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## ENTREPRENEURSHIP: THE INFLUENCE OF ENTREPRENEURSHIP ON TODAY'S COMPANIES

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### ABSTRACT

This study aims to discuss concepts and provide practical examples and trends that demonstrate the central role of entrepreneurship in the emergence of companies. Entrepreneurship is a vital force in the development of contemporary companies, promoting innovation and competitiveness in a rapidly changing world. Defined as the ability to identify opportunities and mobilize resources, entrepreneurship applies both to the creation of new businesses and to the transformation of existing companies. Small businesses, often led by innovative entrepreneurs, are essential to the local economy, generating jobs and fostering the circulation of income. The training of future entrepreneurs in schools is crucial, with interactive methodologies that encourage creativity and problem-solving. Institutions such as Link School of Business and programs such as Sebrae have contributed to this training. However, there are still challenges in implementing entrepreneurial education, such as the lack of resources and specific training for educators. Investing in this education is vital to prepare young people for a constantly evolving market, enabling them to create innovative solutions and positively impact society.

**Keywords:** Entrepreneurship. Entrepreneurial personalities. Entrepreneurship and Marketing.

## INTRODUCTION

Entrepreneurship has established itself as a driving force in the development of contemporary companies, by driving innovation, stimulating competitiveness and transforming ever-changing markets. In a global scenario marked by accelerated digitalization, frequent economic changes and complex social demands, the entrepreneurial spirit emerges as a strategic differentiator for organizations of all sizes and sectors. In general, entrepreneurship can be defined as the ability to identify opportunities, mobilize resources and take risks to transform ideas into viable projects or businesses. More than the simple act of starting a new venture, it involves creativity, innovation and the search for solutions that meet market needs or solve specific problems. This concept applies both to the creation of new businesses and to the implementation of transformative initiatives within already established companies, in what we call intrapreneurship (Flores et al., 2024).

Entrepreneurship plays an essential role in small local businesses. These ventures are often the backbone of a country, state or city's economy, generating jobs, boosting regional economies and fostering local consumption. In addition, small businesses led by creative and resilient entrepreneurs are responsible for serving specific market niches, promoting the circulation of income and, often, acting as catalysts for innovation in their communities. The collective impact of these initiatives is significant, contributing to economic growth, reducing inequalities and diversifying a nation's business fabric. In Brazil, several entrepreneurs have stood out for their contributions to the market and their inspiring stories. Some of the most notable examples are Jorge Paulo Lemann, co-founder of 3G Capital, responsible for the creation of global giants such as Ambev and Burger King; Luiza Helena Trajano, chairwoman of Magazine Luiza, recognized for her innovative and humane leadership; Abílio Diniz, who transformed Grupo Pão de Açúcar into one of the largest retailers in the country; and Anitta, a singer and businesswoman who

built a global brand in the entertainment and marketing sectors. These names illustrate how Brazilian entrepreneurship has the power to transcend borders, boost different sectors and serve as an example for new generations (Martins et al., 2024).

Promoting entrepreneurship also depends on public policies and a solid educational foundation. Stimulating policies, such as credit facilitation, tax incentives and the reduction of bureaucracy, are essential to create an environment favorable to entrepreneurship. Furthermore, teaching the subject in schools and universities is essential to train future entrepreneurs. Including subjects focused on entrepreneurship in curricula stimulates skills such as creativity, leadership, critical thinking and management, preparing young people to operate in competitive markets and innovate in various sectors. This investment in education contributes to the development of an entrepreneurial culture capable of generating long-term economic and social impact (Zemlyak et al., 2023).

This article aims to examine the influence of entrepreneurship on current companies, exploring how its practices, values, and approaches have redefined business models, driven more dynamic organizational cultures, and generated positive impacts inside and outside organizations. In addition, we seek to analyze how the entrepreneurial mindset can help companies overcome contemporary challenges, such as sustainability, digital transformation, and global crises (Awad & Martín-Rojas et al. (2024). We also observe that applied directly to human material in organizations, they can provide important information for continuous improvement and strategic decision-making. (Maldonado Paes, J.; Scavarda, L. F. ; Ceryno, P.; Machado, E., 2022).

