

# Bento Massahiko Koike

Tecsis



“ I saw an opportunity to produce high-tech wind blades in the Brazilian countryside. ”

<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Energy
<b>EMPLOYEES</b>	2,200
<b>YEAR SELECTED</b>	2002
<b>WEBSITE</b>	<a href="http://www.tecsis.com.br/">www.tecsis.com.br/</a>

## COMPANY SNAPSHOT

The son of Japanese immigrants, Bento graduated from a Brazilian university with a degree in aeronautical engineering, and was invited by the Brazilian government to develop the country's space program. Two years later, in 1995, Bento combined his academic and industry expertise by starting a small wind blade company in the countryside of Sao Paulo.

In a short period of time, the company has built an impressive list of key accomplishments, which includes recognition as the second largest independent producer of wind blades worldwide and the leader in the Brazilian industrial fans market. Based on a contract with General Electrics, Tecsis now has 35% market share in the US wind energy market; nearly 90% of its products are exported to the US and Europe; and clients include some of the largest companies in the world: General Electric, Siemens, Hamon Group, Companhia Vale do Rio Doce, Petrobras and more.

## **ENDEAVOR AND TECSIS**

Endeavor has supported Bento in numerous ways, including helping him negotiate a recent major deal with GE. Endeavor also helped Bento devise and successfully execute an expansion strategy (e.g., Chile and South Africa).

At one point, aware that Bento was a “one man show,” Endeavor provided him with a Harvard MBA student, who later signed on to manage operations for all of Europe. On another occasion, Endeavor introduced him to his future COO.

Bento has also benefited from the G-Lab program, strategy workshops, Entrepreneur Summit, road shows, legal support (e.g., exporting and patenting), and a host of important strategic connections. Endeavor also facilitated a HBS case study.

Bento has demonstrated commitment in numerous ways including serving as a mentor to fellow Endeavor Entrepreneurs.