

Marriages in pandemic times

In this pandemic year, grooms who did not postpone their wedding ceremony, opted for the trends of the moment.



Where are hidden subject?

We live surrounded by solutions that were once innovative without which we can no longer imagine living. The internet is already almost at the same level of importance as electricity.

Simple Business.

November 2021

Nothing beats the dream of home ownership.

MARCELLO MOREIRA

The player that survives in the real estate market is the one that anticipates the needs.



Little Rock, Arkansas, EUA

3 THE POSSIBLE EVIL OF THIS DECADE (2020-2030)
Sidney Gomes de Oliveira

5 WHERE IS THE HIDDEN SUBJECT?
Alexandro Strack

9 MARRIAGES IN PANDEMIC TIMES
Claudiani Veiga

15 **Marcello Moreira**

17 HOW OLD WOULD YOU BE IF YOU DIDN'T KNOW HOW OLD YOU ARE?
Mauro Wainstock

19 TECHNOLOGY IN THE FIELD, AGRICULTURE 4.0
Lucas Boaventura

EXPEDIENT
Publisher: Eagle Publicidade
CNPJ: 21.992.209/0001-59
Legal Responsible: Pedro Mendonça
Creation and Design: Hugo Crisóstomo
Journalist in Charge: Orisvaldo Pires
Interviews: Pedro Mendonça
Columnists: Alexandro Strack, Claudiani Veiga, Lucas Boaventura, Mauro Wainstock, Sidney Oliveira

Simple Business Magazine is a magazine about entrepreneurship and innovation. The total or partial reproduction of it is forbidden, as well as the sale of printed copies. The published articles are of the entire responsibility of their authors. The only person authorized to speak on behalf of the Simple Business Magazine or to make any kind of submission is its Legal Responsible, Mr. Pedro Mendonça, the Legal Responsible.

Contact: +55 (62) 981252641
Website: www.revistasb.com.br
Email: contato@revistasb.com.br
Instagram: @revistasb
Facebook: www.facebook.com/revistasimplebusiness

" There is only a boss. The client. he can fire everyone in the company, of the president down, only spending his money in another place. "

Sam Walton

Founder of the largest retail chain of the world, the Wal-Mart.



Simple Business.

HEALTH AND WELL-BEING

THE POSSIBLE EVIL OF THIS DECADE (2020-2030) PSYCHOSOMATIC DISEASES

Sidney Gomes de Oliveira

Anxiety and depression, two of the main psychosomatic diseases that are gaining strength throughout the 21st century in the world population. Anxiety is responsible for the excessive concern about possible negative events that may occur throughout the day, taking the body to a state of constant alert, which causes the person to be anxious and fearful at all times.

While depression is a psychosomatic disease that directly affects the emotions, causing a high degree of sadness, low self-esteem, the presence of anhedonia, among other symptoms, which may or may not be chronic and that directly interferes in the day-to-day actions and isolation.

There is a strong concern about the impacts of these diseases, especially in

Brazil, which, according to the World Health Organization (WHO), is the country with the highest rates of anxiety in the world, with about 9.3% of the population, and the fifth in cases of depression, with 5.8% of the affected population.

The various situations faced in a country with more than 200 million inhabitants, whether at work, in social life, or in love life, associated with the rapid changes in life caused by technology, added to the many hours Brazilians spend on social networks (currently the 2nd in the world), in a pandemic scenario, is the recipe for the progressive increase of psychosomatic diseases.

The lack of knowledge about the subject and the prejudice/shame to seek help, worry and make treatment difficult. According to the psychiatrist Cyro Masci, a Harvard University research found that people with acute and severe cases of anxiety take around 7 years to seek medical help. When the symptoms are milder, the time is even longer. The delay can be as long as 16 years. Admitting the problem is a taboo, that's why it's important to open up, clearly state what you're feeling and seek a specialist as soon as possible, just as you would if you had a hypertension crisis, a labyrinthitis or any other physiological symptom. The sooner you start the treatment, the sooner your balance will return and you will be able to maintain all your activities.

The population has to understand that

even though they go through so many problems, there are countless professionals in Brazil trained to intervene and collaborate on the symptoms of anxiety and depression. The services can be provided in person, through online platforms, or by phone calls.

In the pandemic, the psychology professionals collaborate with the intervention of both patients and the professionals who work to fight the disease. Early intervention is sought, enabling the individual to describe what he or she is feeling in relation to the daily events that occur around him or her.

It is understood that the pandemic in the beginning of this decade has totally changed the ways the population acts in society, with new habits, new strategies, and more conditions that trigger anxiety and depression; therefore, this is a decade for investments and a lot of care.



Sidney Gomes de Oliveira
Psychologist. Specialist in hypnosis, cognitive behavioral therapy, sexology, and EMDR therapy.



INNOVATION

WHERE IS THE HIDDEN SUBJECT?

IS THE DIFFICULTY HUMAN, TECHNOLOGICAL OR BOTH?

Alexandro Strack

We are in the third decade of the 21st century, but when it comes to innovation we get the feeling that it is still a practice that is neither well understood nor widely applied. It is strange, to say the least, because we live surrounded by once innovative solutions that we can no longer imagine living without. The internet is now almost as important as electricity, Google searches make us believe that we will get answers to almost everything we need, the smartphone is no longer a mobile phone but a multi-purpose object: photo, video, calendar, internet access, several searches, shopping, and many other previously unimaginable possibilities. If on one hand our daily life has been digitalized, as we have started to relate to the physical world through the digital, on the professional side we still encounter difficulties that are characteristic of the last century.