The following chapters will discuss key concepts, practical examples and trends that demonstrate the central role of entrepreneurship in building more resilient, innovative companies aligned with the demands of the future.

## **DEVELOPMENT**

### **Entrepreneurship Training in Schools**

Schools play an essential role in developing future entrepreneurs, especially in a world where innovation and adaptability are more important than ever. It is in the classroom that many young people begin to develop fundamental skills such as creativity, problem-solving and leadership, competencies that form the basis of an entrepreneurial mindset (Jardim et al., 2023). Preparing these students to identify opportunities and put ideas into practice is a challenge that many educational institutions have embraced in recent years.

### **How can schools train entrepreneurs?**

Traditionally, the educational system has always prioritized training professionals for already established careers. However, this is changing. Many schools are beginning to understand that training entrepreneurs is not just about teaching management or economics, but also encouraging curiosity, autonomy, and critical thinking (Saygin et al., 2024).

One practical way to do this is through more interactive methodologies, such as project-based learning. For example, students can be challenged to identify a problem in their community and propose solutions that could be turned into real businesses. In this way, they learn in a practical way how to face challenges, work in teams and make important decisions – skills that go far beyond the traditional school content (Okada & Gray, 2023).

### **Schools and colleges focused on entrepreneurship**

In recent years, some institutions have taken entrepreneurship education to a more advanced level, creating programs and even colleges dedicated exclusively to this. A great example in Brazil is Link School of Business, in São Paulo. Founded in 2019, Link is a college that goes straight to the point: training entrepreneurs. Instead of focusing on tests and

theoretical classes, students are encouraged to create their own businesses while they are still studying. They receive mentorship from experienced entrepreneurs, learn from real examples and are placed in situations that simulate market challenges. It is a practical approach that is helping to change the way entrepreneurship is taught in the country (Fahrrurozi, M., 2024).

Another example is Escola Concept, also in São Paulo, which applies an innovative methodology from basic education onwards. There, students work on integrated projects that encourage collaboration and creativity, preparing them to be protagonists of their own trajectories (Hallerstrand et al., 2023).

Abroad, institutions such as Draper University in Silicon Valley and Minerva University in the United States have gained prominence for their disruptive approaches. Both offer courses where the focus is not only on learning, but on applying what is learned, creating real solutions to real problems. (Harefa & Hulu, 2024).

### **Entrepreneurship from an early age**

It is interesting to note that entrepreneurship does not have to start only in high school or college. In basic education, it is already possible to plant the seeds of this mindset. Simple activities, such as games that simulate negotiations or challenges that involve planning, help children think "outside the box" and develop a critical eye for solving problems. These small initiatives can be the starting point for these young people to be better prepared to create something in the future, whether within a company or in their own businesses (Biney, I., 2023).

### **Programs and initiatives that are making a difference**

In addition to schools and colleges, programs such as Sebrae's National Entrepreneurial Education Program have been helping to spread the entrepreneurial spirit throughout Brazil.

With workshops and events aimed at students of different ages, the program has helped to spark interest in entrepreneurship and empower young people to turn their ideas into reality . These initiatives show that entrepreneurial education is not something distant or complicated, but something that can be integrated into the daily routine of schools, positively impacting the lives of thousands of students (Laspita et al., 2023).

### **Challenges and next steps**

Despite the progress, there are still challenges in implementing entrepreneurial education. Many teachers do not have specific training to teach the subject, and many schools, especially in the public sector, face difficulties due to a lack of resources. Overcoming these obstacles requires more investment and a broader vision of the role of education in training citizens prepared for a constantly changing job market (Enstroem & Schmaltz., 2024).

### **The long-term impact and connection to the next stage**

Educating for entrepreneurship goes far beyond teaching someone how to start a business. It involves training people who know how to identify problems and create innovative solutions, contributing to economic and social development. Whether by creating jobs or bringing new ideas to the market, young entrepreneurs have the power to transform the future. However, entrepreneurial training is not limited to the school environment. It continues and intensifies throughout life, with new influences coming from professional experiences, networking and continuous learning. In the next chapter, we will explore how this training takes place outside of schools – within companies, in specialized courses and through individual trajectories that shape successful entrepreneurs. (Rowe et al., 2023).

