



## Annex VI – Startup implementation cases

## CASES

### so+ma

#### Description:

So + ma is a loyalty program to create new habits and an entrepreneurial environment in low-income communities, using waste as a “currency”.

#### Results:

Implementations in:

- São Paulo
- Salvador
- Curitiba



CUCOhealth

BrazilLAB  INOVAÇÃO  
DO TECH

#### Description:

Patient engagement platform for medical treatment to track chronic patients.

#### Results:

Implementations in Juiz de Fora in 63 units



**Description:**

Academic diagnostic platform that assists in identifying educational gaps in education systems and in individual student education.

**Results:**

Implementation in Belo Horizonte

# 130 empowered professors

# 28 schools impacted



**PREFEITURA  
BELO HORIZONTE**



**Refinaria  
de Dados**

BrazilLAB  INOVAÇÃO  
DO TECH

**Description:**

A Refinaria de Dados collects, processes and analyzes digital tracks of individuals.

**Results:**

Implementation in Petrolina by  
installing public Wi-Fi



**PREFEITURA DE  
PETROLINA**

## NEW IMPLEMENTATIONS



**Prefeitura de  
Petrópolis**

GESUAS

Platform for integrated management  
of the single welfare system medical  
record.

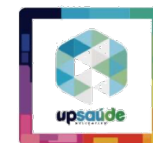


## NEW IMPLEMENTATIONS



### UP SAÚDE

Company that develops applications to process and disseminate patient information to public agencies in order to optimize health care.



## NEW IMPLEMENTATIONS



### FÁBRICA DE NEGÓCIO

Data Mining Solution that uses Artificial Intelligence algorithms to perform payroll auditing of public agencies.