The way we deal with new ideas and initiatives, with the frustrations brought about by ever faster changes, has left us with a perplexed posture when we should be reacting with greater agility. It is not news that only the most adapted survive, and this is where digital innovation ceases to be a secondary activity and becomes vital. The Covid-19 pandemic clearly pointed us to this rupture and brought us new paradigms. If for many it is the great accelerator of transformations, it was

because of it that we were able to realize the importance of digital in all our lives. And this perception came with a lot of pain. Besides the unfortunate loss of many lives, many businesses and jobs, we realized how unprepared we were professionally to deal with the agility demanded by such rapid and abrupt changes. When we were put to the test to come up with innovative solutions, it was our limitations that stood out the most. It was human and cultural limitations that came to the fore. It was not the digital technology that was limiting, but the way we dealt with it.

Even though in our personal lives the use of various applications was already a reality, even though there is an adoption issue related to different generations and social classes, the same did not apply to professional routines. Exchanging messages through whatsapp, making video calls, buying over the internet (from food to clothes and furniture), taking care of one's health, relating with friends and relatives, among several other activities, were normal in personal life, but strange to business life. It so happens that the interactions between companies, legal entities (a group of individuals who act and react according to a corporate culture that has been established), have been demanding innovative solutions for a long time. And it couldn't be any different, because if as

individuals we want solutions that fit new ways according to our needs, the same happens when we group ourselves in an organization called company. But how do we create these innovative solutions? The process of creating innovation is through experimentation, which in turn is dependent on a set of ideas and/or possibilities for solving a given problem. When experimenting it is essential to recognize that you do not know the outcome, although you can estimate it. It is equally important to know that some experimentation will be necessary, because the path of learning is through trial and error. That is why there are no wrong ideas, only untried ideas. The agility to understand, learn, and adjust makes it possible to innovate faster and more assertively.

Some of these characteristics of the innovation process require significant changes for companies and professionals. Becoming able to handle multiple experiments and being agile separates the companies that are winning from those that are having serious difficulties in this century where change is increasingly accelerated and uncertain. As in the case of Covid-19, where there are dozens of vaccines being developed, it is critical to have several simultaneous innovation projects. Whether for human life or for business, the number of experiments is directly related to success. If the company has few innovation projects going on then it is certainly innovating little (or not at all) and runs serious risks in the current competitive scenario. It happens that companies are (or should be) dealing with the transformation process imposed by the digitalization of business. The digital transformation demanded by the new economy depends on innovation, which in this case must be digital. The use of digital technology is not new to companies, or even to professionals, as its use has been widespread for decades. The question now is how to do digital innovation, which is not just using technology, but creating processes and business models to meet the demands demanded by new consumers organized in new markets. It is about undertaking (somewhat human) digital solutions (through the use of technology). In this transformation journey companies have realized the need to become more agile, that is, able to learn and adapt more quickly. Several methods have been created to allow progress to be made quickly and at an adequate cost. The search for methodologies such as: design thinking, design sprint, lean startup, scrum, and others, are





changing organizational structures and entrepreneurship when it comes to digital innovation projects. Even the form of management has been adapted through the adoption of OKRs (objectives and key results), for example. While organizational structures seek to become more agile, technology departments are increasingly in demand. This is because it is in the technology department that the professionals who have the technical knowledge to create the digital products that result from digital innovation projects are located.

The more agile the other departments become, the greater the demand that comes to the technology area. If the result of a digital innovation project is dependent on the creation of a digital product that can only be made by an area that cannot deliver services according to demand, then projects are either stalled or take much longer than desired to be realized. This misalignment between demand and supply becomes serious as it limits the amount of experimentation, consequently of learning, ultimately limiting a company's capacity for digital innovation. At first glance, it seems to be a very easy management problem to solve, because when there are no internal resources available, all you have to do is outsource. This is what many companies do. The resulting scenario is a high demand for professionals with technical skills for the creation of digital products (software). We are talking about programmers.

The demand for programmers has exploded worldwide due to the digitalization of business, which is advancing much faster than the interest in the profession and the training capacity of these professionals. Even though salaries are attractive, which is normal in unbalanced supply and demand scenarios, interest in the profession is very low. To make a long story short, the current situation is that only 0.3% of the world's professionals are capable of creating software (such digital products). This means that 99.7% of the world's professionals are held hostage by those with specific technical capabilities. There

are not enough professionals to meet all the demands, which are coming faster and faster due to the gain of agility in the previous stages of innovation projects, for the areas that should build the digital products. So we arrive at a problem without a solution? The chicken and egg dilemma? Yes and no. Yes, if the only way to evolve in digital innovation projects depends exclusively on technical professionals with programming skills.

No, if we bring into this scenario all the other professionals who, even without knowing how to program and not being technical, may be capable of structuring a solution in a visual way and thus create a digital product. These are the so-called citizen developers. This new ability depends on the use of appropriate technological tools, because it will be necessary that software is created in a visual way by people without technical knowledge. The good news is that these tools exist, and they are called low-code / no-code tools. The adoption of these technologies is part of a movement that is growing rapidly around the world, the so-called NoCode Revolution. Research institutes like Gartner predict that 65% of software created in 2024 will be made through low-code platforms, and McKinsey has already attested that companies that have citizen developers generate 33% more innovations than those that do not. But it is possible to go further, because even programmers can benefit from using low-code/no-code platforms.

