**Determining the best location to open a Tech Startup in Florianópolis (Brazil)**

Rômulo Fernandes Evangelista

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**1. Introduction**

**1.1 Background**

Florianópolis is the capital city of the state of Santa Catarina, in the south of Brazil. Traditionally known for its beautiful beaches and tourist attractions, this city has seen a rise in entrepreneurship as the state and city governments issue tax incentives towards startups and new companies. Additionally, this charming city has some of the country's top universities, full of students eager to either start the next Brazilian unicorn, or help said unicorn to achieve its full potential.

These changes have attracted many dedicated and competent incubators, which now accumulate many stories of success on their portfolio.

The city, however, extends itself over an area of over 260 square miles (12.35 of urban area with 12 districts and 85 neighborhoods), so how does one choose the best location to open their tech startup in such a big city?

**1.2 The problem**

Data that may contribute to determining the best area to open a tech startup might include the proximity to relevant entities - such as training centers, universities and incubators - the population density of the neighborhood, the distance to amenities - like restaurants, bars and cafés -, the rental price, and proximity to transportation hubs, e.g. bus stops and taxis. This project aims to determine (and maybe rank) the best locations to open a tech startup in the city of Florianopolis based on this data.

**1.3 Interest**

This report can be of special interest for entrepreneurs interested in launching their startup, or considering the relocation of a pre-existing company, students who are considering their career choices, the teachers and professors who such students, real estate businesses, universities and the city council.

**2. Data acquisition and cleaning**

**2.1 Data Sources**

Data regarding the city’s demographic information and public services offered by the city and the state was obtained through the governments’ official channels and wikipedia; data about the city’s businesses and the universities (including their locations) was obtained by queries through the Foursquare API.

Please note that the references used by this study will be included at the end of this document.

**Bibliography**

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