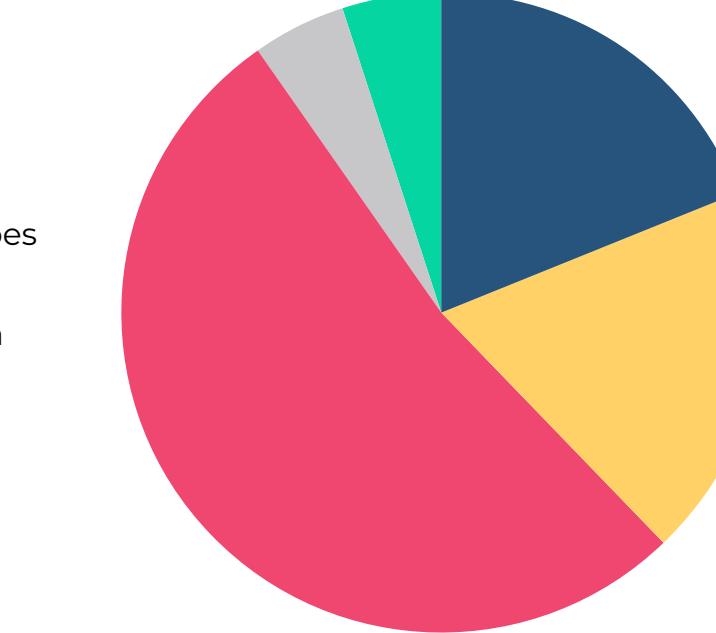
Área de atuação



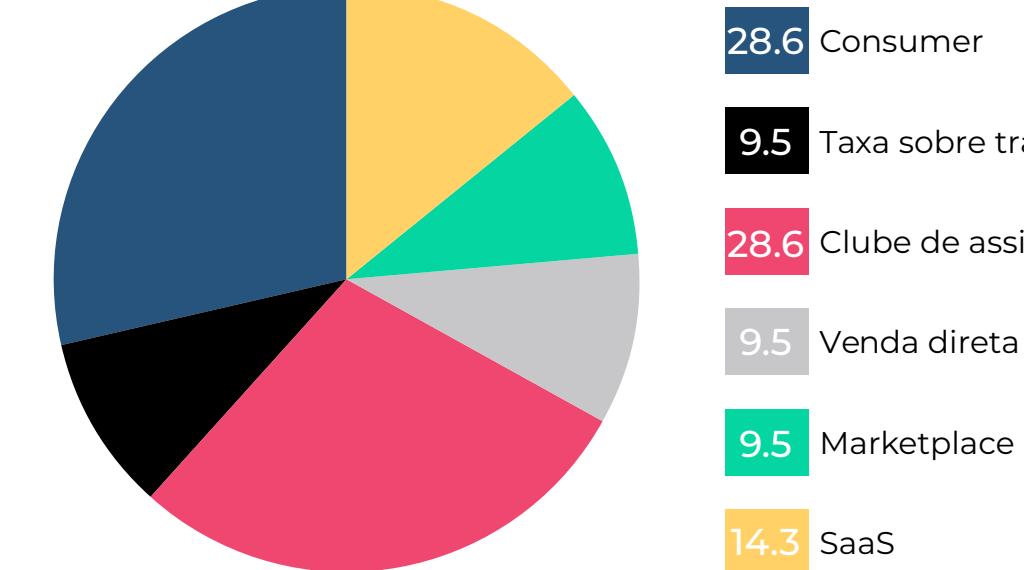
Fase da startup



Público alvo



Modelo de negócio

