



Startup Landscape in the New Normal

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Our mission is to **organize** the world's **information** and make it **universally accessible** and **useful**.





Only in 2019 Google had at least

2 trillion
searches

3.8 million
searches per minute

5.6 billion
searches per day

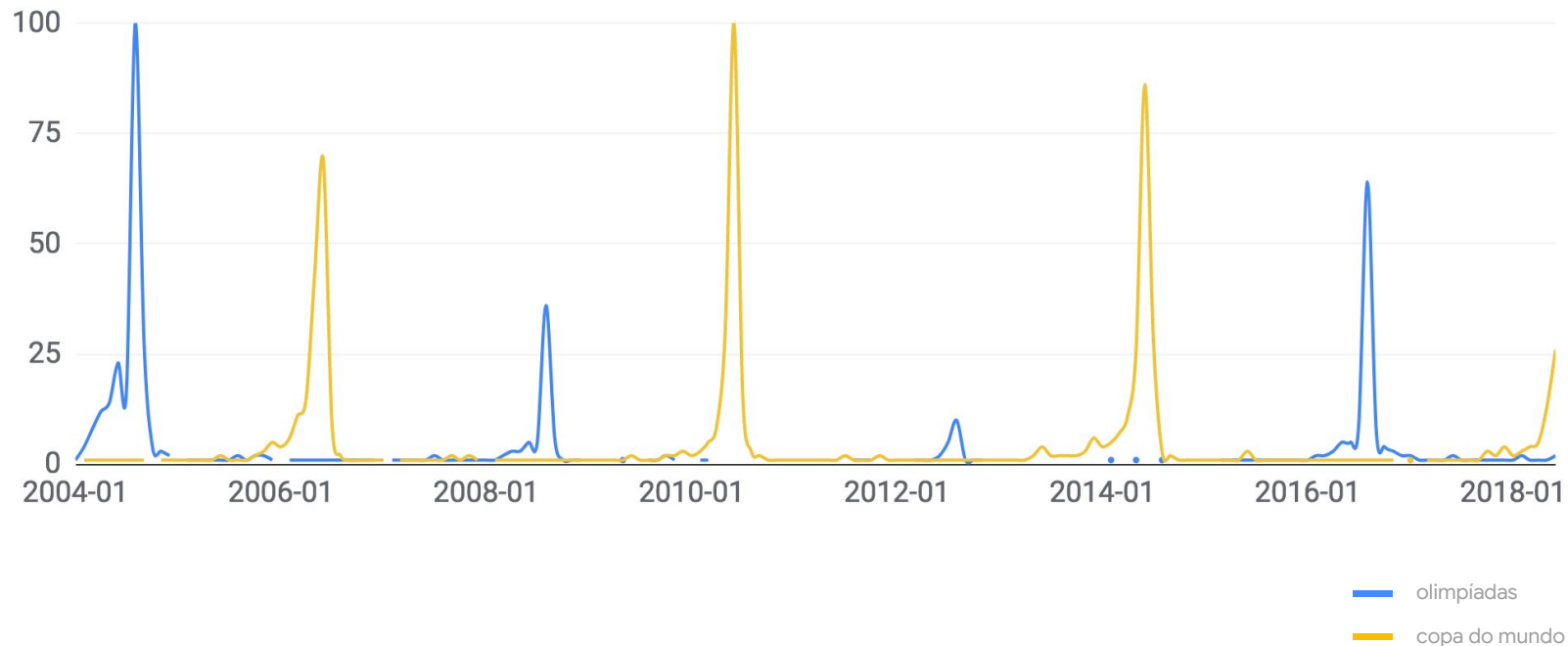
228 million
searches per hour



Search represents
what people really
think

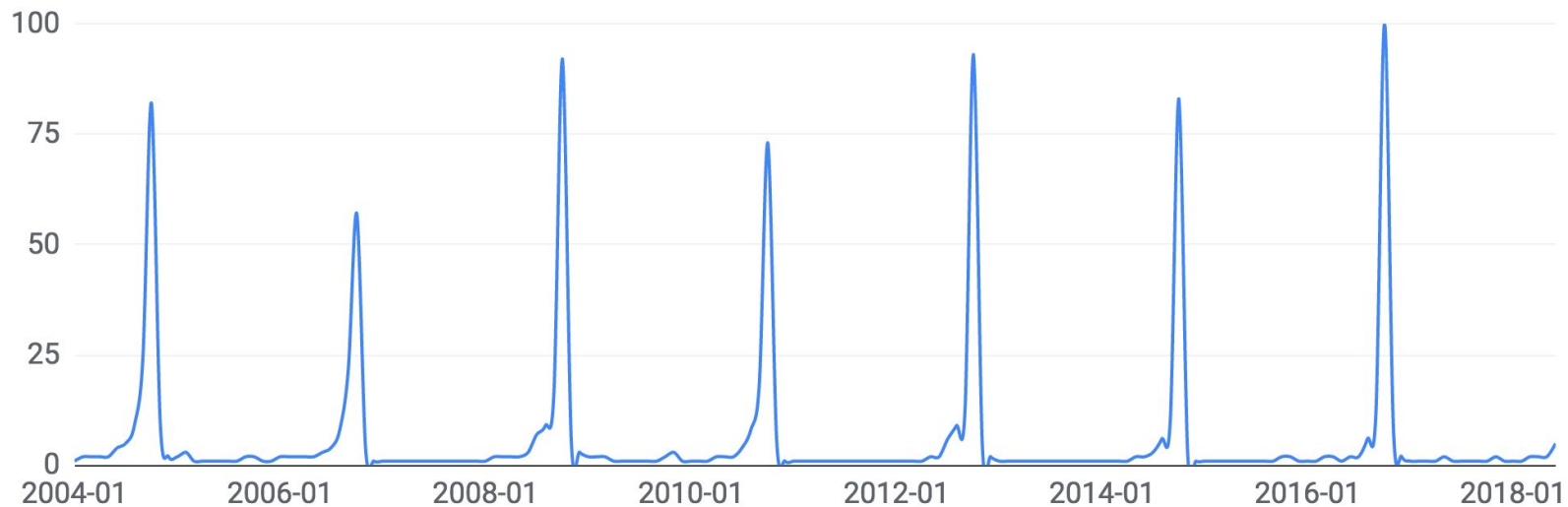
What people want to know about?

Search Volume - Brazil



What people want to know about?

