

A person stands on a rocky shore, looking out at a sunset over the ocean. The sun is low on the horizon, casting a bright orange glow across the sky and reflecting on the water. The sky is filled with dark, dramatic clouds. The person is silhouetted against the bright light of the sunset. The overall mood is contemplative and serene.

# HACKATHON VISA

## Campus Party Brasil 12

Problema

**Esforço  
despendido  
na gestão de  
pagamentos B2B**



# CONTROLE

Plataforma de controle e automação  
de despesas e faturamentos com foco  
em micro e pequenas empresas.



## MODELO DE NEGÓCIO

- Assinatura mensal
- Limite de transações por faixa de preço
- Oferta de serviços que ajudariam o pequeno empresário



A close-up photograph of a human hand held palm-up, filled with a fine, bright pink powder. The image is split diagonally from the top-left to the bottom-right. The upper-left portion of the hand and the background is a dark, muted purple, while the lower-right portion is a lighter, dark blue-grey. The pink powder is most visible in the lower-right section, contrasting sharply with the darker background.

## DEMANDA

- Pequenas e Micro-empresas
- Responsáveis pelo maior número de transações
- Maior fatia de mercado

The background image shows two people standing in a field of tall, dry grass. The image is split diagonally from the top-left to the bottom-right. The upper-left portion is dark and moody, while the upper-right portion is a lighter, hazy blue. The figures of the people are silhouetted against the lighter background.

## CONCORRÊNCIA

- Intuit QuickBooks
- SIGECloud
- NegócioPRO para Cielo LIO



## NOSSO TIME



**Alexandre  
Vilaça**



**Iago  
Mendonça**



**Rene  
Jerez**



**Tiago  
Lobato**



**Vinicius  
Figueiredo**



**ESTRÁTEGIA  
INICIAL**

**ESTADO ATUAL**



**FIM!?**