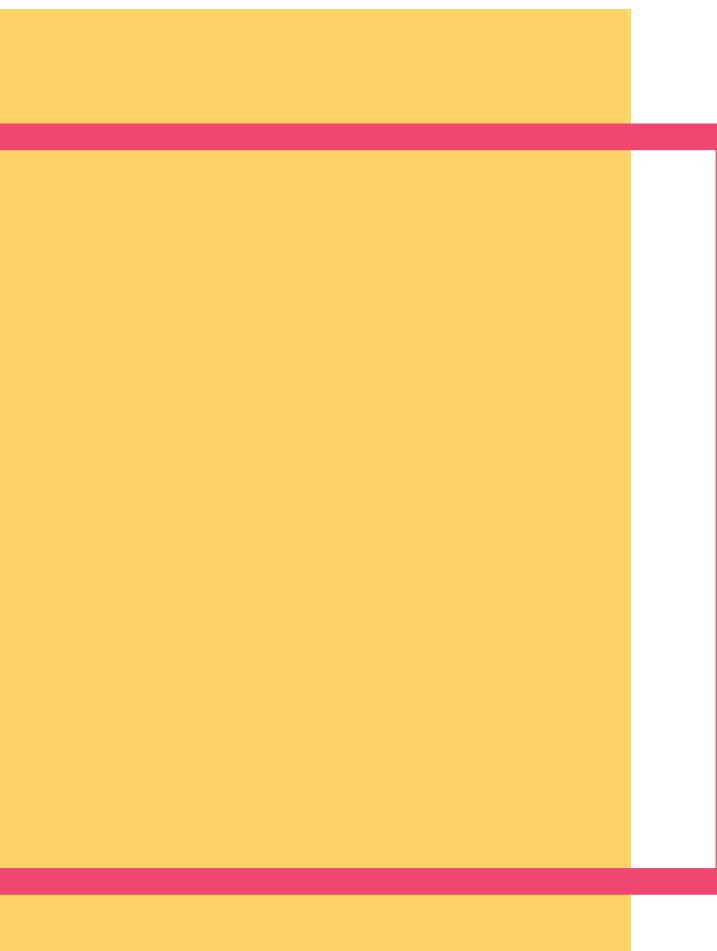
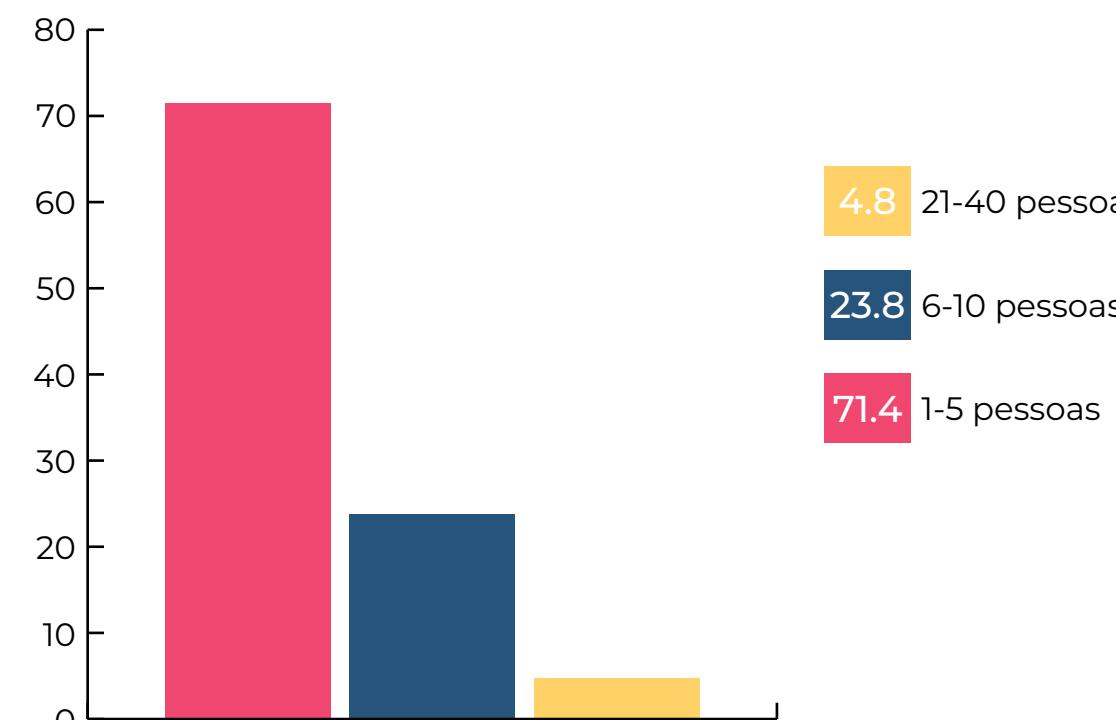


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02.

