

## Églima Rodrigues

SEDI



“ I saw an opportunity to give fellow Brazilian entrepreneurs a faster, easier way to register their businesses. ”

<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Business/Professional Services
<b>EMPLOYEES</b>	1,190
<b>YEAR SELECTED</b>	2009
<b>PARTNER</b>	Edivan Costa
<b>WEBSITE</b>	<a href="http://www.sedi.com.br">www.sedi.com.br</a>

### COMPANY SNAPSHOT

According to the 2009 edition of the IFC's Doing Business report, Brazil is the fifth-slowest country in the world in which to register a business. Seeing opportunity in obstacles, siblings Églima and Edivan founded SEDI to help companies navigate quickly and legally through Brazil's bureaucratic registration system and combat inefficiency and corruption. By enabling their major clients to register about 400 branches, the entrepreneurs have indirectly created more than 6,000 jobs in the last few years.

Since selection, SEDI has grown its client base and received further recognition as the go-to company for legalizing businesses. Major clients include Brazilian retailer Lojas Americanas (450+ stores in Brazil) and Grupo Pão de Açúcar, the biggest retail company in Latin America by revenue.

As black entrepreneurs from the favelas, Eglima and Edivan's success to date has earned them recognition as role models for aspiring entrepreneurs from all socio-economic backgrounds.

**ENDEAVOR AND SEDI**

Endeavor Brazil is building an advisory board for SEDI, and has assisted the Entrepreneurs through workshops and mentoring sessions.