



Fashion trend for summer 2020

Learn how to dare during your travels. Yes the footprint is 'grounded' with the tropical climate, in an era with many trips and leisure.



Get to know Cleiton Júnior trajectory

Humble and hardworking, who for difficult reasons of life, found in entrepreneurship his motivation not only to work, but to win.

Simple Business.

June 2019

Inspiration and motivation, an idea that changed the lives of thousands



ANTÔNIO CARLOS

The basis of brain gymnastics is in the novelty.



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“
Unity is a start,
being together
is progress,
and working
together is
success”

Henry Ford

Founder of Ford Motor Company.

**Simple
Business.**



HEALTH AND WELLBEING ARE FASHION DIET WORTH IT?

Paula Feitoza

There has never been so much talk about diets and at the same time there have never been obesity rates of chronic non-communicable diseases so high. Contradictory, isn't it? Fact is that every day are broadcast on social media different types of diets. Some of them draw attention because they are performed by celebrities and digital influencers who usually have bodies that catch the attention of those who accompany them. The problem is that most of the diets disclosed do not have sufficient scientific evidence and/or are misinterpreted and applied.

First of all, it is important to emphasize that the concept of the word "diet" is related to the daily meal routine. Therefore, a misunderstanding is perceived in the denomination "diet" existing at the present time. Much of what is known by "diet" is nothing more than a nutritional strategy and even the strategies that have supported in the literature for its use should be employed only with guidance from qualified professionals, in this case the nutritionist. Before establishing which strategy is most interesting for a given individual, the professional makes a detailed and cautious nutritional assessment, considering family history, past and current health history, eating habits and lifestyle, signs and symptoms, emotional state, laboratory tests and physical exercise practice. After analyzing the case, you can define the best strategy for the current

moment. Without guidance, the results are not maintained in the long term and lead to weight regain and worsening of the health condition. Therefore, regardless of the promise (often miraculous) of the "diet" or if someone has already done and achieved results, the correct thing is to consult with a good nutritionist and prioritize an individualized conduct. Thus, the results achieved are consistent and permanent.



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INNOVATION

HAVE YOU BURIED YOUR DIGITAL MARKETING?

Mauro Wainstock, journalist

Do you still use what we used to be digital marketing? So update yourself: we've already entered "Era 5.0: The Marketing Process Revolution". Hypersegmentation, data collection and analysis are the basis of this disruption, which, together with business intelligence and individualized communication, has provided increasingly stimulating benefits. The obsolete "metrics of vanity", used with insistence on old online advertising, have given way to robust marketing operations, in which statistics are privileged and optimized results.

Comparatively: it's no use having 80% of the game volume in a match if the final score ends 1-0 for the opponent. In this context, Artificial Intelligence, XRs (Virtual/Augmented/Mixed Reality), Machine Learning, Big Data, Blockchain and Beacon are terms with which we learn to live. But we have to be aware that, despite the indisputable importance of each of them,

we are dealing with cold technological tools, which serve only as support for management. In the rear, it is essential to develop a detailed strategic planning and rely on the incomparable human creativity to generate value, understood as the positive user experience with the brand. For affirmative decision-making, the company, more than meets, needs to deeply understand its real interests and behaviors during the complex on-site customer journey. And this requires unceasing and complete monitoring of each process flow.

DIGITAL TRANSFORMATION

The challenge is to be able to be part of the customer's conversation, become a reference when the subject is in line with your business and solidify the reputation, delivering credibility. Instead of invading the screen, arbitrarily and inconveniently, the company should offer the relevant solution at the decisive moment of purchase, either through an irresistible offer, or with attractive and differentiated content.

In the article "Digital Transformation: the connected human being and the future of marketing", Patricia Malavez, head of Digital Media at Vale, is emphatic about the valorization of content marketing: "If your brand is an expert on any subject, use this knowledge to teach people;





useful to them. Take ownership of a message territory and provide knowledge and information as a service to your consumer. This creates a bond of sympathy, provides interaction, engagement, results in increased market for your product and reputation for your brand." Note that in this case, we are talking about processes (again them!) content.

DIGITAL INFLUENCERS

This thesis is reinforced by a survey recently published by the QualiBest Institute, which identified the impressive power of digital influencers in the behavior of internet users: they are the second source of information for decision-making in the purchase of a product, cited by 49% of respondents, second only to friends and relatives, remembered by 57% of respondents. Using the strength of influence marketing is extremely beneficial to the process (again!) of image consolidation, since these professionals act in a natural, direct and relevant way with the audience that the company intends to reach. It is not necessarily about the number of followers, such as athletes and artists, but rather about transmitting respect and reliability in their niches. Undoubtedly it is the custom-

er who is in control. It is who determines the rules: when, where and with whom you want to engage. If he is increasingly impatient, and wants an instant return, in real time, the company, in turn, has to be prepared to meet these demands, enhanced by the overwhelming growth of smartphones. The pace is frantic: per minute, there are more than 3.7 million queries made by Google.

CHATBOTS

The omnichannel is no longer a whim, it has become pressing. The channels to be made available must transmit accurate, personalized responses and act interactively and automatically. Among the most modern and efficient solutions to achieve this balance are corporate chatbots (robots) that use artificial intelligence. They can be applied both in Messenger (Facebook) and through Whatsapp ("WhatsBOT") – in this case retaining the relationship with the company's own database.