## **From the Emergence of the Entrepreneur to the Role of Job Creator**

Entrepreneurship in Brazil has proven to be a vital driver for the economy, reflected in the significant increase in new companies and startups in recent years . Turning an idea into a successful business requires determination, planning, and courage to take risks (Hashimy et al., 2023). In this chapter, we will explore how an entrepreneur is born and how they can evolve to become a generator of jobs, contributing to economic and social growth.

### **What motivates someone to undertake?**

Motivation to undertake a business can come in many forms, usually related to the desire to solve a problem or seize an opportunity. The main reasons include:

- 1. Necessity:** Many people start to undertake when they cannot find alternatives in the job market. This type of entrepreneurship, known as "entrepreneurship by necessity", is common especially during economic crises.
- 2. Opportunity:** Others see a gap in the market and see it as a chance to offer something innovative or unique.
- 3. Passion:** Some people decide to turn a skill or hobby into a business, seeking to combine work and personal fulfillment.
- 4. Inspiration:** Many people are inspired by success stories or experiences with other entrepreneurs and feel the urge to follow the same path.

Regardless of the reason, what sets successful entrepreneurs apart is the ability to take an idea from paper to action (Blomsma et al., 2024).

### **The first steps: from idea to planning**

After identifying an opportunity, the entrepreneur begins planning his/her business.

This is a crucial step in determining the viability of the proposal. The steps include:

- **Market research:** Understanding consumer needs, competitors, and industry trends.
- **Business model:** Define how the product or service will be offered, priced and distributed. Tools such as the Business Model Canvas help visualize these strategies.
- **Financial planning:** Estimating costs, sources of revenue, and strategies for obtaining the capital needed to start the business.

Although planning is essential to reduce risks, the path of entrepreneurship is full of unforeseen events, requiring flexibility and resilience to face challenges (Mosteanu, N., 2024).

### The growth of new companies and startups in Brazil

In recent years, Brazil has experienced a significant increase in the creation of new companies and startups, reflecting a more favorable environment for entrepreneurship.

- **New companies:** From January to August 2023, 2,716,269 new companies were opened in the country, totaling 21.8 million active companies. Of these, 93.7% are micro or small companies. The average time to open a company was 1 day and 5 hours (gov.br).
- **Startups:** Brazil currently has 12,040 startups, 45% of which are micro-enterprises, 24% are small, 20% are medium-sized and 11% are large. In the last 10 years, more than 7,000 startups have been opened in the country (cortex-intelligence.com).
- **Investments in startups:** In the last four years, Brazilian startups have captured more than 60% of the investments made in innovative companies in Latin America, totaling R\$108 billion (agenciasebrae.com).

br).

These numbers indicate a booming entrepreneurial ecosystem, with a growing number of companies and startups contributing to the country's innovation and economic development.

### The importance of training in entrepreneurship

The growth of entrepreneurship in Brazil is also driven by the increasing availability of courses, schools and platforms that offer specialized training and support for entrepreneurs (Klein & Braido, 2024). These initiatives have proven to be essential for preparing new entrepreneurs, offering tools and knowledge that help transform ideas into sustainable businesses.

Some notable examples of companies and educational institutions focused on developing entrepreneurship are:

- **G4 Education:** Founded by Alfredo Soares, Tallis Gomes and Bruno Nardon, G4 offers courses focused on business management, sales and leadership. Its goal is to train entrepreneurs so that they can grow strategically and sustainably. G4 has stood out in the Brazilian scenario for the quality of its content and the impact it has had on entrepreneurs from various sectors.
- **Link School of Business:** Located in São Paulo, Link is a college dedicated to training leaders and entrepreneurs focused on the real market. With a curriculum that combines theory and practice, Link provides intensive and specialized training for those seeking to transform their ideas into big businesses.
- **StartSe:** The StartSe platform offers courses, events and content on innovation and entrepreneurship. It connects entrepreneurs with big names in the sector and promotes immersion in global trends, helping its students to better understand the market and position themselves strategically.

These initiatives have created a more favorable environment for those who want to start a business, offering the tools and knowledge necessary to make a difference in the market (Allal -Cherif et al., 2024).

