



**Much more than a sport.
A philosophy of life!**

Get to know the daily life of bodybuilder Paulo Jorge, a multi-champion of the sport.



Who would have imagined an aesthetic wash in a Juscelino Kubitschek car?

Get to know the fantastic trajectory of Luciano Campos and Leandro Souza, owners of Class Detail.

Edition n°01

Simple Business.

November 2018

Carlos Wizard brings unprecedented details of his successful trajectory.



CARLOS WIZARD

The importance of undertaking is in the public domain.

www.revistasb.com.br



Management of Indicators; a new perception in educational management.

Page 5

The Evolution of Nutrition in the 21st Century.

Page 7



Paulo Jorge de Souza Filho, "The bodybuilder is more than a mountain of muscles".

Page 9

Business and Law, an eternal marriage.

Page 15



Undertake without wasting time.

Page 17

Carlos Wizard, From educator to entrepreneur, a visionary trajectory.

Page 21



The awakening of the camp's undertake for the 3rd millennium.

Page 29



Class Detail: Idea that innovates automotive aesthetic service.

Page 31



Originality & Trends.

Page 35



Publisher: Eagle Publicidade, CNPJ: 21.992.209/0001-59
Legal Responsible: Pedro Mendonça
Creation and Design: Hugo Crisóstomo
Responsible Journalist: Orisvaldo Pires
Interviews: Pedro Mendonça
Review: Deuzenith Ferreira
Columnists: Christian Lisboa, Diogo Ruiz, Paula Feitoza, Randerson Aguiar, Samuel Santos, Vitor Máximo

Simple Business Magazine is an entrepreneurship and innovation magazine. The reproduction of the same or in part is prohibited, as well as the sale of printed copies. The published articles are the sole responsibility of their authors. The only person authorized to speak on behalf of Simple Business Magazine or to remove any kind of material is its Legal Responsible, Pedro Mendonça.

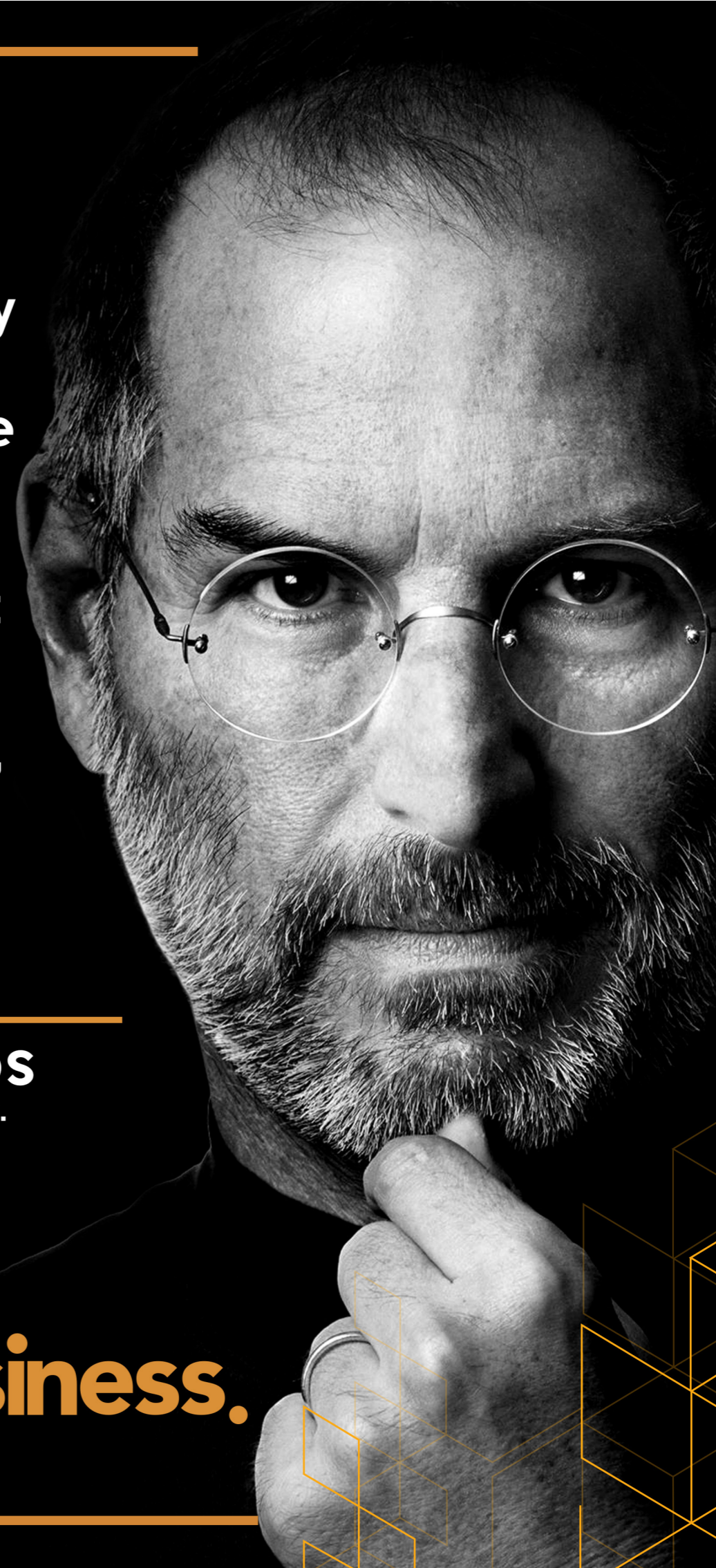
Phone: + 55 (62) 981252641
Website: www.revistasb.com.br
Email: contato@revistasb.com.br
Instagram: @revistasb
Facebook: www.facebook.com/revistasimplebusiness



“ Be a quality parameter. Some people are not used to an environment where excellence is expected.”

Steve Jobs
Co-founder Apple Inc.

Simple Business.





CALÇADOS, ROUPAS E ACESSÓRIOS

A loja toda em até **10x sem juros**, com parcela mínima de R\$ 99,90

BRASIL PARK SHOPPING | ANÁPOLIS - GO

ARUBA BUENOS AIRES CANCÚN CANNES MIAMI MONTERREY PUNTA DEL ESTE RIO DE JANEIRO SANTIAGO SÃO PAULO

560 LOJAS - 19 PAÍSES



Carmen Steffens

Management of Indicators; a new perception in educational management.

Christian Kleber Rosa Lisboa

In the early 1960s, the then company consultant Prof. Peter Drucker started one of the most discussed theories of Management, known worldwide as Goal Management. Among the various relevant concepts, had the clear definition of Efficiency and Effectiveness, proposed that the best way to judge performance is that in which we can establish objectives and the appropriate lines of actions to achieve them.

