

XP - Impossible's' Stories on YouTube

Chapter 1 - The beginning of the impossible

In the first chapter of the Impossible Stories series, Guilherme Benchimol summed up his career. The XP's founder emphasized he works since his youth and stressed he was living a normal executive professional life until he was fired when the stockbroker he worked at was compelled to cut costs.

After that, Guilherme Benchimol was invited to work in a Rio Grande do Sul's company. As he was living in Rio de Janeiro at the time, he accepted the offer and decided to drive about 20 hours to Porto Alegre following this new journey. At his new occupation, he noticed how the customers were influenced to become autonomous agents, which made him think he could also be more independent.

Thus, his team rented a 25m² small commercial room and started this adventure. At the beginning, the company used to open not more than 2 accounts per month, resulting in hard times in his professional life. In order to settle the debts, Guilherme Benchimol sold his car and, in these moments, the company decided to elaborate a course on how to invest in the stock exchange.

The company's progress then changed. Against all odds, XP started to grow and to become known in the financial field. However, their reputation was still of "just some young people's company that won't work out", which did not make them stop believing in the impossible.

Lastly, XP's founder stated that if you stay on the customer's side you should never be afraid of confronting anyone, so the company's main goal is helping Brazilian people learn how to invest. In the end, Guilherme Benchimol said that, even with more than 600 offices around the world, including New York, Geneva and London, in XP's view they're still starting their story because impossible is just a state of mind.

Source:  **Histórias do impossível - Capítulo 1 - O começo do impossível**

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