

Luis Alexandre Chicani

benCorp



“ I saw an opportunity to become a leading provider of dental health plans. ”

COUNTRY	Brazil
INDUSTRY	Healthcare
YEAR SELECTED	2008
WEBSITE	www.bencorp.com.br

COMPANY SNAPSHOT

Frustrated by Brazil's fragmented market for dental health plans, Luis created a company to offer dental plans to mid-market companies. This strategy proved successful, because not only was the middle-market segment willing to pay a higher average price, but it also had a shorter sales cycle. DentalCorp addresses two different markets, offering both corporate and individual/family plans, and is one of the largest providers of dental services in Brazil. DentalCorp was the subject of a Harvard Business School case study written in 2006.

Luis sold DentalCorp in late 2006 to Odontoprev, the largest provider of dental insurance in Brazil. In 2008, he founded BenCorp, a strategic consultancy and manager of corporate benefits. BenCorp currently has over 40 employees. With Luis's experience and professional interest, BenCorp is sure to keep expanding and providing innovative care in the burgeoning field of healthcare in Brazil.

ENDEAVOR AND BENCORP

Endeavor opened Luis' eyes to management techniques that led to growth and transformed the company's managerial controls and strategic thinking. A G-Lab team helped BenCorp prove ROI to its clients. Luis also benefited from the eMBA program and numerous Immersion Tours and Entrepreneur Summits. Locally, he gained introductions to strategic partners and clients, received mentoring on strategy and HR issues, and received support creating a Board of Directors (including VentureCorps members).

Luis demonstrates commitment by serving as a panelist and speaker.