

# Innovation, Startups and Venture Capital



## Who We Are

Felsberg Advogados is a full-service law firm founded in 1970 and defined by its ability to combine experience, tradition and excellence with efficient, fast and focused service, offering innovative solutions in a constantly changing world.

The combination of individual, joint and complementary values, with a tradition established over five decades of service, means that we have a broad and all-encompassing vision that meets the current and future legal requirements of all our clients, from the biggest corporate groups to the freshest of startups.

This is what makes us unique, different and prepared.

## Our History

Founded by Thomas Felsberg, the firm has always had an innovative spirit at the core of everything it does.

Long before we were recognized as pioneers in judicial restructuring, we were one of the first firms to advise on aviation financing and contribute to the development of project finance and venture capital in Brazil.

We are always attuned to the market and new areas of law.

The firm has formed multidisciplinary internal centers of studies focused on predicting future demands of our clients.

More than service providers, we are partners.

Spirit of  
**innovation** at  
the core of  
everything we do





## Our Principles

## Social Responsibility

We are committed to contributing to a better world through social actions and the creation of values. We believe that community empowerment is essential for humanitarian growth, from the conception of social responsibility to the design of comprehensive support of projects with a vision of the future, following the needs of the regions in which we operate.

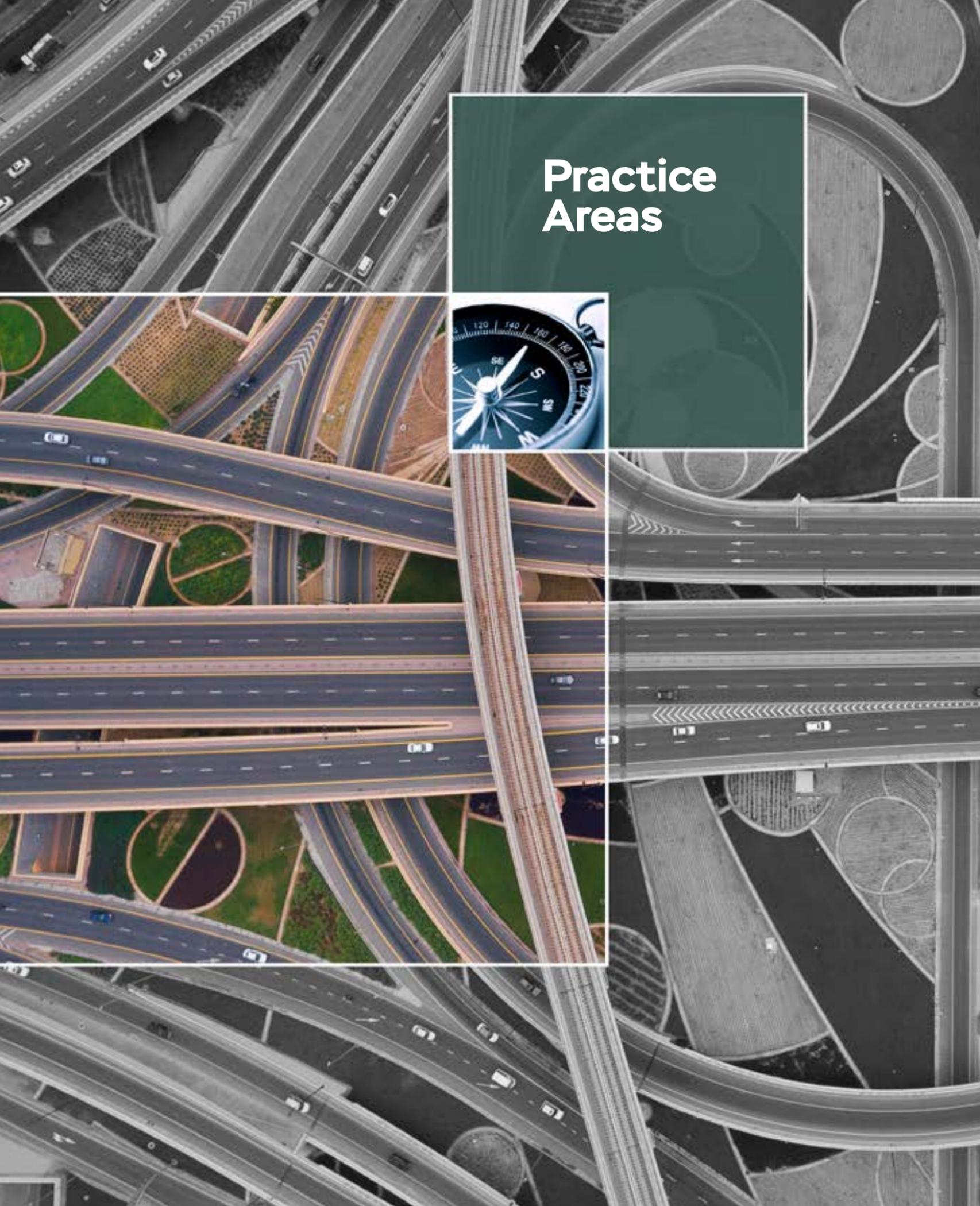
We are committed to ethics in the provision of our services and we dedicate our efforts to topics that are linked to the challenges of society, supporting social, cultural and educational projects. We strongly encourage our team to be involved in social responsibility programs.