Perfil da startup

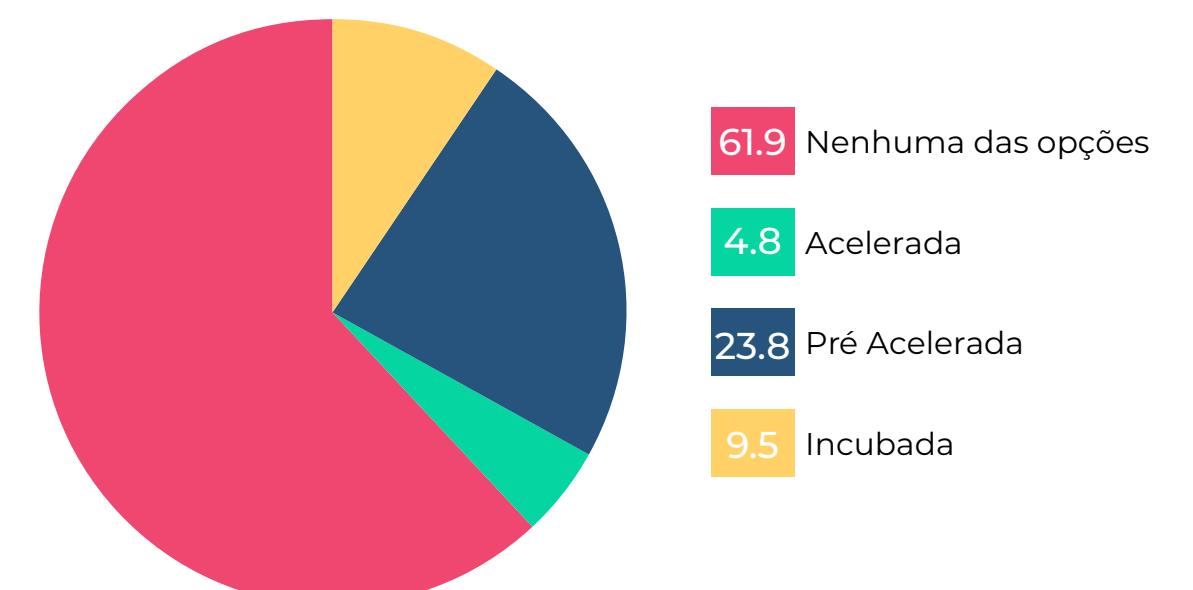
Tamanho do time



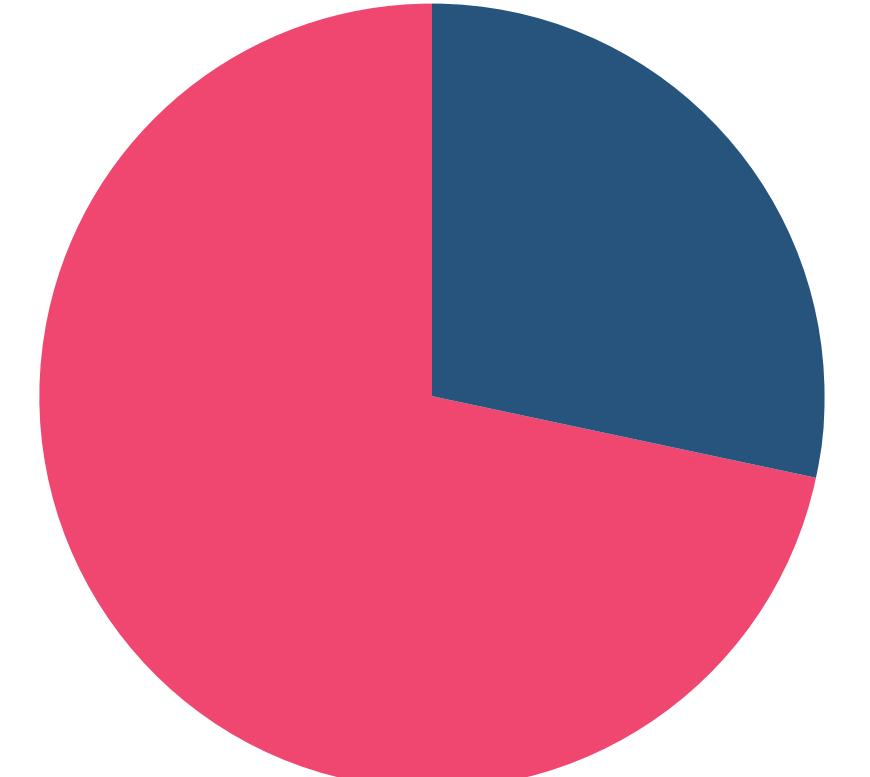
03.