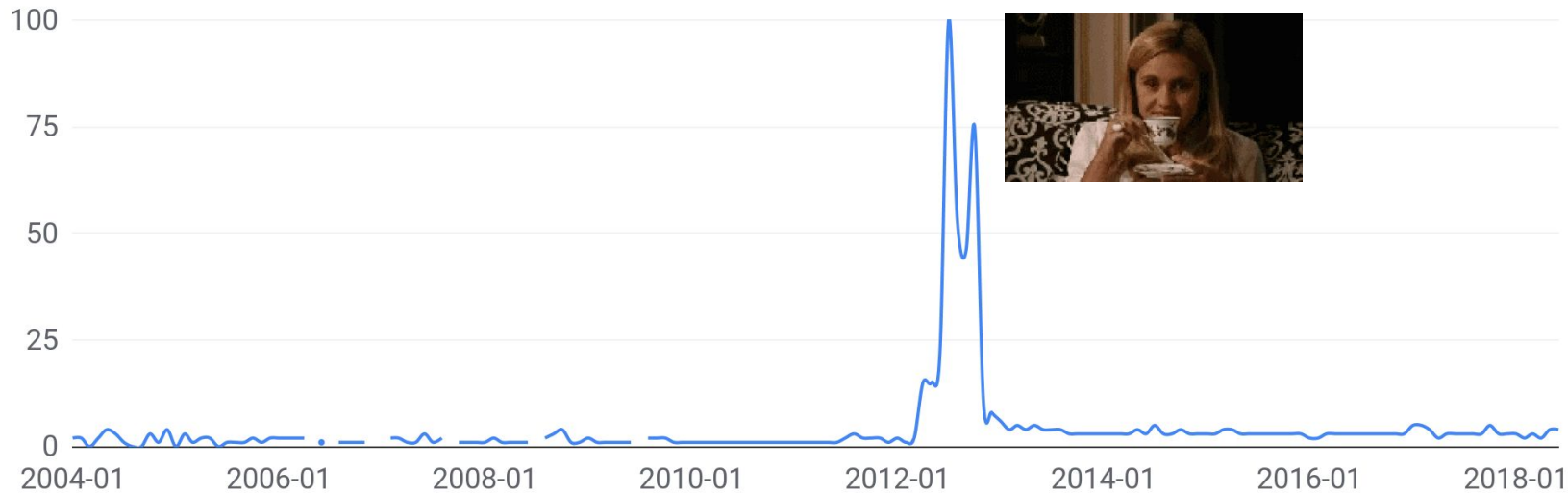
Search Volume - Brazil



Source: Google Trends

— eleições

What people want to know about? Search Volume - Brazil



Source: Google Trends

— Carminha

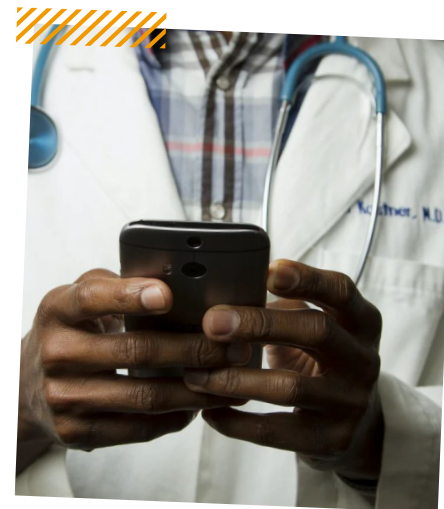
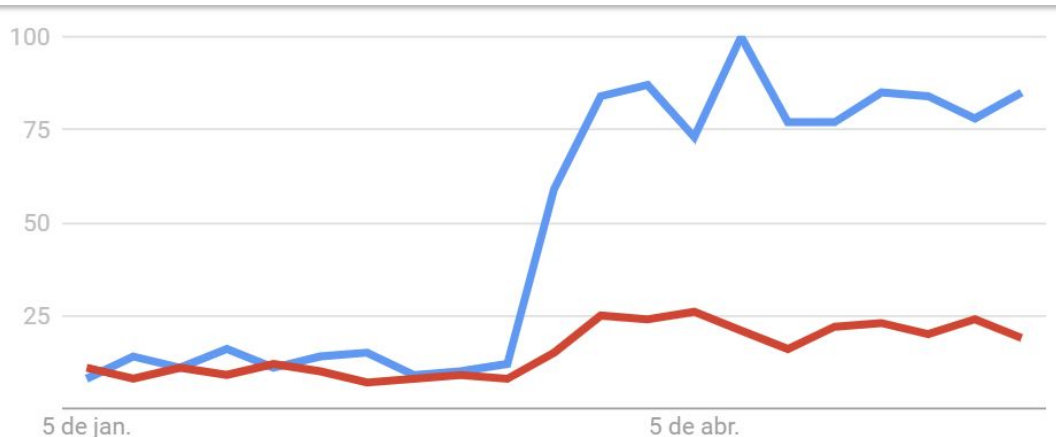
What people want to know about?

New behaviors are emerging

New search and trends emerge every day.
The new scenario will create new market behaviors.

Interest over time

Brazil, 2020



- Telemedicina
- Terapia online

How Google can help?

What are our main goals?

Spot the Trends

Identify consumer insights

- Search terms reveal the consumer behaviors.
- Search terms are an honest search.
- Same search terms, different meanings.

Show how COVID-19 changed behavior

- Understand how behavior in Brazil has changed in several categories.

Identify search insights about startups

- Identify startups using the CB Insights database (n > 2000).
- Analyze interest for specific brand search volume.
- Understand the Brazilian startup ecosystem landscape.
- Identify the most relevant startups brands from a search volume perspective.



What insights can search terms provide about startups?




Rocket Growth

- Search volume grew **at least 2x faster** in March and April / 2020 when compared with previous 6 months (YoY).
- Search volume grew **at least 100%** in March and April / 2020, despite any impact when compared with previous 6 months (YoY).



Sustainable Growth

- Search volume grew steadily **at least 30%** in March and April / 2020, despite any impacts when compared with previous 6 months (YoY).



The landscape
of how
Brazilians
search is
is changing

Change from
want to need

Increase in essential online purchases

38% say they changed their
routine on how to prepare a
meal¹

30% started ordering
delivery more frequently¹

Adapt to
new habits

From out-home to in-home learning

65% says that are working
/ studying from home²

18% says that are planning
to start an online course³

Seek
financial support

Increase search for financial aid

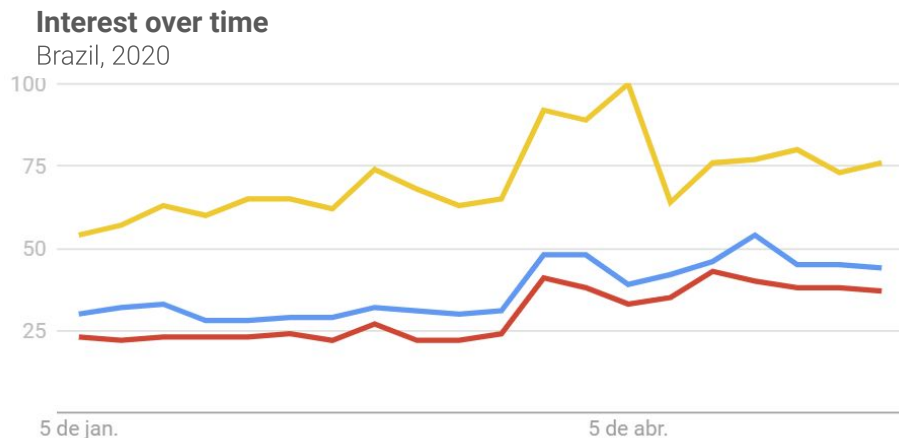
45% of connected
Brazilians had a high
impact in reducing their
income before the end of
March⁴



Change from
want to need

People want to learn new recipes and cook their own food while at home. Change from want to need

Interest for specific types of food and recipes is increasing as families are spending more time **cooking** and **eating** at home.



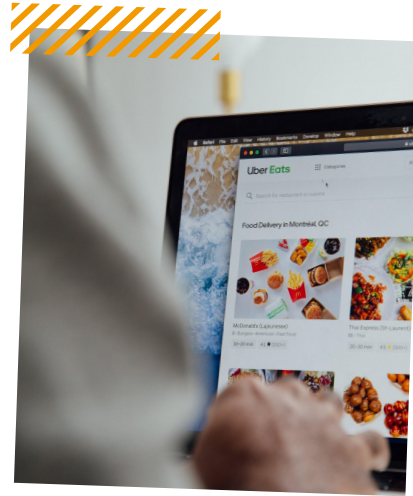
- brigadeiro
- coxinha
- pão de queijo

However, they also want convenience and, most **Change from want to need** important, to stay safe during this period.

Interest for **delivery** highly increased as more people adapted their habits and routines to social distancing.

