People contacted	Role	Company		Website
Rafael Rodeiro	CEO	Ribon	| Startup	https://ribon.io/
Olívia Rauter	Diretora Executiva (Executive Director)	Junior Achievement Distrito Federal	| Social Organization	https://www.jabrasil.org.br/df
Edson Amemiya	Analista do Departamento de Infraestrutura e Gestão Patrimonial (Analyst at Department of Infrastructure and Asset Management)	Banco Central	| Federal Autarchy	https://www.bcb.gov.br/
Rodrigo Laro	Gerente de Projetos (Project Manager)	Jonh Snow Brasil	| Consultancy	http://johnsnow.com.br/
Hellen Cris Vaz	Diretora Geral (General Director)	Associação Traços de Comunicação e Cultura	| Streetpaper Magazine	https://www.revistatracos.com/

Insights

With a more questioning stance: he did not understand how the sponsors would be able to benefit from investing in the platform on behalf of users, and what would be the return offered within the business model of the application. In addition, he believes that, for our public, face-to-face education results in a greater impact. He understands the seriousness of the problem and the need for resolution, but he does not understand how an application solves this social problem due to the Brazilian reality. However, for the collection of financial resources, we could go through the selection process of causes, to enter as a customer of his company and collect donations through their financing model.

She showed great openness to assist in the continuity of the project, making it possible to get in touch with partners in their contact network to conduct more interviews and bring visibility to the cause, to develop the possibility of partnerships and to bring support to the project. She sees the movement of the market in support of social causes, and believes that the need for companies to be linked to these causes is positive for the success of our project. We need to seek more partnerships and support from companies and public bodies that are related to our theme in order to have more effect. The UX / UI part has to be well developed, in addition to customer support, because our target group is not used to using this kind of apps. In addition, collecting data and information from users to level and release different content is important. She made herself and JADF available to assist in the development and release of courses / content. They are open to study partnership constructions that do not involve financial resources - they support themselves through donations.

He understands the possibility of developing partnerships in the part of creating courses, but without financial investments. He also sees the movement of the market and the increase in the good reputation of private companies involved in social causes: sponsorship from other companies could arise for this reason. Within the models of idealized partnerships, he missed fundraising but he liked that they are not mutually exclusive and several partnerships and levels can be developed simultaneously. He indicated the search for legislation and items in governmental areas that can provide us with financial resources, in case our project fits the benefit.

He sees a greater tendency for companies related to the theme of the project to be interested in investing in the app. Or companies that have long-term social programs, but that are related to the context of the social problem. He pointed out the need to look for a company that identifies a lot with the cause, and may even have an exclusive partnership agreement. Social marketing can be an ally to engage the entire population of DF with the cause, and a business model can emerge in this way (a company sells a product over the internet, part of the sale price goes to the company and part goes to the application) . Today, they do not work with partnerships and project investment.

They work with partnerships with several companies, which generates the insight of having this relationship model as a possibility for the application in future moments. They see a great partnership for the reason that the users of the application are the public that the company aims to reach in order to provide a social reintegration. She did not understand how the sponsors will win by sponsoring the application, and understands that the raising of financial resources from private companies in services to society. In order to have a real fundraising it is necessary to have a very well structured business plan, in addition to public partnerships and data that give confidence to the investor. In addition, another pertinent point is that the cost value of the application can be revised initially to achieve a more easy fundraising than a considerable amount - the idea is to develop the product over time. Reinforced the search for public funding, within the laws, rubrics or funds destined to education projects, and proved to be open to participate in the creation of content for the app.