Investimentos

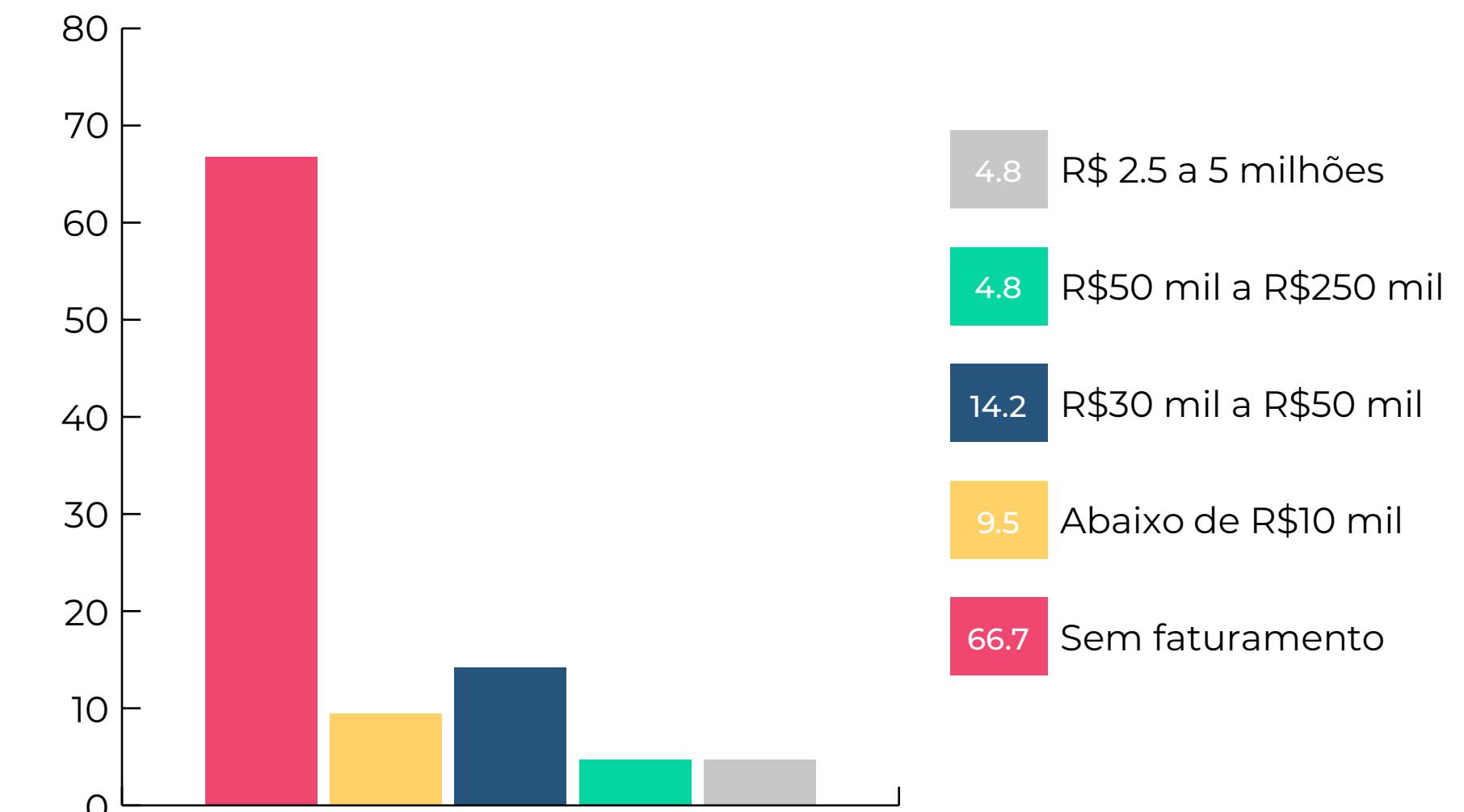
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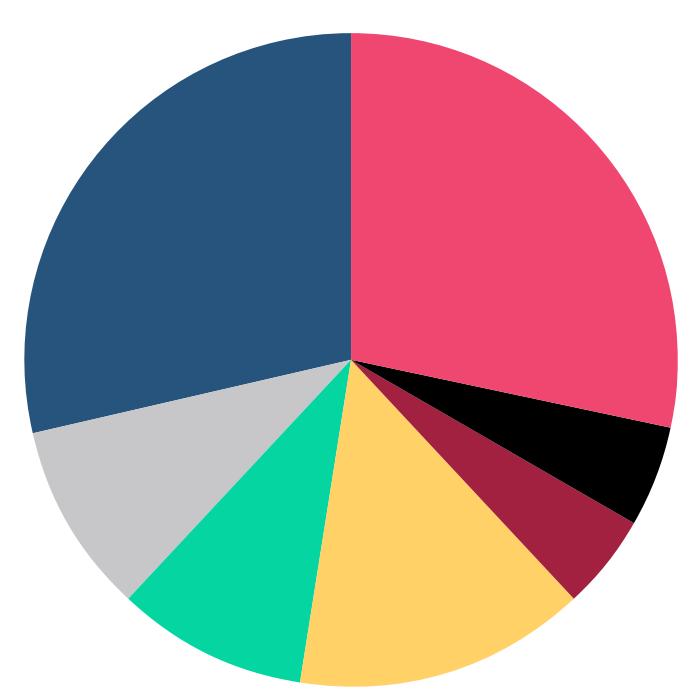
Faixa de faturamento



