



Dá Pra Você

Todas as formas de geração de renda através do trabalho.

(You Can Do It - All forms of generating income through work)

PRESENTATION AND PROPOSAL FOR SPONSORSHIP

Who we are and our values

The DÁ PRA VOCÊ was idealized in mid-2008, in an observation of the impact of that the global economic crisis had in the life of the Brazilian citizen which, that all of the sudden, saw himself unemployed, having difficulty to sustain his family, pay the bills and keep his children in school. Men and Women lost their ground, their course and self-esteem.

The DÁ PRA VOCÊ, a non-profit civil association legally formed in June 2009 in Rio de Janeiro, firmly believes that “*crisis equals to development opportunity*” and proposes to provide the bigger range of information that is possible about the countless job possibilities existent in the national territory, whether in the ambit of entrepreneurship or the conventional career, and available to every Brazilian with some productive capacity, regardless of age or sex.

Our values are freedom, ethics, respect, integrity, solidarity, transparency, social and environmental commitment.

Our logo

Our logo depicts a stand of bamboo. We chose this plant for its identification with our spirit with the Legend of the Chinese Bamboo: Once the seed of this amazing bush is planted, nothing can be seen, absolutely nothing, for 4 years - except the slow unfolding of a tiny sprout from the bulb. Throughout the 4 years, all the growth is underground, with a massive, fibrous root structure that extends vertically and horizontally through the earth. But then, in the fifth year, the Chinese bamboo tree grows up to 24 meters.

Note that many things in life are just like the Chinese bamboo. You work, invest time and effort, do everything you can to nurture their growth, and sometimes do not see anything for weeks, months or even years. But if you have patience to continue working and nursing, the “fifth year” will come and change and that process will leave you amazed.

The Chinese bamboo shows that we should not give up, we need to persevere. In our work, especially in projects that involve changes in behavior, culture and standards, we must remember of the Chinese bamboo and don’t give up easily against the time and the difficulties that arise. One day, our “fifth year” will come!

Our target public

Men and women with productive capacity - emphasis on the age of 16 to 30 years old.

Our work proposal

The DÁ PRA VOCÊ intends to show to the prospective entrepreneur, whatever the financial condition is, the many possibilities of starting his own business, the approximate value of the initial investment and the steps to take to achieve their goal. This information, placed on the site in text form, will be supplemented with interviews with entrepreneurs from various sectors who will share their experiences through video.

For those seeking an opportunity in the job market, for those who wish to embrace a career or make a shift in professional life, DPV will show the specificity of the various careers available at the technical level or higher in the public sector in the academic, artistic, cultural, sports, etc.. Including those that do not require a formal education as the sector of services: nannies, waiters, maids, etc. This information will also be placed on the site in text form and will be supplemented by video interviews with professionals from various areas that will bring updated figures of the job market.

In addition to providing information about where to find providers of various services that would assist citizens in meeting the goal of opening their own business or to follow a new career, the DÁ PRA VOCÊ intends to show several alternatives to the individual to invest in their personal and professional development, caring for their physical and mental health, their food and leisure, developing skills, speaking new languages, discovering new resources.

The DÁ PRA VOCÊ has, then, as an objective, to provide a comprehensive service of information dissemination of various forms of generating income through work. To offer ideas and options, alternative solutions to help men and women to overcome the crisis, rediscover talents, renew hope, regain self-esteem and become individuals economically and culturally active and modifiers of the society in which they are inserted.

Our differential

1. All the information in one place and arranged so teaching to help organize the thought of our users.
2. In-depth treatment, dynamic and transparent addressed themes, linking theory with practice through videos with interviews with entrepreneurs and professionals from various disciplines.
3. Cause a positive emotional response in the user to answer affirmatively to the question: Dá Pra Você (Can you)? Our public will be encouraged to explore their potential and possibilities to be productive, recovering self-esteem and being happy.

Our strategic objectives

1. Turn the website into a powerful tool of information and positive encouragement to the user.
2. Establish strategic partnerships of information and content.
3. Conduct content researches by own employees of the DPV.
4. Produce and vehicle related interviews across the country (and internationally, if it involves a Brazilian citizen).