At that time Drucker gave us a great opportunity, which years later through a well-known

statistician Prof. Karou Ishikawa, was widespread, amid the culture change at the end of World War II, which was the implementation of total quality as a tool of measurement and standardization of processes. Over the years of implementation of the tool and increased competitiveness, he observed the continuous need for the improvement of products and processes, with this the questioning was made through a statement by Prof. Karou Ishikawa himself. It stated that "WHO DOES NOT MEDE DOES NOT MANAGE", with this the statistical control of process attached to the management information system creates what we know today by management by indicators. The awareness of the true meaning of management, despite all the effort that has been undertaken in recent years in our country, is still very low. In most

cases, people still think that "management is common sense." For Falconi (2008) "Managing is better and maintaining results". Things are changing rapidly in recent times: either one becomes aware of the methods and techniques used (for cost reduction at unthinkable values, for the development of new products, for process control, for the prevention of accidents of all kinds, etc.), or organizations will be led with all the "common sense" of the world to lack competitiveness. Therefore it is thought that a person is a good Director or Manager not necessarily for what he knows, for his ability to speak, by his pose, by his affiliation or by his political relationship, but by his ability to achieve results. The profound changes that are taking place around us and the speed with which they develop through communication networks, information systems and also social networks, makes

the paradigms of our time quickly broken so that we can accompany such a moment. There are companies, public or private, that work quickly, others that do what has to be done, but in a care and speed still insufficient for the reality of today and others that are already doomed, not necessarily by their current results, but by the indecision with which they lead the development of their employees and the search for exceptional results. In the realities imposed by a global economy, being empowered and competitive is a survival factor, therefore the dichotomy existing between being Pedagogical or Administrative that hangs behind the scenes of Brazilian educational management faces a reality of changes, qualifications and adaptations to the public presentation of its results and the sanction for not achieving the established goals. The ways of providing the role of school principal can be defining for the level of commitment of the leader to the organization and school management (PINTO, 1994; PARO, 1995). Even if this is not so immediate, these forms can demonstrate the understanding that the administration of the education system has about the function. In an equivalent way, the existence and functioning of school boards, known as important tools of school management, can demonstrate to us the ways in which school leaders use them in the conduct of the political process that is management School. This format presented demonstrates a democratic management in the choice of directors, but what the system proposes is

beyond democracy in the choice of managers. The choice should be added to the results of the units managed by them after the choice. This possibility will leave a ballast of information that, over the years, the training of the aggregate manager with implemented actions will lead to an environment of comparison between the units, enabling to create an environment of Good Practices. The power of bureaucratic leadership is based on hierarchy and knowledge, particularly in the knowledge of those administrative and institutional aspects. The more teachers have this understanding of the role of the principal, the longer the power will remain concentrated in his hands. The Federal Government, through MEC - Ministry of Education, created what was called The Quality Indicators in Education. They were created to help the school community assess and improve the quality of the school. Understanding its strengths and weaknesses, the school is able to intervene to improve its quality according to its own criteria and priorities, so these indicators obtained seven dimensions: (educational environment, pedagogical practice, evaluation, democratic school management, training and working conditions, physical school space, access, permanence and success in school), together with these dimensions were created the management indexes in sight, which is opportune for stakeholder to monitor the performance of the institution, seeking improvement for the process and management.



Christian Kleber Rosa Lisboa
Master in administration FEAD-Minas Gerais, Brazil, with specialization in Marketing.
Partner and Director of GAP-Professional Management Group.
Consultant, lecturer and researcher of human behavior.



The Evolution of Nutrition in the 21st Century.

Paula Feitoza

Over the years, there has been an increasing increase in the performance of the professional nutritionist in society in several aspects, especially with regard to disease prevention, health promotion and improvement of body aesthetics. The increasing rates of obesity and non-transmissible chronic diseases worldwide is one of the main triggers of this reality.

In the current Brazilian scenario, there is a more conscious population about the importance of a healthy and balanced diet, resulting in greater demand for help from qualified professionals. It is known that individualized nutritional monitoring is capable of promoting various benefits, such as: improved disposition and energy, improvement of physical capacity, adequacy of body composition, normalization of biochemical changes and prevention of numerous pathologies.

It is also important to highlight the role of the professional nutritionist in the change of behavior of the individual. Much more than prescribing foods that it should or should not consume, it is necessary a methodology capable of promoting autonomy, awareness

and self-responsibility, with educational support throughout the process of changing eating habits.

Thus, Nutrition has been combined with neurolinguistic and coaching methods for optimizing results. This is an area that grows exponentially and that is very important for the quality of life in today's world.

With social media, access to information related to healthy eating becomes easier, but many of the information conveyed is without scientific basis and this can be harmful to the lay public.

A great example is the dissemination that food sources of carbohydrates (breads, rice, pasta in general) are the great villains of weight loss and it is possible to consume these foods and, still, lose weight. What will ensure the reduction of body fat is an individualized adequacy of calories and nutrients.

Hence the need for specific prescriptions for each person and the awareness that Nutrition is, above all, a science.



Paula Feitoza

Nutritionist CRN/110394
Graduated from UFG (Federal University of Goiás, Brazil)
Postgraduate in Clinical and Sports Nutrition from PUC
Postgraduate in Functional Phytotherapy by Functional PV
Postgraduate in Functional Sports Nutrition by Functional VP

INTERVIEW

"The bodybuilder is more than a mountain of muscles".

Bodybuilder Paulo Jorge de Souza Filho, 26, is more than a successful practitioner of art, a bold sports competitor or a distinguished professional in physical education. Affiliated to the Brazilian Confederation of Bodybuilding, Bodybuilding and Fitness (IFBB Goiás), fan of Goku (Dragon Ball Z), Arnold Schwarzenegger and Lou Ferrigno, Paulo Jorge, is among those who believe that sculptural physique means more than a "mountain of muscles". Bodybuilding is a field that opens the way for countless successful projects in life and sport. An enthralling practice that involves sport and the beauty of the body. It gains more and more space and is an Olympic sport. In the day-to-day of bodybuilding, professionalism, technique and effort that requires concentration 24 hours a day, in addition to other purposes also contributes to overcome isolated manifestations of prejudice motivated by isolated cases.

When did the interest in the sport arise?

Paulo Jorge - I became interested in bodybuilding in 2009 and soon identified myself a lot in the area because I studied a lot. At the time I was going to take the entrance exam, I chose Physical

Education. I saw that it was an area with skilled people, possibly an area where I would stand out, since I studied a lot. When I entered college I already had a load of knowledge much greater than my classmates and then came the interest of competition in bodybuilding.

Many people see Arnold Schwarzenegger as the greatest inspiration. Who inspired you, who's your reference?

Paulo Jorge - My main inspiration is my father. He was the first person I saw training and the first personification of body change and it interested me a lot. And I always watched the movies of Arnold, Stallone, Van Damme, I saw that the guys were really strong and I thought it was cool, admired, I liked the eyes a lot and how I grew up was something natural.

Do you have any favorite superheroes?

Paulo Jorge - The main inspiration has always been The Goku, from Dragon Ball Z. Even I have a tattoo on his arm and Vegeta (another character from the Japanese Manga). Every time he fought,

look the closest to him. And the bodybuilding brought this to me.

Both Arnold Schwarzenegger and Lou Ferrigno were a showcase for bodybuilding, especially after the documentary "Pumping Iron", famous worldwide. How important are they to the sport?

Paulo Jorge - It's too big. Not that Arnold was the greatest inspiration physically speaking. He had a very beautiful body, very different at the time, mainly pectoral and biceps, but the main point is that he showed the world that bodybuilding athletes are not limited just to staying in the gym training and dieting for competitions, but they cover much more than that. He was much more of a mind ahead of his time than his own body. We had some athletes who had more titles than him, but who didn't have the same expression. Another point worth highlighting, he envisioned that the beautiful physicist opened paths to other areas, especially for cinema, an area that at the time was very lacking of actors with bodies of greater expression. It was from the moment that he showed the world that bodybuilding athletes are much more than a "mountain of muscles", opened up paths without limits to our sport.

Talking about sport, how is a bodybuilder's life/routine?

Paulo Jorge - It's a very hard life. I always say on my social networks, that this world is for crazy people, you can't be normal to enter this world. You deal with pain all the time. From the moment you wake up to bedtime. You're in some kind of suffering in this world. Always. Muscle pain, workout pain, headache, food renunciation. It's a tough life. When athletes are on stage, people see a beautiful shape, the guy torn, but they don't see the path they went to get there. Bodybuilding is a sport that requires dedication 24 hours a day, 7 days a week. There is no rest, you wake up thinking about bodybuilding

"Bodybuilding is a sport that requires dedication 24 hours a day, 7 days a week. There is no rest, you wake up thinking about bodybuilding and sleep thinking about bodybuilding."

and sleep thinking about bodybuilding. You wake up thinking about feeding and sleep thinking about training. You wake up with training pain and sleep with training pain. It's a very heavy routine. Competition bodybuilding is an area of dedication where people around you need to help you in your routine and need to be much stronger than you. So competition bodybuilding is a sport of great dedication, a lot of pain and a lot of suffering.