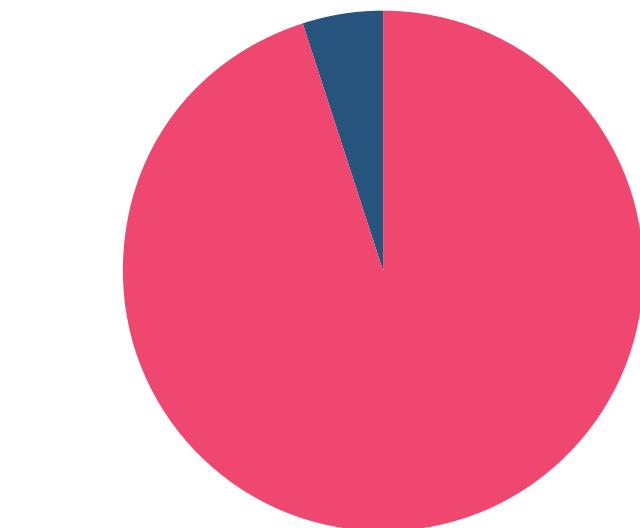
04.

Diversidade nas startups

Mulheres



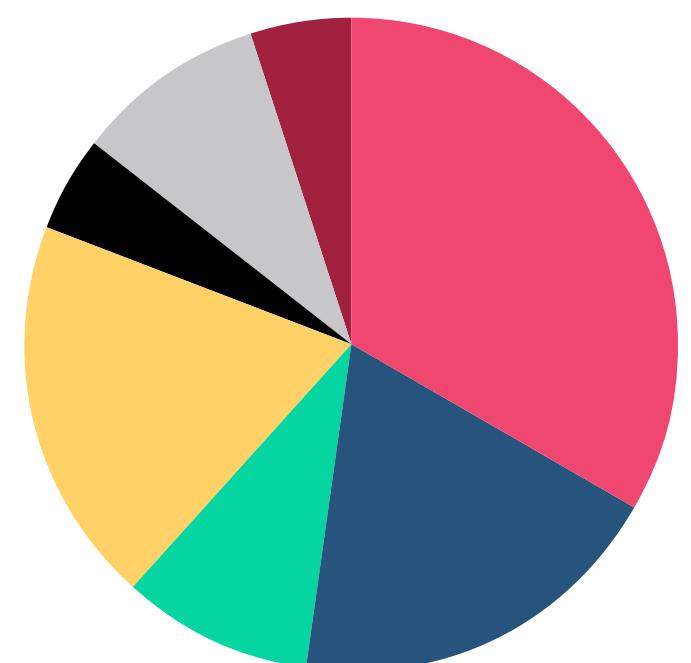
Pessoas com deficiência