In SACs, chatbots are able to provide 24hx7 service, automate processes (oba!) and organize the management of operations. An interesting case is visa cards, which has been positioning itself as a technology company and no

longer the financial industry. In the text "Far beyond communication: marketing in the era of digital transformation", the company's marketing director, Taciana Lopes, points out: "Just look at how we have explored the benefits of artificial intelligence to facilitate processes: messenger chatbot (Facebook) has proven very efficient to address consumer doubts". She continues:

"One year after launch, there were 700,000 interactions with almost 185,000 people, and of the total who responded to the satisfaction surveys, 86% rated the experience as good or optimal." In the commercial area, the whole process (only gives it!) also begins with the mapping, capture, refinement and enrichment of the persona, when various formats and different sources are used, including geolocation devices. From there, the robot is transformed into a virtual seller that drives the business and performs cross selling / up selling, providing a substantial reduction in the cost of acquisition of each client.

Both the chatbots employed in the SACs and those directed to sales capture and store all the information of each conversation, providing managers with qualified

strategic data for aligning business goals.

PROGRAMMATIC MEDIA

With the emergence of these technologies, cheaper, focused and assertive, social networks have suffered a profound setback. If on the one hand users reject offensive posts and the proliferation of 'Fake News', and are afraid of invasion of privacy, on the other the advertisers were disillusioned with the despicable organic performance and the frustrating financial return effectively provided by the campaigns. The main novelty in this segment is the programmatic media, which has provided tangible innovation in the way advertising happens. The figures are undeniable: globally, investment advanced from \$5 billion in 2015 to \$15 billion projected for 2018. It is a powerful technique (Demand Side Platform - DSP) that uses detailed information about the persona to then acquire advertising spaces in blogs, portals and search engines in an ultra targeted way. By means of algorithms (read processes), previously delineated, all possibilities are explored and the most indicated vehicles are defined. Unlike the traditional model, the purchase of the space is carried



out directly by the profile of the desired audience – and not under a presumed audience. The message is displayed at the most conducive moment for conversion and there is no waste of money, allowing an extremely encouraging rate of ROI (return on investment).

Anyway, if you're still from the time of the late digital marketing, it's time to understand the new generation: technology, professionals and customers. Oh, don't mention near me the term "Qualified lead generation," change it to "Getting real profit." You will feel the result in your pocket!



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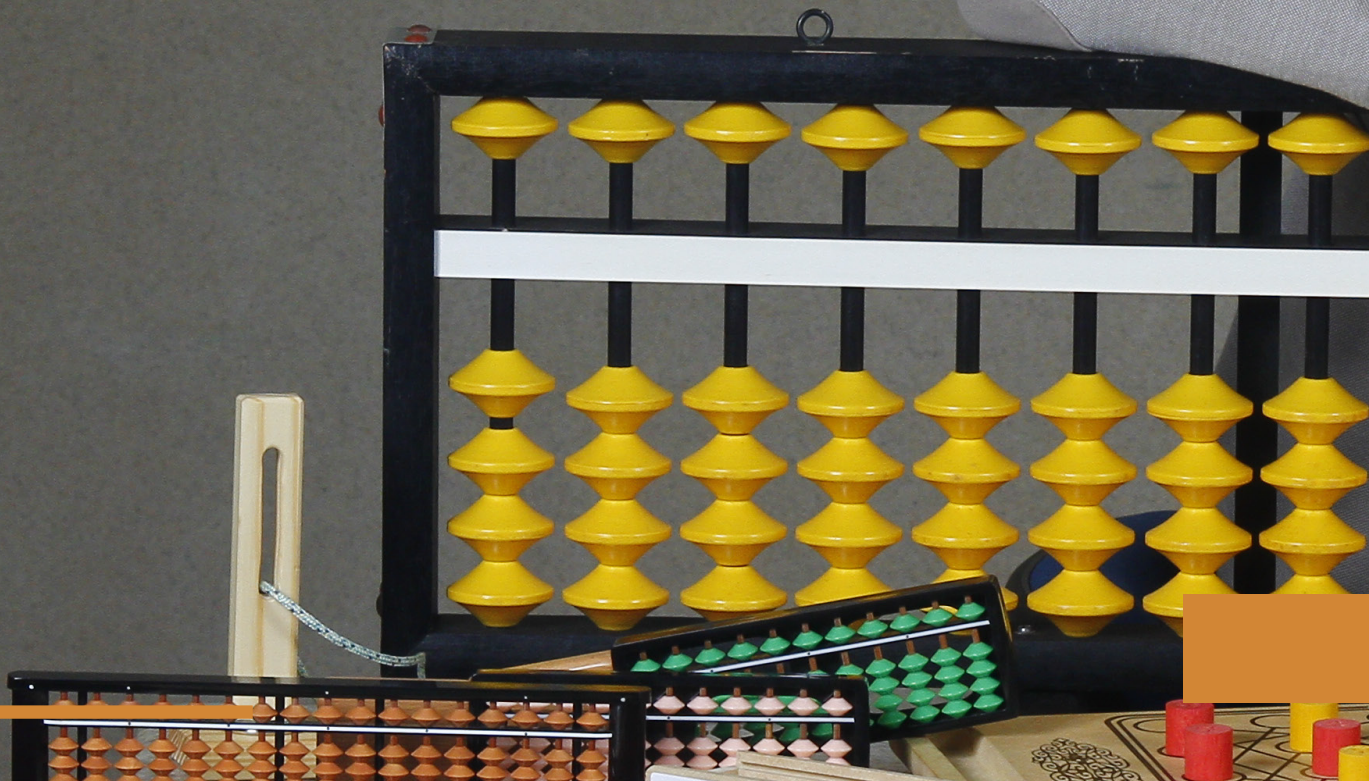