What is the main difference of a professional bodybuilding athlete from those people who train, diet, but do not think about competing?

Paulo Jorge - The main difference I see is



have a nice body, she has room for error. For example, the person is not on a nice day, I decided to go out, eat something different, do not go to the gym that day, and I think it's very normal and possible for those who want to train and have a nice shape. An athlete has no room for error. The bodybuilder always works with date. If I wake up tired I have to go to the gym to train, if I'm hungry I have to diet even more, if I'm weak I have to train. Even on bad days there is no room for error, my opponent will be training twice as heavier as me, will be doing his cardio, will be training. Then we have no room for error. Either you do it or you do it, or you obey your coach and diet the way it has to be done or you're going to get frustrated.

In relation to Brazil ? How's the sport?

Paulo Jorge – I often say that bodybuilding in Brazil is a rich sport practiced by the poor. It is a very new sport that does not yet have the recognition of people and companies. Today in Brazil, there are some supplementation companies investing in bodybuilding, they believe in sport and athletes. The athlete works hard to stay in this environment. The federations (NABBA, IFBB) when it comes to amateur sport, do not do much for the athlete. What happens rarely is to afford tickets to some championship. IFBB Goiás, which I am very pleased to be a part of, I speak with complete tranquility, is the best in Brazil, the competitions have a very good structure and what can be compared would be the Brazilian championship. The media interferes negatively by linking isolated cases of people who have used anabolic steroids and who have died, directly to bodybuilders, this denigrates the image of the athlete and the sport. If you are going to analyze the lives of these people, it is an unruly life, without accompaniment of specialized professionals, a party life watered to a lot of alcohol. Bodybuilding still suffers a lot of prejudice mainly due to lack of knowledge of people. The bodybuilder carries the sport in his own body, different from athletes of other modalities.

Today we have the explosion of "fitness culture", "bodybuilder culture" and something I would call "beauty culture", is there a harmony between all of them?

"When athletes are on stage, people see a beautiful shape, the guy torn, but they don't see the way they went to get there."

Paulo Jorge – I don't think there's a homogeneity or competitiveness. As you said, let's call it "beauty culture", really people want to get more beautiful. But most do not want to give up convenience for the sake of dreamed beauty. There are several pathways, bodybuilding in my perception is the healthiest part. And there's the surgery part that worries me. It is the easiest way to get to this "desired body" quickly and without optimal health. Today with the advent of "aesthetics", there are many good professionals including that I respect, but there is a lot of sensationalism as well. People who promise miraculous results in some procedures in a few days for example. That doesn't exist, that's the culture of beauty for me, where people want results without fighting for it.

How is the training and diet alignment with your students along with your team?

Paulo Jorge – It's a job done together with some professionals. Nutrition and bodybuilding must be in tune. The first thing we should take into consideration is biological individuality. Each body has a type of metabolism and responds to workouts and diets in different ways, so both the training and diet of each. The



other thing is the routine of each individual, each person has a different routine during their day, so one should adapt the diet and training specific to that person, taking into account their daily routine. Therefore, training and diet should be customized and adjusted from time to time according to these two factors exposed beyond the proposed objective. There is no absolute truth nor training and diet, there is the best training and diet for every moment. Personal and psychological factors should be treated seriously in order to achieve positive results.

How is the relationship with your students?

Paulo Jorge – Since I'm a bodybuilding athlete, I attract students who really like to train. They're ordinary people, but they like to train. I have a relationship of respect, friendship with my students, but within the academy I'm not their friend, I'm their coach and they're going to do what I say. Another important factor, I work with daily periodization according to the feedback given by my students. The workout will be customized every day for it to get better

results. I believe you should understand your student at that moment, that day. Interpersonal relationships with students are essential to achieve each other's goals. This methodology has been working very well and generating very good results for my students.

With this daily periodization methodology, what is the feedback of your students?

Paulo Jorge – Very positive feedback. As I attract people who like to train, my students already know my profile. Inside the gym, I've heard a lot, my students curse me, they say they won't make it, but then they thank me saying that the training was very good and that they are feeling very good. Even because of this trust placed in me, this relationship ends up extrapolating the academy, some students already ask for advice on daily life and everyday situations.

Because you are a professional who works always thinking about the individuality of your student, you probably get a lot of criticism. How do you deal with criticism?

Paulo Jorge – Very well. I think anyone who doesn't excel at something, no one will comment on. It shows I'm going the right way. I use criticism to motivate me even more. I use negative reviews so I can improve as a professional and prove to that person that my work is performing in the best possible way. It happened an interesting fact, I had been for 2 years being champion in the category up to 100Kg and this year I lost to an athlete from Minas Gerais. I never thanked so much for a defeat, I realized I was settling down. I've never felt so motivated after that moment and today I'm in my best physical shape.

How is the relationship between athletes in bodybuilding?

Paulo Jorge – That's very good. I believe that bodybuilding is one of the few sports that before the competition athletes help themselves, motivate themselves and talk about what they can improve, respect is very great. Of course there are some rivalries, athletes who don't talk to anyone, but that's the minority. Most are people of respect and integrity. I think few sports exist athletes with such a high level of mutual respect. Even, I

always tell this story, the first time I went up on a stage to compete I was 74kg, I met a guy who was 18 years and 100kg, the guy was with the huge shape, he was one of my biggest supporters and became my personal friend. Today we compete in the same category.

Explain in a clear and simple way, what is the anabolic steroid?

Paulo Jorge - The anabolic steroid is nothing less than testosterone derivatives created in Laboratory in order to get explosion, strength, potency on a larger scale. The steroid is used in all sports. For example in athletics it increases the explosion of athletes, they do more explosive workouts and the steroid potentiates such a feat. The anabolic steroid increases oxygen uptake in the body, so the athlete can run longer distances and stay in aerobic jobs for longer times. In the case of bodybuilding, testosterone provides the development of greater muscle mass. At the time of gym training the human body is in a catabolic state, this means that by training you will be destroying fibers and the anabolic steroid will increase protein synthesis and build more tissue. Another factor to be mentioned is the positive nitrogen balance, our muscle takes nitrogen out of protein and retains it in the musculature. This nitrogen when the person is well fed it is in a positive state, that is, anabolic. Testosterone increases the positive nitrogen balance for longer. In short, testosterone retains the protein ingested and uses it in a better way in the body.

What are the side effects of anabolic steroid use?

Paulo Jorge - It can cause hair loss, testicular atrophy, aggressiveness, worsening in lipid profile. In women, increased vocal cords, increased clitoris among several others. When using anabolic steroid it inhibits the HPT

"I often say that bodybuilding in Brazil is a rich sport practiced by the poor. It's a very new sport that doesn't yet have the recognition of people and companies."

axis, our body produces a daily amount of testosterone that the body needs. When a testosterone injection comes from outside the body with a much higher amount of testosterone, the body for testosterone production. That's when you have to be more careful. The person can not stop at once from applying testosterone, because the body has already stopped internal production, then the reverse effect occurs. Everything must be done with care, information and instruction of those who know the whole process in the body so that the effects are minimal.

Speak a little about prejudice towards sport.

Paulo Jorge - There is a very great prejudice, mainly due to lack of knowledge about the sport. People talk and criticize but today I don't care much, relief. There are even gyms that don't like bodybuilders training in them, they think they're going to "kick out" their students. Brazil is far behind in bodybuilder mentality.



