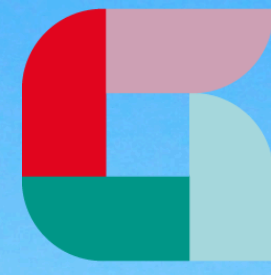




THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



Generate
Entrepreneurship at LSE



Better World Summit

Tuesday 19 November 2024

 **@lsegenerate**

THE  TIMES
THE SUNDAY TIMES
**GOOD
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GUIDE
2025**

1 RANKED FIRST
IN THE UNITED
KINGDOM

THE  TIMES
THE SUNDAY TIMES
**GOOD
UNIVERSITY
GUIDE
2025**

UNIVERSITY
OF THE
YEAR

Welcome

To celebrate the G20 summit arriving in Rio de Janeiro, the **Better World Summit** is designed for Brazilian students and young professionals who are passionate about entrepreneurship, innovation, and social impact.

About the hosts

The London School of Economics and Political Science (LSE) is the world's leading dedicated social science university. Situated in the heart of London, students come from across the world to LSE to study the most pressing challenges facing our global society. In 2024, LSE was ranked as the #1 university in the United Kingdom by The Times and The Sunday Times Good University Guide.

LSE Generate is the home of entrepreneurship at LSE. In 2024 LSE Generate was ranked as one of Europe's leading Start-Up Hubs, taking first place amongst those based within British universities. In addition to running programmes in London, LSE Generate coordinates international chapters to proactively connect, educate and inspire the LSE community worldwide, including the LSE Generate Chapter in Brazil.

Event partners



Agenda



Tuesday 19 November 2024

Pestana Rio Atlântica

Av. Atlântica, 2964 - Copacabana, Rio de Janeiro - RJ, 22070-000



Time	Activity	Location
11:30	Welcome coffee and registration	Foyer
12:00	Welcome and opening remarks	Room A
12:15	Keynote and Q&A with Roberto Chade <i>Problem validation: a business story of a Brazil-founded loyalty scheme</i>	Room A
13:00	Lunch and networking	Foyer & Restaurant
2:30	Breakout session 1.1 <i>Social Innovation Design</i>	Room A
	Breakout session 1.2 <i>ESG Thought Leadership Roundtables</i>	Room B
	Breakout session 1.3 <i>Map Your Future: Career Path, Storytelling, and the Impact of Studying Abroad</i>	Room C
3:30	Coffee break and networking	Foyer
3:45	Breakout session 2.1 <i>Your Personal Brand: Stand Out in a Crowded World</i>	Room A
	Breakout session 2.2 <i>The Power of AI & No code platforms</i>	Room B
	Breakout session 2.3 <i>Beyond Brazil: Discover Study Opportunities in the UK</i>	Room C
4.45	Closing remarks with Marcelo Salim <i>Building the world's largest data centre in the state of Rio Grande</i>	Room A
5.15	End of event	-

Main Events

Keynote speech and Q&A with Roberto Chade

Problem validation: a business story of a Brazil-founded loyalty scheme

12.15pm

Room A

How do you discover a business-worthy problem to solve? In this keynote address, learn how a highly successful entrepreneur has guided his company from start-up to IPO, now being listed on the Brazilian stock exchange (BOVESPA) and boasting a userbase of over 50 million members.

Roberto Chade, Founder of Dotz

Rafael Almeida, CEO & Founder, House of Creative Legal Studies

Information stands

Drop by
during
the day

Representatives from the hosts and events partners will be set-up in the main foyer to answer your questions. This is a great chance to learn more about further opportunities at LSE and within LSE Generate, as well as get more information about study abroad programmes and scholarships.



4.45pm

Room A

Closing remarks with Marcelo Salim

From entrepreneurship to data centres

Marcelo is the VP of [Scala Data Center](#), a leading Latin American sustainable data centre platform in the hyperscale market. Marcelo is also a serial entrepreneur who will share how the lessons in his previous ventures, and his case study on commercialising a tech idea into a real business.

Marcelo Salim, VP Governance, Risk and Compliance, Scala Data Center

Breakout 1

2.30-
3.30pm

Choose one session to attend...

1.1
Room A



Social Innovation Design

Hosted in English

In under one hour, learn how to develop a business idea with an evidence-based approach and design a successful business model.

Dr. Paroma Bhattacharya, Head of Social Innovation, LSE Generate

ESG Thought Leadership Roundtables

Hosted in Portuguese

A highly interactive session to brainstorm Environmental, Social, and Governance (ESG) challenges with three thought leaders from different industries, rotating and networking between discussion groups.

Maria Rita Villela, Co-founder, Instituto EVA

Felipe Hanszmann, Founder, Grey Matter

*Diana Paes, Head of Sustainability Programming, and Onesight
EssilorLuxottica Foundation Brazil, EssilorLuxottica*

1.2
Room B



1.3
Room C

Map Your Future: Career Path, Storytelling, and the Impact of Studying Abroad

Hosted in Portuguese

Delivered by the international career and education experts at the Student Travel Bureau, this interactive session will get you thinking about how to plan your next career moves and effectively tell your story. Whether you're looking to build a global network, gain valuable cross-cultural experience, or enhance your professional skill set, study abroad is a powerful way to expand your horizons and set yourself apart in today's competitive job market. This session is co-sponsored by LSE Summer School: Spark Professional Skills programme.



Breakout 2

3.45-
4.45pm

Choose one session to attend...

2.1 Room A

Your Personal Brand: Stand Out in a Crowded World

Hosted in Portuguese

A workshop on building authority, nurturing leadership, and getting your name known amongst a target audience, including the opportunity to learn from the success story of a Carioca Instagram influencer with over 219k followers.



