

# Cartier

## WOMEN'S INITIATIVE AWARDS



2017 FINALIST FOR LATIN AMERICA

### CANDICE PASCOAL ALVES DOS SANTOS

Brazil

Kickante

[WWW.KICKANTE.COM.BR](http://WWW.KICKANTE.COM.BR)

Crowdfunding platform that connects campaign creators with donors and investors

When the financial crisis hit Brazil, funding dried up for NGOs, activists, artists and entrepreneurs, stifling the country's creative economy and slowing down development and innovation, this was a problem Candice Pascoal Alves Dos Santos felt she could help address.

Candice's company, Kickante, is a real success story in Brazil's spiralling economy. Founded in 2013, Kickante is a pioneering crowdfunding site set up to connect campaign creators with financial contributors who want to help a project succeed.



After just two years Kickante became the largest crowdfunding platform in Brazil, impacting the lives of 25,000 artists, charities and entrepreneurs, inspiring another 500,000 Brazilians to donate and introducing crowdfunding to more than 50 million Brazilians. The company's rise, which has been compared to the rapid rise of Indiegogo in the US, is fuelled by a number of world first innovations not previously seen in the crowdfunding sector, as well as elements tailored to a Brazilian audience.

Kickante partners with every campaign creator, making the first donation and only applying fees at the end of the campaign on confirmed raised funds. The company not only offers free digital marketing support, but in another world first, it crowdfunds to large and international NGOs. Kickante allows donations to be made in instalments, offers an easy-to-launch campaign function and an open platform unencumbered by curators or bureaucracy, Kickante is fostering a culture of fundraising and donation across the country.

"There are a lot of people who need us. Our business philosophy is 'let's find them'. Let's introduce them to the concept, if they use it or not it's 100% their option, but we must be where people need us."

## ALL WALKS OF LIFE

Campaigns on Kickante have raised more than R\$28 million, empowering, inspiring and allowing Brazilians to make their dreams a reality.

Most campaigns to date have been related to education, music, NGOs, entrepreneurship and health/wellness. The most successful campaign to date raised a record R\$1 million for an animal sanctuary, the largest total ever raised in Latin America. Donors can pledge as little as 10 reais (just under \$US3), although some have donated as much as 250,000 reais (\$US72,500).

As well as income from campaigns, income for the business can also come from recurring donations, with supporters being charged monthly, and third party fundraising, with supporters able to raise funds for NGOs they support.

*“With crowdfunding we're motivating people, saying 'you can do something that you love'”*

Candice believes the company's success has come from looking at its customers as individuals. The Kickante team, which now numbers 15, are constantly asking 'how can I reach the people that need us, but don't know yet'; 'how can I help this person overcome the emotional blockages involved with launching a public fundraising campaign'; and 'what do I need to do to help them succeed'.

"Our customers are Brazilians from all spheres of society. We have some campaign creators who are social media influencers with more than five million followers, and we have others with maybe 100 Facebook friends and don't even have a fan page."

## GIVING HOPE

Expanding at 30% a month and 1800% year-on-year, Kickante is making crowdfunding simple for Brazilians and has democratised development in the country.

The majority of campaigns – around 70% - originate in Sao Paulo and Rio de Janeiro, so Kickante are now looking to further nationalise crowdfunding.

Kickante is committed to making a massive impact in a country plagued by economic woes by offering a viable alternative to cash. With more than 1,000 campaigns launching a month, Kickante is making crowdfunding accessible to all and is giving back hope to any Brazilian with a bright idea.

*“ What I love about running my own business is being able to take my passion and make it happen ”*