

## Andre Figueiredo

Publit (Papel Virtual)



**PUBLIT** SOLUÇÕES EDITORIAIS

“ I saw an opportunity to provide a new publishing solution for authors, academics, and companies. ”

<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	2,511
<b>YEAR SELECTED</b>	2001
<b>WEBSITE</b>	<a href="http://www.publit.com.br">www.publit.com.br</a>

### COMPANY SNAPSHOT

Andre, an entrepreneur, and Tomaz, the son of esteemed Brazilian authors, founded Publit, a full service web-based publishing company. Publit democratizes access to publishing by giving qualified writers an inexpensive way to release their work to the mass market. The concept has proven itself especially relevant to the academic market, where it publishes theses and other class materials, and the corporate market, publishing manuals and reports for corporate clients.

### ENDEAVOR AND PUBLIT (PAPEL VIRTUAL)

Through Endeavor, the Entrepreneurs were able to partner with academic and government distribution channels, and received support in raising VC funding. A mentor also assisted with new business lines and negotiating with investors. With support from the eMBA and G-Lab program, the Entrepreneurs developed educational partnerships, and have also participated in global leadership forums and workshops.