### **The evolution of the entrepreneur**

As the business grows, the entrepreneur takes on multiple roles: manager, leader, salesperson, and innovator. This initial phase can be challenging, especially for small entrepreneurs who have to deal with limited resources and work on several fronts. Over time, the entrepreneur begins to delegate tasks, hire people, and invest in their own training. Participating in courses, workshops, and networking events are common strategies to expand knowledge and exchange experiences with other professionals. In addition, the entrepreneur's mindset evolves. They stop thinking only in the short term and begin to see the business as part of a larger ecosystem, concerned with generating value not only for customers, but also for employees, partners, and the community in which they operate (Bitencourt et al., 2024).

### **From small business to impact on the job market**

As the business becomes more established, the entrepreneur plays an increasingly important role in the economy. One of the greatest contributions he can make is job creation.

Small and medium-sized enterprises are responsible for a significant portion of jobs in Brazil and worldwide. Entrepreneurs who start with a small business, a startup or a family business often become employers who generate income and drive economic development in their regions (Kritikos, 2024).

The hiring process is an important milestone in the entrepreneurial journey, as it reflects the growth of the business and the entrepreneur's ability to share responsibilities. Furthermore, by creating jobs, the entrepreneur contributes to

improving the quality of life of many families and stimulating the circulation of income locally.

### **Connection to the next chapter: the challenges of doing business in Brazil**

Although the entrepreneurial journey is full of achievements, it is also full of obstacles, and in Brazil, these challenges can be even more intense. Excessive bureaucracy, high tax burden, difficulty in accessing credit, and economic and political instability are just some of the factors that make the path difficult for entrepreneurs in the country { Seyoum (2024)}. In the next chapter, we will analyze how these barriers impact entrepreneurship and what can be done to overcome them, bringing a realistic view of the daily struggle of those who decide to undertake in Brazil.

### **The Difficulties of Entrepreneurship in Brazil**

Starting a business in Brazil is not an easy task. Despite the growing number of new businesses and startups, entrepreneurs face a series of obstacles that make the path more difficult. High taxes, excessive bureaucracy, difficult access to credit, and economic and political instability are just some of the challenges that directly affect the success and survival of companies in the country {Rashid & Rashid (2024)}. In this chapter, we will take a closer look at these difficulties and their impact on the Brazilian entrepreneurial ecosystem.

### **High tax burden and fiscal complexity**

The tax system in Brazil is one of the most complex in the world. According to a study by the Brazilian Institute of Planning and Taxation (IBPT), Brazil has one of the highest tax burdens in the world, with taxes consuming around 32% of the Gross Domestic Product (GDP). In addition, the complexity of tax obligations is a major challenge for entrepreneurs, especially small businesses. The World Bank's Doing Business Report ranks

Brazil 124th out of 190 countries in the "ease of doing business" category, with the high tax burden being one of the main reasons for this. Small businesses, which represent 98% of businesses in the country, end up facing difficulties in complying with tax obligations, which directly impacts their viability and growth. Tax bureaucracy also ends up generating high operating costs, diverting resources that could be invested in business growth (Fernandez-i-Marin et al., 2024).

### **Excessive bureaucracy**

Bureaucracy in Brazil is also a major obstacle for those who want to start a business. According to the 2023 Global Competitiveness Report, Brazil ranks 124th in the "ease of doing business" ranking, mainly due to the lengthy business registration and licensing processes. To start a new business, entrepreneurs face a process that can take up to 3 months or more, depending on the city and the type of company. In a study by the International Chamber of Commerce (ICC), 72% of entrepreneurs stated that bureaucracy is one of the main factors discouraging entrepreneurship in the country. This is especially problematic for microenterprises, which account for more than 50% of employment in the Brazilian private sector, according to data from Sebrae (Neves et al., 2024).

### **Restricted access to credit and financing**

Obtaining credit in Brazil is a difficult task for many entrepreneurs. According to Sebrae, only 25% of micro and small businesses have access to formal credit. Interest rates, among the highest in the world, are around 25% per year for small businesses, according to data from the Central Bank of Brazil. This scenario hinders the growth of companies and increases the risk of bankruptcy, especially for businesses that depend on working capital.

