



## Atento launches its Startup accelerator

- Launch of the project, named Atento Next, will have a selection of startups in areas of interest to the company
- Selected start-ups will have the opportunity to create business initiatives and implement projects with one of the top 5 Customer Experience companies in the world

**Sao Paulo, November 18, 2020** – In line with the objective of having innovation at the center of its business strategies, Atento, one of the five largest global providers of customer relationship management and business process outsourcing (CRM/BPO) services and a leader in Latin America, has just launched its startup acceleration program, Atento Next, which will put the company close to the selected startups, to bring even more innovation to the company and its customers.

To participate in the first acceleration cycle, interested startups must register themselves on the program page <https://atentonext.liga.ventures> by November 29<sup>th</sup>. According to the company, the projects should be related to back-office automation, new technologies and service models, customer experience management, artificial intelligence, end-to-end service, analytics and the creation of new services.

### Atento Next - How the program will work

Following their registration to the project, all applicants will be evaluated and the four startups with the most innovative ideas, and which provide disruptive technologies to improve consumer experience while also enhancing the performance and results of Atento's customers, will be selected. During the acceleration process of the chosen startups, the entrepreneurs will receive exclusive mentoring that will be given by Atento's main leaders, where they will have the chance to develop projects together with the corporation, seeking synergies and exploring business opportunities. In addition, selected startups will have the opportunity to work in a complete office on selected Atento premises, where they will have contact with investors, executives and other network startups.

For Atento's CEO Carlos López-Abadía, Atento Next will continue to support the digital transformation in an accelerated way. "When opening up space to agile startups at different growth stages, we have the opportunity to quickly adapt their most innovative ideas to stay ahead of the curve, while also bringing our expertise and mentorship to guide them in their success. Projects like these have the potential to transform society and are able to contribute in different ways that are extremely valuable for Atento", he concludes.

"Investing in innovation is one of our priorities as a company, and the time has come to see this investment overcome Atento's barriers, bringing an outsider's eye on how to deliver valuable experiences to consumers. It is the vision of companies that were born in the era of experience, in which digital predominates. We believe that integrating different perceptions and getting the best out of each one is always very positive", says Mauricio Castro, director of Innovation at Atento.

For this challenge, Atento established a partnership with Liga Ventures, a company specialized in innovation programs that connects large companies and startups. "Liga Ventures' mission is to help the market innovate more and faster. To do this, we connect leading companies in their sectors with technology startups, to explore business opportunities and partnerships, allowing projects to be prepared faster and in a structured way - with the monitoring and support of our specialists in selection, acceleration and also in our mentor network", concludes Daniel Grossi, founding partner of Liga Ventures.

### About Atento

Atento is one of the five largest global providers for client relationship management and business process outsourcing services nearshoring for companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 13 countries with a workforce of 150,000 employees. Atento

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has over 400 clients for which it provides a wide range of CRM/BPO services through multiple channels. Its clients are leading multinational companies in the technology, digital, telecommunications, finance, health, consumer and public administration sectors, amongst others. Atento trades under ATTO on the New York Stock Exchange. In 2019 Atento was recognized by Great Place to Work® as one of the 25 World's Best Multinational Workplaces and as one of the Best Places to Work in Latin America. For more information [www.atento.com](http://www.atento.com)

#### **About una Liga Ventures**

Liga Ventures is an open-the-call innovation platform that connects companies and startups in order to potentially interact and generate new business. Created in 2015, it is a pioneer in the corporate and corporate acceleration market. Over the years, it has assisted in the implementation of open innovation strategy in the main players of various sectors of the Brazilian market, such as Porto Seguro, Banco do Brasil, and Unilever. In its portfolio, it has more than 250 accelerated startups and more than 450 projects carried out between these startups and large corporations. It also has Liga Insights, a research and market innovation initiative, whose goal is to map trends and startups that are innovating in various sectors. More than 25 studies have been conducted on topics such as AutoTech, Retail, HR Techs, EdTechs, among others.

#### **Press contacts**

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