

Fernando Ortenblad

Minha Vida



“ I saw an opportunity to improve Brazilians' quality of life by making health information reliable and easy to access. ”

COUNTRY	Brazil
INDUSTRY	Technology
EMPLOYEES	65
YEAR SELECTED	2009
PARTNER	Daniel Wjuniski
WEBSITE	www.minhavidacom.br

COMPANY SNAPSHOT

In 2004, Daniel and Fernando saw the demand for online health and wellness information in their country and created the WebMD of Brazil. MinhaVida, which began as a nutrition website and has expanded to address all health issues, provides instant access to a virtual library of more than 15,000 texts and guides written by physicians, medical associations and universities. With twelve million registered users and ten million hits per month, it has become the most popular health and wellness portal in Latin America and is well on its way to becoming Brazil's most recognized health and wellness brand.

ENDEAVOR AND MINHA VIDA

Through mentorship and introductions to lawyers and consultants, Endeavor Brazil has helped the Entrepreneurs refine their growth and financing strategy as well as build a strong organizational structure to support a larger workforce.