

## Sônia Madi Alcântara

Angelus



“ I saw an opportunity to develop and manufacture innovative solutions for the dental market. ”

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| <b>COUNTRY</b>       | Brazil   |
| <b>INDUSTRY</b>      | Healthcare   |
| <b>EMPLOYEES</b>     | 54   |
| <b>YEAR SELECTED</b> | 2008   |
| <b>PARTNER</b>       | Roberto Alcântara  |
| <b>WEBSITE</b>       | <a href="http://www.angelus.ind.br">www.angelus.ind.br</a> |

### COMPANY SNAPSHOT

Sônia and Roberto are following a rags-to-riches trajectory in their native Brazil. The son of a night watchman, Roberto grew up in a humble shack with neither electricity nor plumbing. Now, after years of hard work, he and his wife are at the helm of a company that researches, develops, produces, and markets products for the dental market. Renowned for its top-notch R&D, Angelus has 6 patents and distribution in more than 50 countries.

### ENDEAVOR AND ANGELUS

The Entrepreneurs have received support on marketing and commercial strategies. In 2008, an eMBA helped create an international expansion plan. Endeavor Brazil has followed up on the plan by supporting their expansion strategy, and introduced them to a current partner. Locally, the entrepreneurs have benefited from several workshops and programs (PEP, MEG, and EFEE).

Roberto and Sônia demonstrate commitment by mentoring fellow Endeavor Entrepreneurs.