

## **Entrepreneurship in the Slum: An Analysis Through the Use of KPI in the Rio de Janeiro Favela's**

### **AUTHORS**

Mr. Antonio Carlos Pereira da Costa  
**Augusto Motta University Center, Local Development Program, Brazil.**

 <https://orcid.org/0000-0001-6231-0985>

Dr. Leonardo Mataruna-Dos-Santos

**1. Canadian University of Dubai – Sport Management Department (FOM), UAE**

**2. Coventry University – Centre for Trust, Peace and Social Relation, UK**

**3. STRADEOS in UREPSSS -Unité de recherche pluridisciplinaire "sport-santé-Société" - ULR 7369 - University of Lille, France.**

 <https://orcid.org/0000-0001-9456-5974>

Dr. Carlos Alberto Figueiredo da Silva

**Augusto Motta University Center, Local Development Program, Brazil.**

 <https://orcid.org/0000-0002-7429-932X>

### **ABSTRACT**

This study aims to analyze access to human capital, infrastructure, economic capital, and the entrepreneurial culture of participants in the entrepreneurship process, carried out by the company INVEST FAVELA, a partner in Polen (Unisuam's Innovation Pole), and to establish metrics access through key performance indicators (KPI). This study is exploratory-descriptive research, with a qualitative approach, which achieves surveys of consolidated data in government portals and institutions recognized, available on the internet. Therefore, the design is documentary research. In addition to the study of data consolidated in censuses, databases, and observatories, we survey the perceptions of representatives of the favelas that participate in the mentoring process on entrepreneurial culture.

**KEYWORDS: Local development, entrepreneurship, slum, innovation, local development, KPI.**

### **INTRODUCTION**

The spread of globalization imposes severe changes in contemporary society's organization. There is a scenario where we can observe the growth of unemployment, social inequality, and poverty in large urban centers. Given this situation, objectives to face general social problems and the search to find new alternatives for work and income are required. In this context, we understand that local entrepreneurship is an opportunity and a path available to society, the State, and companies to face urban problems.

For Dornelas (2012), entrepreneurship is the development of people and processes that, together, lead to the transformation of ideas into opportunities. What are perceptions of access to means? What is entrepreneurial culture? The questions move us. The entrepreneur can establish the mission and vision of his enterprise and operational dealings of planning, process, and scale results, he will need to question.

In the administration of companies and businesses, managers and administrators use KPI - Key Performance Indicator. The present work aims to provide a KPI - INVEST FAVELA. It is possible to evaluate enterprises' access to human capital, infrastructure, and economic capital within their community.

This project consists of providing a managerial tool (KPI) to make it possible to access to sources and resources and address local development problems related to communities and enterprises. This project promotes the university's participation as a fundamental source of fostering knowledge and innovation to be passed on to the entrepreneur to generate tangible and intangible values for his business and product. This

work aims to contribute to the SDGs (Sustainable Development Goals) 1, 8, and 10 of the UN 2030 agenda.

### **Main goal**

Analyze access to human capital, infrastructure, economic capital, and the entrepreneurial culture of participants in the entrepreneurship process, carried out by the company INVEST FAVELA, a Polen partner (Unisuam's Innovation Pole), and establish as access metrics through indicators performance key (KPI).

### **Questions to investigate**

The questions to investigate related to the representatives of the favelas participating in Polen, unfolded from the main objective, are:

Human capital: a) what is the average grade in the IDEB of schools? b) What is the proportion of adults with, at least, completed high school? c) What is the rate of students enrolled in high school (between 15 and 17 years old)? d) What is the proportion of students enrolled in technical or vocational education? e) What is the proportion of adults with at least higher education? f) What is the proportion of graduates in higher quality higher education courses (grades 4 and 5 from ENADE)? g) What is the absolute number of graduates in higher education courses; h) What is the average salary in the region?

Infrastructure: a) What is the connectivity with highways (distance in km) ?; b) What is the percentage of the population with fast internet access? c) What is the level of impact of state taxes on projects? d) What is the average energy cost? e) What is a homicide rate per 100 thousand inhabitants? f) What is the level of comfort and access to public transport?