Our methods

So how do we intend to offer such a range of diverse information? We would do it with the www.dapravoce.org.br - at first, because our Future Vision foresees the formation of a network of mass communication, using the various media available - each in its format, to extend to the maximum extent Brazilians to all these data.

To feed the site with relevant data to the opening of business and the like, the DÁ PRA VOCÊ, intends, beyond conducted researches by its own staff and through interviews and research travels of the team DPV, to propose a partnership to entities as FIRJAN - Federation of Industries of Rio de Janeiro and SEBRAE - Agency of Support to the Entrepreneur and Small Business Owner. As for the data on the careers of formal education, we want to create links with organizations such as as universities, courses and SENAC - National Commercial Training Service, for example.

The content information provided by these partners will form the collection of www.dapravoce.org.br that will provide a link to the access of the portal of these entities.

In addition to the information gathered through own research and specific partnerships, the DÁ PRA VOCÊ will record weekly interviews with people who opened their business and followed a career, to show the emotions, the rights and wrongs of each journey. Show them also in full activity in their workplaces.

The interviews, which according to our current financial and technical unavailability will be broadcasted in a shorter form on YouTube, its full-length will be divided into three blocks, interspersed with commercial or public utility breaks: (First Block – Before) Brief biography and the journey so far in which the interviewee has decided to open their own business or pursue a particular career; (Second Block – After) detailing the circumstances of emotional, practical and financial developed or surpassed to achieve the opening of business or to enable the chosen career, and (Third Block – Now) The current state of the business with the disclosure of the location of the establishment and how the public can contact or hire the services offered by the interviewee or in case of a career, the current situation in terms of professional activities, opportunities in the market and salary.

The interviews, in addition to inform, will have the power to disclose the respondents and their businesses and gain calls on the first page of www.dapravoce.org.br.

Fundraising

We anticipate various forms of fundraising so that DÁ PRA VOCÊ can be self-sustaining and able to recruit and retain qualified personnel for its staff, with access to advanced technological equipment and effectively contribute to the social, economic and human, for the spread and progress of work, education, culture and science.

1) Selling the CD / DVD with the full interviews that can be sent by mail or in the future through prepaid downloaded file from the Internet.

2) Renting of advertising space for the dissemination of products or services aligned to our proposal (prohibited the dissemination of alcohol, weapons and cigarettes, for example).

3) Counterpart of the services actually sold by the advertisers through our site.

4) Income from events sponsored by DÁ PRA VOCÊ (meetings, courses, seminars, conferences, etc.).

5) In time, federal funds, state and municipal.

6) Monthly contribution of the associated members.

7) Donations.

8) Quota sponsors (timely, in order to take the interviews to the television).

Modalities of support or sponsorship

Given the specific nature of which we intend to provide and produce it, any help is welcome:

1. Financial donation.
2. Equipment Media and Communication.
3. Material.
4. Product.
5. Provision of telephone service.
6. Provision of technical service (editing of the interviews).
7. Assignment of local or dependencies.
8. Donation of gifts.
9. Donation of transport services and accommodation for the team DPV.
10. Etc.

Counterpart sponsorship (possibilities)

1. Although the result is not immediately measurable in order to the implementation phase of the DPV in the medium and long term projects, it consolidates the sponsor's brand as socially responsible in a broader role.
2. Entry of sponsor logo on the site and in promotional material for the DPV.
3. Link to the Sponsor's website.
4. Registration of the logo in specialized media in the course of events DPV.
5. Disclosure of the sponsoring company through the press office of events produced by DPV.
6. Promotion of the sponsoring company through any billboards, direct mail, newsletters, invitations, billboards, murals, publicity
7. Possible use of the mailing list for dissemination services of the Company
8. Registration of the name, trademark or logo of the sponsor in uniforms, clothing, etc.
9. Inclusion of publication of the sponsor in the booklet DPV.
10. Others.