In 2023, small and medium-sized enterprises (SMEs) in Brazil faced a 12% drop in the

volume of credit available, compared to the previous year, which represents a huge difficulty for maintaining activities and investments. Entrepreneurs are often forced to resort to informal sources of credit, which impose even higher rates, which contributes to debt and bankruptcies.

### **Economic and political instability**

Brazil's economic and political instability is a constant. Over the last decade, the country has experienced different periods of recession and high inflation, which has resulted in an environment of uncertainty for entrepreneurs. According to the Institute of Applied Economic Research (IPEA), inflation in Brazil in 2023 was 6.3%, a significant increase compared to previous years. This puts pressure on companies' profit margins and makes financial planning more difficult. In addition, the volatile political environment, with frequent changes in public policies and regulations, creates uncertainty for entrepreneurs, making long-term decisions difficult. A survey by the National Confederation of Industry (CNI) indicated that 68% of entrepreneurs consider political instability to be one of the biggest challenges for managing their companies (Berndt et al., 2024).

### **Lack of qualifications and shortage of skilled labor**

The shortage of skilled labor is a recurring problem in Brazil. The Higher Education Census by the National Institute of Studies and Educational Research Anísio Teixeira (INEP) reveals that, in 2022, the unemployment rate among young Brazilians between the ages of 18 and 24 was 27.4%, with a large part of these young people out of the job market due to a lack of qualifications.

The lack of specific skills in areas such as technology, finance and digital marketing is an obstacle for entrepreneurs seeking to build competitive and innovative teams (Rizvanovic et al., 2023). In a survey by Sebrae, 62% of

small business owners stated that the lack of professional qualifications directly impacts the company's performance, especially in innovation and technology sectors.

### **Fierce competition and market saturation**

Brazil is one of the countries with the highest entrepreneurship rate in the world, with more than 20 million entrepreneurs, according to data from Sebrae . However, this large number of companies generates fierce competition, which makes the business environment highly competitive. In saturated sectors, such as retail and food, profit margins become increasingly narrow, which requires entrepreneurs to constantly innovate to stand out in the market . A survey by Fundação Getúlio Vargas (FGV) revealed that, in 2023, 38% of small companies closed their doors in the first 5 years of operation. The highly competitive market is one of the main reasons for this, as companies are unable to maintain significant differentiation in the face of so many competitors (Hakim et al., 2023).

### **Entrepreneurial culture and fear of failure**

In Brazil, there is still a certain stigma surrounding business failure. According to a survey by PwC Brazil , 57% of Brazilian entrepreneurs say that fear of failure is a limiting factor for starting new businesses (Ribeiro, D., 2023). This fear is especially strong in small towns, where the entrepreneurial vision is still developing. For many, failure means not only the end of the business, but also the social stigma of not having been able to succeed.

This scenario can demotivate potential entrepreneurs, limiting the capacity for innovation and the growth of new businesses in Brazil.

### **Business Closures in Brazil: A Reflection of Difficulties**

Brazil has an alarming rate of business closures. In 2023, more than 2.1 million companies closed their doors in the country, according to data from Sebrae . This number represents an average of more than 5,700 companies closing their doors per day. In comparison, 3.3 million companies were opened in the same year, showing that, despite the growing number of new businesses, many are unable to survive in the long term.

According to data from the Brazilian Institute of Geography and Statistics (IBGE), approximately 38% of Brazilian companies do not survive the first 5 years, and only 15% of new companies reach 10 years of operation. This high business mortality rate is a reflection of the structural difficulties of the business environment in the country. (Ribeiro, D., 2023).

### **Entrepreneurs' Indebtedness After Bankruptcy**

Debt is a common consequence for entrepreneurs whose companies have gone bankrupt. Data from Serasa Experian reveals that, in 2023, the number of indebted companies in Brazil grew by 12.7% compared to the previous year, reaching a total of 7.5 million businesses with active debts. In addition, the total value of these companies' debts exceeded R\$200 billion.