Forrester has identified that about 50% of programmers will be using these tools in some form by 2020.

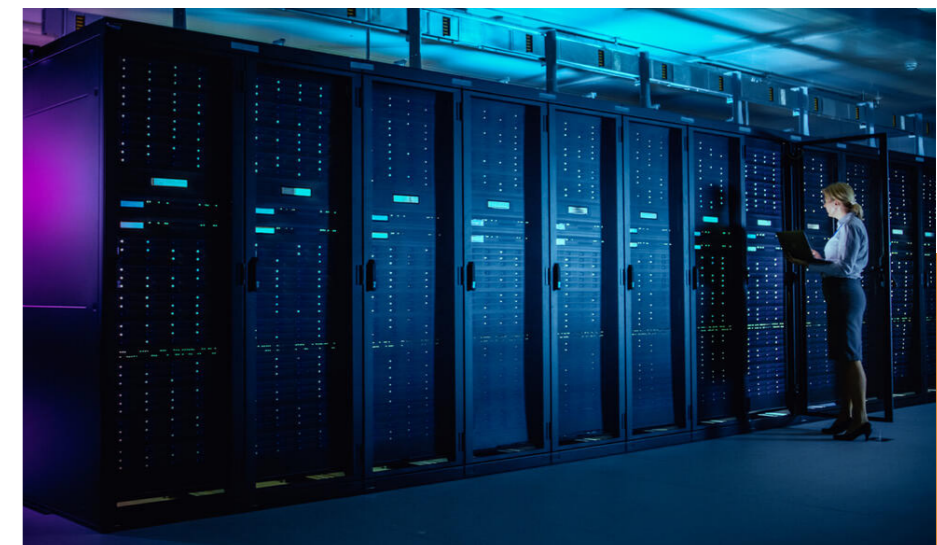
The path to unlocking innovation, accelerating digital transformation to be a competitive enterprise in the 21st century is through citizen programmers and the adoption of low-code/no-code platforms. It is important that agility can flow throughout the digital innovation process, and this happens when you couple human capability with the power of the right

technologies. There are still many companies and professionals who have failed to identify the bottleneck generated by the inability to create digital products. Either because they don't know or even because they don't believe in the power unleashed by no-code tools. The productivity gain is 10 times higher when compared to the traditional software creation process and the cost can be reduced by more than 50%. More speed combined with lower cost allows for more experimentation and thus the company becomes more innovative.

Now you know where the hidden subjects are: transform the other business professionals into agents of digital innovation through the adoption of low-code / no-code platforms.



*Alexandro Strack
Graduated in Mathematics, post-graduated in Systems Analysis and MBA in Business Management. Worked in projects in several countries in the Americas, Europe and Africa. Entrepreneuried in businesses of various areas. He is co-founder and CEO of Mundo Exponencial, creator of BeNOCODER, and an information technology executive with over 30 years of professional experience. Innovation leader at CIORJ (group of CIOs from Rio de Janeiro) and one of the coordinators of the Open Innovation Squad in RJ. He is also a mentor at the Founders Institute.*



FASHION AND STYLE

MARRIAGES IN PANDEMIC TIMES

Claudiani Veiga

According to the Brazilian Institute of Geography and Statistics (IBGE), more than one million civil unions were performed in 2018. Even in the face of the economic crisis, the events market has been showing positive results moving about R\$ 50 billion per year throughout Brazil, with growth of 14% in 2019, according to the Brazilian Association of Companies and Events (ABEOC). In the 2017 balance sheet of the textile and apparel sector the FIESP's Committee of the Productive Chain of the Textile, Apparel and Clothing Industry (Comtextil) presented an estimate of 13% growth of the fashion market in Brazil, averaging 3.1% per year, for the years 2018 to 2021.