## Diversity

Diversity is a part of the Brazilian people. Difference makes us unique, and every culture and outlook on life must be included in society.

In 2019, **Felsberg Advogados** created the Diversity Committee, **DiversiFeA**, seeking equality for all. There are currently three affinity groups: **EquiFeA** with a focus on gender equality; **FeA Racional** that discusses racial equity; and **Pride to Be FeA** which fights for the rights of the LGBTQIAP+ community.

The Committee aims to promote initiatives and regular events to raise awareness and encourage reflection on relevant and necessary topics for a more respectful society.



## Practice Areas



- Advertising, Marketing and Media
- Agribusiness
- Antitrust
- Aviation
- Capital Markets
- Commercial Contracts
- Compliance
- Corporate and M&A
- Dispute Resolution
- Energy
- Entertainment
- Environment and Sustainability
- Fashion
- Financing, Banking, Fintechs and Means of Payment
- Governmental Relations
- Immigration
- Infrastructure
- Innovation, Startups and Venture Capital
- Intellectual Property
- Labor and Employment
- Life Sciences
- Maritime
- Oil and Gas
- Public and Regulatory
- Real Estate
- Restructuring and Insolvency
- Sports Law
- Tax and Wealth Management
- Technology, Data Privacy, Artificial Intelligence and Law Enforcement
- Telecommunications
- Waste and Sanitation
- White-Collar Crime and Corporate Investigations



Recognition





## Innovation, Startups and Venture Capital



Innovation is extremely dynamic and multidisciplinary. The development of disruptive projects implies risks and requires complete and strategic solutions. Our role goes beyond the preparation of legal instruments. We provide clients with a broad vision from the beginning to the end of projects, assisting in developing and consolidating them.

We are pioneers in smart cities and government ventures in Brazil, and among the sectors in which we have acted are banking/financial (fintech), health (healthtech), rural (agritech), law/regulation (legaltech/regtech), biotechnology (biotech), insurance (insurtech), environmental (cleantech), education (edtech), as well as infrastructure, energy and transportation/mobility.

We advise all agents within the ecosystem: startups, emerging companies, business incubators, seed accelerators, ICTs, foundations, institutes, investment funds (private equity and venture capital), family offices, financial institutions, large companies, education institutions and the government. We act in all stages of the business cycle: structuring, operational development, investment transactions and withdrawal, assisting with corporate matters, fund raising, business modeling, market consolidation, tax planning, regulatory evaluation and analysis of incentives and governmental programs.

*“their knowledge of the law for start-ups and their attention to detail”* – Chambers Latin America 2021, Corporate/M&A: Highly Regarded

**Partner**



## **Evy Marques**

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**Practice Areas:** Corporate and M&A / Innovation, Startups and Venture Capital

Evy has relevant experience advising foreign and Brazilian companies in complex M&A, distressed M&A, Venture Capital, corporate law and commercial contracts.

She is responsible for the area of Innovation, Startups and Venture Capital, advising the most diverse agents of the entrepreneurial ecosystem, including startups, impact businesses, accelerators, venture capital funds, corporate ventures, research and teaching institutions, and the government.