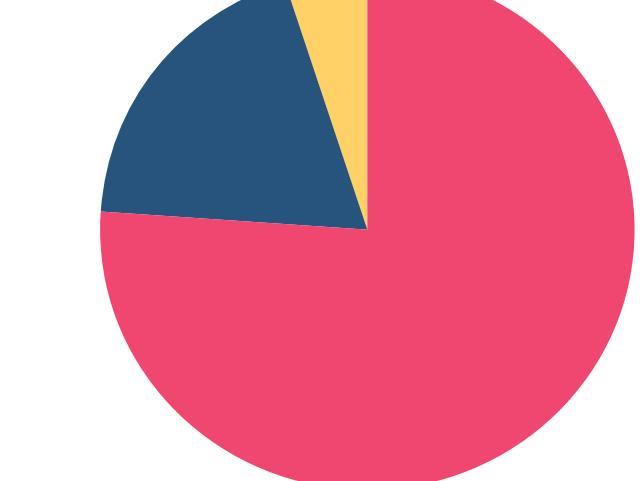
Pessoas transexuais



Pessoas negras



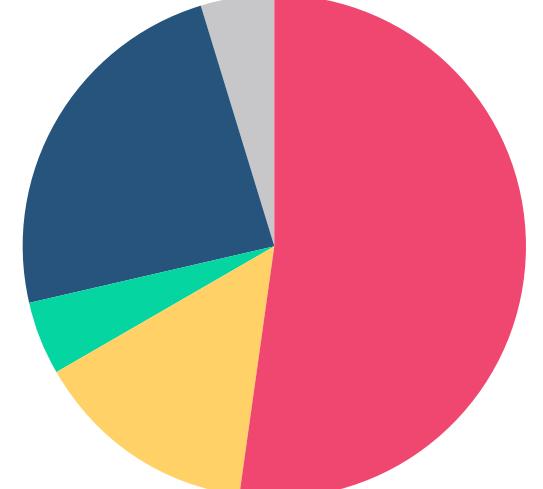
Pessoas com 50+ anos



