

Rafael Biasotto

Uatt?



COUNTRY Brazil

INDUSTRY Consumer

YEAR SELECTED 2012

PARTNER Ivan Oliveira

COMPANY SNAPSHOT

Uatt? to get your friend for their birthday? In Brazil, the demand for creative and exciting gifts and accessories is experiencing a boom thanks to the rising disposable income of the country's emerging middle class. Rafael Biasotto and Ivan de Oliveira help to fulfill this demand via their company, Uatt?, which offers the Brazilian market an affordable assortment of trendy products, such as creatively designed picture frames and pillows. Brazil's middle-income segment, which, according to J.P. Morgan, has increased by more than 40% over the past decade, represents a natural customer for Uatt?'s unique combination of quality products at affordable prices. Uatt? products are currently available at over 3,500 retail locations, including 69 Uatt? franchised stores and five self-owned stores in over 1,600 Brazilian cities.