Interest over time

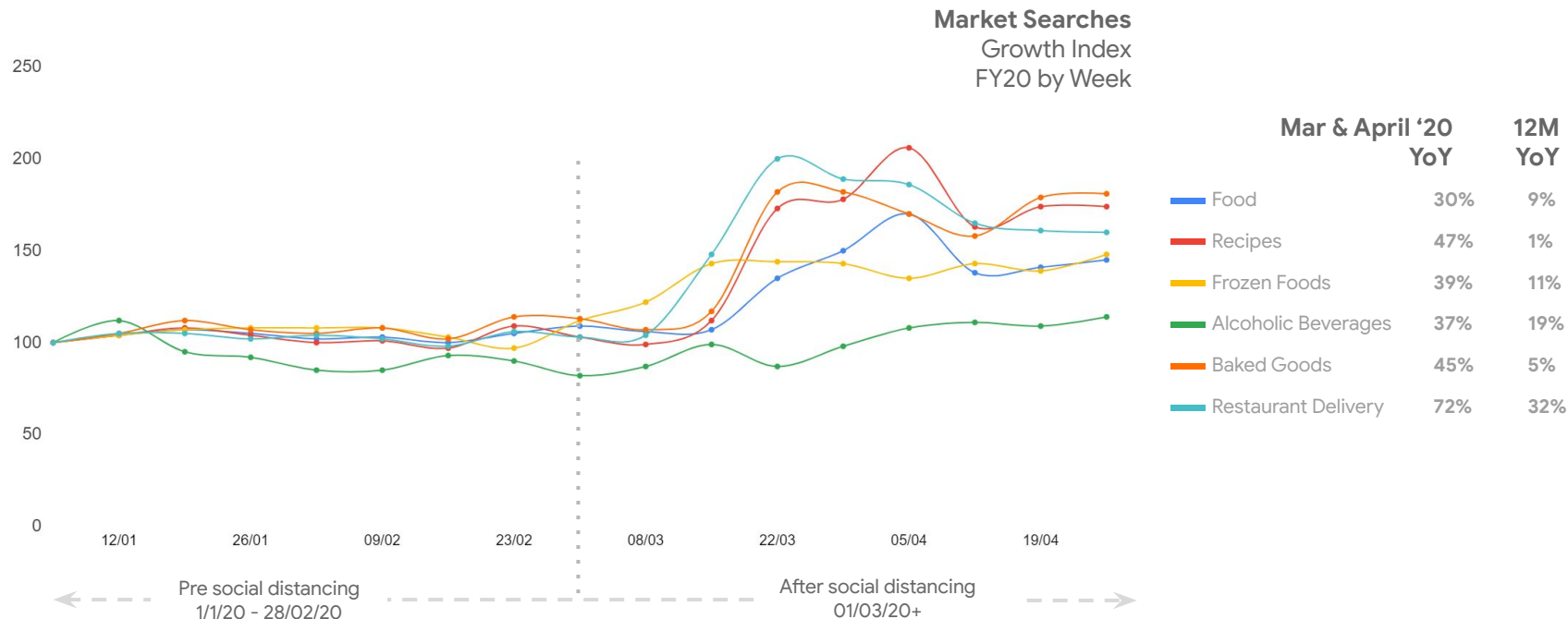
Brazil, 2020



— delivery

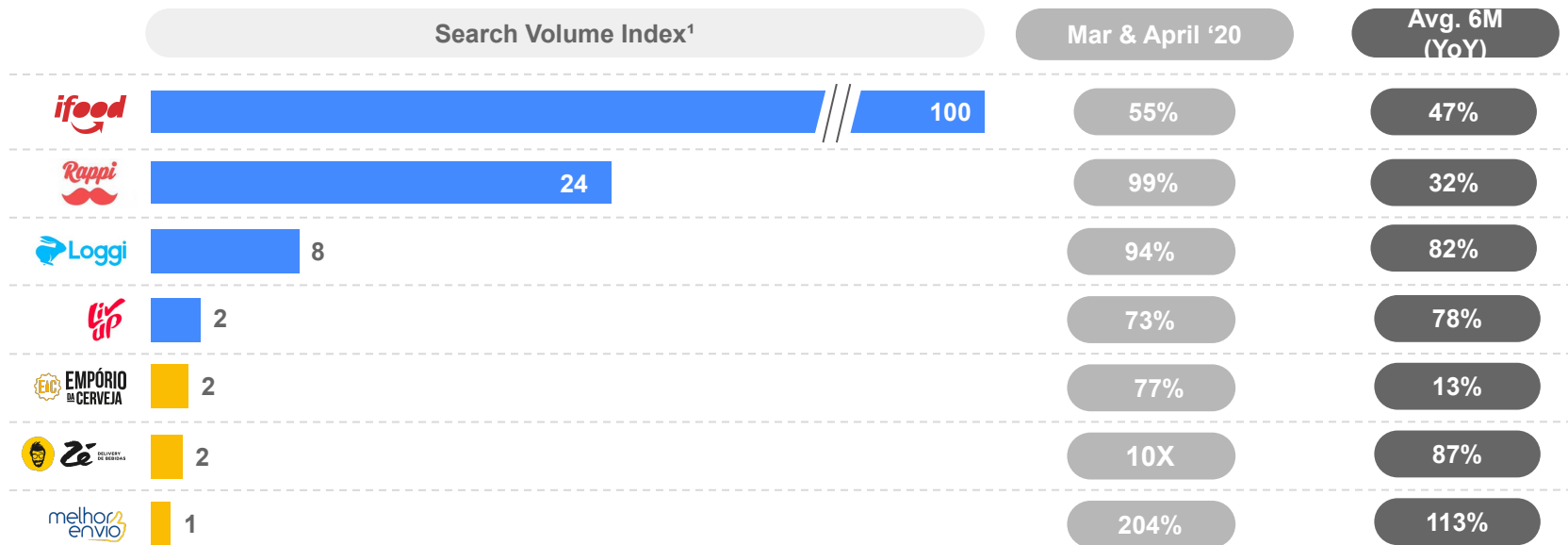
Search category related to Food & Beverages is growing between 30% and 45%.
 Restaurant Delivery alone increased to 72%.

Change from **want** to **need**



Startups that offer convenience and last mile delivery services stood out in search volume.

Change from **want** to **need**



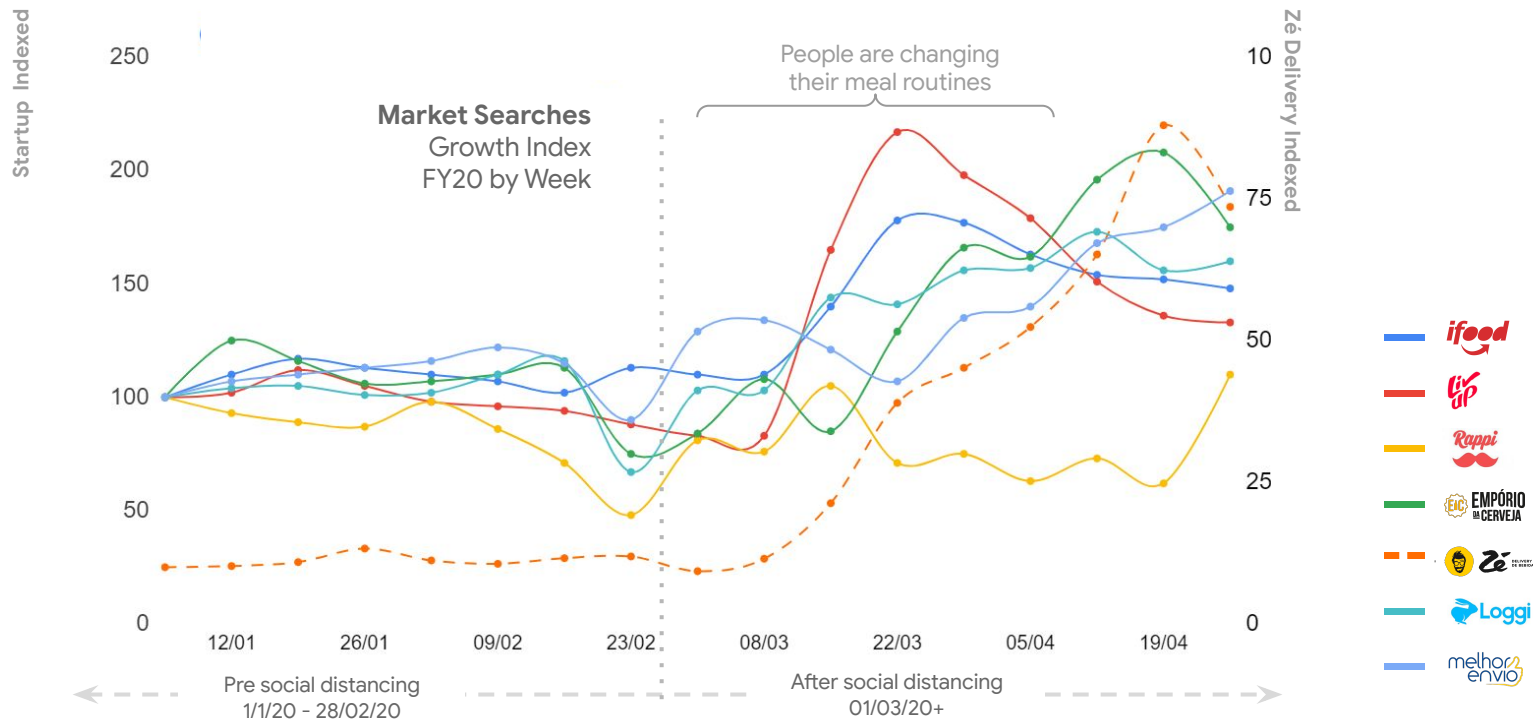
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■ Sustainable Growth ■ Rocket Growth