Many entrepreneurs end up accumulating personal debts, since the company's finances and those of individuals are often mixed up, which makes recovery even more difficult. This debt scenario can compromise the ability to start over, since access to credit is limited, negatively affecting the entrepreneur's professional and financial future (Sikka & Bhayana, 2024).

### **The Path to Overcoming Difficulties**

Starting a business in Brazil is difficult, but not impossible. With alternatives for financing, adaptation to economic and political changes,



and the adoption of new technologies, it is possible to overcome these challenges. Despite the adverse scenario, many Brazilian entrepreneurs have stood out for their resilience, innovation, and ability to adapt.

In the next chapter, we will learn about the trajectories of some of the greatest Brazilian entrepreneurs, who not only overcame the difficulties of the business environment, but also became examples of success and transformation for Brazil and the world.

### **Success Stories: Brazil's Top Entrepreneurs**

Brazil has a rich history of entrepreneurs who, with vision and courage, not only changed their own lives, but also helped transform the economy and society. These successful examples show that, with persistence, innovation and focus, it is possible to build great companies, even in a challenging environment. In this chapter, we will meet some of the main names in entrepreneurship in Brazil, divided between historical references, who helped shape the country's economic scenario, and current entrepreneurs, who continue to leave their mark on the economy.

#### **Historical References: Entrepreneurs who Made History in Brazil**

##### **Baron of Mauá (Irineu Evangelista de Souza)**

Irineu Evangelista de Souza, better known as Baron of Mauá, was one of the great pioneers of entrepreneurship in Brazil. Born in 1813, he became famous for his industrial, financial and infrastructure initiatives. Baron of Mauá was responsible for creating Brazil's first railway and the first telegraph line. He also founded a bank and participated in several businesses that helped modernize the country in the 19th century.

With his investments and vision for the future, Mauá helped propel Brazil into the industrial age. His work in building railways, for example, transformed the country's logistics, reducing costs and boosting trade. His

impact is still visible today, as many of his innovations are still part of Brazil's infrastructure system.

##### **Silvio Santos**

Silvio Santos is, without a doubt, one of the greatest icons of Brazilian entrepreneurship. Born in Rio de Janeiro in 1930, he began his career as a street vendor, then worked in several jobs and, through hard work and determination, created an empire that includes SBT (Sistema Brasileiro de Televisão). Silvio also has investments in shopping malls and other companies.

In 2020, SBT had an estimated revenue of over R\$3 billion. Silvio Santos, with his diverse portfolio, has become one of the most influential figures in Brazil, employing thousands of people and shaping the entertainment industry in the country. His example of entrepreneurship shows how it is possible to build a successful empire, even starting from scratch.

##### **Jorge Paulo Lemann**

Jorge Paulo Lemann is one of the biggest names in entrepreneurship in Brazil and the world. Born in Rio de Janeiro in 1939, Lemann began his career as a banker, but became known for his actions as an investor and businessman. He was one of the founders of 3G Capital, the investment fund that bought large companies such as Ambev, Burger King and Kraft Heinz.

Lemann's impact is immense: Ambev, for example, is one of the largest breweries in the world, with revenues exceeding R\$55 billion in 2020. 3G Capital was also responsible for creating one of the largest global food conglomerates. His innovative and efficient approach to business has transformed entire sectors, creating thousands of jobs and moving economies around the world.

##### **Abilio Diniz**

Abílio Diniz is another important name in the

business world in Brazil. He was responsible for the expansion of Grupo Pão de Açúcar, one of the largest retail chains in the country. He began his career in the supermarket sector and, with a lot of hard work, managed to expand the company, diversifying its operations and transforming Pão de Açúcar into one of the largest retail and distribution conglomerates in Brazil.

The Pão de Açúcar Group is responsible for more than 150,000 jobs in Brazil and, in 2020, recorded a net revenue of more than R\$70 billion. Abílio Diniz has become an icon of adaptation and innovation in the retail sector, contributing to market growth and wealth generation in several regions of the country.

### **Luiza Helena Trajano**

Luiza Helena Trajano is a prominent name in Brazilian entrepreneurship. She is the chairwoman of the board of directors of Magazine Luiza, one of the largest retail chains in Brazil. Luiza began her career at the company founded by her uncles and, with her innovative vision, helped transform Magazine Luiza into a retail giant.