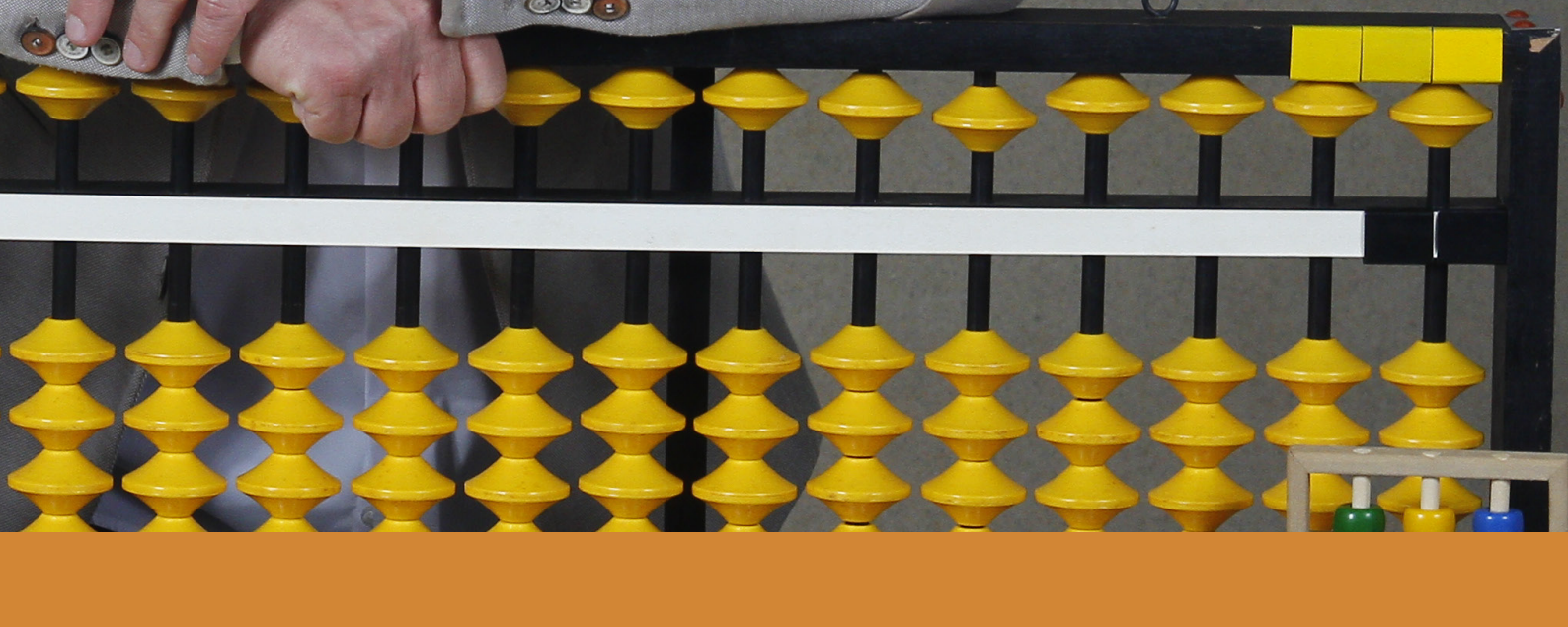
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Antônio Carlos

“Our goal is to expand without thinking about the quality of service to the franchisee network.”





INTERVIEW

The entrepreneur Antônio Carlos Perpétuo

There are many reasons for starting a business. Need, passion, time, power, money, personal fulfillment and many others. Perhaps the most sublime of these is the desire to change people's lives. Imagine when that person is your own son, nobler attitude yet, isn't it? The engineer and entrepreneur, graduated from ITA (Aerospace Technological Institute), Antônio Carlos Guarini Perpétuo, aiming to improve the performance of his son in school, decided to research ways and instruments capable of developing the brain activities of his descendant. Thus is born the Supera Method of Teaching, assisting in brain development, personal development and quality of life. The SUPERA course develops attention, memory and reasoning, in addition to socio-emotional skills. For more than a decade in the market, the company has hundreds of units throughout Brazil and is a success.

To enhance brain skills, SUPERA brings

together six tools that stimulate the brain: the abacus, handouts with cognitive exercises, board games, online games, group dynamics and neurophobic ones. These tools together develop cognitive, socio-emotional and ethical functions, making students of all ages improve their performance in academic, personal and professional life.

At Simple Business, entrepreneur Antônio Carlos Perpétuo tells us about this inspiring trajectory, his business model, the impact of the Method overcomes people's lives, his entrepreneurial strategies, as well as tips and plans for the future.



