TRIBUTUM

PACKAGE GUIDE

Brazil B2B Launch

For software, AI, fintech, cybersecurity, industrial software and B2B services.

Selling B2B in Brazil calls for a different ideal customer, a different price and a different message. We define who buys first, which channel reaches them and how to prove value, before you hire a local team.

OUTCOME
Target accounts and proof-of-value plan

BEFORE
Hiring a local team

01 What the package solves

Technology companies often enter Brazil by hiring a country manager before knowing who to sell to.

B2B Launch does the work that comes first: the Brazilian ideal customer, target accounts, implementation partners, price and currency, and a proof-of-value plan with indicators. That way your first hire arrives with a pipeline.

02 How it works, step by step

01 **Value proposition and sales material** CLIENT
You share the value proposition, current prices and sales material.

02 **Ideal customer and target accounts** TRIBUTUM
We define who should buy first and list the priority accounts.

03 **Channels and partners** TRIBUTUM
We identify channels, partners and integrators to reach those accounts.

04 **Price and sales messaging** TRIBUTUM
We adapt price, currency and messaging to the Brazilian market.

05 **Proofs of value and indicators** TRIBUTUM DELIVERABLE
We deliver the proof-of-value plan and the indicators to track the launch.

03 What you receive

- Brazilian ideal customer profile
- Prioritized list of target accounts
- Positioning and messaging in Portuguese
- Price and currency: billing in reais or in dollars, and with which taxes
- Partners and integrators to reach the accounts
- Points to watch on LGPD (Brazil's data protection law) and information security
- Local hiring or a remote model: what makes sense now
- Proof-of-value plan and pilot pipeline

04 The launch indicators

The plan sets out how to track the launch, month by month.

- Qualified accounts and meetings held
- Proofs of value in progress
- Pipeline, conversion rate and average deal size
- Sales cycle
- Active partners
- Acquisition cost
- Early churn or renewal

05 What is not included

- Running meetings and sales (the team is yours or your partners')
- Contracts with clients and partners (licensed professionals, separately)
- Hiring staff and setting up a company (autonomy stage)

06 Before you start, have at hand

- Sales deck and use cases
- Price list and current billing model
- Profile of your best customers in other markets
- Product integrations and technical requirements

07 Pairs well with

Combo 4 · Launch B2B

B2B Launch with Market research: target accounts built on a full picture of the market, for less than buying them separately.

08 Our commitments

- Published prices and a written scope before we start.
- Consulting kept separate from operations and third-party costs.
- No promise of approval, sales, licenses or distribution.
- An exit route defined before any pilot.
- Freedom to bring the operation in-house, with no exit fee.
- The importer, the regulatory holder and the party responsible for each obligation are identified.
- Due diligence on clients and partners, with anti-money-laundering controls.
- Data protection and confidentiality.

How to hire

1. Click “Hire” on the Brazil Soft Landing page, or reach us through the contact form.
2. We talk about your product, the market and where your company stands.
3. You receive a written proposal with scope, milestones, timelines, fees and the party responsible for each obligation.
4. Once you accept, you deposit the first milestone on Escrow.com, which holds the payment in escrow.
5. We deliver the milestone; payment is released after delivery and the inspection period. And so on, milestone by milestone.

The fees for each package, service and combo are in the price list on the page and are confirmed in the proposal.

This guide describes the service and does not replace the proposal: scope, timelines, fees and responsibilities are as agreed in writing. Government agency timelines do not depend on Tributum. Technical and regulated professional acts are performed by licensed professionals, engaged separately. Where legal representation is required, clients engage independent counsel of their choice directly.
Tributum Consultoria Tributária Ltda · CNPJ 33.889.925/0001-94 · João Pessoa, Brazil