



arena
celta



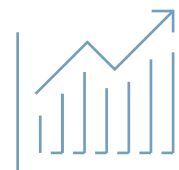
ARENA CELTA Program

The program aims to develop, in seven weeks, the next generation of successful startups in the Brazilian Innovation Ecosystem. Using validated methodology over the last 30 years, the Arena CELTA develops and selects, in four rounds, prepared startups to interact with big companies and investors.



Value proposition

Arena CELTA aims to identify prepared startups to realize partnerships and generate innovation in process, products, services and business models.

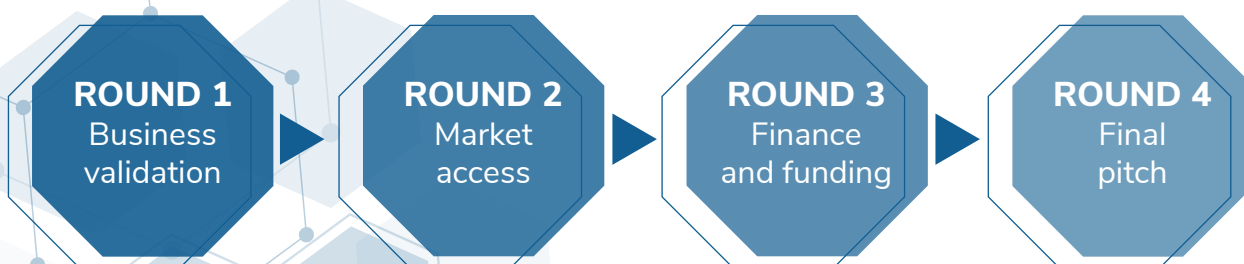


Benefits

- Less risk to innovate
- Reduced time to innovate
- Visibility in innovation environments and ecosystems in Brazil
- Interaction with organizations and fostering institutions that promote innovation



There are four sequential rounds, each one bringing development of topics such as:



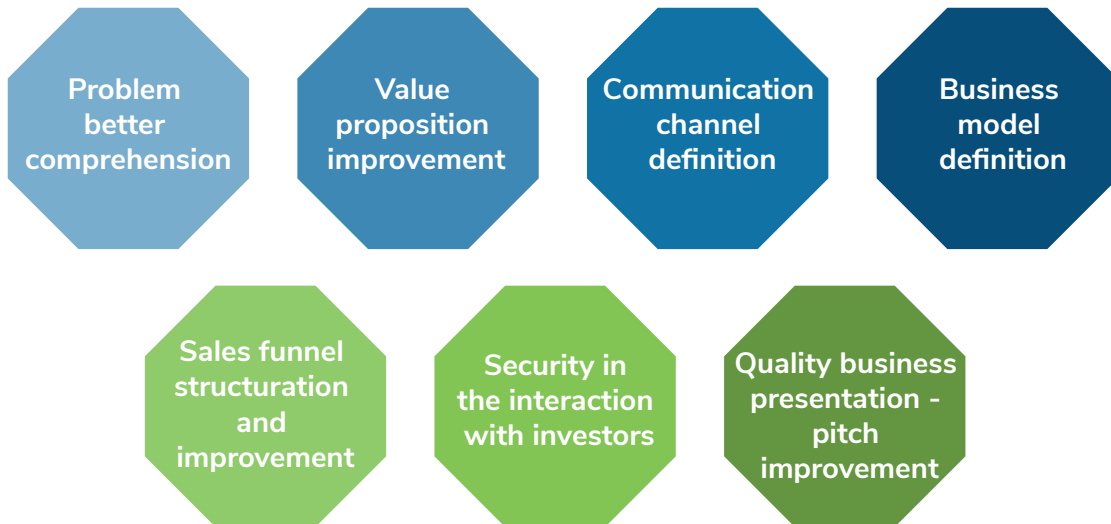
Target audience

FOCUS	STAGE	SEGMENTS
Technology startups	Idea of business or company with first products on the market.	Health, creative economy, tourism, energy + specific demands

Results (First Sprint)



Resultados (Perception of participants)





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AN INITIATIVE