How was the Supera method of teaching born?

SUPERA was born in São José dos Campos (SP), city of Antônio Carlos Guarini Perpetual, engineer graduated from ITA (Aerospace Technological Institute), founder of the brand and now president of the franchise network. Researching resources to help his son improve his performance in school, he met the ancient abacus instrument and decided to bring it to Brazil. Antônio Carlos and a team of teachers and pedagogues developed the method that today has 300 schools, has trained more than 100,000 people and earned the respect of students, parents and educators.

What are the fundamentals of the course and its applicability? And what makes the Supera method so innovative and transformative?

The basis of cerebral gymnastics lies in increasing novelty, variety and challenges. So this is what we do here at SUPERA. We encourage our students to overcome challenges, find creative solutions to their problems, and think differently. The brain, despite being a requested organ all the time, tends to be lazy, to work on autopilot.

That's why it's important to do exercises that require thought, reasoning. To develop brain skills, SUPERA brings together six tools that stimulate the brain: the abacus, handouts with cognitive exercises, board games, online games, group dynamics and neurophobic ones. These tools, together, develop cognitive functions (memory, concentration, reasoning, creativity), socio-emotional (inter- and intrapersonal relationship, self-esteem) and ethics, making students of all ages improve their performance in academic, personal and professional life.

Can anyone do the Supera?

Everyone can do brain gymnastics. At SUPERA, we have children from five years old, adults and the elderly. There's no age limit. Each reaping a specific benefit, according to their difficulties and

objectives. For example: the child can improve their grades at school, the young person prepares for the entrance exam, the adult boosts the career and the elderly keep the memory active.

How is the separation of classes and what is the most recurrent reason for searching for the course by the public?

Gymnastics for the brain has incredible results, both for people's performance and for quality of life. The SUPERA course develops attention, memory and reasoning, in addition to socio-emotional skills such as self-confidence and resourcefulness for communication/relationships. In six months, students already notice the results. They become more agile, safe and sociable. We have students who improved grades in school, passed the entrance exam, won competitions and got career promotion. On the SUPERA website and on our Facebook page, we have many testimonials from students talking about their achievements after doing the SUPERA.

How do classes work and what is the average course time?

The course is weekly, with classes of two hours each. We have a unique and playful material, with exercises that stimulate all areas of the brain. These are logic challenges, games, videos and group dynamics. Students become more attentive, active, confident, and sociable.

What is the case that most impactful in the transformation/evolution of a student of the Method Overcomes?

In the SUPERA network, we have many stories of achievements. One of them is that of a 35-year-old teacher who suffered from short-term lack of memory, which caused him to quickly forget facts that had just happened. He gave us a statement, after months of course, about his improvements and said that he even returned to teach.

The year after the inauguration of Supera,

"The basis of cerebral gymnastics is in novelty, variety in increasing challenges. So this is what we do here at SUPERA."

you turned it into a franchise. What is the motivation to migrate so quickly to this business model?

Because it was a very innovative idea, there was an awareness that if the business went well, we would be copied. To protect us from this possibility and maintain our market leadership, the business plan envisaged expansion by the franchise model, as self-growth would be much slower and leave our leadership vulnerable.

What are the biggest challenges of implementing a Franchising model?

The biggest challenge in any business is to find real talent for the commercial area, very important for the success of an enterprise. Another issue is that many franchisees arrive with certain market vices, which can impair their performance. The ideal is to believe in the know-how of the franchisor and follow the guidelines.

What are the main advantages of this sector?

- Daily franchisor support
- Low investment cost (compared to other franchises in the segment)
- Simple structure
- Totally innovative methodology
- Pioneer in the market
- Applicable for all ages
- Sector on the rise
- ABF Seal of Excellence
- Offers the microfranchise model
- 12 years of experience and consolidated know-how
- Works with a product for the elderly - trend
- No regulatory impediments
- 100% support in the implementation of the business
- Press Office with national coverage
- Noble cause - Life transformation
- Transformation of Education in Brazil
- Existence of the Council of Franchisees
- Easy access to sharing experiences among franchisees
- Possibility to work with projects,

“Temos alunos que melhoraram notas na escola, passaram no vestibular, venceram concursos e conseguiram promoção na carreira”

significantly increasing the revenue of franchisees

Working for more than a decade in this business model, what are the secrets of efficient management?

Quality in the execution of everything that was planned, supported by non-negotiable values, such as transparency and ethics.

How has the company's expansion been conducted during these 12 years of existence?

The expansion of the brand is led by Victor Rocha, Director of the Department and five other professionals, who are the consultants. We have made an expansion plan that includes 500 units in 15 years of company (today we have 12). That is, the idea is to sell 33 franchises a year, however, we grow much more than that.

Today Supera already has more than 300 franchises throughout Brazil. What are the plans for the future?

Our goal is to expand without thinking about the quality of service to the franchisee network, so we don't want to grow quickly. The goal for this year is to surpass the sale of 80 franchises, making an accurate selection of our candidates.

How is the relationship of Supera and its franchisees and what are the differentials in relation to other franchises?