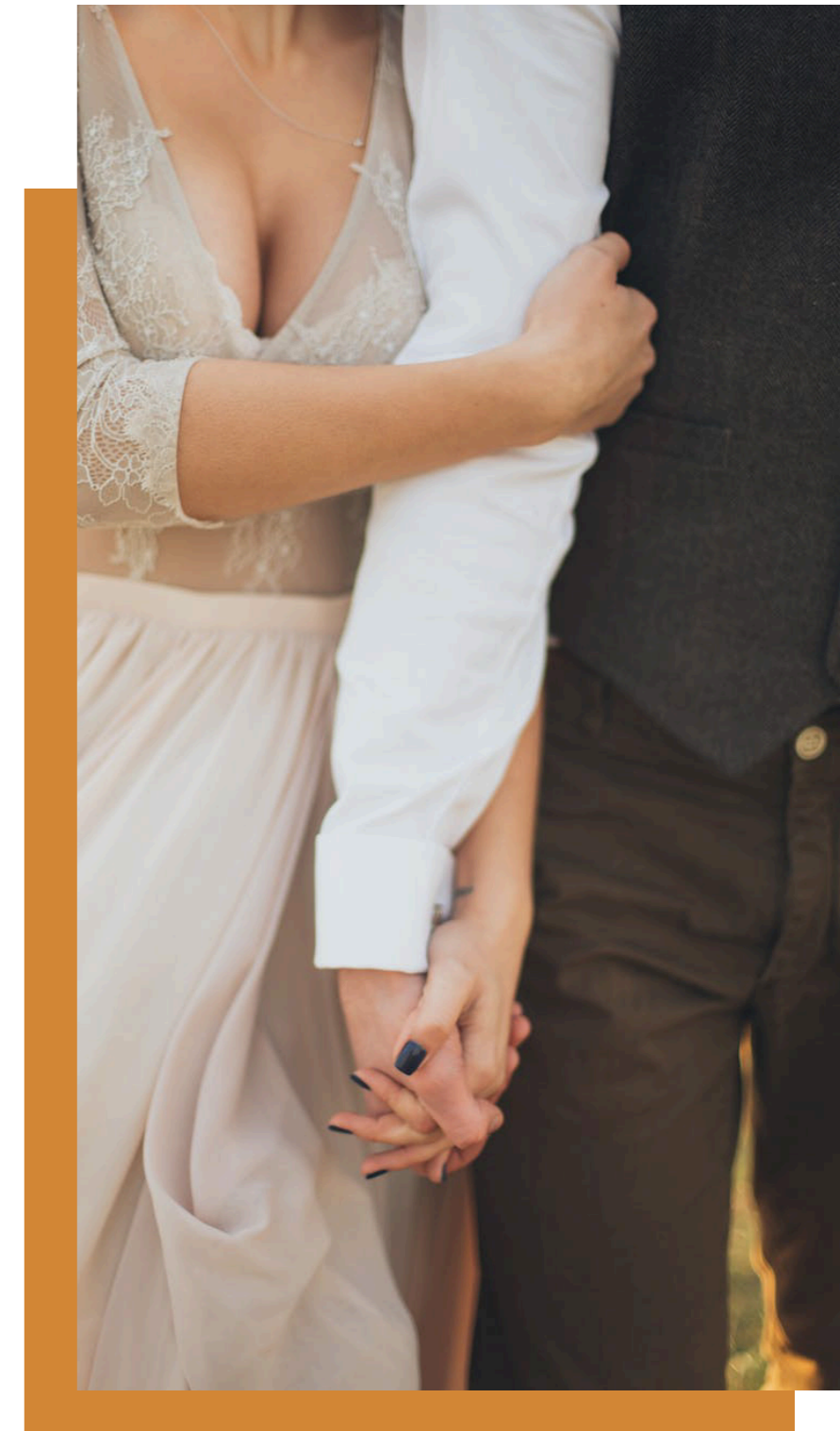
According to the Brazilian Textile and Apparel Industry Association (Abit), the projection of import growth should be 4.1% this year, possibly reaching 1.49 million tons. According to Bárbara Nobrega, the wedding market has been a good option for medium and small entrepreneurs who are looking for new ideas to offer creative

and differentiated services to the bride and groom. In this year of pandemic, fiancés who didn't postpone their wedding ceremonies have opted for the trends of the moment, such as: Drive-thru style ceremonies, where guests watch everything from inside their cars; the use of technology, with ceremonies without guests, transmitted through Lives on social networks; Elopement Wedding, which for Lorena Rodrigues and Junia Lane means wedding for two, where the term Elope means elopement, which is when the wedding occurs suddenly, with a reduced number of people. One of the categories within these trends are the themed weddings, where we highlight here those set in the Middle Ages.

Not by chance, it was from the Middle Ages on, in the 5th to 15th centuries, that the clothing started to stand out because of the craftsmen's ability, when the clothes started to be more refined and to have applications of stones and jewelry. It was also at the end of the Middle Ages and the beginning of the Renaissance that the concept of fashion emerged, a very important period for the history of clothing, according to the Center for Technical Productions (CPT). Taking

into account the amount invested by couples in ceremonies that escape from the traditional, especially in times of pandemic in which crowds should be avoided, the collection Medieval Tale fall/winter 2021, from Estarely, inspired by the kings and queens of the Medieval Age, came to give a stir in the world of weddings. The pieces are full of unique symbols of a couple about to have an Elopement Wedding, eloping to exchange rings on top of the world.

All the details in gold on the pieces represent the power and refinement of the royal families, not to mention the groom's family coat of arms holding up the cape that takes the place of the bride's veil. The red color carries the symbol of eternal love, and all the details in synthetic leather and leather bring safety and protection to those who wear them. Affordable for rental, these costumes are for any couple who wishes to get married in an atmosphere that reminds them of a time full of enchantment and fantasy, that will remain vivid and shining in everyone's memory, with the dream costume for any maiden or knight. If you are planning to get married or would like to renew your wedding vows, abuse your creativity and take advantage of the trends of the moment to create the event of your dreams, always respecting the guidelines of the bodies responsible for public health and safety.



Claudiani Veiga
Stylist and Image and Style Consultant.

Marcello Moreira

“Our goal is to grow without making the mistakes of the past, with a lot of “feet on the ground”. In the coming years, we will bring liquid products, products that meet the customer's needs, seeing their real needs and pain.”



INTERVIEW

EBM IMOBILIARIA

Marcello Moreira

EBM is a real estate development company that has been operating in the segment for almost 4 decades, delivering projects all over the national territory. It keeps up with global trends in construction, architecture, and urbanism. It builds intelligent enterprises and encourages urban development. To Simple Business, Marcello Moreira, EBM's commercial director, talks about the real estate market, the company's trajectory, the challenge of the pandemic, and the perspective for the future.