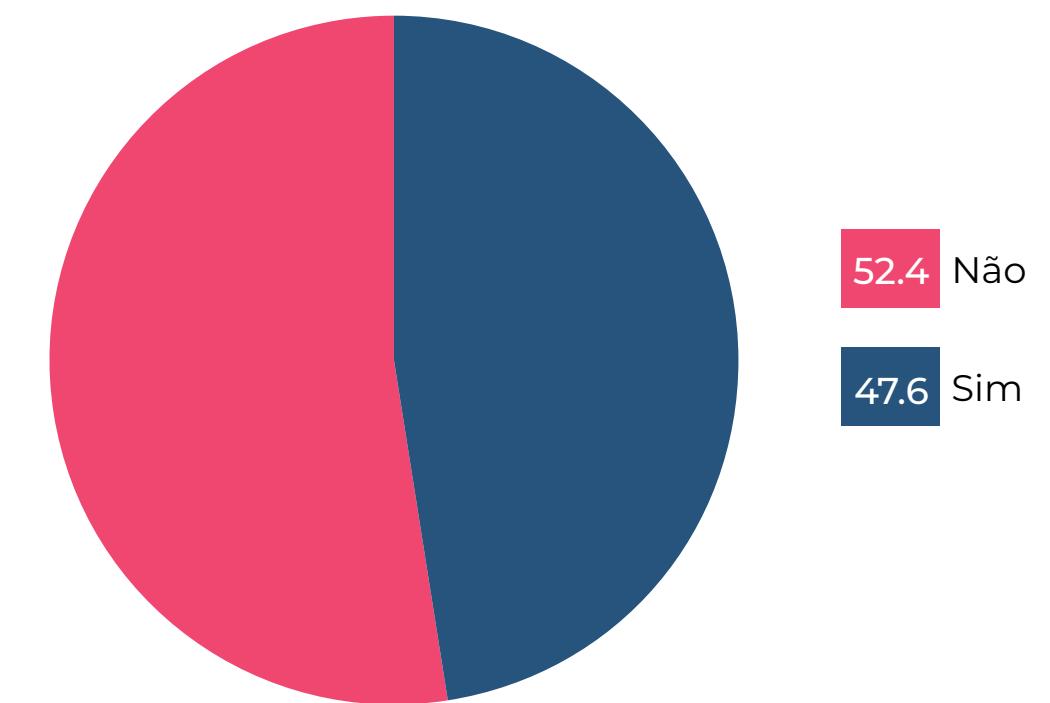
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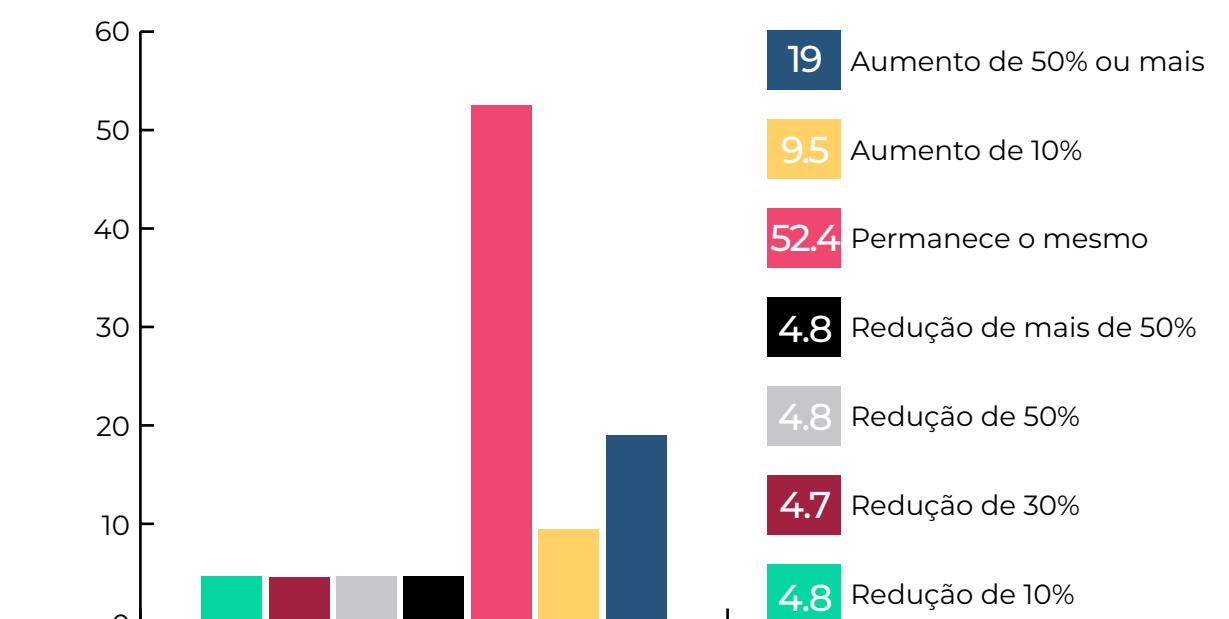
Maior Impacto