"I use criticism to motivate me even more."

Business and Law, an eternal marriage.



Samuel Santos

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

Since the beginning of civilization, from the emergence of the original and most primitive forms of market activities, "business" and "law" have always walked together, being inconceivable to think of the former without the direct interference of the latter.

Over the years this relationship has been strengthened, and at the apex of a highly complex globalized market, not only in its form, but also due to the breadth and diversity of possibilities, companies and entrepreneurs are obliged to know the rules that govern the market, in order to qualify its activity, quantify its profits, optimize its results and mitigate any losses.

In a simple tour in a company in any area of activity we can identify several branches of law that become essential to its

Samuel Santos

development. At the opening of the company, the entrepreneur is faced with a corporate structure to be followed, if a limited company, an S/A (joint stock company), an EIRELI (Individual Limited Liability Company), an MEI (individual microentrepreneur) etc.; we are faced with Corporate Law.

Important not only the corporate type. The framework in the correct tax regime is essential to the success of the business. If Simple National, Real Profit or Presumed Profit, it is the tax regime that will dictate the rules of collection of taxes of the legal entity. And the wrong choice for a tax regime can generate serious damage to the company, often resulting in tax evasion, which even generates criminal offense. Therefore, the rules of Tax Law and Criminal Law must be correctly observed.

For the hiring of its employees (and here I emphasize that, legally, for private companies, although apparently more politically correct, the term "employee" is not used, because this is restricted to public service), from the recent Labor Reform, the labor contract has become longer valid than the law itself, that is, the negotiated overlapping the legislated implies the entrepreneur deep attention in the formalization of this

instrument. Business that involves extensive knowledge related to Labor Law.

And faced with a current scenario of global economic crisis, with immediate repercussions generated throughout the country, the entrepreneur finds himself in a situation of making several decisions in which virtually all imply rights. Whether in the creation of new work fronts, new products, or in the decision to reduce costs, production, review of internal processes, collective vacation programs and / or voluntary dismissals, sometimes choosing to start a process of Judicial Recovery, your business is again, and directly linked to rules, rules, laws, the law.

And that's our goal in this column. Discuss, debate, approach and face various issues of daily business involving the law, seeking to clarify doubts and offer suggestions to entrepreneurs and their companies, which is why I already start with the first and perhaps the best of them: in terms of business and law, always consult your lawyer!



Faça como milhares de alunos, e conquiste mais **concentração**, **raciocínio**, **criatividade**, **memória**, **autoestima** e **mente saudável**.

metodosupera.com.br

GINÁSTICA PARA O CÉREBRO

CONCENTRAÇÃO

MEMÓRIA

FAÇA COMO MAIS DE 100 MIL ALUNOS

Venha viver a emoção de pensar e agir de forma inovadora, desenvolvendo o potencial do seu cérebro e conquistando uma forma incrível de viver!



TREINE SEU CÉREBRO
VIVA ESSA EMOÇÃO E CONCORRA A 5 VIAGENS INESQUECÍVEIS!
COM ACOMPANHANTE
PARTICIPE

FAÇA SUA MATRÍCULA E RECEBA SEU NÚMERO DA SORTE!
Consulte o regulamento em: metodosupera.com.br/vocenadisney



Ginástica para o Cérebro

INNOVATION

Undertake without wasting time.

Diogo Ruiz

Friends, one of the resolutions for 2018 is to share more entrepreneurial experiences. When I arrived at this new endecity of undertaking in the Valley, at the beginning of last year, I made a diary. Below is the account of the first day. Apart from the universe, the universe brings you the way. Comments, questions, suggestions are very welcome. Good reading.

The alarm clock didn't even have to ring. It was a little over 6:00 when I woke up. California was experiencing a string of torrential rains and the day dawned. As usual I took my phone for the first news coming from Brazil. The spindle is favorable, because what was supposed to happen, has already happened and could not contribute much. But that morning woke up calm, both in Walnut Creek (I will talk more about the choice of the city in an upcoming post), as in Brazil. There, in the company everything went well.

Day, my faithful companion had just woken up. We took that moment still in bed to download the local news apps. I have as a habit, when I wake up to enter the main newspapers to know what happens in Brazil and in the world. Among my goals here in the United States, leaving the English man at the top of the list. My sister, who was fluent in French in just 3 months, gave the hint of what I help her, went to read everything she could, from medicine package leaflet to news. So I downloaded 27 apps, after all some have monthly access limit. And when I reached that number, I'd have another

option quickly. The New York Times, San Francisco Chronicle, CNN, FOX News, among others focused on the world of startups and here in Silicon Valley, such as TechCrunch and Crunchbase. This world was still too young for me. The more information I had, the more i became aware and english would evolve.

The night before, we had gone to the market. Eating out would be a few times. We wanted to keep eating healthy, and especially save. Everything around here is very expensive, including the market. An eggplant came out incredible 3 dollars (10 reais).

The breakfast had milk that already came chocolate, bread with cheese, turkey breast and margarine. Since there was no sandwich maker, we used the electric oven to heat the sandwich. Finally, granola with yogurt. Not bad. Often, even in Brazil did not have such a breakfast. A woman next door is always good for caring for food. The funny thing about this coffee is that I wanted to repeat everything. Making another sandwich, another glass of achocolato and another plate of granola, but the goal of saving makes you rethink the gluttony itself. Point to this experience in America.

I closed breakfast and went to prepare my lunch. What was left of the previous night's dinner turned into a vegetable burrito with chicken that would lead to work.

I got ready to go to work. I had just read a book by the creator of PayPal, which told what he learned in Silicon Valley, one of the



Diogo dos Reis Ruiz
Co-founder and chairman of Asteroide, winning producer of 18 lions at the Cannes Film Festival in 2017, and columnist on entrepreneurship, innovation and technology at BandNews FM.
Graduated in communication from UTFPR and with an MBA in strategic management of companies from FGV, he is behind Asteroide's expansion strategies and new business, including the creation of Bluezup, a sharing economy startup in which he is CEO.

learnings talked about clothing, that here the main piece is the t-shirt of his company. I didn't do it for less, and there I went with the Asteroid t-shirt.

I curled up a little bit to get out of the house. I had a feeling it's hard to explain. The first day of school, when you're afraid to get out of the car. Today I understand well the berster that children do when they are left by their parents. I got a tender kiss, got a rosary to protect myself, took my skateboard and went downstairs to our apartment towards Bart Station of Walnut Creek. In this first month we rented via airbnb, a house more beautiful thing, super small, but already wanted not to leave anymore, I will try to negotiate with the owner to extend this period.

Skateboarding would be my means of transportation in this new adventure in Uncle Sam's land, making it easy to get to and from the station, both home and to the office.

In the station the doubt of every tourist. Which train to take, how much it costs, I'm in the right place. I had no one to answer. On a sticker on the wall I noticed the values of the excerpts. I got scared. 5.30 each. I put in \$20 and went upstairs. There I asked if i was in the right place and which train to take. Google maps helps, but confirmation is always required, especially as to which direction and which train To enter.

On the train I read a message of comfort and support that comes from Day wishing me

luck and good vibes in this new challenge, leaving in God's will and saying that he will always be by my side.

I'm coming to Montgomery Station. Time to go down and find your way to Sansome Street. Rocket Space, the fourth floor of number 180 would be my office for the next 180 days.

I arrive at the reception and ask for Fernando, from Apex-Brasil. The secretary reports that I've arrived and asks me to wait for him to come. Next to the armchair, I see that there are several journals, some that I want to put in my readings. The Economist, Wall Street Journal, among other publications. As long as he doesn't arrive, I'll look out for Entrepreneur Magazine.