The SUPERA Franchise is a pioneer in the cognitive development market, with 12 years of market. One of the main differentials of the brand in relation to the others is the know-how developed and refined, impossible to be achieved by other franchises in the segment. The novelty of the moment is the new process we have developed, in which the franchisee shares with us the know-how acquired locally. We make this information available so that the entire network has access, in a dynamic and enriching way.

How is the process of selection and training of franchisees done?

To become a SUPERA franchisee, the candidate must follow the steps below:

•Step 1 - The applicant must submit a form filled out with his/her data through the website www.franquiaeducacional.com

•Step 2 - From the phone number provided on the form, one of our analysts contacts the candidate, briefly explaining how the whole process works

•Step 3 - The candidate watches a virtual presentation with all the complete information about the franchise network and receives by e-mail the COF (Circular Franchise Offer, fundamental document for the operation of the franchise system) and the draft contract.

•Step 4 - The candidate holds a virtual meeting with his analyst to clarify doubts that may have arisen after the virtual presentation

•Step 5 - The candidate conducts a virtual playoff interview, in which he may or may not be approved by the Brand Expansion Department

•Step 6 - The visit to the franchisor's headquarters is then made in São José dos Campos (SP). This step is very important so that the negotiation is not decided on impulse. The candidate knows a unit in operation and talks personally with the professionals of each department.

•Step 7 - After the visit, the candidate makes the final decision and is submitted to the Final Evaluation Committee with the board, which will evaluate the profile

•Step 8 - With the profile approved by the board of the SUPERA Franchise and the decision to become a franchisee, the candidate until then makes the payment of the franchise fee and signs the contract.

The Training of New Franchisees lasts for two weeks and takes place in São José dos Campos (SP), the headquarters city of the headquarters. In it, franchisees learn about all areas: administrative, operational, commercial, pedagogical, marketing and communication. After this period, franchisees still have access to continuous

training, through virtual meetings and training videos on various subjects, which are available in the restricted area.

What are the advices for those who want to undertake in the Franchising sector ?

•Do a self-analysis to choose a business that matches your profile

•Pay special attention to the commercial point

•Meet the franchisor

•Carefully analyze the COF (Franchise Offer Circular) and ask all questions •Do not act on impulse

A lot of people talk about entrepreneurship these days. What's your advice for who's starting out?

1 - Make Empretec

2 - Read "The black book of the entrepreneur"

3 - Define in fact the area of activity (invest in the segment with which it identifies)

4 - Make a business plan

5 - Make the decision and not look back

17)

What are your main characteristics as an entrepreneur?

Discipline, resilience, leadership, focus on goals, work well with risks and medium and long-term vision.

Who's your business mentor?

In a short period I had a mentor who, having a very different business vision from mine, did not add up. If I had followed your opinions the Supera would be a small fraction of what it is today. After this disastrous experience, and even the lack of time to find someone I trusted and was aligned with my values, I ended up going without a mentor. But I believe that a good mentor can make the journey of the entrepreneur,

who lives very isolated, especially when it comes to big decisions, much easier.

“O maior desafio em qualquer negócio é encontrar verdadeiros talentos”

LESS IDEOLOGY AND MORE TECHNOLOGY FOR BRAZILIAN AGRICULTURE

Randerson Aguiar

Within the technical aspect it is necessary to evaluate how far is the limit that agricultural pesticides, in fact the correct term instead of Pesticides, are exceeding the tolerance limit, since they are applied substances for protection of pests and diseases. Just as humans and animals need treatment against pests and diseases, vegetables also need care, and many of these substances if mistaught will be toxic to organisms. Pesticides were an ideological term incorporated into the debate over time to impact the collective imagination and justify the war against the development of Brazilian agriculture that is our natural

vocation. Thus, agro plant protection products, an appropriate term, must be controlled so that there is no harm to health and the environment. But by taking the theme by storm, opponents of modern agriculture, also known as "progressives", condemn pest control for the use of chemical formulations. This shallow and ideological debate can hide other "objectives", penetration, control and manipulation of agribusiness with its themes. It is important to clarify for the population that every chemical substance is researched and developed for its application and consequences, has parameters and deadlines of deficiencies to be metabolized in the plant organism. It is true that in many situations these deadlines are not respected, so the lack of control begins, which in most cases occurs in sacred "family farming", which is subsistence and does not have the capacity to feed 1/3 of the urban population of Brazil. There is

where knowledge does not arrive, technical assistance is non-existent, the education that is implemented does not train workers with capacity and discernment, but followers of delayed ideologies that lead to alienation. The villain of agriculture is not the chemical substance, but the precarious education that Brazil provides in the field, is where we find the point outside the curve. If the farmer were trained for his noble function, he would be qualified to rely on the agronomic prescription, follow the technical recommendations of the manufacturer, obey the deadlines of shortage of plant protection products, but education is "progressive". They convince hearts and minds that agriculture deprelates the environment, and they preach hard that only organic production is sustainable, but food can not be produced with ideology, large-scale agriculture to feed everyone. What is needed are methods of



