

João Mendes de Carvalho

Proteus



“ I saw an opportunity to provide top-notch network security services to companies. ”

COUNTRY	Brazil
INDUSTRY	Technology
EMPLOYEES	63
YEAR SELECTED	2002
PARTNER	Marcelo Romcy
WEBSITE	www.proteus.com.br

COMPANY SNAPSHOT

Joao and Marcelo were born in the same small town in the interior of Ceara (one of Brazil's poorest states), but did not meet until 1995 when they attended a computer engineering course specializing in networks. They identified the opportunity to develop an Internet access kit for users not familiar with IT, and founded their first company, "In Access," at Joao's house. Intrigued by the promise and challenge of IT security services, the entrepreneurs used the returns from their first venture to dedicate themselves full-time to launching a new business in the network segment.

Proteus Security Systems provides network security services to major corporations across Brazil. Leveraging a proprietary methodology called Global Security Services (GSS), the company has well-defined security analysis, implementation and maintenance processes, and is a pioneer in the concept of automated services. Proteus expanded its operations to the US, Dubai, Jordan and Egypt. Since selection by Endeavor, the number of jobs at Proteus has grown by 128%.

Marcelo and Joao won the VOCE SA Entrepreneur of the New Brazil Award in 2006.

ENDEAVOR AND PROTEUS

Through the eMBA program, the Entrepreneurs gained support analyzing international expansion opportunities. They also participated in numerous Immersion Tours, Global workshops, and Entrepreneur Summits, and had strategy sessions with top VCs. Locally, they received support in important ownership issues, introductions to distribution channels and strategic partners, and guidance evaluating overall strategy.