Behim, a man of medium stature and a peculiar goatee arrives. The coordinator of the Brazilian agency takes me to my desk. We apply it through a Brazilian government program that helps Brazilian companies that want to internationalize. In San Francisco, they subsidize him to stay at Rocket Space, one of the region's hottest Co-workings.

He asks you to choose a table, organize me that i would soon return to the first orientations. I'm introduced to Gustavo Henkel. Brazilian from Porto Alegre who has been in San Francisco since 2015, when he came to do an MBA. I ask for the bathroom and he takes me for a brief tour of space.

I'm invited to enter apex's room for initial information. I present to Asteroide, I get the

first advice for a newcomer. Among some, don't worry about English, go up and have confidence that things will work out. Hands me some local guides, list of suppliers and then returned to my desk.

It's been a strange day. I felt lost, displaced, untrustworthy. It looked like he was back 10 years ago on his first day on the job. That was very young, it was completely uncomfortable, but I knew it was just the beginning. Soon the confidence would come back and I would feel at home. I spent the afternoon working on more managerial and organizational issues, both from Brazil and from the USA. But I took the opportunity to activate some contacts, among them with the founder of Bay Brazil, which does an angry job of connecting Brazilians who are in the valley. Contact started on my visit to California the previous year for prospecting and understanding the North American market of film production and advertising.

I went to jump in the kitchen to get some coconut water. Coffee, hot chocolate, cappuccino, soda and some fruit are available. There I meet Marcelo, also brazilian who works in a herd management app. That's where an Australian comes in introducing himself to me. It was time for me to introduce myself. It was my first moment talking about my business, come on. A little uncomfortable, I introduce myself and i'm talking about asteroid. He gets interested and tells me to jump on his

desk so I can introduce myself to head of marketing. Things around here seem to be very straightforward. People don't waste time. I went back to my desk and the anguish increased. Now it was the time for the truth, I'm there for that. But I wasn't 100% ready yet. I organized my videos, the order of presentation and realized That I needed to prepare my speech. I wrote and asked for feedback from my brother, who helped me with adjustments and grammatical corrections. This was about 4:00 and I couldn't find Amil on his desk. It was even better, because I wasn't ready yet. 4:30 p.m. rocket space's Happy Hour begins. A large table with appetizers and a bar serving drinks. I took a red wine and went to see the wall that illustrated the most varied startups that passed through there. It was inspiring to know that i was in the same place where giants like UBER and Spotify came from. Fernando arrives and we start talking, then a young Czech introduces himself. He was the founder of a startup. A software for

“From business meetings to happy hour on the fourth floor of Rocket Space.”

desk so I can introduce myself to head of marketing. Things around here seem to be very straightforward. People don't waste time.

I went back to my desk and the anguish increased. Now it was the time for the truth, I'm there for that. But I wasn't 100% ready yet. I organized my videos, the order of presentation and realized That I needed to prepare my speech. I wrote and asked for feedback from my brother, who helped me with adjustments and grammatical corrections. This was about 4:00 and I couldn't find Amil on his desk. It was even better, because I wasn't ready yet.

4:30 p.m. rocket space's Happy Hour begins. A large table with appetizers and a bar serving drinks. I took a red wine and went to see the wall that illustrated the most varied startups that passed through there. It was inspiring to know that i was in the same place where giants like UBER and Spotify came from.

Fernando arrives and we start talking, then a young Czech introduces himself. He was the founder of a startup. A software for

selling tickets to theaters, concerts and parties. It's my first card exchanged. After him there were other Czechs and Alfredo Copolla, the manager of the USMAC Accelerator. Canadian, son of Italians, with a rather daring hair for his mid-50s. There passed Indians who work with 3D printer, facial recognition, among others. There were several cards exchanged, I believe I delivered to approximately 8 people from 5 different companies. I realized I'm going to need new cards soon. That's what brought over 400.

Closes the day, 17h space begins to be empty, 18h03 i leave the Rocket Space, direction Walnut Creek. In 40 minutes I was home, tired, still apprehensive, but knowing that everything would be a matter of time.



Carlos Wizard

“Anyone can be financially successful based on three conditions. It is necessary to have the desire to undertake, turn your desire into an action plan and finally make a healthy management of financial resources”



INTERVIEW

Carlos Wizard, From educator to entrepreneur, a visionary trajectory.

The meaning and importance of entrepreneurship is in the public domain. However, knowing how to undertake effectively and with high possibility of success is something that one plans, if prospectuses, qualifies. The entrepreneur Carlos Wizard Martins, who is also a speaker and author of bestsellers as *Awaken the millionaire that is in you*, *Dreams has no limits* and *From scratch to the million*, is a reference in this scale in search of professional leadership. In 1987 he founded Wizard which, through franchising, achieved absolute leadership in the language sector. Throughout his visionary strategy as an entrepreneur, he built a powerful teaching network formed by units such as Microlins, Sakill and Yázigí. The Multi Education Group emerged, which 26 years later was sold for R\$ 2 billion to Pearson, from Great Britain. Wizard also invested in the market of prepaid cards, franchises, cosmetics, fast food

and even in the area of soccer schools, in partnership with the phenomenon Ronaldo Nazário, ronaldo of the Brazilian national team. In the sports world he was a total operator of the Topper and Rainha brands. To Simple Business, Carlos Wizard brings unprecedented details of this successful trajectory. An act of professional benevolence, by sharing their entrepreneurial strategies, including through lectures in Brazil and several other countries. Back in the educational sector, he acquired in association with the entrepreneur Flávio Augusto da Silva, 35 percent of the network of language schools Wise Up. Another step in the escalation of achievements of the entrepreneurial market.



Where did the will to undertake come from and how did it all begin?

Wizard - When I was still in college in the United States, I created a personal library, which I call a successful library, with literature on business, administration, personnel management, leadership. This reading motivated me a lot to undertake. It was a content that I did not receive in the classroom and that inspired me a lot in my personal search, awakening in me the disposition for entrepreneurship. Then when I started teaching English in Brazil, there was a time when I had to stop thinking as a teacher and start thinking as an entrepreneur. Hence I opted for the franchise system to promote the expansion of my business.

What is your relationship with Pearson Education and your emotional relationship with Wizard?

Wizard - My relationship with Pearson was rational and commercial. We made a great deal, but we don't keep any kind of bond. As for Wizard, I'm very pleased to say that I've created the largest language teaching network on the planet. I will forever carry Wizard in my own name as a souvenir of thousands of students, teachers, collaborators and of course franchisees with whom I have lived for 27 years. Of course, on the emotional side, it wasn't easy to get rid of something I once dreamed of, saw being born and growing up. But in the business world we need to act with reason and not for emotion.

In 2017, you returned to the education business when you acquired 35% of Wise Up? What motivated you?

Wizard - For me the education, training and

"Then when I started teaching English in Brazil, there was a time when I had to stop thinking as a teacher and start thinking as an entrepreneur."

training of people is a passion. My return to language teaching was already foreseen by the market. I have a great admiration for entrepreneur Flavio Augusto, founder of WiseUp. It was not difficult for us to reach a trade agreement by visualizing something much bigger than WiseUp itself. Our goal is to cover the number of 1,000 schools by 2020. Moreover, one can see the need to speak English is an upward market, with continuous demand. Today, only 2% of the Brazilian population is fluent in English and able to speak, speak, negotiate in this language.

You also own the network of football school franchises Ronaldo Academy along with former player Ronaldo. Have you ever thought about investing in the American sports market?

Wizard - Ronaldo Academy is a network of global soccer academies, with presence in Brazil, Colombia, Mexico, United States, China and other countries. In the American market we have two schools in operation and others in the opening phase.

After the acquisition of Mundo Verde in 2014, what are the main differences between operating a service franchise and a retail network?

