



Supporting base of pyramid low
income entrepreneurs in Brazil



Annual Report 2023

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Letter from the President



www.institutodom.org.br

Hello Supporters,

First of all, we want to congratulate you for your support and for your action towards social issues and inequalities we see in the world.

The year of 2023 was a challenging year for our organization. It was a year in which we began generating content for our e-learning platform (Sisdom platform) and we are immensely grateful to the Pessoa Cavalcante family for the generous donation that made this possible. It was a year in which we completed our Certification in the International Labor Organization (ILO) framework and were able to execute projects using this framework methodology.

Throughout 2023, we concluded the project supported by Give a Hand from Canada, for 20 women entrepreneurs from the Rocinha community. In 2023, we also concluded the project supported by the PHI Institute, Coca-Cola Institute and The Coca-Cola Foundation. In this project, we supported 120 young entrepreneurs in phase 1 of the project with e-learning training using Sisdom and we continued to support the 30 most engaged entrepreneurs in phase 2 with lectures, workshops, more training, seed capital and individual mentorings.

In 2023, we had difficulties with a few grant opportunities and continued seeking to raise funds from medium and large Brazilian companies. This meant that we had a year with less financial movement and fewer projects for our target audience.

On the other hand, at the end of 2023 we were able to fundraise for our Lei de Incentivo project. As soon as we receive final approval, we will begin this project for 30 entrepreneurs from around Brazil, in 2024.

In 2023, we began two partnerships with organizations involved in microcredit for low income entrepreneurs and we now look forward to raising funds which can be used for this purpose.

In all, throughout 2023 we managed to prove the effectiveness of our two entrepreneurial support methodologies. We now have our first entrepreneurial education content on Sisdom, we have our e-learning platform, we can now perform objective and subjective evaluations and collect data from this platform. We implemented a system of goals and KPIs and the results are shown in the following pages. For 2024 we want to increase and improve our content on the Sisdom, we want to improve our internal processes and most of all we want to execute more projects so that we can actually do what we most look forward to: **generate social impact for thousands of low-income micro-entrepreneurs.**

We count on your support which will help us accomplish all of this. The following pages show more results and plans for the upcoming year.