BUSINESS BUSINESS

science, technology, sustainable development policies and phytosanitary control. It is a dichotomy, throughout the history of mankind, dependence on pest and disease control has always been a necessity for success in production. So the problem of chemicals is more complex than the reductionist and Manichean proposal that is vaticina to the four corners that we are eating poison, in fact everything we use and ingest, even being "natural", if it is in excess will be toxic. Agriculture can be sustainable on a large scale, biological pest control is the way out of reducing the use of chemicals. Biofactories already produce organisms that are natural enemies to fight various species of pests, but plant health can not be abandoned. It is necessary to maintain control and balance associated with genetic improvement to make plants more resistant to pests and diseases. The ideal for sustainability is the use of biological control, genetic improvement and controlled application of phytosanitary in crops so that food can actually be produced available to all. It is necessary to join all efforts around the reform of the Brazilian educational matrix and bring training for those who work in the field. It is necessary to debureaucratize production, one cannot only speak while pests become resistant. Government bureaucracy allows food production to suffer productivity losses. In this way we return to the "progressives" the demands of production: How are we going to fight pests and diseases? Government

processes take up to eight years to license new products. Who cares about the delay? Are you really concerned about health and the environment? Why not come up with solutions, rather than just halt ing development without concrete alternatives? Less ideology and more technology in agriculture, for the good of Brazil.



- Agribusiness Consultant, Rural Producer, Representative Delegate at FAEG (Federation of Agriculture and Livestock of Goiás), Director of the Rural Union of Anápolis, Director of CIA AGRO, Municipal Environmental Councillor of the City of Anápolis.



FASHION

NAUTICAL FASHION

Vítor Máximo

Celebrations always call for a party. Parties with trips, and trips combine with our hot and pleasant summer. Nothing better than mixing elegance went with day-to-day. Why not abuse the old sailor every woman always has in the closet. The colors Red, Blue and White make up sophisticated looks with

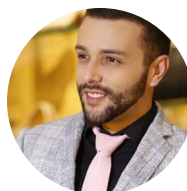


a modern footprint and full of attitude. It can be redesigned with prints and gifts in very fluid fabrics transmitting sensuality and freshness all at the same time. Embroidery since the 60s, 70s, 80s, always left the pieces with a more exquisite finish today can be in everyday pieces with a much more "COOL" footprint making your pieces nautical with a refinement of power and sophistication, to leave your personality wherever you go. The Tip is: stripes prints in Náutico as well as blue and white, can form the joker piece for a mix of print. It is the key for you to be able to mix with floral, pieces with patterns of birds that is the face of summer, bet. Stripes in the vertical can lengthen and horizontally can create a





volume for the skinny, right time to leave that flawless silhouette. But women who already have volume, can abuse the stripes horizontally. The secret is to wear the third piece over the look, such as a blazer, jacket, kimono or vest. Fact: When the question arises of how to have an amazing look with a piece that you have difficulty, if it is the piece at the bottom, abuse to match with a white tailoring shirt, some open buttons, then yes, abuse of your Destroyed Jeans, pants or shorts with vibrant colors or different embroidery, will make the look smoother and easier to match. For the reverse, if the difficulty is to combine with your most difficult pieces at the top, abuse a good jeans, will be the perfect combination, the darker, but it will make the sophisticated look always present in the daily or night combinations. No more doubts about why not have the nautical in your compositions, with the updated fashion, impossible you not be the highlight of fashion, with concept and personality.



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BUSINESS

AND LAW

JUDICIAL RECOVERY: MYTH OR REALITY?

Samuel Santos

It is impossible to discuss Business and Law today, without thinking and reflecting on the current economic scenario of the country. Economists do not hesitate to say that we are going through one of the most severe economic crises experienced, a crisis that has a peculiarity that differentiates it from the others: the long duration. The world economy fluctuates, indicators have been up and down over the last four, five years, but Brazil does not react. The various factors that influence this reality seem to be considerably different from the individual ability of each agent to modify them. However, the wait for the general reaction of the country is inversely proportional to the reality experienced by each company and entrepreneur in the day-to-day of its activity. There's no time to wait. On the contrary, the urgent and immediate need for quick and efficient decision-making does not give room for error or

misunderstanding. To err in times of crisis is to practically sacrament the failure. The indexes released by IBGE and SEBRAE of the number of companies closing each year scare. However, there are percentages that do not border on all of all, which leads to the conclusion that, contrary to this reality, companies still grow and consolidate in the market. In this sense, the Brazilian legislation itself created a mechanism to help companies and entrepreneurs to cope with the moment of crisis. This is Law 11.101/05, the well-known Business Recovery Law - LRE, article 47 already presents its reason for existing, provided that

"judicial recovery aims to enable the overcoming of the situation of economic and financial crisis of the debtor, in order to allow the maintenance of the producing source, the employment of workers and the interests of creditors, thus promoting the preservation of workers and the interests of creditors, thus promoting the preservation of the company, its social function and the stimulus to economic activity." In the business environment much has been said about judicial recovery. Questions about the effective validity of the measure's efficiency. However, we have