Economic capital: a) What is the level of capital made available via debt about the state GDP? b) What is the level of capital investment applied concerning the investment proportion? c) What is the level of private equity in proportion to the capital invested? d) What is the level of capital saved per capita? e) What is the percentage of people (physical and legal) Who have obtained bank loans?

Entrepreneurial culture: 1) What is the size of your entrepreneurial dream when receiving mentoring in Polen? 2) Do you consider yourself a proactive person? 3) do you consider yourself a person with creativity? 4) Can you see business opportunities in your daily life? 5) Are entrepreneurs respected by society? 6) Does the country's development depend on entrepreneurs? 7) Do I see stories of entrepreneurs in the media? 8) From 1 to 5 How much is entrepreneurship the best career option? 9) Do you encourage a family member to undertake? 10) How do you see the relationship between entrepreneurs and employees?

### The product

Develop an Entrepreneurship Index: KPI - Invest Favela. The displayed index shows from an excel table or a mobile software - Android application.

## **METHODOLOGY**

### **Study design**

The first part of the study can be considered an exploratory-descriptive study, with a qualitative approach, of the survey type, which will carry out surveys of consolidated data on governmental portals and institutions recognized for their need to store information, and which are available on the internet. Therefore, the design is for documentary research.

In addition to the survey of data consolidated in censuses, databases, and observatories, in the second part of the study, a survey focuses on representatives of the favelas who participate in the mentoring process carried out by INVEST FAVELA in Polen, about entrepreneurial culture.

### **Study location**

The location of the study will be at the Augusto Motta University Center (UNISUAM), located in Rio de Janeiro, in the Bonsucesso neighborhood. The research takes place during April and June 2021.

**Sample**

It intends a homogeneous distribution of the population, and a sample will present a sampling error of 5% and a confidence level of 99%.

**Inclusion criteria**

Only the favelas seeking mentoring in Polen will participate in the research on entrepreneurial culture through INVEST FAVELA.

**Exclusion criteria**

Do not constitute other people than the representatives of the favelas receiving mentoring in Polen by INVEST FAVELA.

**Recruitment location of participants**

Polen (Unisuam Innovation Pole).

**Data collection instruments**

A closed questionnaire.

**Entrepreneurial culture questionnaire**

1) How big is your entrepreneurial dream when receiving mentoring in pollen?

- tiny
- little
- reasonable
- great
- very large

2) Do you consider yourself a proactive person?

- Never
- almost never
- sometimes
- often
- ever

3) Do you consider yourself a person with creativity?

- Never
- almost never
- sometimes
- often
- ever

4) Can you see entrepreneurial opportunities in your daily life?

- Never
- almost never
- sometimes
- often
- ever

5) Entrepreneurs are respected by society (This is a statement, not a question, and must be answered with just a check regarding the level of agreement or disagreement).

- strongly disagree
- partially disagree
- I can't say
- partially agree
- I totally agree

6) The development of the country depends on the entrepreneurs (This is a statement, not a question, and must be answered with just a check regarding the level of agreement or disagreement).

- strongly disagree
- partially disagree
- I can't say
- partially agree
- I totally agree

7) I see stories of entrepreneurs in the media (This is a statement and not a question, and should be answered with just a check).

- Never
- almost never
- sometimes
- often
- ever

8) From 1 to 5 how much is entrepreneurship the best career option?

- 1
- two
- 3
- 4
- 5

9) Do you encourage a family member to undertake?

- Never
- almost never
- sometimes
- often
- ever

10) How do you see the relationship between entrepreneurs and employees?

- too bad
- bad
- reasonable
- Good
- very good

### **Ethical aspects**

By resolutions 466/2012 and 510/2016 of Brazil, the research project, submitted to the Ethics Committee, states that all participating individuals have a free and informed consent form and sign it after being informed about the nature study and protocol.

### **CONCLUSION**

This project is constructed in collaboration with Augusto Motta University Center, Invest Favela, and Polen Unisuam.

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