

Antonio Carlos Soares

Run Run



“ We saw an opportunity to help Brazilian firms take advantage of emerging technology. ”

COUNTRY	Brazil
INDUSTRY	Technology
EMPLOYEES	81
PARTNER	Patrick Lisbona
WEBSITE	www.runrun.it

COMPANY SNAPSHOT

June 29, 2007 was a monumental day in the history of marketing: the iPhone release fundamentally changed the way customers interact with their brands. Today every second millions of people around the world use their cell phones, smart phones and tablets for communication, entertainment or work. Aorta has taken the lead in helping major Brazilian companies harness these new technologies through customized applications and branded SIM cards: over the past three years the company has developed more than 70 applications which have been downloaded by more than 1M Brazilians. Since 2007, Aorta has grown more than 600% and has become the leading branded app provider in Brazil (w/ ~40% share). With a solid media production track-record (customized radios and magazines) and the only IT application production platform in Brazil, Aorta is already depended on by the world's largest beer company (AB InBev), Brazil's second largest bank (Bradesco) and South America's top telecomm provider (Oi). Going forward they hope to expand their solutions to meet the needs of every Brazilian company seeking mobile technologies to do business.