Tell us a little about yourself and the history of EBM.

EBM is a real estate developer with 40 years of existence. We have been through a lot, and I am very proud to know that we got here with a lot of prudence, but at the same time with a very strong sense of adaptation. I think that the real estate market itself is not innovative, it doesn't create new needs, but the one who best anticipates the needs that appear survives. I think this is the mark of the company, it has our face. Ethics, honesty, delivering what you promise, are values that I also share at home. We

operate in Brasília, Goiânia, Anápolis, São Paulo, and in the countryside of São Paulo. Our subdivision company is already present in 12 states in the country. I'm very proud to wear this badge, to be in EBM's day-to-day life, whether you like it or not, is a mix between work and family. I have been with EBM practically since I was born. My father is the founding president of the company. I never saw myself doing anything else. I have a degree in civil engineering and an MBA from Insper. I joke that my diploma is not good for much. In the middle of college I got involved in the commercial area of the company and ended up being "stung by the commercial poison", you get in and never get out. I stay in the commercial area, close to the brokers, sales and commercial strategy.

EBM has delivered more than 180 projects all over Brazil. What are the criteria used to choose the location and launch a project?

The regional diversification makes us very comfortable so that when one market is bad, we can focus on another. I believe that the fundamental thing is to diversify risks, different locations, different products, different audiences. We are in all the "real estate broth".

You studied engineering, but you work in the commercial department of the company. How was the transition process?

Since I was very young I have wanted to work. During school vacations, internships, I even worked as a warehouse worker, earning some "money" to buy my things. As soon as I started college I sat down with EBM's HR people and we made a plan about how I would work in all areas of the company and learn everything. I was a construction trainee at the time, I had some friends wanting to buy apartments, they would call me, etc. That's when I started pouring into the commercial area. It came to a point where there was no turning back. It is something that pulsates in me and that I like very much.

Nowadays there is a lot of talk about

humanized management. What is your profile as a manager?

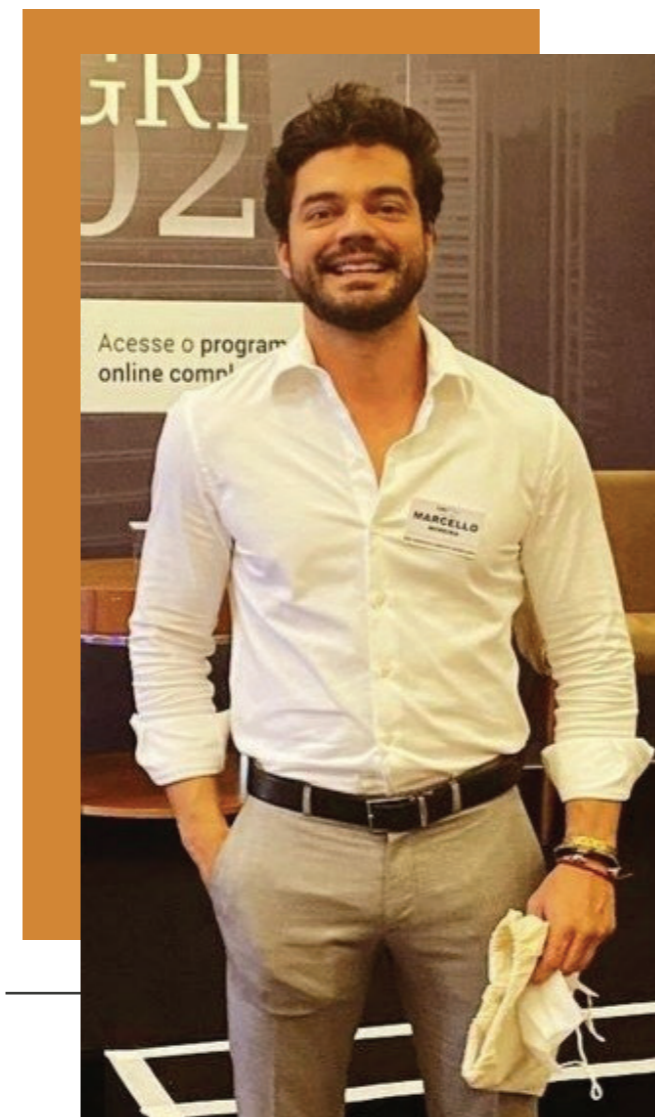
I am very, very close to the class. Many say that a company should be run like a family, but I don't particularly like that. Many times in the family, we overlook things that we should not. I am from the sports world, I played professional tennis, wrestling, etc. I believe that the company should be run like a team. Those who stand out should earn well, it is 100% democratic. Here, what prevails is meritocracy. I think that nothing is more meritocratic than money in your pocket. The commercial area provides a lot of this. It is very gratifying, for example, to see managers who

arrived here with nothing and today have their own homes, their own cars, a very good life. I think that nothing humanizes more than giving the opportunity and putting money in the pocket of those who help you, who make the company grow. Those who do not collaborate with the "team", I think they should look for another "team" or another "sport".

An outstanding feature of EBM is meeting the delivery deadline. Tell us about this fundamental pillar for the company.