Kind regards,

President and founder

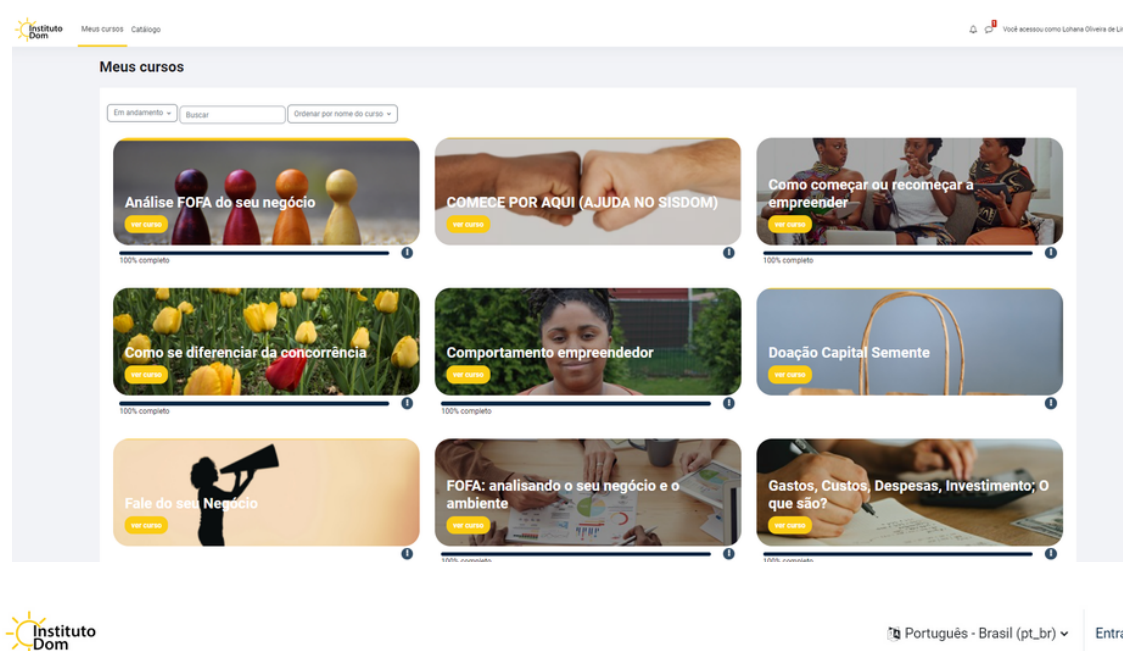
What Happened in 2023

Sisdom - our e-learning platform

In 2023, we were able to configure and launch our e-learning platform. With a donation from the Pessoa Cavalcante family, we were able to accomplish this and thus also begin new project in August for 120 entrepreneurs, using this platform we call "Sisdom".

This free, open-source platform (Moodle), full of features and resources, allows us to offer content and activities, in the form of virtual classes, to our target audience. Thus, we are able to teach the most important topics related to micro business management, in addition to teaching topics related to soft-skills and topics related to the emotional aspect of entrepreneurs.

The Sisdom platform allows us to measure results and presents us with plenty of valuable information to continue with our work. We now want to improve and increase the content available on the Sisdom platform.



Conheça a plataforma EAD do Instituto Dom


fóruns de discussão,
gamificação, pesquisas, chat,
interação, e muito mais!

What Happened in 2023

Mentoring and the MentorConnect system

With the same donation from the Pessoa Cavalcante family, we were able to develop our system to control and organize our mentoring activities. Mentoring is part of many projects we carry out and it is of great value to the entrepreneurs we support. The MentorConnect system allows us to write down the summary and main points of each mentoring carried out and thus allows us to better manage this activity. There are hundreds of mentoring sessions carried out on each project, totaling hundreds of hours of work done by an internal team of mentors.

This coming year, we want to improve the work involving mentoring and improve some details in MentorConnect.

























 Gestão de MEs Mentorias ▾ Administrador ▾

Gestão de mentorias

[Dashboard](#) > [Mentorias](#) > [Gestão de mentorias](#)

✕ Registrar mentoria não realizada

+ Registrar nova mentoria

ID	Mentor	ME	Projeto	Data da mentoria	Realizada	Ações
141	Thayná Cavalcante da Silva Melo	Samantha Izidoro Mendes Brasil		18/12/2023	Realizada	  
140	Thayná Cavalcante da Silva Melo	Samantha Izidoro Mendes Brasil		05/12/2023	Realizada	  
139	Thayná Cavalcante da Silva Melo	Naiara Fátima Gomes da Silva		20/12/2023	Realizada	  
138	Thayná Cavalcante da Silva Melo	Naiara Fátima Gomes da Silva		01/12/2023	Realizada	  
137	Thayná Cavalcante da Silva Melo	Naiara Fátima Gomes da Silva		11/12/2023	Realizada	  
136	Rita Cavalcante	Livia Pôrto Silva		22/12/2023	Realizada	  
135	Hellen Batista Cardoso dos Santos	Bárbara Silva		12/12/2023	Realizada	  
134	Hellen Batista Cardoso dos Santos	Sara Fátima dos Santos Torres		08/12/2023	Realizada	  

