

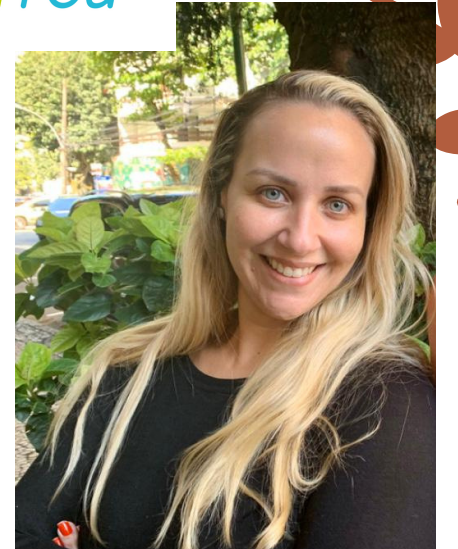
Mastermind program

Business Ventures

Be
BeinYou



Founder
Andréa Caminha



Founder
Gisele Dias

Business Name: Beinyou

Business Website: <https://beinyou.com.br/>

Date Launched: 15/09/2019

1. When you started the Ingenuity Incubator, what was the status of your business (e.g., building the concept but not yet in operation and no revenues or profits, already in operation and with revenues and profits but reformulating the concept, already in operation with revenues and profits but designing growth opportunities, etc.) ?

In operation and no revenues or profits.

2. When you started the Ingenuity Incubator, what were the main challenges you were facing?

Grow Beinyou network with the dissemination of integrative practices, professionals, institutes, events, courses, self-knowledge and development of potential. Promoting health and well-being, including social actions. Implement the monetization model by recognizing the benefits of the platform.

3. What were the main benefits of the Ingenuity Incubator 6-week program with worksheets and weekly meetings to the progress of your business?

The Ingenuity Incubator Program made us identify some opportunities for improving product functionality, as well as opportunities for social benefits and new monetization models associated with our business.

4. How has your business progressed after the Ingenuity Incubator?

We are managing to develop more consistent work in marketing through social networks and growing the number of our followers and users. We have implemented new recommended features and we are looking for business partnerships.

5. What are your main goals you want to pursue during the Mastermind phase?

Keep growing through Social and Marketing Activities, implement new features that bring reliability to the business, develop partnerships with associations, start monetizing our business. Looking forward to advertising products, and social investors or sponsorships.