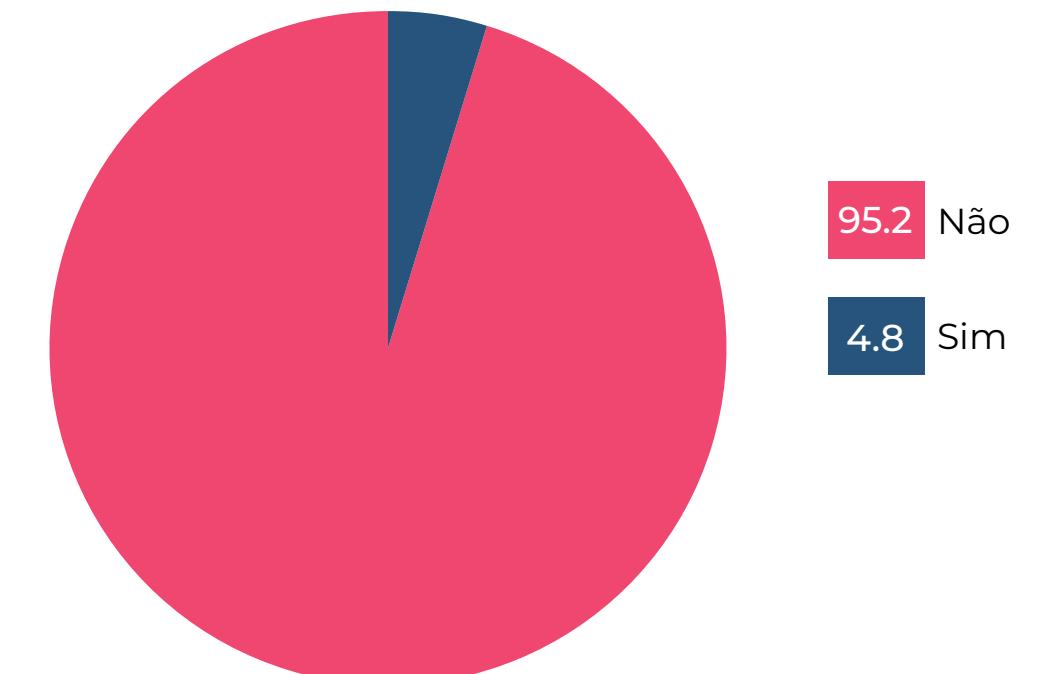
Contratações



Faturamento



Desligamentos



Agradecimentos

Não fazemos nada sozinhos! Nossa muito obrigada aos parceiros e apoiadores, que acreditam e tornam o nosso trabalho possível!

Realização



Co-realização



Parceiros estratégicos



Parceiros regionais



Quem fez este estudo?

Equipe Abstartups

Ana Flávia Carrilo, Conteúdo e Inteligência

Filipe Motoike, Designer

José Muritiba, Diretor Executivo

Daniel Fazoli, Diretor de Operações

Amure Pinho, Presidente

Mateus Lana, Diretor Financeiro

Equipe Sebrae

Natalia Bertussi, Coordenadora Nacional de Startups no Sebrae

Arthur Coelho, Coordenação Nacional de Startups no Sebrae

Curadores regionais

Clique aqui para conhecer todos os líderes regionais que contribuíram para este estudo!

Como posso participar dos próximos mapeamentos?

O mapeamento de comunidades da Abstartups é um documento vivo construído em conjunto com as comunidades. Cada um pode contribuir de uma maneira diferente para que ele se torne cada vez melhor e atualizado. Veja como você pode contribuir:

Startup

Nossa base de dados é atualizada diariamente. Se você não conseguiu participar desta vez, **responda aqui** o formulário para futuras atualizações.

Parceiro estratégico

Se você é uma organização de apoio a startups, pode se tornar um parceiro da área de Informação e contribuir ativamente com a base de dados. **Entre em contato aqui.**

Líder de comunidade

Como líder de comunidade, você pode se tornar um curador de mapeamento, contribuindo com o mapeamento de atores da sua região. **Registre-se aqui** para fazer parte!