MentorConnect

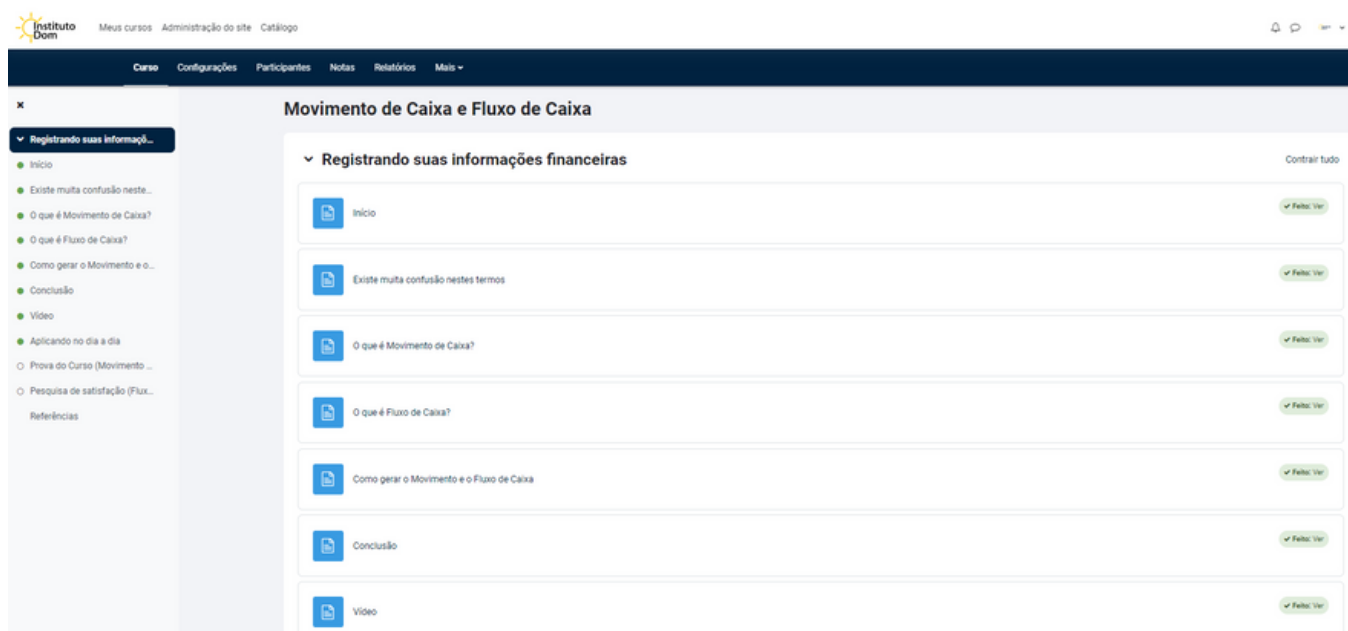
What Happened in 2023

Our own content

Throughout 2023, we also began generating our own content for our Sisdom e-learning platform. This is important content for any entrepreneur, but essential for our target audience. Some courses and content we created were:

- Importance of separating your Personal finances from your Professional finances
- Entrepreneurial Behavior
- How to differentiate yourself from the competition
- Registering your financial information
- Setting up and using Instagram
- Expenses, Costs, Expenses, Investment; What are?
- Mental Health: myths and truths
- among many others

The content also serves to guide our in-person lectures and workshops and also the virtual mentorings which we offer in our projects. With our own content, we can achieve greater results and greater impact.



The screenshot displays the Sisdom e-learning platform interface. At the top, there is a navigation bar with the Instituto Dom logo and links for 'Meus cursos', 'Administração do site', and 'Catálogo'. Below this, a dark blue header contains the course title 'Curso' and several tabs: 'Configurações', 'Participantes', 'Notas', 'Relatórios', and 'Mais'. The main content area is titled 'Movimento de Caixa e Fluxo de Caixa'. On the left, a sidebar lists the course structure under the heading 'Registrando suas informações...'. The main area shows a list of course modules, each with a document icon, a title, and a 'Faltou Ver' (Did not see) status indicator. The modules are: 'Início', 'Existe muita confusão nestes termos', 'O que é Movimento de Caixa?', 'O que é Fluxo de Caixa?', 'Como gerar o Movimento e o Fluxo de Caixa', 'Conclusão', and 'Vídeo'. A 'Contrair tudo' (Collapse all) button is located in the top right corner of the module list.

