

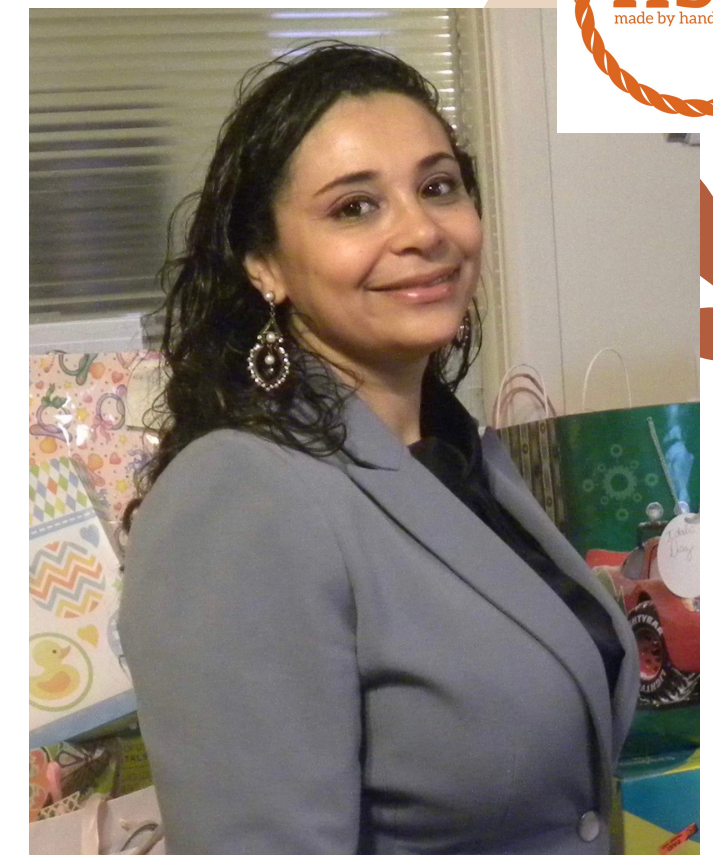
Mastermind program

Business Ventures

Business Name: Fibra

Business Website: <https://www.ebay.com/usr/fibra> social enterprise
https://www.instagram.com/fibra_community/

Date Launched: 01/15/2021



**Founder
Deise Rodrigues**

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.) ?

It was only a great idea, but distant of a reality.

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

I did not have anyone to encourage and motivate me. I had no directions from where to start, to make a business canvas and implement my ideas.

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

Worksheets helped with structural thinking and organized my ideas. I benefited from great case study readings and discussions. I was introduced and captivated by the business world and able to demystify it. Loved networking with other Brazilian women and the Incubator professional team.

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

I created and incorporated my social enterprise. I started administrative, recruitment, logistics, marketing and selling operations. I have a Brazilian woman partner who collaborates with the Brazilian side of operations. It has been a month since we started and we built a community of 10 artisan partners.

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

Learning about: Selling strategies in the US market, US business taxes, branding and marketing analytics, raising funds, selling partnerships, export/import logistics, create my own selling platform.