1. Search Volume Index refers to 6 months average volume.
Source: Google Internal data and CB Insights

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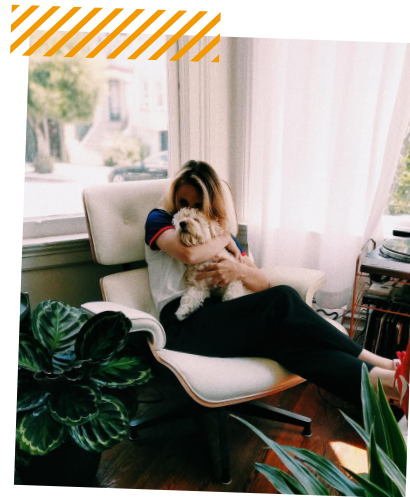
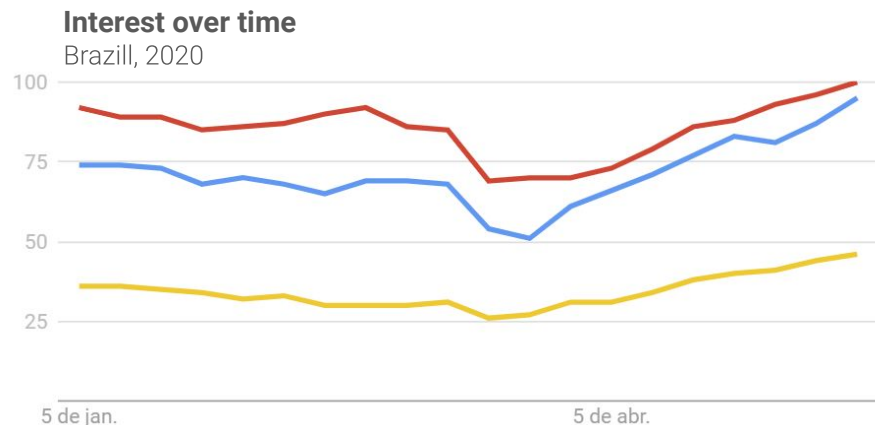
Change from **want** to **need**



People want to be as comfortable as possible while working and staying longer at home.

Change from **want** to **need**

Search for specific pieces of furniture such as **chairs** and **tables** as well as clothing have been growing consistently during the social distancing period.



- cadeira
- mesa
- roupa

Despite spending more time at home people still want to feel and look good.

Change from **want** to **need**

Searches for **makeup kit** were growing 33% (YoY) and has nearly doubled only during the social distancing period.



Interest over time

Brazil, 2020

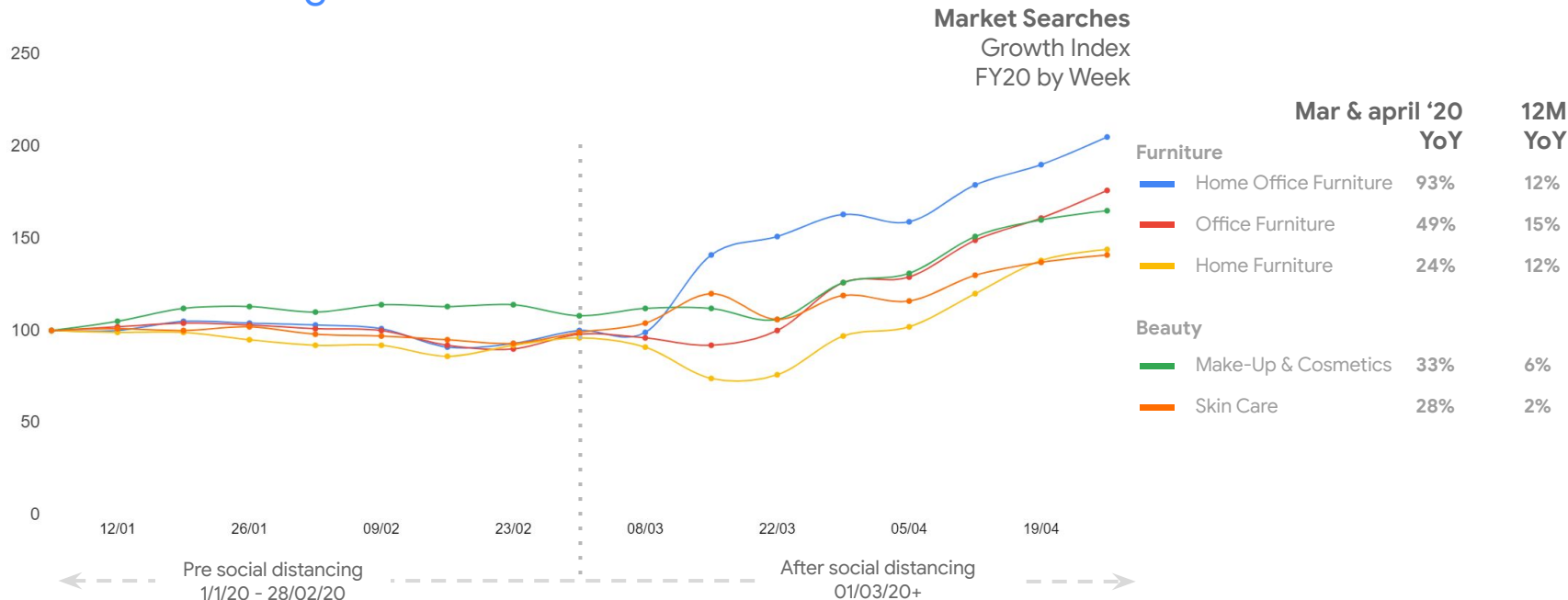


— Kit de maquiagem

Working from home setup is leveraging interest for Furniture category growing up to +90%.

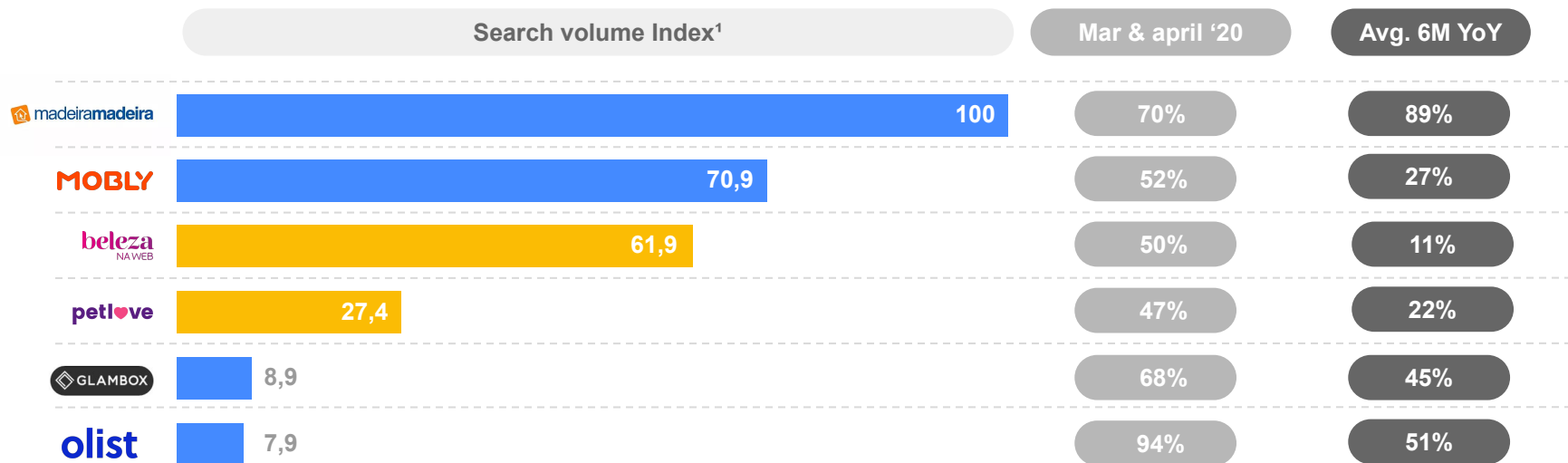
Beauty category accelerated only a few weeks after social distancing measures.