Wizard - Although they are completely different markets, with distant demands and characteristics, the operation of the business has much in common. For example, we seek

to invest in a sector that is not a fad, but a national and international trend. We invest a lot in the training and qualification of our employees. Our main focus is customer satisfaction. In addition we use social media a lot to promote business expansion.

What is the reason for entering the food segment with the acquisitions of taco bell, KFC and Pizza Hut operations in Brazil?

Wizard – One of the Guidelines of the Sforza Group is to seek business with a high level of profitability and growth potential. The food business is a sector that has been attracting us a lot, especially fast food, which has grown more than 10% in Brazil in recent years, even in the midst of the crisis that has plagued the country in this period. With the resumption of the economy the trend is for the sector to grow even more. The Taco Bell, KFC and Pizza Hut brands belong to Yum, the world's largest restaurant chain. We chose to join the world's leading brands.

How will investments in these brands be made?

Wizard – We intend to open 1500 fast food restaurants in Brazil in the next ten years. We have already opened 20 taco bell's own units in just over a year of operation in Brazil and entered the second phase of the project in the country, with the expansion through franchises. The idea is to open this year the first 20 franchised units, primarily, in the interior of São Paulo and in the city of Rio de Janeiro. The goal is to reach 100 units by the end of 2018, 25 own and 75 franchises. Thinking long term, the goal is to reach 150 units in 2019 and 200 stores by 2020. About KFC, the intention is to invest R\$ 60 million over the next five years in the opening of 20 units owned by the network. In addition, we will invest an additional R\$ 75 million in the same period for the opening of 35 Pizza Hut's own stores.

Will there be harmony between the three brands, mainly as to how to manage operations?

Wizard – Yes, we have a team of competent and qualified professionals who have been working for many years in the management of the companies that make up the Sforza group. This team is commanded by my sons Charles Martins and Lincoln Martins, both have vision, strategy and DNA Carlos Wizard.

What are the long-term objectives?

Wizard – As already mentioned our action plan foresees the opening of 1,500 stores of the three brands by 2018. But more important than the number of units is to offer the Brazilian consumer an experience of good service, with quality in services and products. We want to offer the client a pleasant and relaxed atmosphere, that is, a meeting point for family and friends.

"We seek to invest in a sector that is not a fad, but a national and international trend. We invest a lot in the training and qualification of our employees."

You have in your portfolio the Green World, which opposes Pizza Hut, Taco Bell, KFC both in terms of nutrition and public. How to deal with it?

Wizard – Each of the companies has its own proposal and its target audience. This condition does not mean that there are conflicts between them. Our vision is market-based and we understand that there is room for action in these two areas. We value employees and customers very much.

What is your vision on corporate governance and family management?

Wizard – I believe that family management is a way that can work if there is preparation for it. Today, my children play a key role in managing the family business: Charles and Lincoln, for example, have been with me on this mission since 2001, when they were 22. Each one has an area of activity in which it stands out and together, they form a great team. Today, no business decision is made without them being consulted and both act as top executives in the family business. My daughters Thais and Priscilla graduated in the USA and after their return invited me to invest in the Aloha project. Today both are



ahead of this fabulous project and I have worked side by side with them in business development. It is a multilevel company with thousands of independent consultants in several states of Brazil.

My teenage children, Nicholas and Felipe, are already starting to take their first steps in the professional field. Both operate in Taco Bell stores preparing various snacks: tacos, burritos, quesadillas and serving customers in general.

Recently you posted on your Instagram, that a big business in the logistics area is on the way in partnership with Marcos Amaro, one of the heirs of Rolim Amaro, founder of the airline TAM. What can we expect?

Wizard – Yes we have ongoing projects in the logistics and distribution sector but for a contractual matter we still can not talk about it. When we have completed the negotiations, we will announce through the media in general.

With the current Brazilian economic and political scenario, what would you say to entrepreneurs and those who wish to undertake?

Wizard – I believe that Brazil is a country full of opportunities for those who want to undertake, with a potential for gigantic growth. If you think there are more than 200 million consumers and the production capacity that the country presents, we are a world power. And yes, they are in times of crisis, like what we went through, that good business arises and that companies with vision take advantage to invest and occupy space in the market. Those who were able to deploy their projects during the crisis and positioned themselves well will certainly grow faster than the competition once the economy has its moment of recovery.

What are the fundamental characteristics of a successful entrepreneur?

Wizard – I believe that anyone can be financially successful based on three conditions. It is necessary to have the desire to undertake, then transform your desire into an action plan capable of reaching the market on a large scale and finally make a healthy management of financial resources. The successful entrepreneur thinks differently, he thinks: "if the economy does not go well, I will plan my business to meet a market need" or "having competition is good, motivates me to be better to attract more customers than the competitor" and also "I will control my finances to afford to grow my own business." It's all about attitude and management model!

What keeps you motivated to new business and new challenges?

Wizard – I believe every entrepreneur is a dreamer. And I believe that once you realize a dream, you are able to realize even bigger dreams. Today, I have a commitment, a personal mission to help new entrepreneurs win, realize their dreams, have a better future, achieve stability and quality of life. That's why I always try to share important business concepts in my books and lectures that I practiced and generated great results.

As an entrepreneur, what is your greatest ambition?

Wizard – My greatest ambition is to contribute to more people having their lives transformed through entrepreneurship. That's why I invested in Aloha, which is a social impact project, with very low investment and that offers the consultant commercial and product training and the possibility of unlimited gains. The idea is more than promoting and selling products, is to create a school of entrepreneurs, with people passionate about what they do and able to infect everyone around them.

What legacy do you want to leave?

Wizard – If I can leave a legacy, my mission is to be a legacy of transformation and personal fulfillment. Introduce into other people's lives the awareness of their own potentialities, skills,

gifts, skills that once unveiled are able to transport you to scenarios never imagined before. I want them to understand that dreaming is good for the soul and you'll never know where you can get until you try. I want to be known as a person who has helped thousands of people realize their own dream of self-reliance and prosperity.

Who's your business mentor? Do you have anyone you mirror?

Wizard – There are a lot of people who inspire me. As I quoted I was greatly influenced by great authors who inspired me even when I was

in college in the United States. As an entrepreneur, I identify with Jack Ma, founder of Alibaba, one of China's greatest entrepreneurs. Like me, he came from scratch, had difficulty in his studies and, he became an English teacher early in his career and later managed to achieve great business success. He is a great visionary, innovative and focused on providing solutions for a gigantic market. He had to overcome many barriers to reach the level of achievement he was able to achieve.

What is your main advice for entrepreneurs?

Wizard – My first advice is: believe in yourselves and bet on your personal projects to change your personal and professional life.

Especially those who are starting now need to remember that the successful entrepreneur stands out for the way of thinking, believing and acting. To achieve prosperity, it is necessary, rather, to organize emotionally. Those who succeed do not seek excuses, have perseverance and do not give up their dreams. I also recommend leading a life of faith that will bring you essential peace, wisdom, and serenity for emotional and spiritual well-being.

"They are in times of crisis, like what we have been through, that good business arises and that companies with vision take advantage to invest and occupy space in the market."

AGRIBUSINESS IS OUR BUSINESS

The awakening of the camp's undertake for the 3rd millennium

Randerson Aguiar



Randerson Aguiar
Consultor em Agronegócios, Produtor Rural, Delegado de Representação na FAEG (Federação da Agricultura e Pecuária de Goiás), Diretor do Sindicato Rural de Anápolis, Diretor da CIA AGRO, Conselheiro Municipal de Meio Ambiente da Prefeitura de Anápolis.