It is very gratifying when I see a client signing a contract for a building in the planning stage. No other market needs to possess such confidence as our market delivers. The client is signing a piece of paper, trusting that he will receive a property in 36, 48 months and still compromising part of his income to realize a dream, his own house. From the moment you meet with the client, it is clear the need to meet the deadline, after all it is someone's dream. It is a very strong pillar in the company, we move everyone as fast as possible. Not just deliver on time, but deliver what we promise. All our meeting rooms or wherever it is here in the company we have a notebook called "compare", which is

"The company should be run like a team. Those who excel should earn well."



everything we promised in a folder, digital material, and what we delivered. This makes me very proud. What is delivered is always better than what was promised. No matter how much we invest in marketing, nothing beats this (to deliver before the deadline and with the best quality). This only happens because we have the sensibility to understand the whole process of acquisition by the client, to commit with a good part of the income, to be able to dream, until the arrival of the property. Nothing beats the dream of home ownership for Brazilians.

We had a very difficult year with the pandemic of the new coronavirus. What strategies will EBM use in 2020?

To say that we had a strategy is a lie. To say that we expected it is a lie. From 03/15/2020 to the end of April 2020, we believed that one day would be worse than the other. We ended the month of April with a very bad result, about only 10% sales of normal. However, not even the best of optimists would imagine that 6 months later we would be breaking sales records. We did a crisis management, day by day. Unfortunately, we had to disconnect some employees. We anticipated many things that were inevitable in our market, and we were ahead of the curve. During the pandemic we had 4 launchings, all of them were sales successes. Always with a lot of responsibility, valuing the health of our collaborators and clients. With this new way of working, we kept on doing the right things, and discarded the wrong ones.

What is the impact of the new coronavirus pandemic on the real estate industry?

At the beginning it was desperate. The government acted very quickly, there was stimulus on the line, credit stimulus, interest rates plummeted, the "coronavoucher" himself helped the needy. In these months, there was a re-signification of the home in

the context of the family, and an unimaginable market opportunity opened up that we will only have the dimension of in a few years. We adapted to this new model. Most people had to work at home (home-office).

Are you already planning new ventures and new ways of working arising from this "new normal" from the pandemic?

Absolutely. Regarding the "back office" part, the employee can choose to work at home or at the company. I am a little concerned about the home-office culture because you don't create a culture at a distance. We are flexible about this, however 90% of the employees prefer to work at the company rather than at home. Regarding EBM, all of our decorations are available for access through a virtual tour on the company's website. The whole purchasing process can be done online.

Nowadays many people are migrating from big cities to small and medium-sized ones. How does EBM act in these squares?

In Goiás we are limited to Goiânia, Anápolis and Brasília. In São Paulo we are very strong in the countryside, cities like Jundiaí, Rio Claro, Araraquara, São Carlos, Piracicaba, Campinas. In the interior, a lot of money is generated and there is very little supply. The population demands quality from the builders and developers, just like in the capitals. It is an opportunity that we visualize and in which we invest a lot.

Since they are in different squares, the audiences are different. What are the specific differences between the publics?

It is a gigantic difference. The client from Goiânia is very different from the client from Brasília, which is very different from the client from Anápolis. We always work with a local team that understands the

"No matter how much you invest in marketing, nothing beats delivering before the deadline and with the best quality."

consumer's desire.

Do you have any outstanding stories?

Yes, we were incorporated in Salvador. There, no matter how small the apartment is, it must have a desk, otherwise we cannot sell it. In the South of Brazil, it is necessary to have a barbecue grill in the property. We try to get as much information as possible, whether from the real estate company, a competitor, or a local collaborator.

What are the next steps?

I am very optimistic for this new market window (post 2020). They usually last 6 to 10 years. We have a heated market, interest rates are low. Our goal is to grow without making the mistakes of the past, with a lot of "feet on the ground". In the next few years, to bring liquid products, products that meet the client's needs, seeing their real needs and pains. We are very focused on Minha Casa Minha Vida.

When is the best time to buy a property? To buy or not to buy? What to do?

We always joke that the best time to buy a property is always yesterday. For the client, the purchase should be now. For the investor, the same. I believe that in 2021 the values of real estate will "explode", not only that, the construction cost (INCC) will be readjusted by the developers. The time to buy is now. This window will close soon because real estate will rise in price. We are living in a moment of easy credit, low interest rates, and the installments are low. The opportunity is so great that I believe that 80% of the people who want to buy an apartment don't know they can afford it. What was a dream in the past, today is fitting in the pocket.

In closing, a piece of advice for those who want to become entrepreneurs.

Surround yourself with people better than you.



BIUSINESS

HOW OLD WOULD YOU BE IF YOU DIDN'T KNOW HOW OLD YOU ARE?

Mauro Wainstock

The classification of the company through age generations has always helped the researchers to understand changes and mapping needs specific to each of these groups. But is a 39 year old individual so different from the one who has just completed 40 years and that automatically, has moved to a different segment?

Does this birthday boy feel at another life stage at the next moment on which blows the candle? The Brave "Algorithmic" World propitiated the emergence of a new category that is not based necessarily in the years of life, but in desires, interests and behaviors common, regardless of age group. It is the concept of "Ageless Generation" or "Perennials", a term coined by Gina Pell, chief content officer from The What, which explains: "The market seeks catalog and homogenize our interests, consumption habits, even even our values and references morals. But the reality is that many of us do not align ourselves with the labels that we receive. We have

enormous capacity to we adapt to change, we are curious and we are always flourishing. While we are in good health, we must continue to grow, learn and explore the that we can do."

