

XP - Impossibles' Stories on YouTube

Chapter 2 - Giant Boys

In this episode, XP's team talked about the stereotype people imposed on them at the beginning of the company's history. Usually, professionals from different brokerage companies used to call them irresponsible, inexperienced and not able to change the market.

Also, Guilherme Benchimol emphasized that until a few years ago XP was known as "a company that wouldn't work out led by some young boys". Plus, Anamaria Pimenta and Carlos Ferreira said that people started to have this thought because the market was ruled by banks and traditional brokerage companies at the time, while XP was truly new, modern and revolutionary.

Bernardo Amaral and Gabriel highlighted how XP mindset was against a lot of market dogmas. Thus, lacking some support from other companies and without a lot of experience, the company surpassed their difficulties with more willpower than knowledge, technique and know-how.

After that, Benchimol stressed that in 2010 an English investment fund contributed with 100 millions of reais, which caused a huge impact in the Brazilian market, since no other company had accomplished this in Brazil before. Unexpectedly, the young boys became the giant boys.

Finally, the team remembered that it all started in a small room in southern Brazil and now the company is in 3 different continents. Besides that, the concurrent companies who didn't believe in XP's future now are using the company's strategies in order to expand in the Brazilian market.

Source:  **Histórias do impossível - Capítulo 2 - Garotos Gigantes**

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