Change from **want to need**



Startups focused on niched retails and marketplaces grew at least 47%.

Change from **want** to **need**



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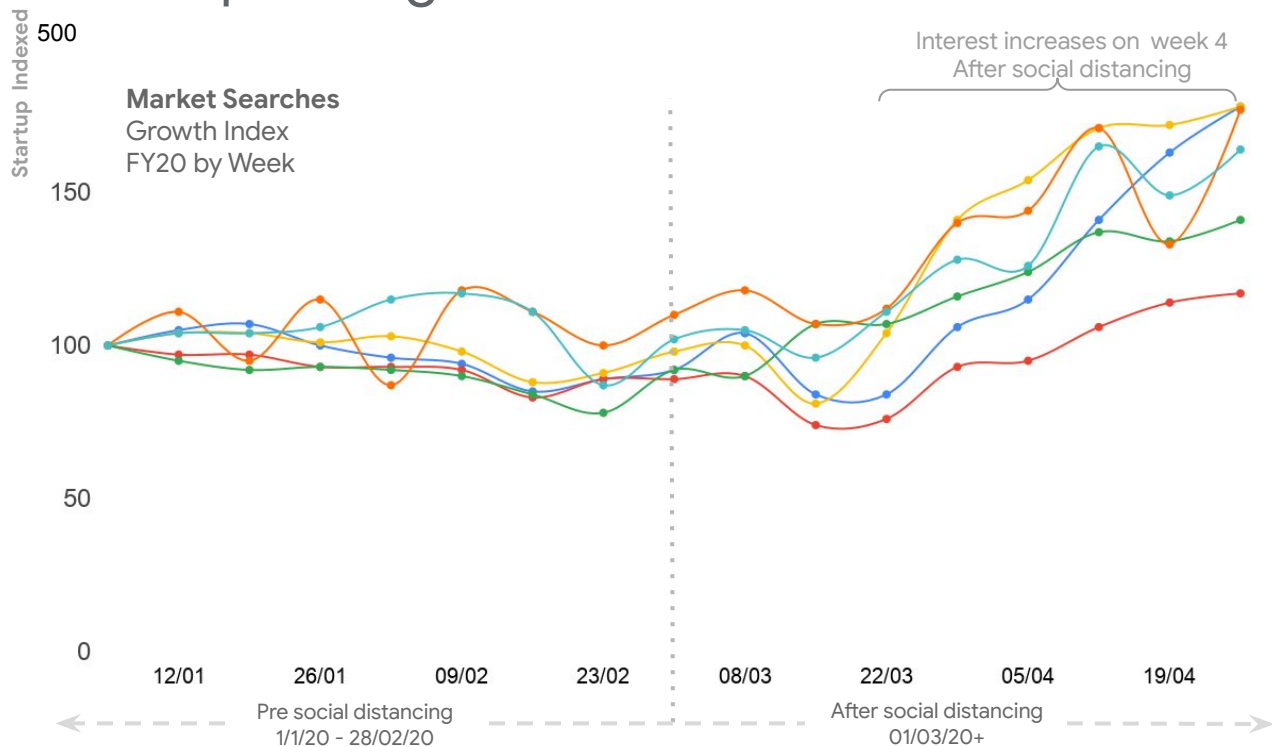
■ Sustainable Growth ■ Rocket Growth

1. Search Volume Index refers to 6 months average volume.
Source: Google Internal data and CB Insights

Proprietary + Confidential

Startups focused on niched retails and marketplaces grew between 42% and 143%.

Change from **want** to **need**



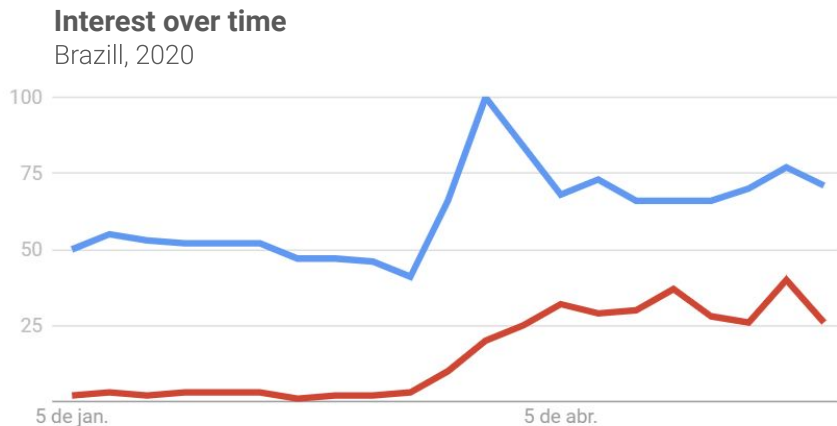


Adapt to
new habits

Adapting to remote learning has been critical for students, parents and institutions at large.

Interest for **online classes** on several subjects is increasing as people are spending more time at home.

