

# Charting the Course for Sustainable Business Futures

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Geneva, Oct. 1st

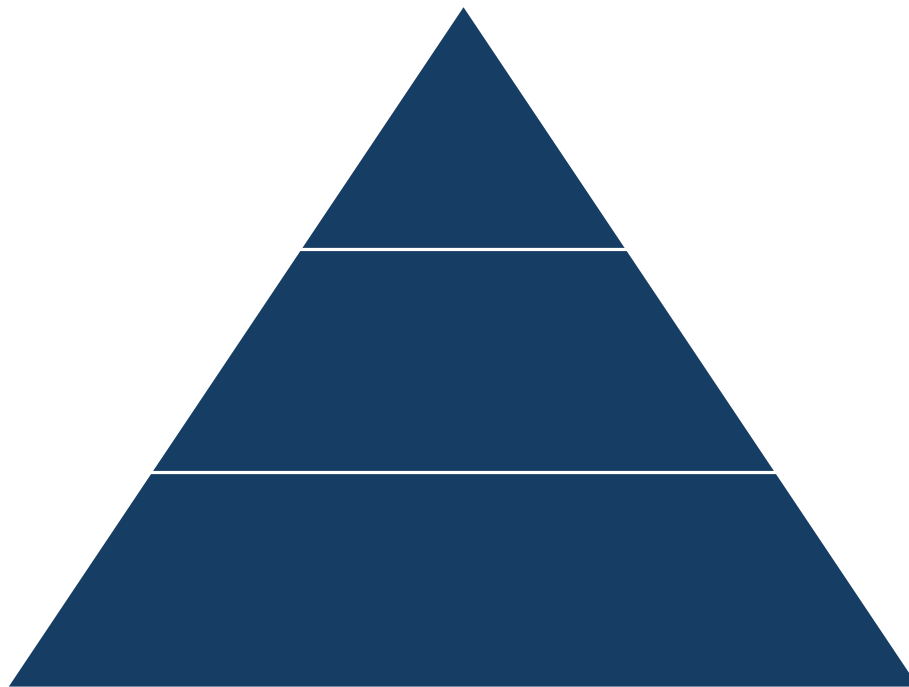
## A continental country

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- 5,500 cities
  - 8,500,000 Km<sup>2</sup>
  - 208MM habitants

## An even larger challenge

- 24 MM MSMEs
- 15MM MEIs, 14K Startups
- Average small company's gross revenue tops 60x the MEI's

# A sustainable approach



Environment

Social

Financial / Economic

# Hooking the Entrepreneur

- Different stages / needs => different solutions / providers
  - BDSs
  - Banking / financial support institutions
  - Supply chain higher links
- Appropriate diagnosis is key
  - Self acknowledgement
  - Digital tools
  - Selection process for training / consulting / credit services
  - Supply chain links

# What are the key elements?

- Non-intentional (initial layers, necessity businesses, early stage)
  - Gamified digital training solutions
  - Focus on the entrepreneur, not the business
  - Mandatory for credit access
- Intentional (deeper layers, opportunity businesses, traction stage)
  - Consulting solutions + digital / group training
  - Focus on the company's team + ecosystem
  - Mandatory for credit access
  - Easier access to export promotion services / equity investment

# The chess table

	MEI	ME	SE
Financial / Economic	Digital Training + Consulting	Digital + Small Groups Training + Consulting	Digital + Small Groups Training + Consulting Supply Chain
Social	Digital Training + Consulting	Training + Consulting Supply Chain Credit Access	Training + Consulting Supply Chain Credit Access
Environment	Training + Consulting Supply Chain Credit Access	Team Training Consulting Supply Chain Credit + Export Access	Team Training Consulting Supply Chain Credit + Export Access

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