



OBR.GLOBAL STARTUPS ROCKSTARS II PORTFOLIO



SUMMARY

1 - INTRODUCTION

2 - ACCELERATION APPROACH

3 - THE STARTUPS

4 - OBr'S TEAM

5 - OBr'S MENTORS



1 - INTRODUCTION

OPENING	04
SUMMARY.....	05



WWW.OBR.GLOBAL



OPENING

OBr.global is a cross-border advisory organization focused on accelerating international businesses via entrepreneurship, innovation and investment, headquartered in Rio de Janeiro and San Francisco, California, with branches in Curitiba, Paraná, and San Antonio, Texas. OBr acts distinctively in 3 business units, which specialize in providing tailor-made internationalization programs for companies; acceleration programs for startups; and corporate innovation programs for established organizations being challenged by digital transformation.

It has acted as an advisory since 1997, between Brazil, the United States and Europe, helping organizations and government projects gain increased competitiveness and market traction using international best practices.



SUMMARY

One of the main international acceleration programs offered by OBr.global is GAP - Global Acceleration Program, in partnership with VelocityTx, which prepares the best traction startups in their home markets and have a global potential. Every 6 months it has a cohort that runs a 3-month journey in San Antonio, Texas, funded by the program.

The acceleration program is the direct result of established best practices acquired by certification programs such as the InBIA's Business Incubation Management and Growthwheel, one of the premier acceleration digital platforms that helps build, execute and monitor individual acceleration plans, along with 30+ years' experience in market and business development in the information technology industry.

2 - ACCELERATION APPROACH

3 INTEGRATED PILLARS	07
MARKET PREPARATION	07
MARKET PLANNING	07
MARKET ACTIVATION	07



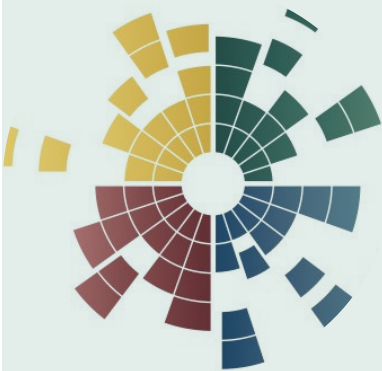
3 INTEGRATED PILLARS

Three complementary strategic pillars are performed at the same time, and aims to build a tailor-made acceleration plan that can achieve the objectives and reach the desired results.



MARKET PREPARATION

Leveraging market intelligence activities and data, this pillar seeks to understand and highlight the most appropriate profiles and parameters to be used in the calibration of the acceleration action plan.



MARKET PLANNING

This pillar focuses on a reverse engineering planning approach combined with the use of a platform for building, managing and monitoring of the acceleration plan. This is the Growthwheel that OBr holds an international certification.



MARKET ACTIVATION

This pillar that focuses on execution of the acceleration plan, monitor and through on going analysis carries out the adjustments identified that are required for ultimate success.

3 - THE STARTUPS

THE STARTUPS	09
BICYCOIN	10
DOCPAD	11
EDUSYNCH	12
IBENCH	13
IFIND	14
MAGTAB	15
VYBME	16
PROFESSOR GLOBAL	17
KG	18
ONNPLACE	19





THE STARTUPS

The current startups have all participated of a rigorous selection process, in which it was required for them to showcase their maturity level, international competitiveness and executive readiness, in order to perform at the level required when a business is in its early stage.

All startups, despite being in distinct maturity stages, or market focus, have a global potential, are tractioning in their local market, and seeking to establish a footprint in the North American market. Most of them have also received some form of previous grant funding for their projects via government programs, such as Startup Brasil or Startup Rio.





bicycoin

The 1st "cyclegreen" loyalty platform

Industry / Market Segment

ENVIRONMENTAL LOYALTY PROGRAM

Description: Reward and incentive platform to promote the use of the bicycle as a form of transportation

Created in: 2013

Current active users: 10 K

Team size: 5

Investments received: US\$ 70 K

Valuation: US\$ 750 K

Metrics: Revenue & User conversion

Business Model: B2B2C



Medical Exams Dropbox w/Blockchain

Industry / Market Segment

HEALTH

Description: Platform focused on the storage and sharing of medical exams with blockchain-based security

Created in: 2016

Revenue 2018: US\$ 20 K

Clients and active users: 6 B2B clients and 25 K users

Team size: 9

Investments received: US\$ 170 K

Valuation: US\$ 5,4 million

Metrics: Revenue & User conversion

Business Model: B2B2C



Prep platform for Languages Certification Proficiency

Industry / Market Segment

LANGUAGES TRAINING (EDUCATION)