Our actual reality

All the work, until here, was brought to completion by the two executive directors, Vera Mattos and José Martins, who walked quite alone creating all the material in their personal computers, supporting all the costs of the creation, implementation, navigation, communication and displacement - regardless of the number of hours invested in the process.

The headquarters of the DÁ PRA VOCÊ is the house of its founder, but the work is done at the house of each of these directors, more precisely on their computers, and the communication and exchange of files between the two is made by telephone and Internet. There is no staff, but friends who agreed let their names be used to make it possible the establishment of the minimum framework of a civil association, but who are unable to commit to work effectively. We seek others, but all the people we contacted are involved with their own subsistence and, for now, unable to accept volunteer work.

Much more could (and should) have been accomplished if Vera and José could devote themselves exclusively to DÁ PRA VOCÊ, and it will be possible only with the existence of appropriate remuneration - provided in our bylaws, as both have commitments

and monthly responsibilities that must be honored. We add, in the end, a brief résumé of our executive officers.

The interviews mentioned in our strategies could not be produced yet with the inadequacy of the material at hand for this task. We only have one (borrowed) Sony DCR DVD 610, and in our tests, the sound quality and precariousness of lighting made it impossible to produce.

We reached a point where we need foreign capital to continue the work proposed here and found some initial requirements we have listed below.

Initial required basic professional structure

- ◆ Physical Space: For a more professional performance and this will generate fixed and variable expenses (rent, electricity, telephone, Internet access, etc.). One option is the very seat (chief executive apartment, located in Copacabana, south of Rio de Janeiro), to have enough space to fit the structure of a large firm, comfortable, with independent bathroom, but would not be relieved the DÁ PRA VOCÊ payment of rent for occupation of space, since there will be impact on electricity bills, water and gas, for example.
- ◆ Notebooks: 06 (six) HP Pavilion DV3-2155MX or equivalent notebooks, to the executive-directorship, secretary and research staff.
- ◆ Desktop computer: to edit videos – consisting of processor Core i7, 4gb of RAM, videocard of 512mb and 256 bits, Hd of 500gb and 23-inch monitor (Samsung P2370 or equivalent).
- ◆ Printer: 1 (one) Multifunctional LaserJet Samsung CLX-370 FN Printer; 1 (one) Multifunctional HP DeskJet F4480 Printer.
- ◆ Audio: 2 (two) Shure SM58 microphones; 2 (two) 5 meters Santo Angelo XLR-XLR cables.
- ◆ Power: 2 (two) 5 meters cables to the power supply.
- ◆ Mobile Phone:
- ◆ Office furniture: Desks, chairs, lockers, cabinets.
- ◆ Office supplies: Paper, folders, labels, staplers, staples, hole puncher, paper, envelopes, pens, pencils, rulers, erasers, printer ink.
- ◆ Consumables: Sugar, water, coffee, cups, snacks, toilet paper.
- ◆ Staff: A small staff for the work needs to have 7 (seven) people: two directors, one secretary, three researchers and an assistant (mainly for the days of recording interviews).
- ◆ Salaries; Charges; Taxes:
- ◆ Benefits: Health, accident, medical and dental insurances, etc.
- ◆ Third-Party services: Accountant; lab for editing interviews, etc.
- ◆ Travel expenses: For the production of interviews (displacement, accommodation and alimentation).

***Curriculum Summary - Resume of the creators and performers of the project
"Dá Pra Você"***

Vera Mattos Lossio e Seiblitz. Lawyer, psychologist, journalist, an MBA in marketing from the FGV Rio de Janeiro. Former Assistant Ombudsman of BR Distribuidora, a former teacher and coordinator of the IPP - Institute of Psychology and Psychoanalysis University of Santa Ursula. Author of the book "Top Secret: The guide to the professional who wants to succeed in life", published by Editora Nobel, São Paulo. Creator and executor of the Dá Pra Você.

José Martins Ferreira Neto. Musician, graduated in Design from the University Gama Filho, webmaster, complete English course, technical training in computer science.