

SET INNOVATION ZONE: DEMODAY – AUDIOVISUAL STARTUPS

The 10 Startups selected in the SETUp challenge of the SET Innovation Zone 2018 program will present their solutions and business models to everyone present.

Chair: **Edson Mackeenzy – Head SET Innovation Zone**



Edson Mackeenzy – Head SET Innovation Zone

Nominated Brazil's best mentor in 2017 by #StartupAwards founder in Mackwave Venture Builder. Highly motivated and energetic individual with a knack for business development and matching people with optimal products and services to meet their specific needs. A creative, service-focused entrepreneur and friendly team player with superb networking and communication skills, looking to build productive working long term relationships with startups & companies that values passion, positivity, integrity and hard work. Edson Mackeenzy was Head of Startup Relations of Bossa Nova Investimentos, co-author of two books on entrepreneurship, Community Leader volunteer in TechStars and share experiences facilitating managements workshops. Specializes in developing business, management and operation of startups and strategic communication. Worked as MD for LatAm expansion for Code Fellows, Head of Communication and Partnerships of iMasters Group | E-Commerce Brazil. Mack was CEO / Founder of Videolog.tv, which made him one of the leading activists in Brazil's startup ecosystem. Its credibility allows to be Curator of Plataforma.Space ScaleUp program for SICOOB Cooperative Bank, SIZ innovation program for the Brazilian Television Engineering Society, Executive producer of Relate Live by Zendesk. In 2013 recognized as one of the most influential entrepreneurs in Brazil by Isto é Dinheiro Mag. Mack is a communicator, since began his career as a radio speaker has been involved in hundreds of conferences communication, relationship, entrepreneurship, technology and business around the world.