

PROJETO HUB

SANTA MARTA - RJ



Do you want
to make a difference and
have local social impact?

Be a partner of Projeto HUB

PROJETO HUB

Sonho



What is Projeto Hub?

Since 2019, Projeto Hub has supported local entrepreneurship amongst disadvantaged young people from more than 10 favelas across Rio de Janeiro.



Impacting the communities they live in

4 action pillars



Co-working space



Group workshops



Individual online mentoring



Ongoing holistic business support

Co-working Space



Projeto Hub provides entrepreneurs with a co-working space with internet, laptops, printer, air conditioning, smart TV and coffee maker.

The room is mainly used for individual and collective mentoring sessions, workshops, team meetings and psychological support consultations.

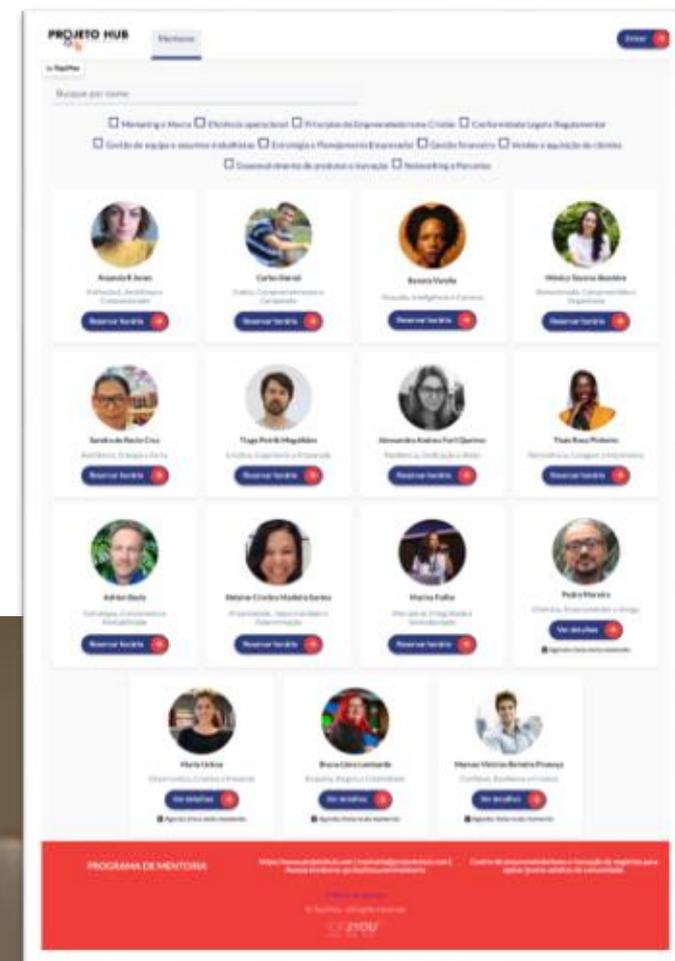
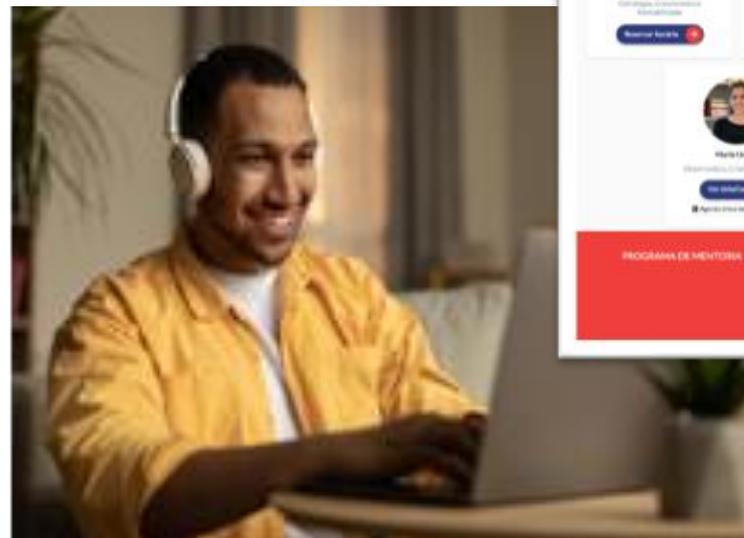
Modular Entrepreneurship Program



5 modules of several workshops, based on topics related to entrepreneurship, which can be taken individually or as part of the full program.

Individual online mentoring

One-to-one online mentoring with volunteer mentors on the Top2You platform



On-going holistic business support



This ongoing support aims to provide further mentoring to participants who have graduated from the program

Includes psychoanalytic care in partnership with the project Ação Clínica (coordinated and supervised by psychoanalyst Tânia Marinho).





We help young entrepreneurs from Santa Marta, like Thaís, to develop their business successfully.

Thaís Mendes, a single mother living in the community, used to work in school transportation and became an entrepreneur in order to have a second source of income.

She took a family recipe and opened her snack food business, the **@coxinha__cia**.

With the pandemic, Thaís thought of giving up her dream but joined the third class of Projeto Hub, with 14 other entrepreneurs...