Juliana Dias, CEO & Founder of Donna Agency
Luisa Cullinan (Lu de Sousa), Founder & Professional Lifestyle Influencer

The Power of AI & No Code Platforms

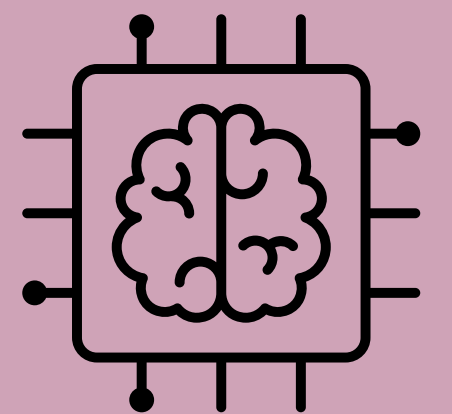
Hosted in Portuguese

A masterclass to teach you how to leverage AI for your business venture, and how to build an app without knowing how to code!

Pedro Wakigawa Saragossy, *Founder, Mimo*

Patricia Martins de Novais, *Data & Artificial Intelligence Manager Latam, BASF*

2.2 Room B



2.3 Room C

Beyond Brazil: Discover Study Opportunities in the UK

Hosted in combined Portuguese and English

Are you considering pursuing a *mestrado* or *doutorado*? Hosted in partnership with Estudar Fora, this session will guide you through everything you need to know about studying in the UK: from exploring a wide range of academic programs and understanding the application process, to learning about fully-funded scholarships and funding opportunities.



Nathan Brennan, *Student Recruitment Officer, LSE*
Beatriz Alvarenga, *Higher Education Specialist, Estudar Fora*

Notes



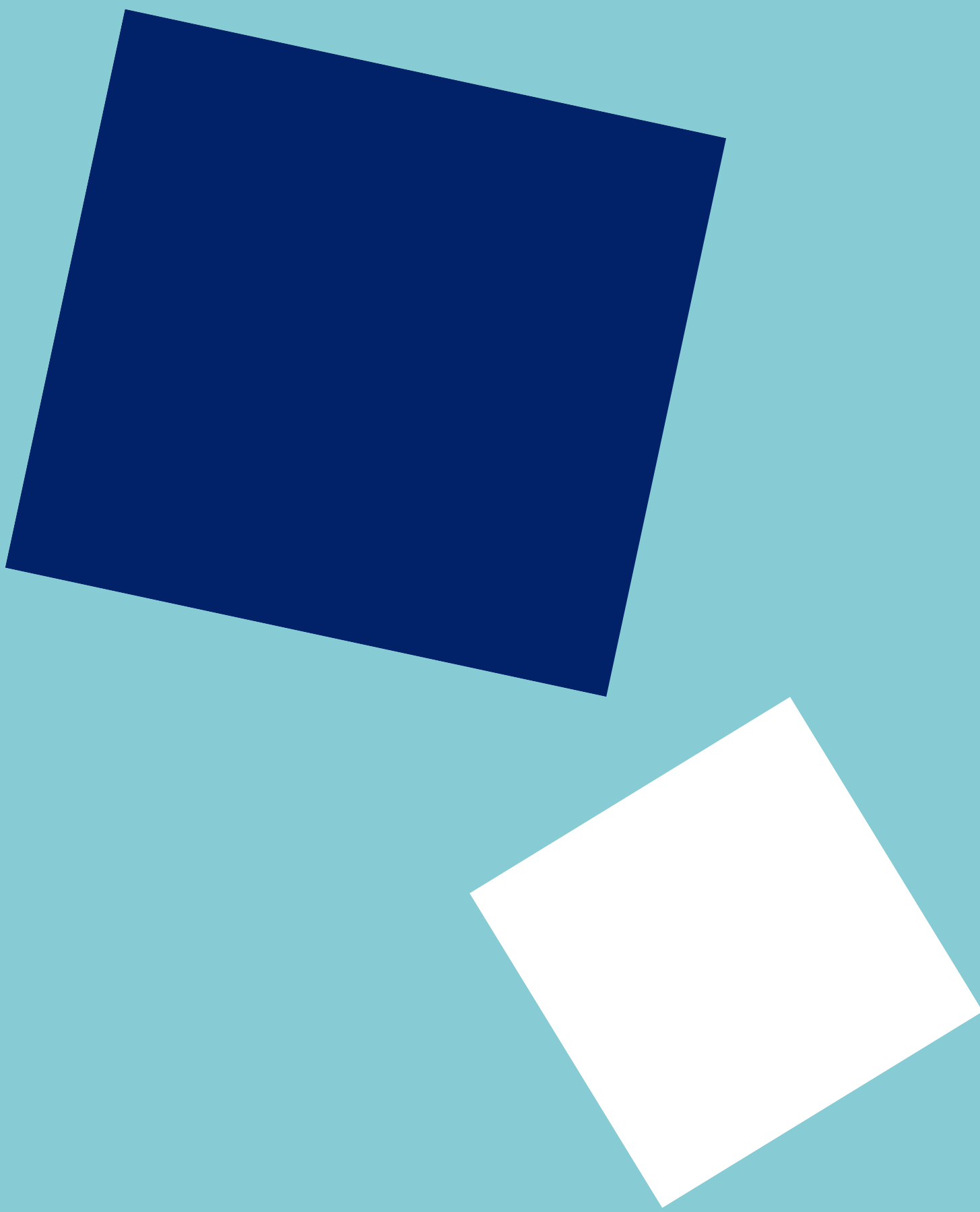


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