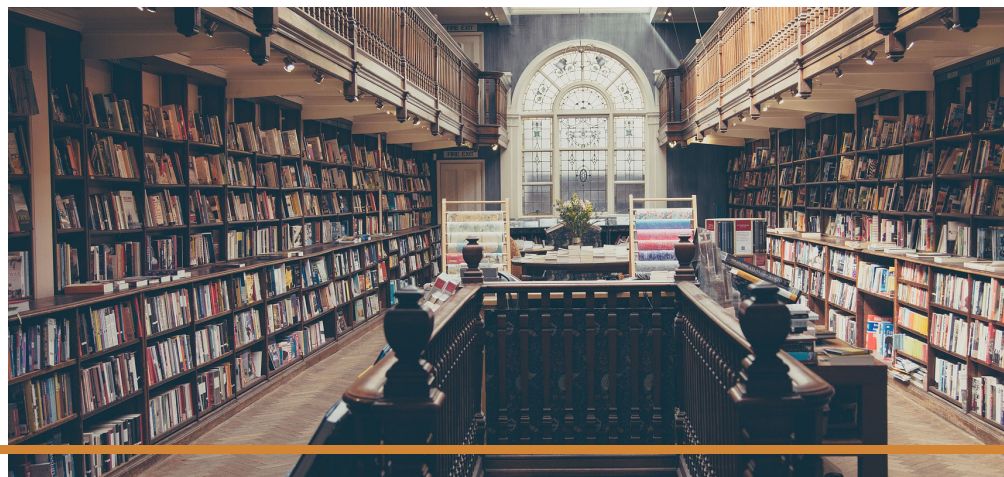


witnessed the absence of clear and precise information to the entrepreneur in relation to this institute, being sometimes sold as the magic formula to save the company, while, almost every time, it becomes the final card for its end, which was not expected. Although a recent survey by Serasa reported that in 2018 there was a 10% increase in judicial recovery requests compared to the same period last year, only one in four companies survives after the request for judicial recovery, corporate consulting studies show. The study does not conclude whether the success rate is positive or negative. However, it serves as a parameter for the study and decision by the entrepreneur of joining the institute. And among the various factors that should influence this decision-making, we highlight those that we report of paramount importance to be answered in advance by the entrepreneur: whether his activity is, in fact, economically viable; whether debts can be negotiated out of court, or at an advanced stage of recovery by creditors; if we are facing a scenario of plurality of creditors with small and medium claims, or plurality of claims in a small number of creditors; if it has extensive knowledge and the company has enough cash to bear the costs of this lawsuit; if the company is able, in view of its economic management, to present

a payment plan to its creditors that is coherent and positively indicates a majority membership. The deep and detailed previous study, together with qualified professionals, both in the legal area and accounting and economics, is essential to support the decision, by the entrepreneur, to submit a request for judicial recovery, which may have the expected end and actually recover the company or result in its bankruptcy. In terms of business and law, always consult your trusted lawyer!



Partner lawyer at EN&ADV, Deputy Secretary General of OAB/GO Subsection of Anápolis and LLM in Business Law by FGV/Rio.



INTERVIEW

The visionary Cleiton Júnior

Sometimes people can't adapt to the "normal standard" of society, they just can't. Studying hard and getting a job is a reality and the legitimate desire of millions of Brazilians. It turns out that some people just weren't born to follow the crowd, they were born for a greater purpose. They are considered "different, strange and even crazy", who can play a very important role in everyone's life and in their cycle of coexistence. This is the case of the 24-year-old, Cleiton Pereira Lopes Júnior, humble and hard-working, who for difficult reasons of life, found in entrepreneurship his motivation not only to work, but to win. Meet in this interview, the inspiring story of this young entrepreneur.

You started to undertake very early, as early as 18, an age where the vast majority of young Brazilians are seeking to enter some university. What is the point of going against this reality?

I was always a good student, got good grades, but I didn't have much focus on studying. I've always liked action. And entrepreneurship was an option I appreciated more than joining a university to try a "stable" job in the future. As I worked from an early age, I created an entrepreneurial essence within me. Soon I was buying for "x" and selling it for "2x".

Faced with adversity, you sought in "theory" the most difficult solution, to start a business. No financial resources, little know-how in the chosen area and with many competitors. Why is that? How'd you do that?

I worked in an optics for a while, repairing glasses. He was very dedicated and very efficient in what he did. My old boss didn't value me, and the "mood" was no longer harmonious between us. I resigned with the expectation of working for myself. As I had experience in fixing glasses, I followed in this area and opened a

small eyeglass repair shop, something very simple. I started outsourcing the repair of glasses from various optics in the city. That's where it all started.

At first you only provided services to third parties, repairing frames, and i had no idea that you would become an entrepreneur and owner of one of the largest Optics in the city. When did you see the possibility of doing something bigger?

As I already did eyewear repair, working also with the sale of glasses ended up being a consequence. After a few months, my father gave me a little financial incentive to open my own optics. I took the opportunity and made the acquisition of a small optics that was for sale at that time. My old boss outsourced the manufacture and assembly of lenses, at that time only he had laboratory to perform this type of service in the city. In November 2013, for no apparent reason he stopped outsourcing the service to me. It was then that I decided to buy a machine to manufacture and mount lenses and add this service to my optics. At this time, my company manufactured and assembled lenses, sold glasses and did repairs.

How was the dynamics of work in the company? Since your focus was still on manufacturing lenses for third parties?