Module	Status
Início	Faltou Ver
Existe muita confusão nestes termos	Faltou Ver
O que é Movimento de Caixa?	Faltou Ver
O que é Fluxo de Caixa?	Faltou Ver
Como gerar o Movimento e o Fluxo de Caixa	Faltou Ver
Conclusão	Faltou Ver
Vídeo	Faltou Ver

What Happened in 2023

Training in the ILO methodology

At the beginning of 2023, we completed our Certification of the International Labor Organization (ILO) entrepreneurial support framework methodology which they offer.

This ILO methodology complements our own methodology and both have been offered in projects for our target audience. The trained trainers, all from Instituto Dom, have carried out this training in in-person and in virtual classes for our target audience. This is a very interesting methodology as it also is targeted to people who are not yet entrepreneurs, but who want or need to become entrepreneurs. We want to continue offering this training in the coming years in our projects.



What Happened in 2023

Project “Mulheres DOMinando” for 120 women

In August 2023 we started a project for 120 young entrepreneurs from three low income communities in Rio - Rocinha, Dona Marta and Tabajaras.

It was a project that included two phases where in the first phase we offered virtual training for everyone and in-person training in the ILO methodology for 40 young women. In phase 2, the 30 most engaged entrepreneurs remained and continued to receive training, lectures, workshops, mentoring and seed capital of R\$1,000.

We had several very positive results in this project:

- ✓ 53% of the entrepreneurs in Phase 2 declared an increase and/or new income
- ✓ 67% of the entrepreneurs now separate their personal and professional finances. Before the project this number was just 10%
- ✓ 76% of women entrepreneurs now record their business financial information. Before the project, this number was 46%.



This project was supported by the PHI Institute, the Coca-Cola Brazil Institute and financed by The Coca-Cola Foundation.



What Happened in 2023

Conclusion of the “Mulheres Protagonistas” project

In September 2023, we completed the “Mulheres Protagonistas” project supported by the Give a Hand organization, from Canada. This 12-month project supported 20 women entrepreneurs from the Rocinha community. We offered virtual training, lectures, street markets, mentoring and seed capital of R\$800 for each entrepreneur.

As results of the project, we can highlight:



- ✓ 100% of the entrepreneurs started using tool to record their financial information
- ✓ 43% of the entrepreneurs had an increase in the average score on the knowledge test, measured before and after the project
- ✓ 18% had an increase in income in their business at the end of the project
- ✓ The entrepreneurs matured personally and professionally and were empowered to move forward with their businesses

This project was supported by the organization Give a Hand / Monde par la Main, from Canada.



MONDE PAR LA MAIN



What Happened in 2023

Our goals and KPIs

We began an internal evaluation of several goals and KPIs that will show us how we are performing our work and what results we are achieving or failing to achieve. Below are the goals we set ourselves and the results we obtained this year. We will continue controlling the same KPIs in 2024.

	Goal	Actual	Observation
Entrepreneurs separating personal and professional finances	75%	67%	
Attendance at in-person or virtual lectures and workshops	85%	64%	
Increase in the average score on the knowledge test	30%	5%	We need to review this indicator and the target
Completion of courses	75%	100%	
Distribution of seed capital to supported entrepreneurs	100%	105%	More seed capital was distributed than planned
Conclusion of mentoring with supported entrepreneurs	90%	131%	More mentoring was carried out than planned
Support mainly women entrepreneurs	80%	100%	In the year 2023 we will only support women entrepreneurs
Entrepreneurs using tools to register financial information	75%	76%	

This was the first year where we began controlling these KPIs and goals. It is clear that some adjustments need to be made.



