

FAVELA FUNDOS, FDC AND CUFA: FAVELA BUSINESS SCHOOL



EXECUTIVE SUMMARY



Entrepreneurship in Brazilian favelas is characterized by a significant flow of income and a high number of entrepreneurs in these neighborhoods. Nevertheless, the inaccessibility to markets and the difficulty in communicating with the business world are major obstacles for these entrepreneurs. In this context, the Favela Business School was created in 2022. Favela Business School is an ecosystem composed of Favela Fundos, which provides financial investments to entrepreneurs; Central Única das Favelas (CUFA), responsible for attracting entrepreneurs from favelas; and Fundação Dom Cabral (FDC), in charge of the School's educational content.

This network operates as an ecosystem to boost favela entrepreneurship, with the goal of transforming the reality of Brazilian favelas and marginalized communities. The School offers curatorship, training, funding, and market access to entrepreneurs through a digital platform with content closer to the daily challenges and vocabulary of favela residents. This initiative emphasizes the importance of recognizing favelas as a potential, not only due to the creativity and resilience of their residents, but also as a path for building a fairer and less unequal society.

The target audience is entrepreneurs from Brazilian favelas, regardless of the maturity level of their business, and the School's methodology is based on three fronts: mobilization, engagement, and education. Currently, phase 3 of the School is already underway, with the expectation of training up to 6,000 entrepreneurs, in addition to facilitating the interaction of these entrepreneurs with investors.