



BRAZIL MARKET ENTRY · SÃO PAULO

Your business is proven. Now make Brazil work.

Market entry, local execution and fractional Country Manager coverage — coordinated from São Paulo.

ENTER · ESTABLISH · LAND · BUILD · LAUNCH

One E2M point of contact.

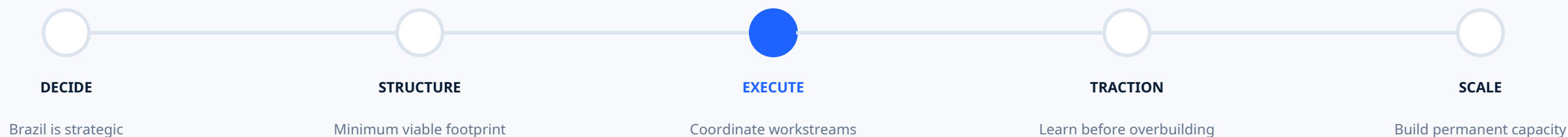
e2massociates.com



WHY E2M

Built for the gap between deciding on Brazil and operating in Brazil.

The challenge is not finding individual providers. It is keeping legal, banking, people, workspace, commercial and leadership workstreams moving as one market-entry plan.



ONE COORDINATED EXECUTION LAYER

E2M keeps the critical local pieces connected.

ONE PLAN · ONE SENIOR LOCAL INTERFACE · FEWER EXPENSIVE HANDOFFS

Company setup

Banking

Soft landing

Talent

Commercial

Leadership

FLAGSHIP OFFERING

Fractional Country Manager

Use the share of senior local leadership you need now.

Senior Brazil-based coverage for priority relationships, local execution and headquarters coordination — without hiring the full-time role too early.

A DEFINED MANAGEMENT MANDATE

01

Existing customers

Senior local follow-up while HQ remains abroad.

02

Active prospects & partners

Brazil is active, but not yet large enough for a full-time leader.

03

Market validation

Real local execution while you validate the permanent structure.

04

Country Manager transition

Bridge recruiting and onboarding, then hand over cleanly.

CUSTOMER & PARTNER LEADERSHIP

Selected meetings, executive dinners and relationship follow-up.

LOCAL MANAGEMENT CADENCE

Priorities, local coordination and structured reporting to HQ.

EVENTS & MARKET PRESENCE

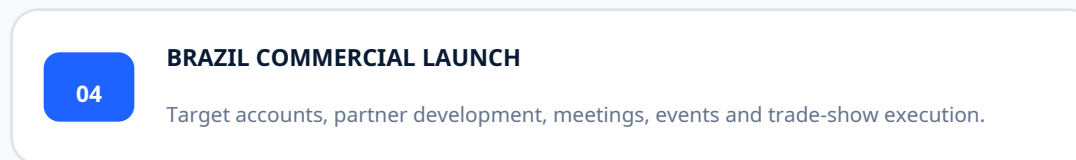
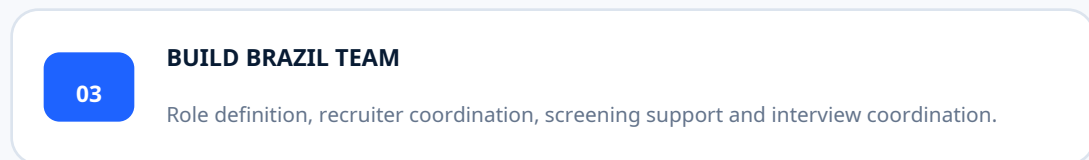
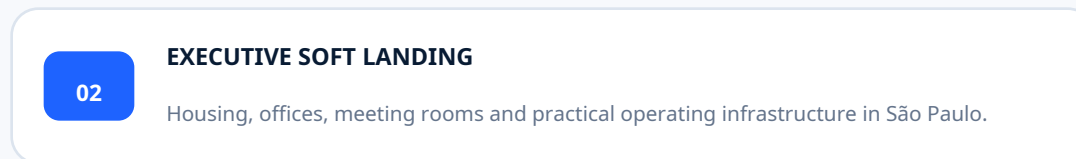
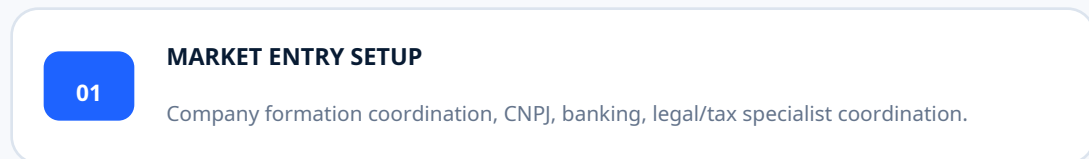
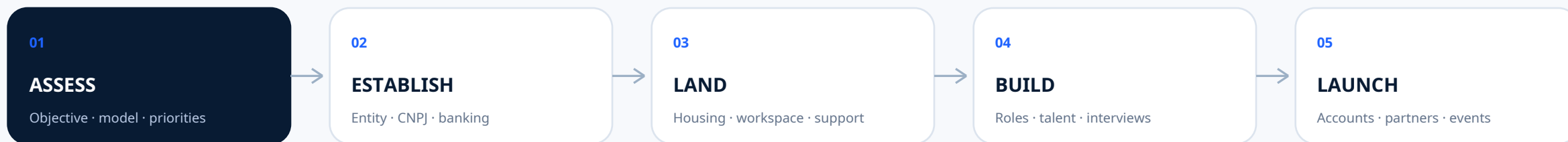
Selected market-facing moments where senior local presence matters.