This segmentation, which is characterized by the similar mindset, is composed by individuals, of any generation, who live the present, are updated technologically, circulate in diverse environments and coexist with multiple age groups. Finally, they are in constant evolution. Paraphrasing French writer Honoré de Balzac, "O man begins to die at the age in who loses his enthusiasm". Chronology gives way to social identity. These groups do not mold to generational expectations, nor to fixed rules and customs.

They have as intrinsic characteristics to the will to live, the eagerness to learn, the the desire to dare and reinvent oneself permanently, aspects that are reflect in the way they view the daily challenges and quality of life. They embrace causes and intend to leave legacies. Add to this the readiness to the development of self-knowledge and emotional intelligence and we have abalanced and qualified professional to the labor market, helping build a more plural society and inclusive. Fortunately, diversity is no longer a option; it has become a requirement. In the environment corporate, there are many

examples of blind recruitment, which comes providing amazing results! Studies demonstrate that diversity broadens productivity, stimulates a climate positive organization, enhances the emergence of fruitful solutions, qualifies the debates, contributes to the evolution of each professional and, consequently, increases the profits. So it is not a question of media strategy only to aggrandize momentarily the brand's reputation, but of a value, urgent and indispensable, for provide sustainable results to shareholders and, in parallel, a benefit immeasurable to society.

In this universe where purpose takes over ahead, we value resilience, we evaluate the professional for his emotional abilities and the ability to deliver results concrete. The once "civilization of the average", rooted in behavioral patterns focused on regular performance, gave way to incessant search for the maximum. The word of The order is to reinvent. The tripod "education-job-career" has already become obsolete. The forms of work are constantly changing mutation; professionals must re-signify the career, add value, and make a difference. It is not enough to have initiatives, but also "finishes." All together and mixed. The modern professions involve activities more intellectual and less physical and repetitive - Which will be exercised by automation.

Features that used to be selective, today are indispensable. Always be updated, demonstrate emotional intelligence, have adaptability, being assertive in communication, apply an entrepreneurial attitude and establish relationship strategies that involve both participative actions presence as an enriching presence virtual, have become requirements and no longer competitive differentials. n the other hand, new challenges and questions are presented to us: what will be our quality of life during this period? How do we balance work and leisure; physical and mental health? How it will be living with family and friends and how we will face the inevitable transitions? What will these 30 years be like additional life? The



life expectancy of Brazilians in 1940 was 45 years old. In 2018, when IBGE conducted the last survey, this number jumped to 76 years old. The prediction is that those born from of this century are already over 100 years old. In her book Extra Time, Camilla Cavendish, of the "Financial Times", argues that age does not should be measured by the years we have already lived, but for those we still have left.

Therefore, we have to worry less with our years of life and more in putting more life in our years. If life begins at 40, I invite these "young people 40+" wondering what they will do until they are 120 years old and I quote a provocation from the Chinese thinker Confucius: "How old would you be if you didn't know how old are you?"



Mauro Wainstock
- Journalist and publicist.
- Top 1% SSI Ranking on LinkedIn
- Founder|CEO of ALEF News|Israel and the Jewish community
- Founder|CEO of Consultoria Digital Brazil
- Founder|CEO of MW Comunicação
- Co-author of the book "Communication and drugs", launched in Latin America.

AGRONEGÓCIO TECHNOLOGY IN THE FIELD, AGRICULTURE 4.0.

