



Cubo Itaú expands to new location and includes Brazil on the map of the most influential hubs of entrepreneurship in the world

In order to establish more connections between startups and large corporations, the space will receive more than two thousand people daily

August 15, 2018 - Connecting the main agents to foster the ecosystem of technological entrepreneurship has proven to be the true value proposition of Cubo Itaú. One of the first Latin American initiatives of its kind, the hub commemorates its first three years with the expansion to a new and bigger space, with 14 floors and total area of more than 20,000 square meters in the region of Vila Olímpia, in the southern zone of São Paulo. The site now receives more than 2,000 people daily to generate business with more than 250 startups in its portfolio. With this expansion, Brazil is now home to one of the most important centers worldwide to stimulate entrepreneurship.

Founded in September 2015 by Itaú Unibanco and Redpoint eventures, Cubo Itaú has now reached a new phase by strengthening its foundation, comparable to those of other international initiatives promoting innovation. "We were very successful in the initiative with the goal of becoming the Silicon Valley of Brazil. Cubo Itaú has become a global reference to promote connection and density", says Ricardo Guerra, executive director of Itaú Unibanco.

One of the novelties of the new Cubo is the creation of five verticals, all identified as key market opportunities, which now support the institution's current stage: Cubo Health, Cubo Retail, Cubo Education, Cubo Fintech and Cubo Industry.

"This is one of the results from three years of learning. The five verticals at Cubo represent new challenges that, like all startups, will be seen as tests carried out alongside consolidated holding companies in these areas, which will be great partners," explains Lineu Andrade, director of Itaú Unibanco, responsible for Cubo Itaú. The executive further emphasizes that all segments are welcome, but rigor in selection will be greater to attract the best and more mature startups: "We want more diversity and experience to promote a high-level ecosystem exchange."

According to Flavio Pripas, director of Cubo, the hub's original objectives were achieved very quickly, and the goal now is to generate more business opportunities and more value in the market. "We leverage the development of market startups and help partner companies achieve the agility needed to continue evolving through digital transformation. We show the market what it means to open the door to new ways of working and what innovation is in practice," says Pripas.

"The Cubo project was ambitious from the outset and over the last three years the ecosystem has evolved more than in the previous decade. Being the serendipity hub, creating connections, was what the ecosystem needed. Innovation has catalyzed similar efforts by icons from other segments, such as health and education, and this group of companies will generate waves of great impact from now on. Now, let's make another two



or three decades of progress in the next three years," said Anderson Thees, a partner at Redpoint ventures.

Infrastructure

Designed to generate connections at all times, the new Cubo Itaú building consists of five double floors and the "slab," as the rooftop is now called. Identified by institutional colors (green, blue, yellow, orange and gray), each floor contains a large work area interconnected to a mezzanine, space that houses the vertical with the respective startups within each sector.

The shared workspaces were designed in conjunction with WeWork, a global workspace platform, through the recently launched "Powered by We" program in Brazil. Cubo Itaú is the group's first project in Latin America and is among the largest in the world.

The new space has a double floor dedicated to events. Widely equipped with two videowalls (measuring 5m wide and equipped with 16 screens of 55 "), ambient sound, microphone, automation and acoustic insulation, the auditorium has a total capacity of 380 people and can be divided to support two activities time. The flex rooms have projection equipment and accommodate 40 to 120 people.

For relaxation, the ground floor offers coffee open to the public and ideal for a pitstop and networking with anyone passing by. It creates a good opportunity to enjoy and admire the panel graffiti by Tito Ferrara or the fun art on the walls of the environment.

Programs

In addition to the nine programs already offered by Cubo, new areas of focus on relevant market issues will be explored: Sponsorship Program, Ambassadors Program, Alumni Meeting and Cubo Vacations. With a proposal to warm up discussions between partners, residents, startups alumni and society, the new projects will increase the performance of the entrepreneurial hub with the objective of generating more ideas and sharing experiences.

Sponsors

The new Cubo brings together partners that contribute to the development and increase the chances of collaboration between startups and large companies. Corporations include Dasa, Kroton, brMalls, Network, Accenture, Schneider, Sapore, Cisco, CI & T, AWS, TIM, Saint-Gobain, B3, Coca-Cola Brazil, Groupe PSA, iugu, GitHub and Salesforce.

CUBO ITAÚ METRICS

- Capacity for more than 1,250 residents in the new building;
- Forecast of more than 2,000 people circulating in the space per day;
- More than 3,000 jobs have been generated by startup residents to date;
- More than 22,000 candidates went through the Cubo Explora, startups platform, and more than 3,100 job openings were announced;
- Business generated between large companies and startups:



- +720 contracts through July 2018 | +370 in 2017;
- Resident billing:
 - + R \$ 230 MM through July 2018 | R \$ 110 million in 2017;
- Large enterprise investment in startups business models:
 - + R \$ 50 MM through July 2018 | + R \$ 50 million in 2017;
- Ecosystem startups evaluated:
 - +500 through July 2018 | 300 in 2017;
- Events:
 - +600 through July 2018 | 700 in 2017.

About Cubo Itaú

Inaugurated in September 2015 by Itaú Unibanco in partnership with Redpoint ventures, Cubo Itaú is the largest hub for technological entrepreneurship in Latin America, a non-profit organization that accelerates the connection and business development between large companies and startups. Cubo Itaú is located in the Vila Olímpia region of São Paulo, and has a total of 1,250 residents in different segments, in addition to the more than 220 member startups and alumni present on the Cubo Digital platform, which includes entrepreneurs from all over the world. The space also offers workshops, lectures and meetings relevant to the growth of the innovation ecosystem. More information can be found at: <https://cubo.network>