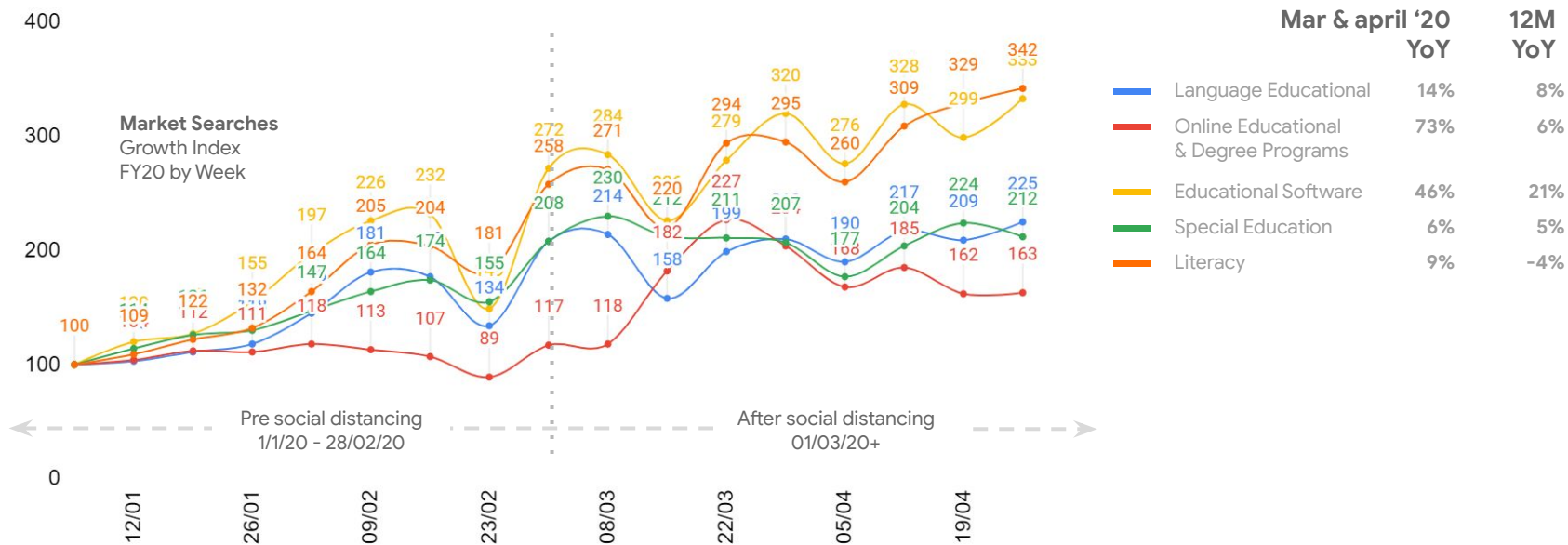
Adapt to **new habits**



- Curso online
- Aula online

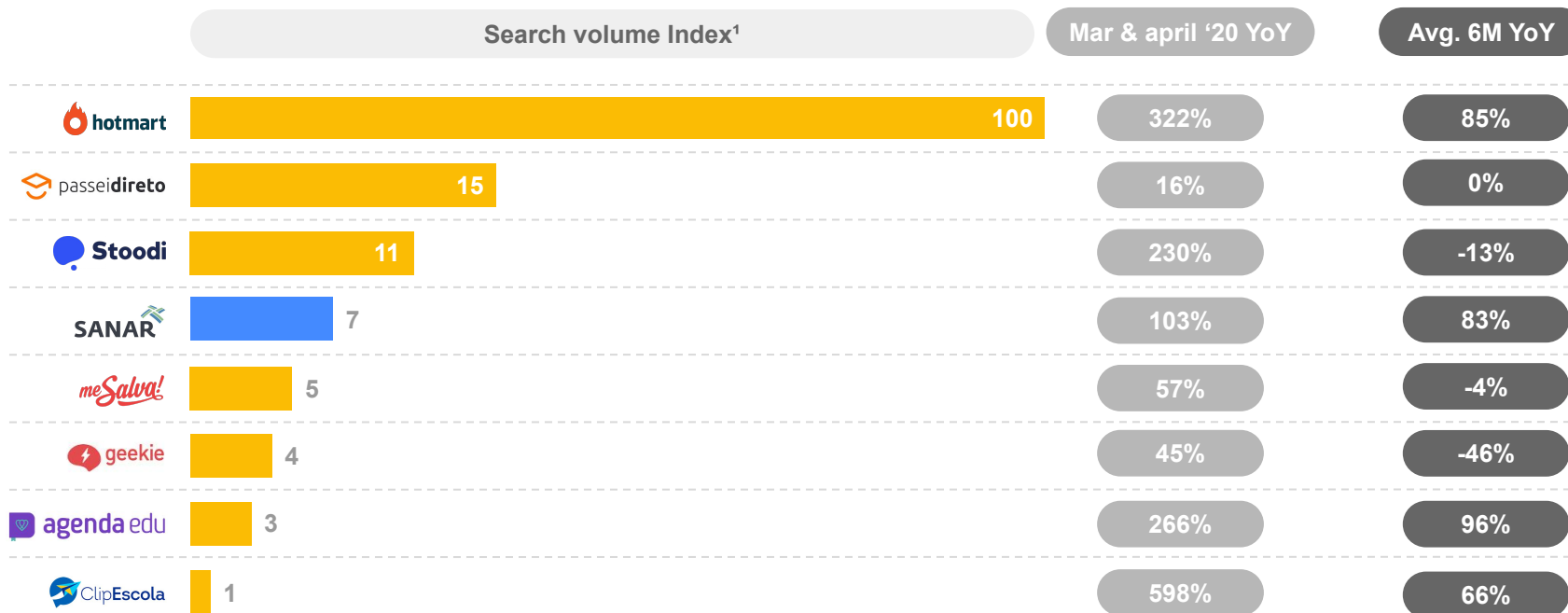
Searches related to Educational Software increased 46% during the period of social distancing.
 Online Educational and Degree Programs alone grew 73%.

Adapt to new habits



Platforms which support remote learning experience and digital content to develop skills are thriving.

Adapt to **new habits**



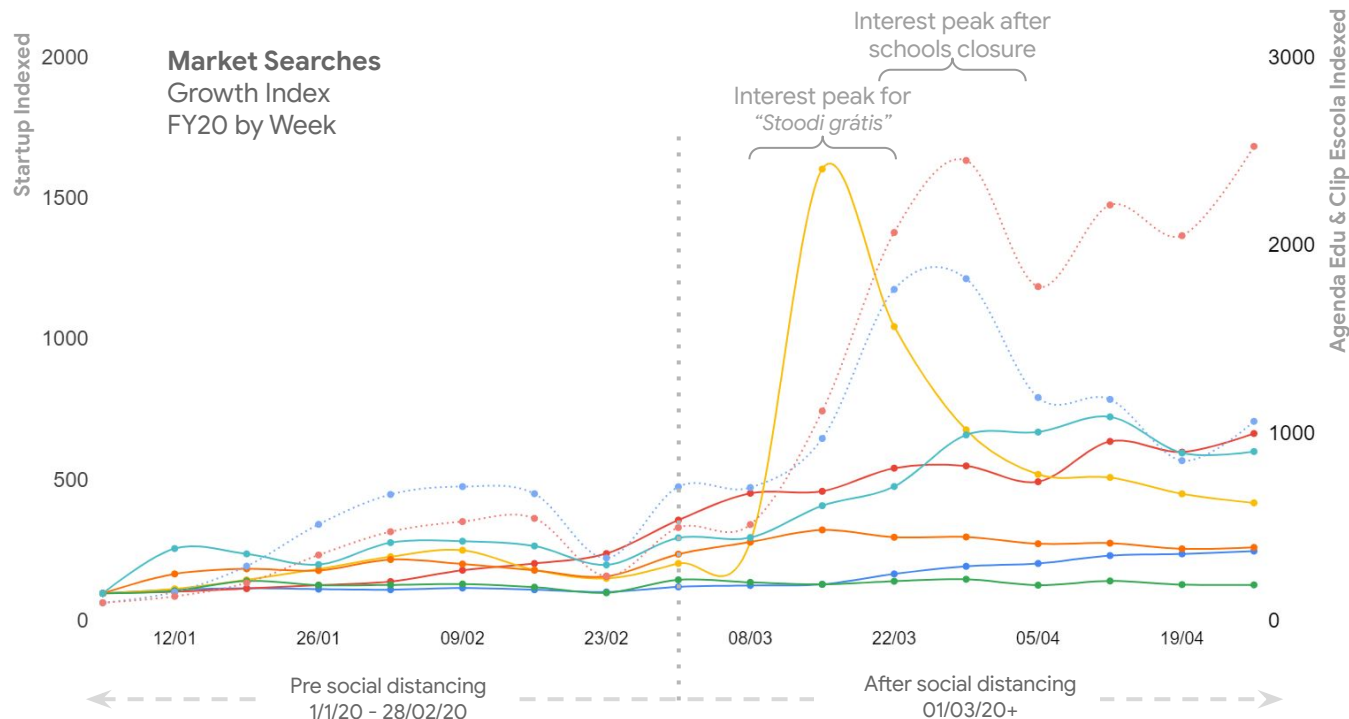
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 Sustainable Growth  Rocket Growth

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Adapt to new habits



- hotmart
- passeidireto
- Stoodi
- SANAR
- meSalva!
- geekie
- agenda edu
- ClipEscola



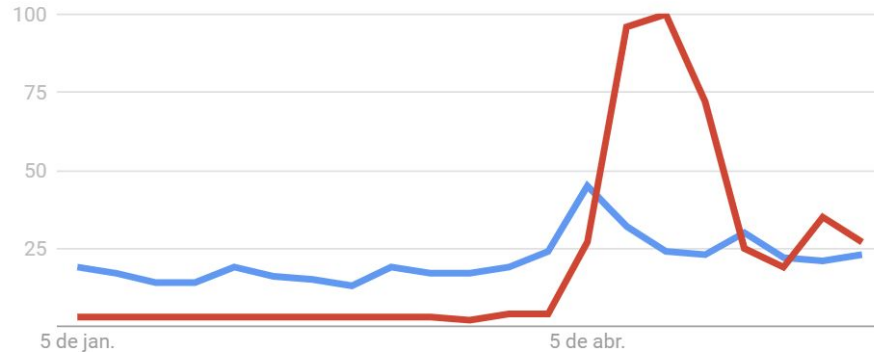
Seek Financial support

The economic impacts of Covid-19 are still unfolding but will influence long-term financial behavior.

