

Edgard Ortiz

Pixel Labs



“ I saw an opportunity to launch a creative portal for developing fun, interactive brand software. ”

COUNTRY	Brazil
INDUSTRY	Technology
EMPLOYEES	5,020
YEAR SELECTED	2001
PARTNER	Daniel Li
WEBSITE	www.pixellabs.com.br

COMPANY SNAPSHOT

Edgard and Daniel teamed up to create Vaidosa.com, developing a unique online simulation tool enabling women to test makeup, cosmetics, haircuts, and accessories through an Internet portal. Now known as Pixel Labs, the fast-growing company has an ASP model in place to offer technology to a large number of cosmetic companies as well as leading Internet portals.

ENDEAVOR AND PIXEL LABS

The Entrepreneurs have benefited from the Global eMBA program (for business plan development), leadership workshop, Immersion Tours, and international road show. Locally, Endeavor helped establish a formal shareholder agreement and strategic plan, and assisted in various areas such as international expansion, tax planning, and intellectual property. Introductions were also offered to several business partners.

The Entrepreneurs demonstrate commitment by speaking at events and nominating candidates and mentors.