What Happened in 2023

We raised money for the Lei de Incentivo project

Throughout 2023, we underwent a due-diligence process carried out by the organization Simbi Social, which evaluated us on behalf of other private companies. We were approved in this process and in this way we were able to raise funds for our Lei de Incentivo project (Rouanet Law), which was approved the previous year. We will begin the project in 2024, as soon as we receive final approval.

We would like to thank Volkswagen Truck & Bus and MAN Energy Solutions, both from the Volkswagen Group, in Germany, for their support. We are looking forward to starting this project.



Lei de Incentivo à
CULTURA

Secretaria de
**Fomento e Incentivo
à Cultura**

Ministério da
Cultura

GOVERNO FEDERAL
BRASIL
PAÍS RICO É PAÍS SEM POBREZA

What Happened in 2023

New Partnerships

In 2023, we also began partnerships with organizations and public institutions all of which have added value to our activities and projects. These partnerships are:



City Council of Rio de Janeiro

In 2023 we began our partnership with the Subsecretariat for Productive Inclusion and Special Projects (SUBISPE), of the Municipal Social Assistance Department of the City of Rio de Janeiro and the exchange with them has been very positive. We will seek to grow this partnership.



Cáritas RJ

We have a partnership with Cáritas RJ related to projects involving entrepreneurial support. Cáritas has deep knowledge and contacts with immigrant entrepreneurs who now reside in the city.



IPC

The partnership with Instituto Podes Crer seeks to exchange synergies, experiences and best practices between our organizations and we will continue to grow this partnership.



LiftHerUp Foundation

We entered into two partnerships with organizations involved in microcredit for microentrepreneurs at the base of the pyramid. Banco do Povo Crédito Solidário will be able to manage large microcredit operations for Instituto Dom and will be able to match-fund values in microcredit operations. With the Lift Her Up Foundation, from the USA, this organization wants to offer microcredit to our audience and we will carry out at least one operation in 2024.

Fatec Sebrae Fatec Sebrae

With Fatec Sebrae in São Paulo, we continue with this excellent partnership which allows us to have teams of mentors carrying out mentoring in our projects.

What Happened in 2023

Internal Committee

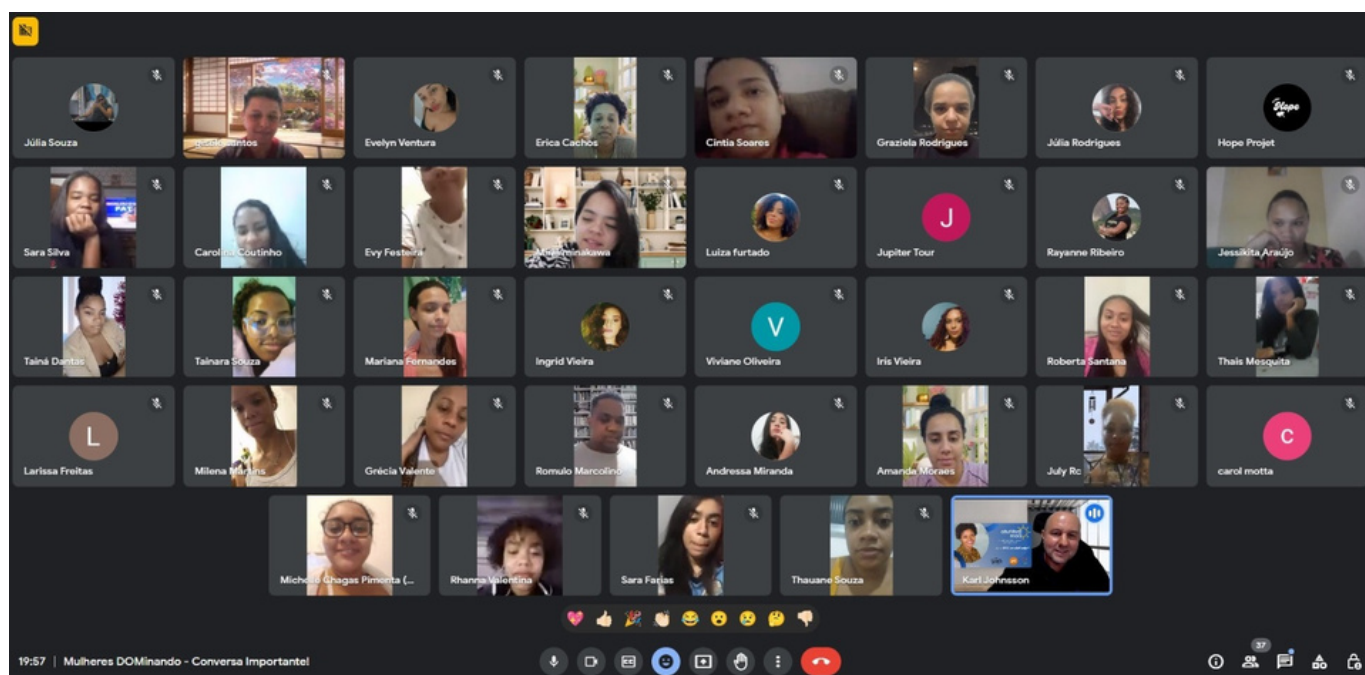
In the first months of 2023 we managed to implement our Internal Committee at Instituto Dom. This is part of the Governance program we have and offers greater democratization and transparency of our internal decisions. This Committee, made up of 14 active members and founders at Instituto Dom, which deliberates and votes on strategic themes of the OSC and/or themes that involve a relevant sum of resources. We have already deliberated on three topics and the discussion was positive.