Upon receiving the invitation to write the column "AGRIBUSINESS IS OUR BUSINESS" of Simple Business Magazine, I visualized on the horizon the important mission and sensitivity of the editorial board in recognizing the demand for reports from the agro world for the digital universe that Simple Business Magazine will provide the reader.

In this release edition I believe that the contextualization of what Agribusiness is for Brazil is still a challenge. We are naturally oriented towards agro, although many dissenting voices of this statement may claim that the activity still lives in the shadows of delay. Simple Business, at the forefront of digital media, opens an exclusive agro channel to its readers who in its first edition can already observe new perspectives for the largest economic activity in Brazil, responsible for balancing the trade balance, and ensuring that

there will be no hunger and thirst in Brazilian lands and around the world.

The importance of agro for Brazil should be taken as a strategic sector, and into account in the mandatory agendas for any government planning. In the same way that throughout history, several economic activities have been conducted strategically, Agro needs to be accepted and adopted with the same interest as industry, services and others are treated in Brazil.

The 21st century is the real meeting of The Vocation of Brazil, we are the largest supplier of food and water to the world. It is necessary to reverse all efforts to the great opportunity of the country to become the largest world power that can provide food, and of course with added value, exceeding the level of commodity production, for food products with added value. The global community is moving strides



towards food and water shortages. According to the UN (United Nations), projections point to a population of almost 10 billion people by 2050. There are no conditions in the northern hemisphere to produce enough food to feed them. The opportunity that is projected for the continental country, with a tropical climate, with the largest regularized productive area on the planet and production capacity,

accredits Brazil to be the ideal candidate to be the power that feeds and "kills" the headquarters of much of the globe.

But it is not as simple as it seems, the challenges are immense, the country goes through turbulent moments in politics and economics. The Brazil Cost needs to be excised from the economy, education needs to be reviewed, from ideological education to market education, rescue of respect for agronomic activity, forming a society with entrepreneurial principles, which values the economy of free market, free initiative, the rescue of the pride of conquest by labor, training of skilled labor for production, completion of labor reforms, social security, tax, implementation of agricultural policies, strengthening of private property in addition to the expansion of international negotiations and agreements that protect Brazilian products.

In this way, Brazil can return to being an economic powerhouse that is clearly and really prospected. It is necessary to unite all efforts around Agro for the good of Brazil, the gold of the 21st century, comes from the effort of the primary productive sector that over 500 years sustains a country that does not always value the activity, on the contrary, ojeriza, condemns, irresponsibly tripudia who feeds everyone, without distinction, three times a day, generously with abundant breakfast table, lunch and dinner, what can really be called food security, because they maintain social order, sustains national unity and guarantees the future of generations.

Thus agribusiness must be placed on the list of priorities of any government, so that we can raise the much desired country of the future. Brazilians and all human beings dependent on the food produced by the Brazilian agro thank you.



INTERVIEW

Class Detail: Idea that innovates automotive aesthetic service.

Luciano Campos and Leandro Souza created an original form of car care; by his hands passed up to the Mercedes 220 s, 1963, of former president JK.

The success of a venture is born from the desire to grow, to evolve. This was the case with partners Luciano Almeida de Campos and Leandro Vieira de Souza, who idealized and made reality Class Detail, a company that provided aesthetic services for automobiles. An innovative project in this area. The company offers everything from a simple wash to a varnish correction. For this, it provides carefully qualified professionals. Class Detail specializes in services such as hammering, minor repairs, windshield polishing, internal cleaning, glazing, paint protection. Luciano and Leandro point out that the great differential is the quality of the service, the professionalization in the execution of the work and the delivery of the expected result. Luciano used to work in a car wash. Leandro, in a hospital. Realizing that he had the gift for the service and to satisfactorily serve the clients, who had confidence in his work, Luciano realized that he needed to evolve. Motivated by his grandfather and his wife, he went to Curitiba (PR) where he took a specialized course in the area. He came back from there with his ideas swarming. But he couldn't get them in the car

wash. "It's hard to teach to people who don't want to learn. The owner of the lavajato himself said it would not work", says Luciano in a tone of disappointment. That's when the winds began to blow in his favor. Decided to take private services on weekends, disclosed on social networks and met Leandro. The months passed, the service increased and the garage had to move to a wider location. They borrowed money from clients, exchanged, bankrolled rents and supplies. From the garage that had room for only one car, today they house fifteen vehicles. Currently have three more employees - Washer, finisher and polish. The administrative part is performed by Leandro's wife, praised as professional, competent and organized. "Our business is taking it seriously. The service is differentiated. We have several projects. We will start another one, an expansion, in the same follow-up, more expressed", informs the entrepreneur. In this interview, Leandro and Luciano bring curious, interesting details that serve as a reference for others.

How did the company come about?

Class Detail came up in an unexpected way. I (Leandro) already provided the technical washing service in some cars for hobby. After that, I glimpsed a business opportunity because there were no professionals focused in this area. At that time, I was working in the storeroom of a hospital and started washing the cars of several of the employees on weekends. At one point, by necessity I went to a lava jet to wash the chassis of my own car (area that did not dominate at that time). That's when I met Luciano, who worked at the car wash I mentioned above. Today besides my partner is a friend and my "right-hand man" in the company. We started talking and thinking about opening our own business. That's when we started Class Detail in my grandmother's garage.

When did this whole process take place?

In April 2011.

You started the company's activities in a communal garage. What are the greatest difficulties encountered at first?

Due to the lack of structure at the beginning, the lack of recognition of the client for the service provided, the prospection of customers was another impasse, the lack of machinery and also the work area that was quite limited. However, we always believe in our potential based on our skills and knowledge. As time went by our customers increased.

How long were you in an ordinary garage?

About a year.

Did you ever work in partnership with someone and/or did you do any work outside your garage?

Yes. We provided polishing services in a workshop in the region during the early hours of the morning.

When did you feel the need to move to a business environment?

Well, for two main reasons. The first due to the customer demand that increased considerably, we needed a larger structure to serve them with more quality and comfort. The second was the desire for expansion, in view of the quality of our work and a large market to be explored.

How did this transition process happen?

We needed a place to rent. We found a commercial spot near our residences. Initially the size of the establishment contained only one car, but we had more comfort to work with, greater accessibility of customers and recognition as well.

As the space contained only one car, it was necessary to take cars to the old garage due to the demand for service?

Yes. Depending on the size of the vehicle we had to take it to the old garage after commercial hours to store it and resume service only the next day. The doors of the establishment simply did not close. The size of the site was limited.



Luciano Campos and Leandro Souza founders of Class Detail.

As demand increased, there was a need for an even larger structure. How did they enlarge?

We talked to the owner of the property about the situation. She proposed building a shed in the same location to suit us and would make the lease for ourselves. During construction, we went back to the old garage so we wouldn't stop the service. We stayed four months and then returned to our new headquarters, at this time already much bigger.

With an already professionalized structure and a relatively high clientele, they had to acquire new equipment to serve them. Correct? What criteria did they use?

Yes. As Luciano had worked for many years in another automotive washing company with a large flow of customers, he already knew the machinery and accessories needed for the expansion of Class Detail. We chose the best in the market.

In relation to customers, how was their loyalty and the consequent consolidation in the market- do?

Due to the quality of the work itself, which is very differentiated from competitors, it ends up in itself retaining our customers. They began to refer us to other people (word of mouth marketing), generating a "chain in dominoes". Finally, we started to use social networks as a way to show the work and reach an even larger audience.

After seven years on the market, how is Class Detail seen?

Today the company is a reference in automotive detail in the annapolis market, where we operate. Mainly due to the exclusivity in the execution of the work combined with the differential in service and after-sales.

What are the plans for the future?

Work in other areas in the automotive sector and expand the company to new horizons.

In your opinion, what are the main characteristics for a successful entrepreneur?