Like the other entrepreneurs, Thais:

received more than 25 hours
of **one-on-one mentoring**;

Participated in more than
10 **workshops**;

Used the **co-working room**,
equipped with laptops, Wifi,
printer;

Benefited from **on-going
support** and psychological
assistance;



At the end of 1 year in PROJETO HUB, Thaís was awarded the Assaí Academy Award 2022..

Coxinha & Cia was selected by Sebrae for the favela space at Rock In Rio 2022.

"I came to Projeto Hub at a very crucial time in my life: I was going through personal and professional problems and the world was in pandemic. The Projeto Hub team gave me all the strength I needed to not give up, position my brand in the right way, increase my income and give new opportunities to my team."





Perfil ● ● ●
Empreendedor

Dibali
@dibalioficial

"Nossa visão é ser referência em marca de roupas no estado do Rio de Janeiro, entregando produtos de alta qualidade, em que as pessoas se orgulhem de vestir, se sintam confortáveis e representadas".

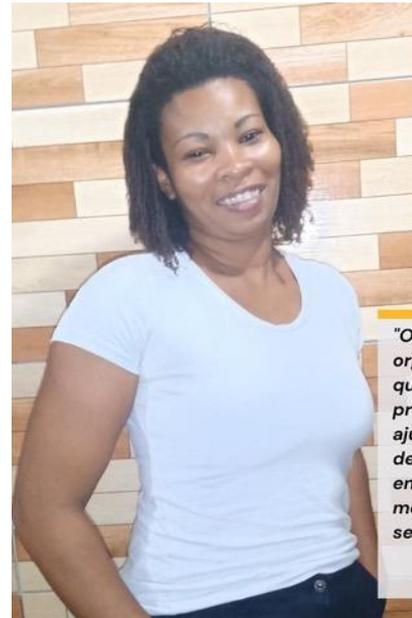


Perfil ● ● ●
Empreendedor

Toca dos Lobos
@lobos_na_toca_

"O Projeto Hub nos fez entender que não somos só um projeto. Somos um negócio que investe em vidas.", diz o empreendedor e mestre de jiu-jitsu Adriano Botelho.

Adriano e Silvana Botelho
Empreendedores



Perfil ● ● ●
Empreendedor

Delivery da Beleza Vip
@deliverydabelezavip

"O Projeto Hub me auxiliou na organização das vendas das quentinhas, que é a minha principal fonte de renda, me ajudou a expandir a minha visão de mulher empreendedora e me encorajou a colocar em prática o meu sonho de trabalhar com serviços de estética e beleza."

Sueane Liberato
Empreendedora



Brownie Duledu
@brownieduledu

Projeto hub

Other examples of impact

Projeto Hub in numbers...

last 12 months

Hours of mentoring

More than **270 hours** of individual mentoring

More than 60 entrepreneurs already formed by Projeto Hub

Workshops & lectures

More than **50** hours of workshops and lectures with highly qualified speakers

Psychological Support:
Weekly appointments for participants and family members seeking support.

Clínica Hub

More than **50** individual consultations open to the community with professionals in the areas of law, accounting, marketing and business development.

Equipment Loaning:
Over 430 days of laptop loans.

Santa Marta Community
6,000 people

ONG with competent and transparent management



Experienced Board

Extensive international experience and diverse background



Transparent communication about activities and management

[Estatutos](#), [AGM 2025](#)
[Relatório 2025](#)

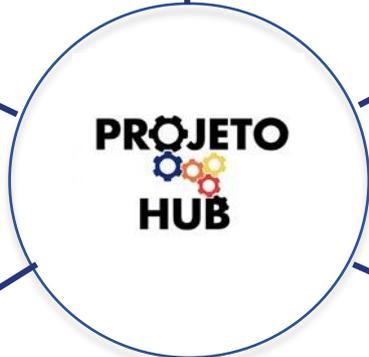


Operational team includes local Ambassadors from various favelas to ensure constant alignment with community needs



International standards of management and governance

Best Favela Community Development Initiative 2024 - Brazil



Fiscal Committee

Our accounts are reviewed annually



Collaborations with complementary structures, bringing expertise and an opening to the world (Casa Firjan, Sebrãe Top2You, local churches)

Social Sponsoring with Local Impact

We see our sponsors as partners.

We need funding to develop our activities, but we also want to approach companies that seek to add value and purpose, increasing the impact of the actions carried out in the local communities.

We would like to be good neighbors and work together to make this part of Rio de Janeiro a better place for all its inhabitants, thus reducing violence, unemployment, addiction, and disseminating entrepreneurship as a way to escape poverty.

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COMMUNICATION & ENGAGEMENT

As part of our communication plan, we will:

- Send a **newsletter** each quarter for you to keep track of the progress of each promotion.
- **Advertise your sponsorship** on our social media accounts (Instagram, Facebook, LinkedIn) and on our website.
- **Invite your employees** to meet the entrepreneurs and share knowledge or simply get to know each other.
- **Build a network** outside the community. Do you have possibilities to invite them to your company?
- **Attend company events** to present and explain the project. Propose internships within your company .



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Thank You