

Antônio Carlos de Gissi Junior

Kimberlit Agrociências



“ I saw an opportunity to develop a revolutionary agriculture product. ”

COUNTRY	Brazil
INDUSTRY	Industrials
EMPLOYEES	120
YEAR SELECTED	2009
WEBSITE	www.kimberlit.com

COMPANY SNAPSHOT

A Brazilian agribusiness pioneer, Antonio is on the verge of something big with his fertilizer company Kimberlit, located in a small town in São Paulo state's rural north. Started in 1989 as a provider of traditional fertilizer products, Kimberlit has recently developed and patented a revolutionary new organic polymer technology called KimCoat that drastically improves the absorption rate of fertilizer, leading to a reduction of up to 50% in fertilizer use and 30% reduction in fertilizer costs. This is good news for the environment, and for Brazilian farmers who spend billions each year on fertilizer. A breakthrough technology with global potential, KimCoat is likely to have a major impact in Brazil — the world's fourth largest fertilizer market — in the years to come.

ENDEAVOR AND KIMBERLIT AGROCIÊNCIAS

Antonio has received assistance reviewing the terms of a partnership contract, structuring contracts with important R&D employees, and improving brand management.