Lucas Boaventura

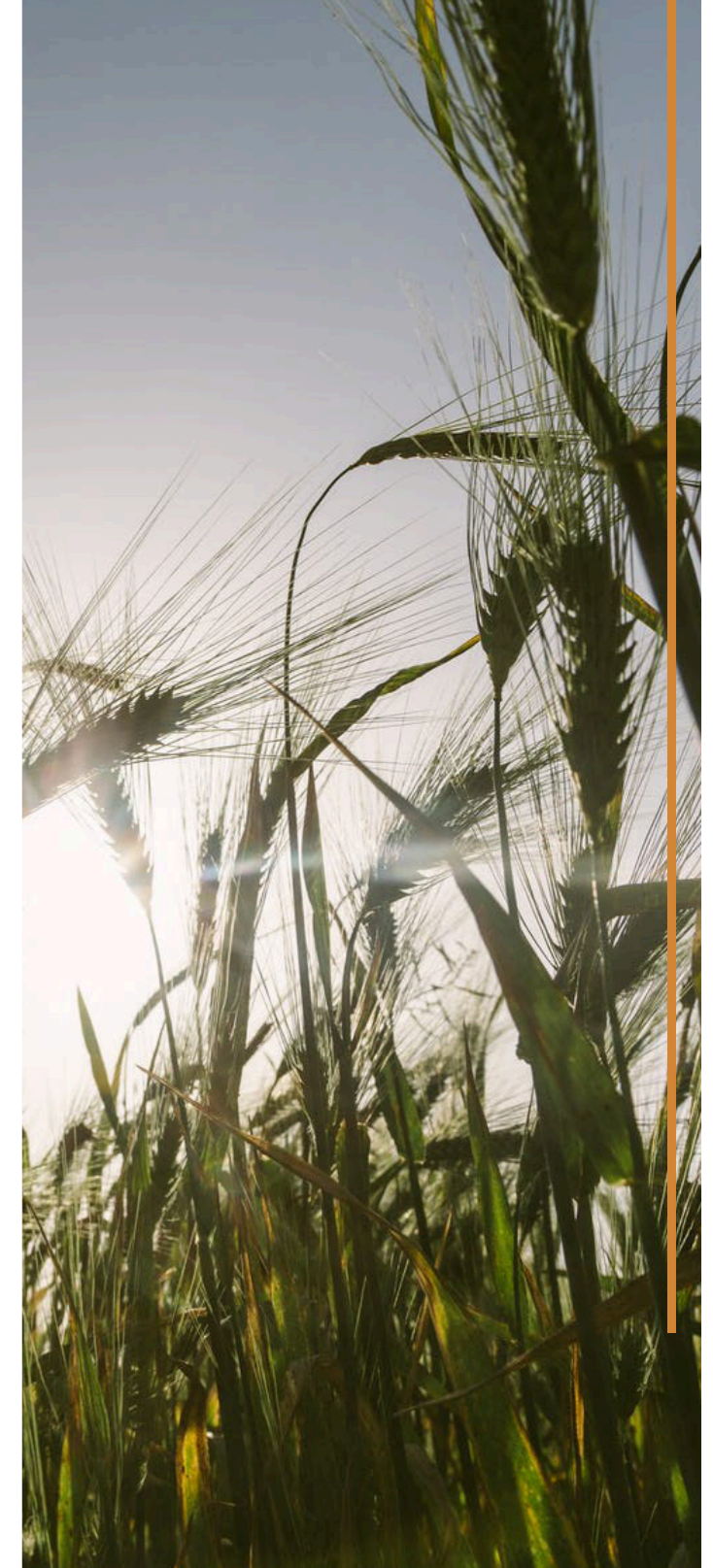


The technological transformation that the world has undergone in the last 10 years is evident. From cell phones to flying cars. And the countryside was not left out of this what we can call technological revolution. Practically all this modernization between software and machines have gone hand in hand with the field, whether focused on agriculture or on livestock. Since the green revolution that took place in the 1950s, every year we have seen major changes in the way and structure of work on farms. Automation in agricultural implements, investment in nanotechnology, and the injection of billions in genetic engineering are examples of how technology has taken over the world of agribusiness. The term is still new to us, but the phenomenon called AgTech has effervesced the market for technology in the field. The use of satellites to monitor crops has been the highlight of this market. The UAVs (unmanned aerial vehicles), drones capable of identifying pest attacks and diseases, as well as nutritional deficiencies in specific parts of the crops, by collecting images that are instantly forwarded to the producer's cell phone, helps in a

faster way to a more accurate decision making in their crops. The traceability done in cattle production allows you to know the great-great-grandfathers of that delicious steak you eat at lunchtime. This generates greater reliability, mainly adding value to the external consumer market. The modernization of agricultural implements has been another important factor that stands out. The automation of machines that are prepared to perform everything from planting to harvesting crops, avoiding excessive expenses, allowing us to reallocate labor to other sectors of the property, conscious use of inputs, and better use of working time along the fields. Hilton Torres, a medium-sized producer in the south of the state of Goiás, has acquired equipment for his agricultural machines, in which the use of GPS's and sensors increase the capacity to apply inputs at variable rates, i.e., applying only the necessary amount of inputs according to each area, "It's an investment that besides bringing me convenience in my work, it shows me exactly how much and where I have to apply a certain product. The

economy we have in service and the efficiency in the applications pay off considerably all the investment made in new technologies. The constant concern over the scarcity of water on the planet has led irrigation companies to develop the technology necessary to minimize more and more the waste of water in irrigation. Today, telemetry systems allow the producer to remotely and accurately control irrigation along the crop. The crossing of data allows variable-rate irrigation, taking into account meteorological systems and satellite photos of the actual soil conditions, promoting greater water, fuel, and energy savings, in addition to optimizing the use of vehicles. In other words, this whole system reveals to the producer the right moment that the moisture present in the soil is not able to meet the requirements of a particular crop. Curious isn't it?!

We can cite several other aspects of the so-called Agriculture 4.0. Robotics, genetic engineering, biotechnology, nanotechnology, allow greater economy with labor in manual services, the use of technology in the field seems to be a path with no return. The succession of generations within the agribusiness allows the growth of companies (AgTechs) focused on the implementation of these technologies in the field. The professionalization of the labor force in handling these technologies ensures the professional growth of those who were restricted to manual labor. As agribusiness is a billion-dollar market, it allows the appearance of new startups, focused on this segment, being a great bet for investors in the coming years. So, companies that produce everything from predatory insects for pest control in crops, to companies that monitor crops or herds via satellite, show us that agribusiness walks in parallel to the technological evolution that occurs in large centers.



Lucas Boaventura
Agronomic Engineer, Technical Manager
at Vittia Group, Specialist in Plant
Protection, Environmental Law, Soil and
Plant Nutrition, MBA in Strategic
Agribusiness Management.



“
The common question
what is done in the world of
business is: "Why?"
That's a good question,
but a question
equally valid is:
"Why not?"

Jeff Bezos

American businessman,
founder, president
and CEO of Amazon,

Simple Business.

Shibuya, Tóquio, Japão - photo by @teemu.jpeg

Your entrepreneurship network. Much more than business.
Lifestyle

www.revistasb.com.br

@revistasb

薬化2段階でブロック!

キサンチン → 尿酸

ルネオリン 尿酸タウン

DHC Channel

DMM

堂書店
BOOKS TAKEFUDO

