

# Carlos Alberto Tamm

Mastermaq



“ I saw an opportunity to help companies prevent costly mistakes. ”

<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	80
<b>YEAR SELECTED</b>	2002
<b>PARTNER</b>	Breno Nely Leite Praca
<b>WEBSITE</b>	<a href="http://www.mastermaq.com.br">www.mastermaq.com.br</a>

## COMPANY SNAPSHOT

As college students, Carlos and Breno informally began developing software for small businesses. After graduating, they built on their experience by founding Mastermaq — a company that helps prevent the costly mistakes so common in small enterprises due to lack of financial knowledge and experience. Specifically, Mastermaq develops products that provide precise management controls for entrepreneurs of small- and medium-sized businesses, a niche not traditionally served by the large software houses. Since selection by Endeavor, the number of jobs has grown by 292%.

## ENDEAVOR AND MASTERMAQ

In 2005, Endeavor helped the Entrepreneurs build Zethos, a consulting company for the consumers of Mastermaq.

In addition to local mentorship and operations advice, they have benefited from Global services including the eMBA program, Entrepreneur Summit, and Immersion Tour.

Although the Entrepreneurs live far from São Paulo, they still remain very active in the network, coming to São Paulo regularly for mentoring sessions.