Description: Mobile app providing exam simulations for Language Certification

Created in: 2014

Revenue 2018: US\$ 110 K

Clients and active users: 34 clients and 80 K active users

Team size: 9

Investments received: US\$ 600 K

Valuation: US\$ 4 million

Metrics: Revenue & User conversion

Business Model: B2B2C



Science & Researchers Marketplace

Industry / Market Segment

Research & Development

Description:

Supplies and accessories Marketplace for researchers and storefront for third party providers

Created in: 2017

Clients and active users: 28 clients and 200 active users

Team size: 6

Investments received: US\$ 70 K

Valuation: US\$ 270 K

Metrics: Revenue & User conversion

Business Model: B2B2C



ifind

Wellness Services Marketplace

Industry / Market Segment

WELLNESS & BEAUTY

Description: Marketplace for wellness and beauty services with a self-scheduling platform

Created in: 2016

Revenue 2018: US\$ 12 K

Clients and active users: 134 clients and 1,2 K active users

Team size: 11

Investments received: US\$ 70 K

Valuation: US\$ 270 K

Metrics: Revenue & User conversion

Business Model: B2B2C



Content Marketing based Lead Generation Platform

Industry / Market Segment

DIGITAL PUBLISHING

Description: Lead generation solution through a digital publishing platform

Created in: 2015

Revenue 2018: US\$ 155 K

Clients and active users: 137 clients and 2,3 K active users

Team size: 7

Investments received: US\$ 95 K

Valuation: US\$ 1 million

Metrics: Revenue & User conversion

Business Model: B2B2C



Vibrational Communication GPS Technology

Industry / Market Segment

URBAN MOBILITY

Description: Proprietary vibrational technology for safety and geofencing of urban mobility

Created in: 2016

Clients and active users: 11,5 K

Team size: 7

Investments received: US\$ 70 K

Valuation: US\$ 270 K

Metrics: Revenue & User conversion

Business Model: B2B2C



Exact Sciences Simulation Platform

Industry / Market Segment

EDUCATION

Description: Learning marketplace for exact sciences, based on online formulas simulation

Created in: 2015

Revenue 2018: US\$ 10 K

Clients and active users: 1,5 K

Team size and collaborators: 27

Investments received: US\$ 120 K

Valuation: US\$ 540 K

Metrics: Revenue & User conversion

Business Model: B2B2C



Car Mechanics Online Training Marketplace

Industry / Market Segment

AUTOMOTIVE

Description: Online training platform for car mechanics on the new automotive technologies

Created in: 2016

Clients and active users: 1 PILOT

Team size: 6

Investments received: US\$ 225 K

Valuation: US\$ 3 million

Metrics: Revenue & User conversion

Business Model: B2B



Corporate Social Network

Industry / Market Segment

INTERNET / SOCIAL NETWORK

Description: Corporate Social Network to share project management and executive content creation.

Created in: 2016

Clients and active users: 3 PILOTS and 1400 corporate individual users

Team size: 6

Investments received: US\$ 175 K

Valuation: US\$ 1 million

Metrics: Revenue & User conversion

Business Model: B2B

4 - OBR's TEAM

OBr's team is led by Robert Janssen, one of the world's leading specialists in internationalization of technology-based companies, along with other international seasoned executives and professionals working in global market development.

The team is certified in the GrowthWheel platform that helps startups accelerate.



WWW.OBR.GLOBAL

OBr.global's Executive Team



ROBERT JANSSEN

Has provided expert advice to more than 300 companies worldwide to implement international growth strategies through acceleration plans and investments.



CLAUDIA DA MATTA

Economist, served as Senior Trade Commissioner of the Brazilian Consulate General in São Francisco, and has been an international business professional for the last 23 years, working with clients worldwide.



FREDERICO ROBERTO MENS

Has been a financial manager and controller for more than 30 years. responsible for implementing processes, tax, accounting, HR, total quality, excellence program.



ALEX JACOBS

30+ years of IT experience as an executive HP, EDS and Logica, responsible for global expansion, managed teams with 1000+ and budgets > of US\$ 50 million.



ANDREA MEDAWAR

Graduated in IT, holds an MBA in Business Management and a Certification in Project Management. Has a proven successful work history for over 20 years in telecommunications, IT, Oil & Gas and Engineering.