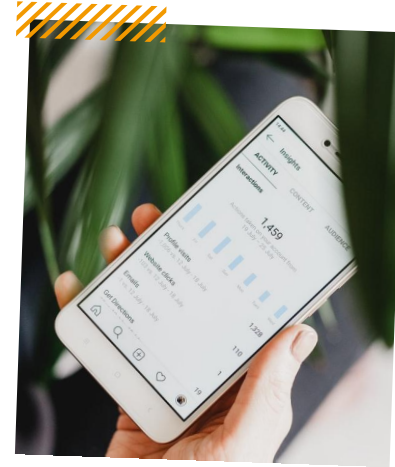
Government aid influenced searches for **conta digital**. After a peak of interest, searches remain higher than before.

Interest over time

Brazil, 2020



Seek **financial support**



- Internet Banking
- Conta Digital

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Search Volume
April '20 (YoY)

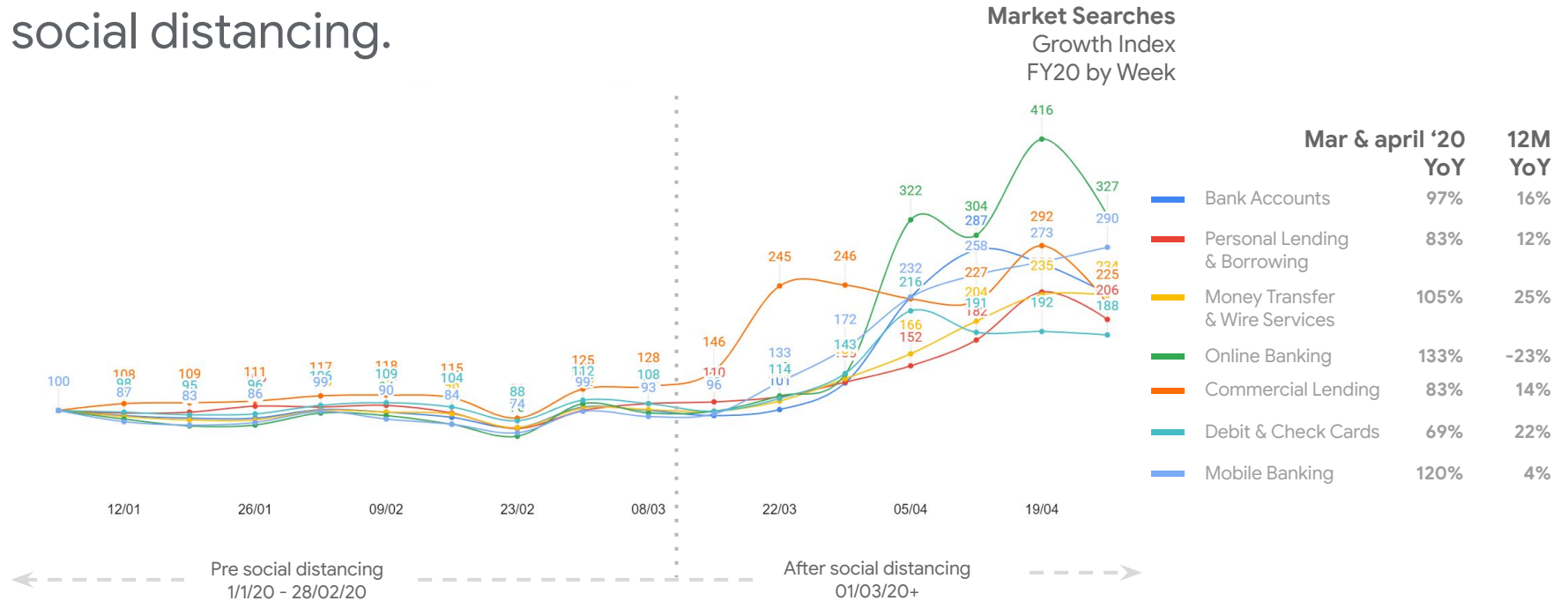
vs

Previous 12
Months (YoY)



Searches related to Online and Mobile Banking increased only a few weeks after social distancing.

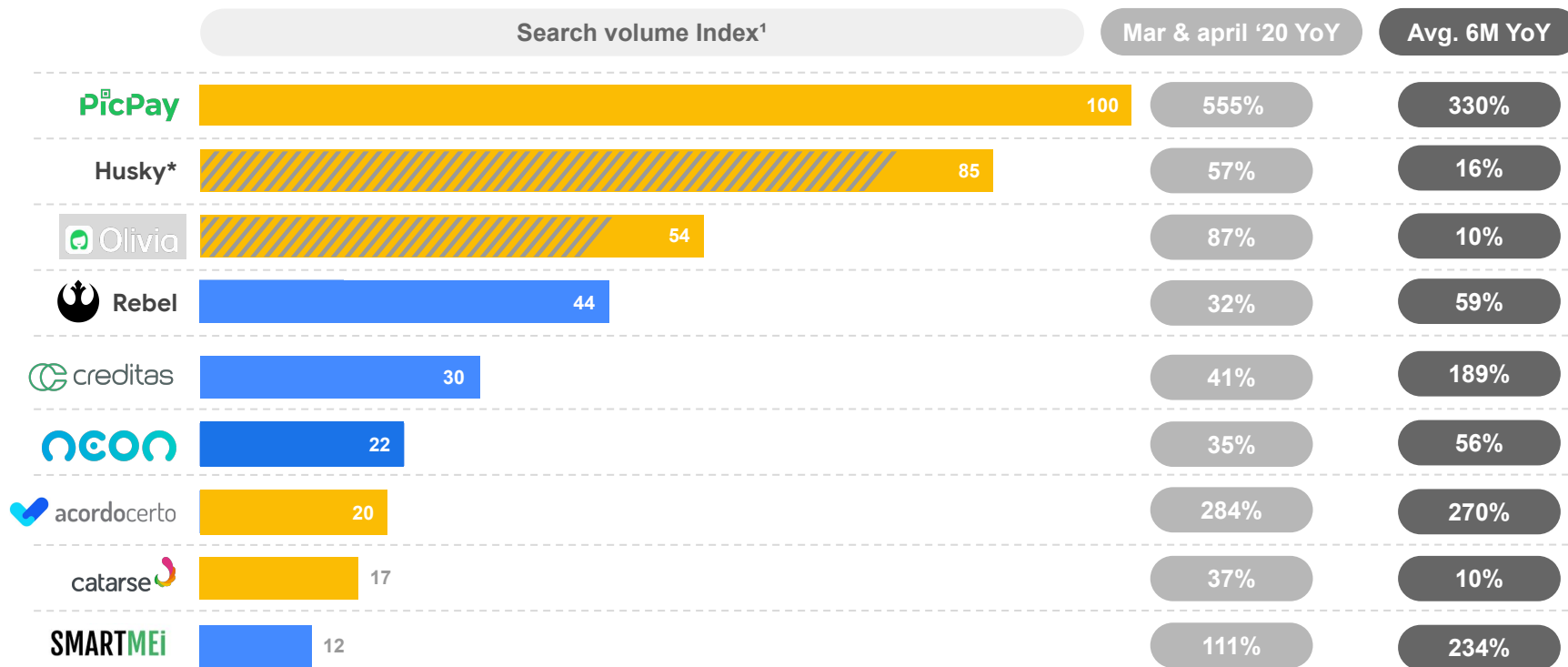
Seek financial support



	Mar & april '20 YoY	12M YoY
Bank Accounts	97%	16%
Personal Lending & Borrowing	83%	12%
Money Transfer & Wire Services	105%	25%
Online Banking	133%	-23%
Commercial Lending	83%	14%
Debit & Check Cards	69%	22%
Mobile Banking	120%	4%

Fintechs had high growth rates before social distancing and sustained year-over-year growth during this period.