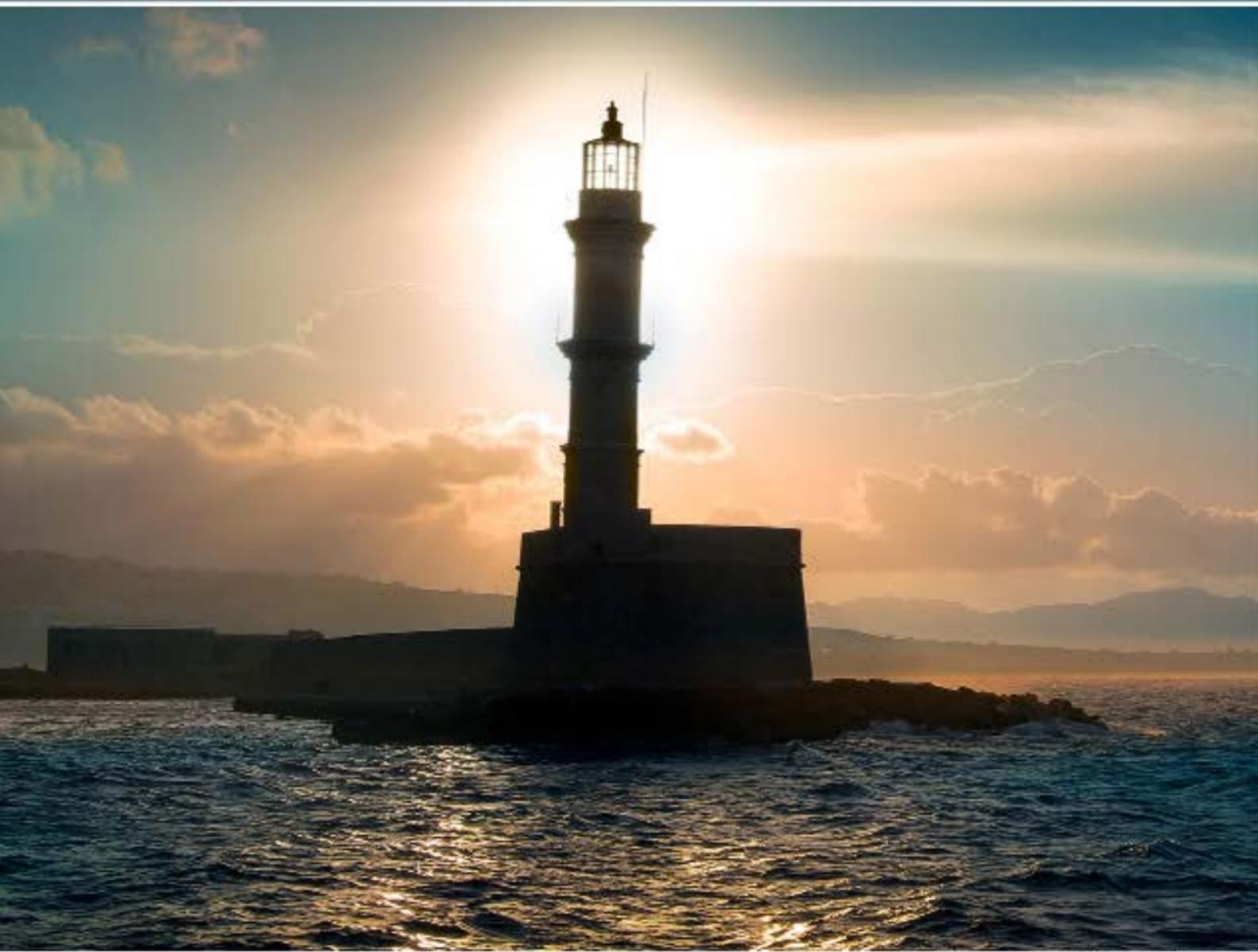
She is recognized by The Legal 500 (Next Generation Partner for Corporate/M&A and Leading Individual for Technology, Innovation and Digital Businesses), Latin Lawyer, Leaders League, and *Análise Advocacia Mulher* (Corporate and Technology).

Evy is also a professor of M&A, Corporate, Startups and Venture Capital at FGVLaw (since 2014).

# Experience



- Advised a Brazilian startup offering a digital marketplace for small and medium-sized companies to discover and purchase new inventory with its investment rounds.
- Advised a Brazilian insurtech in obtaining authorization to operate as an insurance company within the SUSEP sandbox and with three investment rounds in the period of 12 months.
- Advising an investment fund, created by leading tech and finance companies to focus on technology companies with women founders, with its investment in a Brazilian startup that develops software to optimize the point of sale of a wide range of businesses.



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