I started outsourcing the manufacture of lenses to other optics and the workflow increased. At the beginning of the company they were just a saleswoman and I. She worked in the sales part of the store and I in the manufacture and assembly of the lenses, in addition to delivering the merchandise, also collaborated in the sales periodically. Most of the time he

worked until 11:00 p.m. to deliver the service on time.

"I created an entrepreneurial essence within me. Soon i was buying for "x" and selling it for "2x". "

When did you realize that your company's focus was changing?

At the end of 2014 in partnerships with doctors. We'd go to nearby towns, the doctors would do the calls, and I could sell the glasses. I realized that this market was very attractive and could focus on it more hard beyond the manufacture and mounting of lenses.

What are the biggest difficulties during this period?

Lack of confidence of customers because I am too young, lack of capital for investment and the excessive amount of labor charges and taxes collected by the government, which hindered me to hire another employee for example.

After attending with medical professionals in some cities that had



demand, you achieved success in sales of glasses and a considerable financial return at the time. Given this fact, having an optics with reputable brands together with its own laboratory, intended for the manufacture of lenses, became a real possibility. What were your plans and actions for this to happen?

I decided to look for out-of-state suppliers to make larger inventory. That way my price became more competitive and I started selling the prompt delivery. At this point sales have increased considerably.

Every company experiences moments of transitions. What are the main changes made to adapt to this new reality? Be competitive both in the manufacture of lenses and in the sale of glasses?

I focused on making stock. Buy wholesale to have competitive price. At first I bought 150 pairs of lenses per month. Today we buy about 1500 pairs of lenses per month. In relation to the store, I invested in more options of glasses, with varied brands and quality. At that time the laboratory had reasonably established billing and in relation to the store more than doubled.

After how long, your first unit found market and financial stability, and did you feel the need for expansion of both the laboratory and optics? How was that process?

About two years to have stability. There was only one competitor in the laboratory area (manufacturing and mounting lenses), it had many bottlenecks and left to be desired. It was then that I bought a more modern machine, this allowed greater quality in service and more agility. The workflow grew a lot and the possibility of growth was very large. I started thinking about expansion. It had some financial stability, that's when I opened the second store with little investment and in the first month we

made R\$ 12,000.00 more than the previous month. Then another competitor decided to sell his store and I decided to buy.

You opened two more units virtually simultaneously, a very bold action, and managed to establish them in the market quickly. What were your plans with the acquisition of these new units?

I needed to increase production within the laboratory, my goal was 70 services (outsourcing) per day.

Its units were established quickly, what is the differential of Optics Image in relation to competitors?

Undoubtedly some fast delivery speed and very competitive price, in addition to the quality of our lenses with guaranteed certification and authenticity checked.

Many claim that "growing up hurts." Tell us some story that has marked you throughout this period to this day.

The first machine I bought marked me a lot. I didn't know how to operate on her, I hadn't even seen her in my whole life. I convinced my father to invest in me and buy the machine. We went to Brasilia, the machinery was very old, I couldn't move. My father thought I knew how to handle it, and I made sure I did. When we searched for her, they were, me my father and my grandfather. I couldn't tell them I couldn't even work with the machine. Now how am I going to operate on her? I needed to learn to handle it for work. That's where I met a gentleman named Zé Adriano in a technical course in optics, he taught me how to operate the machine. I took the base curve table and cylindrical curve of the machine to make the cut. He started guiding me and showed me how to use it. That's how I started working on it.

"With little investment and in the first month we invoiced R\$ 12.000,00 more than the previous month."

Recently Ótica Imagem participated in "Ajorsul" and "I Congresss Ótica" in Gramado-RS, two major events in the optical segment, focused on innovation of the sector in our countries. What can we expect from novelty with this participation?

The participation in these events has greatly influenced what the saleswomen have been saying. Everything that is more modern I have passed on to them. I even bought an anti-scratch machine that's already installed. The first one in Annapolis and is already in operation. We brought more technology to the customer. We are now also using more modern lenses, decreasing the effect of ultraviolet rays. We pioneered ultraviolet filtering in our city.

Currently you have more than 15 employees. For you, what is the best way to manage and motivate people?

Humanized management, always thinking about what I can do to improve, thinking how I can help the employee and bring joy in the work environment. Always be close to employees, I also do some events for fraternization.

From the previous answers, we can see in his profile, very bold. What are your advice for those who wish to undertake and are still very young?

Always dream. Never give up. Have courage and be persistent, as well as good reputation.

Today with extreme know-how in the field of performance, experience, own laboratory, large stock of lenses and glasses, what are your ambitions for Optical Image?

Bring to Anápolis the most modern in technology, which are digital lenses and also the anti-reflective treatment center, generating comfort and a better

visual aesthetic. I also want to open 3 more optics and achieve monthly revenues of R \$ 500 thousand reais. In relation to the laboratory, have manufacture of 50 lenses and 70 mounts of glasses daily.

"Always dream. Never give up. Have courage and be persistent, as well as good reputation"

Finally, in your opinion, what are the fundamental characteristics for a successful entrepreneur?

Courage to think, ambition to dream and focus to perform.





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Never underestimate the power of dreams and the influence of the human spirit. We are all the same: the potential for greatness lives within each of us.”

Wilma Rudolph

American athlete.

Won three gold medals as a sprinter at the 1960 Summer Olympics in Rome.

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