

Bruno Tachinardi, Technology Leader & Entrepreneur

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Through my career and current experience as CEO/CTO at Fofuuu, I've developed a nuanced understanding of the critical factors driving successful product development and business leadership.

This expertise is deeply rooted in my hands-on technical experience, where I architected and developed patient and clinical data management systems with claims-based data access control for autism therapy clinics, remote monitoring of activities performed at home and at the clinic, clinical dashboards, notifications, performance analytics and reports generation, AI pipelines for adaptative therapy plans, clinical studies of the solution ([1 Minute Product Showcase](#).)

When leading these projects, I started to understand that, at the core of every successful product lies a profound connection between the solution offered and the tangible value it delivers to users. Understanding that users have inherent "jobs-to-be-done," and that products succeed by addressing their specific pains and gains, has been pivotal in my approach. This entails either alleviating challenges - such as reducing costs or time, automating processes - or enhancing benefits like ROI, customer satisfaction, or creating new revenue streams.

A key aspect of my leadership involved fostering a culture of experimentation and evidence-based practices. Building a knowledge base that distinguishes hypotheses from proven theories has been crucial for aligning the team with unified objectives and ensuring product direction is data-driven and effective.

My passion for building and creating has been a driving force throughout my life, beginning at the age of 13 when I self-taught programming to build very simple tools and games. This early venture into programming nurtured my affinity for mathematics and physics, laying the foundation for my future endeavors in both education and profession.

My entrepreneurial journey commenced with the founding of Betri Studio, where our focus was on crafting digital solutions through gamification and innovation. In this venture, I evolved into a proficient product manager and full-stack developer, spearheading various impactful projects: an HR system that incorporated an OCR system for invoice scanning and a mobile-first user interface, resulting in streamlined expense management, a rewards application that integrated with the company's sales performance system, introducing gamification elements that led to increased engagement and revenue growth, and an immersive digital training experience to enhance internal engagement and knowledge dissemination, among many others.

My venture into the digital health sector began when I co-founded [Fofuuu](#), where I was deeply involved in developing prototypes and MVPs for speech therapy activities. This period marked a significant expansion of my technical skills, as I navigated the complexities of real-time sound signal analysis and managed large-scale development projects. Our efforts were recognized with multiple awards, including the [Best Educational Game Award](#) (BIG Festival/BNDES) and the [Health Entrepreneurship Award](#) (Sírio-Libanês Institute of Teaching and Research and Everis Brazil).

Moving on to establish Fofuuu, I secured funding and facilitated the transition of leadership to a new CEO. Now, focusing on my strengths as CTO, I led the successful development, launch and continuous improvement of Fofuuu Fono, a digital therapy platform with gamified activities that streamlined the management of therapy sessions for speech therapists and caretakers. Working closely with therapists, I

supervised a preliminary study in partnership with Unifesp's Speech Therapy Ambulatory, published at the [16th Congress of Otorhinolaryngology Foundation](#).

To continuously expand our solution's use cases, I directed the "PhoneNet" project, a deep learning, isolated phoneme classification model capable of running in mobile-devices. My responsibilities spanned the entire project life-cycle, from research to deployment. Collaborating with international experts, I implemented a ResNet based architecture and led a campaign for collecting, labeling and cleaning phoneme samples from all over Brazil. I then worked on publishing our findings at the [26th CBFa](#).

Fofuuu went through a pivot to focus on autism therapies beyond speech therapy, when I assumed the dual role of CEO & CTO, I secured funds for this pivot from [Samsung's Creative Startups Acceleration](#), and then a bigger round led by [Finep Startup](#), leading the design and development of Fofuuu Edu, now encompassing Behavioral Psychology, Psycho-pedagogy, Speech Therapy and Occupational Therapy.

When the pandemic posed unprecedented challenges to the healthcare sector, I led Fofuuu in adapting our product to support remote therapy sessions, securing additional funding from the [Covid-19 Rapid Innovation Cycle Project Award](#) (City of São Paulo) and the [Santander X Tomorrow Challenge Award](#) and transitioning our team to remote work. Despite the financial crisis impacting our industry, I navigated the company through a restructuring process, ensuring our survival and continued innovation.

The product-market fit for our B2C model ended up not being sustainable, which led to a major layoff and pausing of operations, I started a temporary role as product consultant at Nubank, where I was able to apply my extensive entrepreneurial experience to an innovative loyalty program project. I provided strategic insights to enhance user experience through gamification and align the project with business objectives, while providing an extra layer of support to the project manager.

My career has been a journey of applying technology to create meaningful change. From pioneering e-learning technologies to advancing digital health and upholding data privacy in clinical environments, my focus has been on developing solutions that enhance lives and empower individuals. I am driven by a belief in the transformative power of technology, balanced with pragmatism and ethical standards, to benefit not only businesses but society at large. As I look to the future, I am eager to continue contributing to growth, fostering innovation, and embracing new learning opportunities.