Leandro: "Curiosity, organization, persistence and financial planning".

Luciano: "Believe in the idea, not worry about criticism, seek good partnerships and focus".

Class Detail's track record is very exciting and inspiring. What is the most sea fact or story during those years?

Surely it was when we made the varnish correction in the Mercedes 220 s year 1963, official vehicle of former President Juscelino Kubitschek. The procedure was done for an exhibition of architecture, interior design and landscaping that took place in the city of Anápolis in the year 2017. It was a historical work that stirred a lot with our emotions and that will always be remembered.

Finally, starting in a simple garage and after seven years, they even did a job in the Mercedes 220 s year 1963 former president Juscelino Kubitschek. In a nutshell, how do you define Class Detail?

A company focused entirely on customer satisfaction, which uses its services to take care not only of a car, but of a "good" of the customer. Always paying special attention to each new job. We're committed to the smallest details. That makes all the difference.



Luciano Campos finalizing the aesthetic service process.

FASHION

Originality & Trends.

Vítor Máximo

Our 21st century has the inspiring alternative of great fashion influencers. Creative trends are based on women's lifestyle, full-bodied with the influence of potential women. A dream of consumption is to be like each of them. As 'ItGirl' Victoria Beckham stepped out with her husband's pants through the city streets, fashion dictated. The great trend of our boyfriend pants emerged, redesigned in the feminine concept, with style and personality, an elegant and powerful product. Like any good fashion item, in our 'new time' one can add neutral products, such as a short destroyed in a mix of accessories with more refinements, a tailoring shirt that would be something much more elegant and a CAPCOST (kimonos), amazing with stone sandals and clutch. With good makeup as a striking eye, amazing skin and a beautiful lipstick that makes up the colors of the look, you transform the stripped piece to a powerful look. These makeups won't let us through. In an interview with makeup blogger Mariana de Oliveira, 24, with her Instagram: @CENTRALMAKEUPLOVER with more than 53,000 followers, tells us a little more about her makeup influencers, creative process and makeup dictating in fashion.

Who inspires you and why?

Mariana - Makeup is one of the greatest ways we women express ourselves nowadays. The biggest muse of makeup for selfies today is Kim Kardashian, with well-marked face with contour, eye nothing and mouth all or mouth nothing and eye everything, depending on our mood and occasion.

Do you use your personality in the trend? In what way?

Mariana - Absolutely. They say my trademark is famously outlined kitten. If I haven't used it, it sure ain't me!

What influence does makeup have on the empowerment of a look?

Mariana - Total. A beautiful makeup will further enhance the production. Everything is complete today, what's the point of a wonderful look without feeling wonderful wearing it? Using a re-reading of products you have, considered basic, with a wonderful make, leaves the woman ready for a sophisticated event.

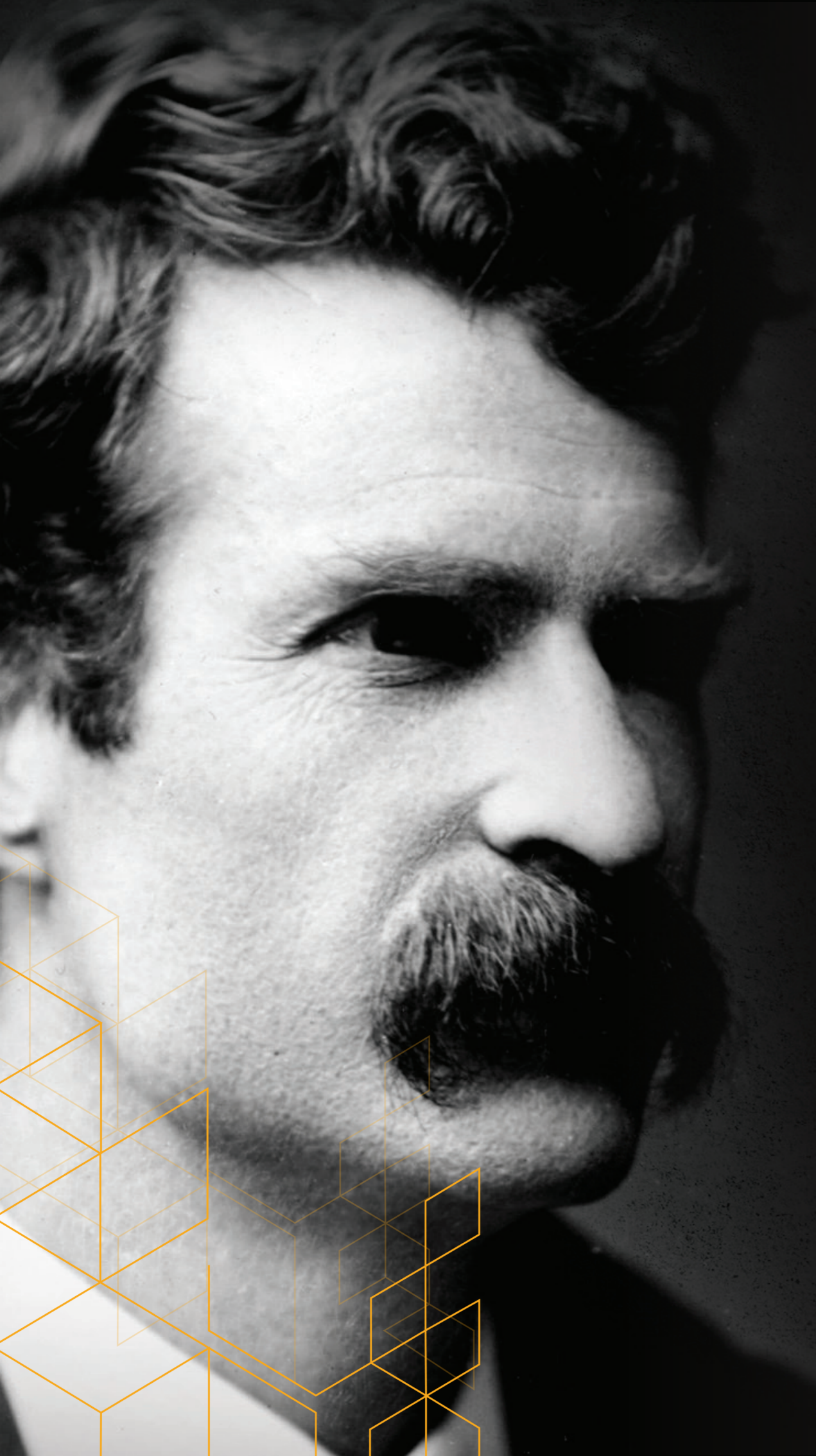
What is the biggest trend 2018 autumn-winter?

Mariana - In this winter 2018, the trends of "nothing skin" and "healthy glow" are on the rise and the more natural the better. Not leaving behind the outline, the red lipstick or wine. Remembering that black, smoky eyes won't leave us this season.

The basis of the concept of having your personality in choosing a trend, makes you wear an outfit and, no, let the clothes wear you. This provides you with unparalleled comfort, to experience your moments of brilliance. Never forget to invest in your creativity, a basic look for a classic woman with the point of elegance of some fashion trend, or vice versa. Be creative, be an influence.



Vítor Maximus.
Image and relationship consultant at Carmen Steffens - Ribeirão Preto, SP.



“
Twenty years from now, you will
have no regrets about the things
you've done, but of the things
you've failed to do.
So sail away from your
safe haven. Get the winds.
Explore. Dream. Discover.”

Mark Twain

American writer and comedian

 @revistasb

www.revistasb.com.br

Simple Business.

Empire State Building - 350 5th Ave, New York, NY 10118, EUA

Your entrepreneurship network. Much more than business.
Lifestyle.

www.revistasb.com.br

@revistasb