

## Atento announces the startups selected for its acceleration program

- The startups with the most innovative initiatives and the most disruptive technologies to improve the Customer Experience were chosen
- The four chosen will have the support of the company for the co-creation of projects that contribute to improving the performance and results of Atento's clients.

**SÃO PAULO, January 20, 2021** - Atento Next, Atento's startup accelerator, a leading multinational in Customer Experience solutions in Brazil and Latin America, selected four startups to participate in its acceleration program. With the goal of bringing more innovation to the company, the chosen startups were Mr. Turing, Inflr, SenseData and NeuralMind - companies that offer Artificial Intelligence and Big Data solutions, brand activation in social media, Artificial Intelligence models applied to customer success and innovation in backoffice automation, respectively.

Of the 257 registered startups, those chosen will have the opportunity to co-create projects related to the challenges mapped by Atento, such as new technologies and business models. For 4 months, they will have the support of Atento's specialists and senior management team, as well as the support and guidance of Liga Ventures, a company specialized in innovation programs that connect large companies and startups. For that purpose, periodic routines and sprints will be established. The acceleration phase is scheduled to kick-off the last week of January.

### Discover the selected startups

**Mr. Turing:** Artificial Intelligence and Big Data startup that was born to solve a great difficulty that corporations face: the time spent searching for information and the frustration of not being able to find what is needed. *"Our role as an intelligent corporate assistant serves one of Atento's purposes, which is to combine the power of new technologies with human touch. This is the first time we have participated in an acceleration program and we are very pleased with the care received from the moment of enrollment. Our input should help us exceed the 20% growth target for 2021,"* says Marcelo Noronha, Turing CEO.

**Inflr:** platform that connects brands with their customers on social media, capable of increasing the audience of content created by influencers and getting in touch with 100% of followers, exceeding the number of users impacted through traditional models. In addition, it contributes to increasing the performance and the exposure time of these contents. *"We decided to participate in this selection because we understand the needs and challenges of a Customer Experience company. Our objective, during the acceleration program, is to improve the performance of Atento's clients, offer new business models, in addition to the incredible networking that the program can offer us,"* explains Thiago Cavalcante, Inflr's New Business Director.

**SenseData:** performs data unification work to understand consumer behavior and use this knowledge to facilitate decision-making, developing efficient actions for the right audience, at

the most appropriate time. *“We are specialists in solutions for customer success, consumer journey management and actionable data. We understand that Atento has great synergy with our business. We hope that this approach and partnership will translate into cooperation to offer good experiences”*, highlights Mateus Pestana, Sensedata’s CEO and co-founder.

**NeuralMind:** startup that helps companies increase the productivity of back office processes through digitization and automation. *“We are interested in participating in the Atento Next acceleration program because of our company's familiarity with Atento’s target audience and demands. The selection process surprised us by its format, agility and transparency. We are excited about the new business opportunities that will emerge,”* says Patricia Tavares, NeuralMind CEO.

For Carlos López-Abadía, Atento’s CEO, this project reinforces the foundations of the digital transformation that the company is undergoing. *“The acceleration program is a demonstration of how we are increasingly placing innovation at the center of our business strategies. The alliance with startups gives us the opportunity to explore new business options and continue to improve our portfolio of solutions while contributing to guarantee the best experiences for consumers, in addition to increasing our competitiveness in the market and stimulating culture of innovation throughout the company. We are working with a focus on generating value for all our customers.”*, he explains.

*“Our business is driven by our customers, whether they are companies or end customers. When addressing this issue, understanding the needs and demands of the public is critical. With the gaze of external companies, we were able to broaden our horizon, in addition to approaching segments that otherwise would not have been approached. For this reason, we want to ensure that this acceleration program generates new offers and business models for our clients, maximizing results and improving the Customer Experience, as well as providing the selected startups with valuable opportunities”*, says Mauricio Castro, Atento’s Innovation Director.

### **Atento Next**

Innovation is at the heart of Atento's strategy. In 2020, the company was the first in the sector in the world to achieve the ISO 56002 certification for innovation management. Now, Atento has launched its startup accelerator, Atento Next.

This program is one of the many initiatives of Atento’s Innovation Hub, which aims to leverage disruptive processes within the company, generating new lines of business and products, in addition to approaching Born Digital companies.

### **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 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 Liga Ventures**

Liga Ventures is an open innovation platform that connects companies and startups to improve interactions and generate new business. Created in 2015, it is a pioneer in the market for corporate acceleration and corporate risk. Over the years, Liga Ventures has helped in the implementation of an open innovation strategy in the main players in different 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 and large corporations. It also has Liga Insights, a market intelligence and research initiative that aims to map trends and startups that are innovating in the most varied sectors. There are already more than 25 studies, on topics such as AutoTech, Retail, HR Techs, EdTechs, among others.

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