5 - OBr'S MENTORS

OBr's mentors are led by Robert Janssen, who has developed a high level mentoring workshop based on Silicon Valley best practices, in order to create greater engagement and commitment around methodologies, and result orientation.

Currently all mentors are trained under the MentorRanks methodology.



WWW.OBR.GLOBAL



OBr.global's Mentors

Our mentors are led by Robert Janssen, a specialist in international business development. All mentors go through a training process and are integrated into the MentorRanks matchmaking platform.



ROBERT JANSSEN



Has provided expert advice to more than 300 companies worldwide to implement international growth strategies through acceleration plans and investments.



RICK RASMUSSEN



Specialist in the development of local market traction for foreign companies seeking to consolidate in the American market.



ANDRES CARVALLO



Responsible for the projects of Apex and Softex in the last 8 years and has helped more than 100 companies implement international strategies.



DAVID FONSECA



Specialist in construction of value propositions combining market positioning and branding with objectives of greater profitability.

OBr.global's Mentors



NELIO GASPAR



Professional with 25 year experience in project portfolio management, directing a business unit, marketing, team coordination, project management, risk management and consulting for private and public organizations.



JIM CONNOR



Jim Connor is a member of the Sand Hill Angels, CEO of First Focus Learning Systems and serves as a board member of Liftopia, Thinkster, KMVT15 - Silicon Valley Media, and Startup Learning.



TULIO SEVERO



Experienced entrepreneur and angel investor in several business sectors working with entrepreneurs in Personal Coaching, Mentoring & Advising.



MARCELO LEBENDIKER



Serial Entrepreneur, Angel investor, VC, Founder and CEO of Parque Tec accelerator and Business incubator specialized in ICT, Costa Rica, Founder/ Partner of Invert UP a Seed Capital fund for ICT start ups.

OBr.global's Mentors



NAEEM ZAFAR



Seasoned executive led several high-tech businesses as the CEO and is an advisor to many. Naeem has taught entrepreneurship and innovation at several leading universities in the world.



RON DUGGINS



Coach for the Modern Economy helps mentees mark and amplify their impact. He is a professor in the field of management, entrepreneurship, and innovation and InBIA board member.



JONI GIRARDI



His mission is to improve how growing mid-sized organizations make decisions, working at the point where analytics, cognitive science, human behavior, and business all come together.



PAUL SINGH



Entrepreneur, CEO and Advisor to many software startups in the Mobile and SaaS areas. Has many wins including 4 successful exits as a Founder – Veraz IPO on NASDAQ, Espresso Logic acquired by CA, CyLAN acquired by Hifn and Internetware acquired by Symantec.



OBr.global's Mentors



BILL KENNEY



Trade show and in-person event ROI specialist. Dramatically improves lead generation results for eventsponsors, exhibitors, and speakers.



ALEX JACOBS



30+ years of IT experience as an executive HP, EDS and Logica, responsible for global expansion, managed teams with 1000+ and budgets > of US\$ 50 million.



FABIO MEDEIROS



Specialties: Inbound Marketing, MKT Digital, Start Ups, Entrepreneurship:Strategic planning, media plan, account attendance, creation, corporate lectures, training, digital campaign management and team coordination.



AMIT GARG



Career in technology in Silicon Valley. Currently as a venture capitalist with focus on early-stage deep tech in software and services for Digital Health in Emerging Markets. India as secondary focus. One of my key successes as a VC is helping take nuTonomy from seed to a \$450M acquisition.

OBr.global's Mentors



CLAUDIA DA MATTA 🇺🇸 🇧🇷

Economist, served as Senior Trade Commissioner of the Brazilian Consulate General in São Francisco, and has been an international business professional for the last 23 years, working with clients worldwide.



RICARDO SONDERMANN 🇺🇸 🇧🇷

30 years in commercial activities as an entrepreneur, works for the improvement of people through analog and digital games, with the purpose to train and empower entrepreneurs.



RICARDO BACELLAR 🇺🇸 🇧🇷

Over 35 years of experience in developing new markets, solutions and relationships, with deep expertise in disruptive technologies and innovation.



CASSIO POLITI 🇧🇷 🇺🇸

Founder of Tracto and an International content marketing consultant. The only South American member of the CMA jury. Speaker of Content Marketing World in the United States. Elected content marketing professional of the year in 2015.



"Globalization is a fact of economic life"

**Carlos Salinas de Gortari
Ex-presidente do México**