Business/commercial leadership only. Legal, statutory, fiduciary or signing authority requires separate legal structuring.

BRAZIL ENTRY ROADMAP

Five workstreams. One sequence.

Start with what Brazil needs to prove now. Add permanent infrastructure only when the evidence justifies it.



FLAGSHIP LAYER · FRACTIONAL COUNTRY MANAGER CAN SIT ACROSS THE ROADMAP WHEN SENIOR LOCAL COVERAGE IS NEEDED

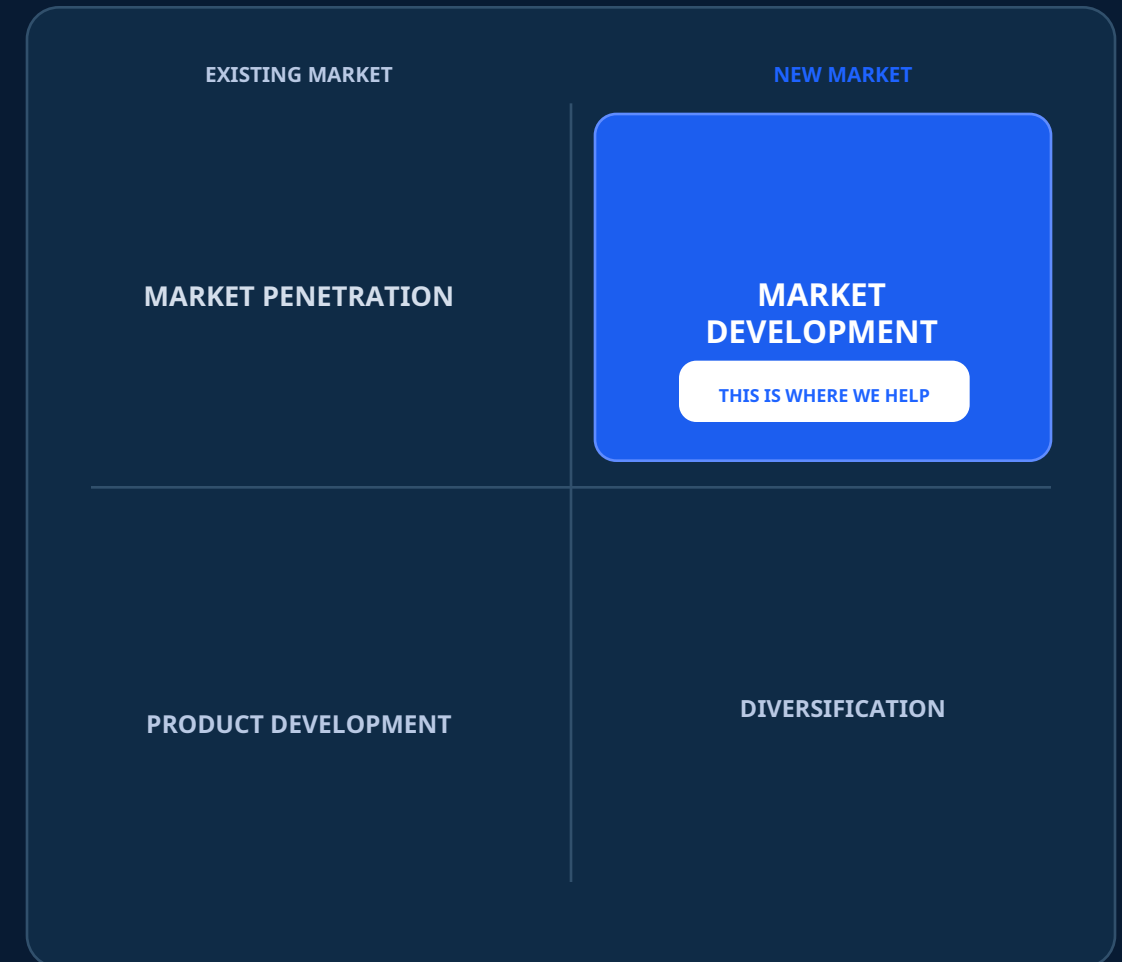
WHO WE SERVE

Proven product. New market.

E2M is most valuable when the business is already validated — and Brazil now requires real local execution.

- 01 **PROVEN OFFER** Validated product, customers or traction outside Brazil.
- 02 **NEW GEOGRAPHY** Brazil is a new operating market.
- 03 **LOCAL COMPLEXITY** Partners, people, regulation or presence matter.

Strongest fit: from Brazil entry decision to first operating traction.



OPERATING MODEL

Specialists where specialization matters. One accountable local interface.

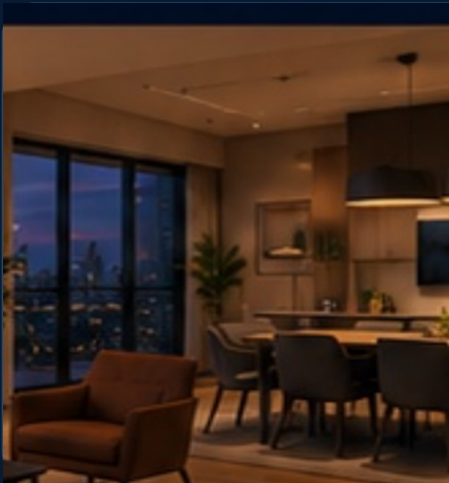
E2M does not pretend to be the lawyer, accountant, recruiter, workspace operator or payroll platform. We coordinate the right specialists around one Brazil plan.



PROOF, NOT PROMISES

Real support. Real companies. Real market entry.

Early engagements already reflect the model: practical soft landing and partner-led execution.



HEALTHCARE IMPORTS

Anphoterol

Chile Brazil

Flexible residential soft-landing support for the client sales management team, including locally invoiced accommodation adapted to assignment needs.

TECHNOLOGY PARTNER

Okentra

Uruguay Brazil

Uruguay-based software partner contributing technology expertise, business-development support and regional network capabilities.

- Software & technology expertise
- Regional technology network
- Business-development support

Build your Brazil presence before you build your Brazil team.

Start with the minimum viable local footprint.



BUILT FROM SÃO PAULO

Brazil first. LATAM when the next step makes sense.

01 ON THE GROUND

Close to customers, partners, talent and specialist providers.

02 EN · ES · PT

One team bridging headquarters and the Brazilian market.

03 PARTNER-ENABLED

Connect the right specialists as your expansion progresses.

PLAN YOUR BRAZIL ENTRY

e2massociates.com · contact@e2massociates.com