With over 1,100 stores in Brazil, Magazine Luiza had net revenue of R\$43 billion in 2020. In addition, the company has become a reference in the digital transition, investing heavily in e-commerce, which represented 40% of its total sales. Luiza Helena has become an example of how to lead with innovation, ethics and a focus on people's well-being, becoming one of the most admired entrepreneurs in Brazil.

## **Current Entrepreneurs: Names That Are Making a Difference**

### **Flavio Augusto da Silva**

Flávio Augusto is the founder of Wise Up, one of the largest English school chains in Brazil. He started his career with few resources, but with a lot of hard work, he managed to create a company that would become a reference in teaching English to adults. His business vision went beyond simple language

teaching, expanding into the franchise and investment sector.

With over 400 schools in operation, Wise Up achieved revenues of R\$1 billion in 2020. Flávio Augusto also invests in other initiatives, such as O Novo Mercado, an education platform aimed at entrepreneurs. His story is an example of how a good idea, combined with a focus on hard work, can transform a market niche.

### **Roberto Justus**

Roberto Justus is a prominent businessman in Brazil, known for his work in advertising, television and investments. Founder of the Newcomm Group, one of the largest advertising agencies in the country, Justus also became famous for his participation in the program Shark Tank Brasil, where he acts as an investor.

With his entrepreneurial vision, Justus helped transform the advertising industry in Brazil and continues to be one of the country's biggest business influencers. His portfolio of companies and investments also includes major names in communications, with combined revenues exceeding R\$5 billion.

### **Alexandre Costa**

Alexandre Costa is the founder of Cacau Show, one of the largest chocolate chains in Brazil. What started as a small chocolate business in 1988 has become an empire, with more than 2,000 stores spread across the country. Alexandre knew how to take advantage of the premium chocolate market niche and expand the brand strategically, making it a huge success.

In 2020, Cacau Show had revenues of over R\$4 billion. The company created thousands of direct and indirect jobs, creating a network of suppliers and collaborators in several regions of Brazil. Alexandre Costa is a clear example of how an entrepreneur can dominate a specific market and create a solid brand.

## **Anitta**

Anitta is best known as a singer, but she is also a successful businesswoman. She has built an empire with her personal brand, and in addition to being one of the biggest artists in Brazil, she has invested in several sectors, such as fashion, technology and music. Anitta has built an international career and has been a pioneer in using digital platforms to expand her business.

Her success goes beyond music, with her personal product brands and investments in technology companies, such as Aceleradora Anitta . She is one of the Brazilian artists with the greatest potential for financial impact, being an example of how entrepreneurship can be multifaceted and based on a strong personal brand.

## **Guilherme Benchimol**

Guilherme Benchimol is the founder of XP Investimentos , one of the largest investment platforms in Brazil. Founded in 2001, XP began as a brokerage firm and, under Benchimol's leadership, became one of the leading players in the financial market. He was one of the people responsible for democratizing access to investments and educating Brazilians about personal finance.

XP Investimentos has over R\$600 billion in assets under custody and is one of the largest financial services providers in Brazil. Benchimol is an example of how strategic vision can transform an entire sector, democratizing access to financial opportunities and creating a network of investors in Brazil.

These entrepreneurs have not only created great companies, but they have also helped move Brazil's economy forward. Their stories are not only inspirational for new businesses, but they have also had a real impact on the lives of thousands of people who find work and growth opportunities in their companies. The success of these entrepreneurs is reflected mainly in the creation of jobs and in how their companies often become pillars of entire

communities.

These companies are largely responsible for moving the job market in Brazil, creating a network of opportunities that benefit several areas of the economy. In the next chapter, we will see how these success stories continue to generate jobs, even in times of economic challenges, and how entrepreneurship continues to be essential for the future of the job market in Brazil.

## **The Impact of Entrepreneurs and Small/Medium-Sized Enterprises on Job Creation in Brazil**

Small and medium-sized companies are extremely important to the Brazilian economy, especially when it comes to job creation. Over the last five years, these companies have been responsible for a large portion of formal jobs. Let's take a closer look at their impact on job creation, highlighting the most recent data and some observed trends.