Seek **financial support**



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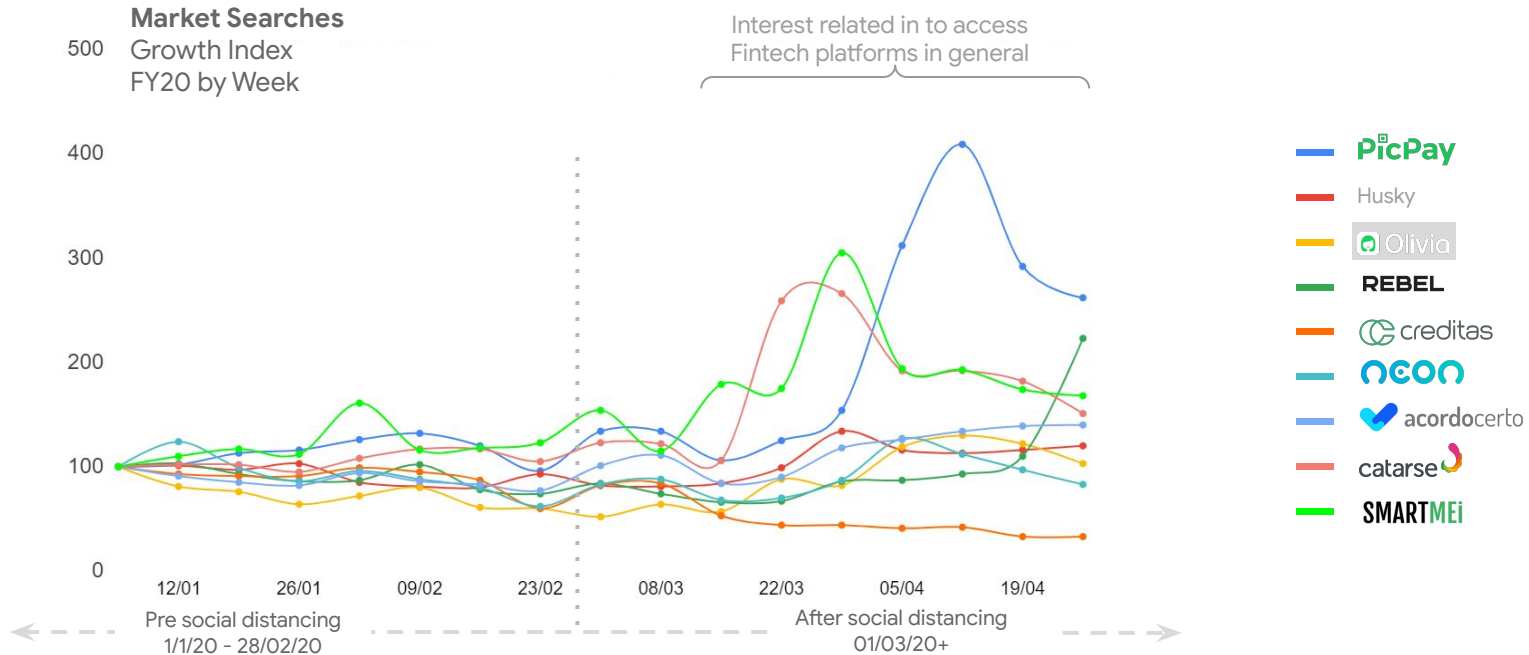
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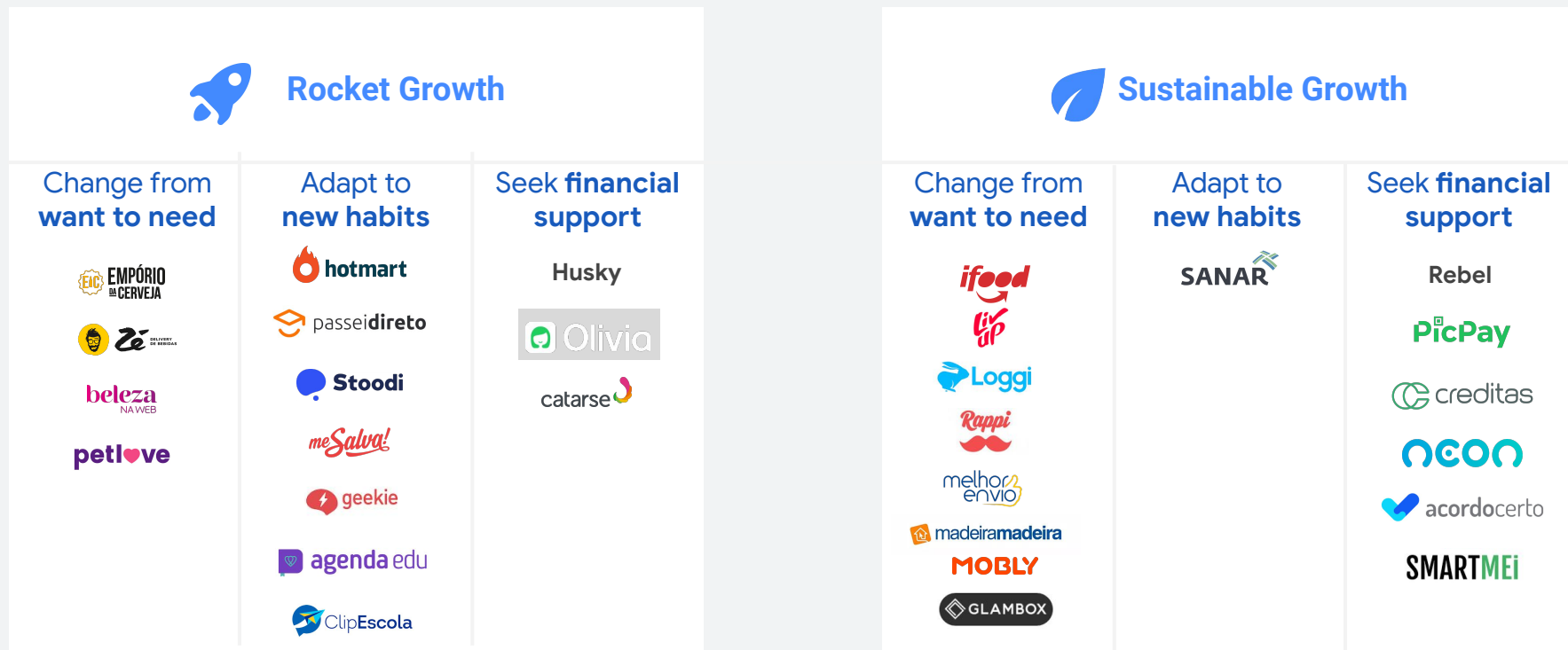
Proprietary + Confidential

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Seek **financial support**



Startup Landscape from a search volume perspective.





Looking ahead startups will play an important role in the fast transition to the digital economy.

Behaviors are still changing

Search provides an accurate insight on how people are adapting their lives to a new normal.

Despite emerging trends, it is still hard to predict which new behaviors will consolidate in the near future.

Growth retention is essential

Despite rising in search interest startups need to sustain growth retention over time.

It is key to focus on customer loyalty and success, amazing user experience and brand efforts.

From search interest to market share

In the emerging lower touch and digital first economy there's a clear opportunity for startups to position as top of mind products and solutions to consumers.

The next challenge is turning search interest into market share.

Look for the opportunities

A few search categories were identified as growing trends for the period (i.e. Language Education). However, there wasn't a relevant group of startup for every category. There are unmet consumer needs and interests which startups can explore as potential market opportunities for the future.



Thank you