What Happened in 2023

Virtual events held

Throughout 2023, we held several virtual events in the form of lectures or online classes. These events always aim to offer new content, ideas, information and knowledge to our target audience of micro-entrepreneurs. Some lectures we held involved subjects related to MEI formalization, Digital Marketing and Personal Image. We are planning new virtual events for 2024.



What Happened in 2023

Comunidade IDom

At the end of each project, participating entrepreneurs become part of the IDom Community, currently a WhatsApp group. In this Community, we promote exchange and interaction between entrepreneurs, offering new mentoring opportunities, projects, courses or fairs around the city. We offer microcredit opportunities when possible and announce online lectures that will take place. The goal of this Community is to continue supporting our target audience. The IDom Community is an important part of each project.



What Happened in 2023

New IDom brand (logo)

We changed our brand in 2023 when we adopted a new logo for our organization. With the help of a volunteer from the Digital Marketing and Communication department, we created our new identity. Below we present the old brand and now our new visual identity.

old brand



new brand



Instituto Dom



What Happened in 2023

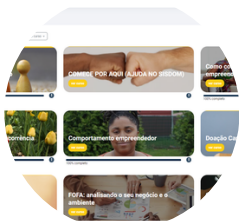
External audit

In 2023, we once again underwent an External and Independent Audit that verified our accounting records. The company Nigro Auditores e Consultores carried out the audit with the support of our accounting department, Evolução Contábil from São Paulo. As a whole, the audit was positive, attesting to the good will and transparency of our organization. We will continue to hire external audits annually as we consider this an important activity for any social organization that receives private and/or public donations.



Next steps for 2024

In 2024, we will...



Improve our content on Sisdom

Today we have courses available on Sisdom (our e-learning platform), in text format. We need to transform this content into video format, we need to improve this content and generate new contents. This way we will be meeting the specific needs that our target audience has, whether with content involving hard and soft skills, or with content involving personal and emotional issues, which are also very important for any micro-entrepreneur.



Promote Instituto Dom throughout Brazil

We want to announce our work, our mission and what we can do for micro-entrepreneurs throughout Brazil. To do this we need to execute bigger projects! We need to contact, introduce ourselves, and announce of organization everywhere. This is something which happens week after week, but we want to focus on this throughout this year of 2024.