These represent 99% of establishments in Brazil, totaling approximately 6.4 million units (sebrae.com.br). In addition, they are responsible for 52% of formal jobs in the country, highlighting their importance in the absorption of labor, being responsible for approximately 27% of the Brazilian Gross Domestic Product (GDP), a significant contribution to national economic growth.

### **Job Creation in Recent Years**

In 2023, micro and small businesses generated more than 1.1 million formal jobs in Brazil, which represents 80% of the formal jobs created in the year (G1). This shows the continued importance of absorbing labor in the country.

In 2024, performance continued to be positive. Until July alone, they were responsible for more than 900,000 jobs, representing around 60% of formal jobs created up to that point (ASN Brazil). These numbers reflect the companies' ability to adapt and grow, even in the face of a challenging economic scenario.

## Recent Trends

In recent years, the participation of SMEs in the creation of formal jobs has increased. For example, in May 2023, micro and small companies represented 70% of employment relationships in Brazil, an increase of 2 percentage points compared to 2022 (SEBRAE PR).

Furthermore, in 2023, Brazil saw the opening of 859 thousand micro and small businesses, which represented a growth of 6.62% compared to the previous year (G1). This increase in the number of businesses shows that the environment is more favorable for those who want to undertake and generate new jobs.

Despite the major impact of companies, they still face significant challenges, such as high tax burdens, excessive bureaucracy and difficulty in accessing credit. In order for these companies to continue growing and generating more jobs, it is essential to overcome these obstacles.

## FINAL CONSIDERATIONS

Entrepreneurship is one of the fundamental pillars of today's economy, whether in the traditional format of creating new companies or in the indirect model that occurs within large corporations. The ability to identify opportunities, innovate and transform ideas into actions has proven to be crucial not only for generating new business, but also for the adaptation and growth of companies that are already established in the market.

When we think about direct entrepreneurship, it plays a vital role in the economy by creating companies, generating jobs, promoting innovation and meeting the demands of specific niches. In Brazil, for example, micro and small businesses are responsible for more than 50% of formal jobs and a significant portion of the country's GDP. Despite the challenges imposed by bureaucracy, high tax burden and difficulties in accessing credit, Brazil has experienced remarkable growth in the number of startups and new businesses. Examples such as Jorge Paulo

Lemann, Luiza Helena Trajano and Anitta show how Brazilian entrepreneurship can have a significant impact, not only within the country, but also globally.

However, entrepreneurship goes beyond the creation of new companies. Intrapreneurship, or entrepreneurship within large organizations, is equally essential for the success of companies in the current scenario. With a constantly changing market, accelerated digitalization and global economic challenges, companies need to cultivate an entrepreneurial mindset to remain competitive and innovative. An intrapreneur is someone who, even within a large organization, identifies opportunities for innovation and contributes to significant changes, whether through the development of new products or the improvement of processes. These professionals are agents of transformation within companies, with an impact as relevant as that of entrepreneurs who found new businesses.

Fostering intrapreneurship is essential to ensure that large companies do not lose their dynamism or become obsolete. When companies encourage an entrepreneurial mindset internally, they create an environment that fosters continuous innovation and collaboration, in addition to remaining relevant to market needs. Big names such as Google, Amazon and Tesla are examples of companies that encourage an entrepreneurial mindset, allowing their employees to feel empowered to make decisions and propose innovative ideas.

Furthermore, entrepreneurship is an important driver of the economy because it not only generates economic growth, but also improves people's quality of life and strengthens local communities. Whether they are creators of new businesses or innovators within large corporations, entrepreneurs play a key role in adapting economies to constant market changes and new social demands.

Entrepreneurship, in its various forms, must therefore be seen as an essential foundation of the economy. To ensure that this impact remains positive, it is necessary to create conditions that favor both new businesses and innovation

within large companies. This includes public policies that encourage the entrepreneurial spirit, education that prepares future generations for the challenges of the market, and a support ecosystem that provides the conditions for entrepreneurs of all sizes to thrive. The economic future depends on the ability of companies and individuals to constantly reinvent themselves and seize the opportunities that arise. Entrepreneurship, with its power to transform and innovate, will continue to be key to this evolution.

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