

XP - Inside XP on YouTube

Our history

CEO and founder, Guilherme Benchimol started XP as an adventure, since the company employees didn't have much know-how at the beginning. Although the company was able to attract some customers, these first customers used to invest from R\$ 5.000,00 up to R\$ 10.000,00, which was not enough to monetize the company.

Then, after creating a course on how to invest money, XP's team noticed that teaching was more effective than just presenting XP's services to potential customers. The first 30 students raised R\$ 9.000,00 for the company and, after that, started investing in XP's services.

Moreover, the XP's founder highlights the importance of being a leader, selecting the right employees to each occupation and guiding people in a way they really understand the leader's problems. Plus, the entrepreneur remembers that leaders must know exactly their goals and have planned to-dos in order to handle the company and get results throughout employees' capacities.

At the end, Guilherme Benchimol mentioned that the company wants people that are humble, open minded and who dream bigger than usual. Then, ended talking about creating the company's new headquarters, XP's maturity, Itaú's relevance after the market operation between the companies and the importance of long-term goals.

Source: "Nossa história, por Guilherme Benchimol".

Summarized by Victor Yuri Tavares de Camargo