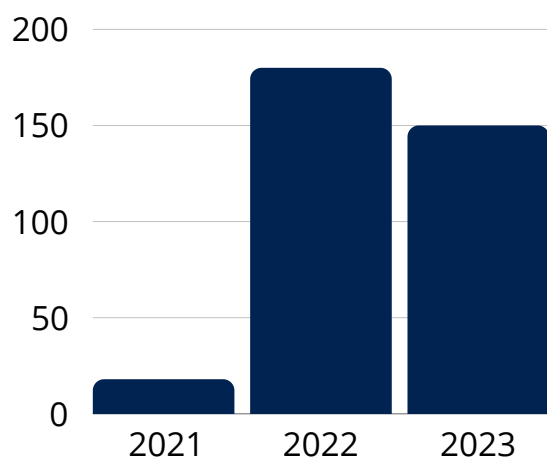


Professional management of the Organization

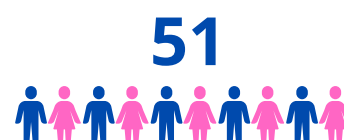
Throughout 2024, we want to continue professionally structuring the organization. This involves raising more resources to better structure the organization, its coordinators and leadership positions. This also involves better structuring internal processes, internal governance and accountability to our supporters. Professionalization also means growing in a sustainable and planned manner.

Some Numbers...

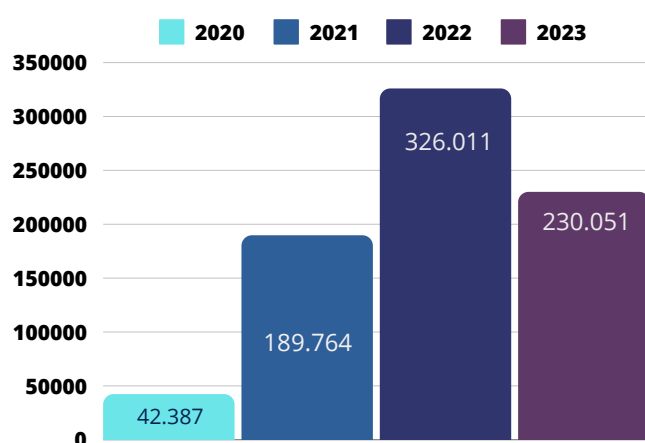
Microentrepreneurs Supported



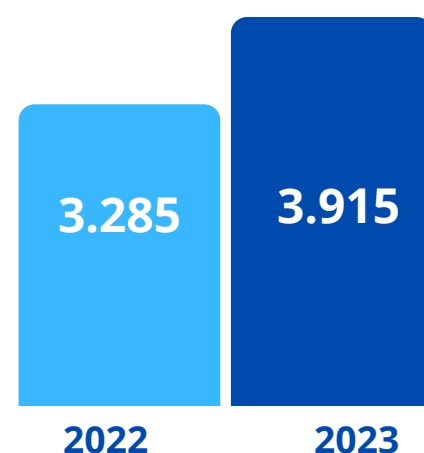
Volunteers and Collaborators



Donations Received (R\$)



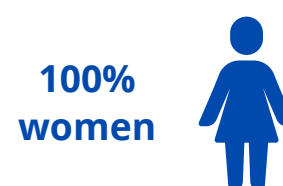
Social Media



Projects executed



% of women/men supported in 2023



2023 Year-End Video

Check out our 2023/2024 video



Click to watch

Financial and Bank Statements

Throughout 2023, we continued executing projects using individual bank accounts for each project.

Banco Cora was used for the project supported by the PHI Institute that started in August. Banco Btg was used until October for the Mulheres Protagonistas project, supported by Give a Hand. In the last days of December, we received funds in the Banco do Brasil bank account for the incentive law project.

Please click on the link below to access all 2023 bank statements.

Bank Statements for 2023



Thank You!



www.institutodom.org.br/