WHO WE ARE?

Draft is the most influential news platform focused on covering the expansion of the New Economy in Brazil.

We are the reference in business journalism applied to the new businesses that are shaping the postindustrial economy.
WHAT IS OUR MISSION?

We tell the stories of the innovators and entrepreneurs who are inventing the future, giving them the right acknowledgement for their accomplishments.

In doing so, we want to inspire and instrumentalize other people to innovate and venture as well.
WHAT ARE OUR TOPICS?

NEW ECONOMY
Disruptive Innovation
Creative Economy
Social Businesses
Collaborative Work
Entrepreneurship
Sharing Economy
Game Changers
Hacker Spirit
Network Society
Corporate Innovation
Maker Culture
Lifehacking
Learning by Doing
OUR STATEMENT
WE TELL A THOUSANDS STORIES A YEAR, IN OUR FIVE EDITORIAL TERRITORIES...

CREATIVE ECONOMY:

*business as a lifestyle*. How about transforming what you really love to do in a way a living?

CORPORATE INNOVATION:

innovators and entrepreneurs who act within a large company.

SOCIAL BUSINESSES:

ventures that generate profit out of doing good to people.

LIFEHACKERS:

testimonials from selected guests on life changing and personal transformation.

STARTUPS:

businesses focused on growth and scale, made to expand quickly.
ACCELERATING PROJECTS:
recently founded companies, ventures in early stage.

TV DRAFT:
video interviews with innovators and entrepreneurs who are changing the world.

DRAFT INTERVIEWS:
in-depth conversations with relevant innovators and entrepreneurs about work and purpose.

DRAFT ALSO PUBLISHES...
WHAT KIND OF CONTENT DO WE PUBLISH?

Creative economy

Social Entrepreneurs

Startups

Corporate Innovation

"Queremos contar histórias, gerar reflexões através dos produtos, e a melhor fórmula para isso é a do desenvolvimento do criador."

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"Ou os bancos mudaram... ou teria que mudar, o que esperar da rápida evolução das FinTechs no Brasil."

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"O Mundo da Publicidade: um dos maiores profissionais do setor explica por que a marca é crucial para o sucesso de uma empresa.

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"Como a Pepsico "criou uma Startup" para lançar um produto disruptivo, o Drinkfinity.

---

"O futuro da publicidade está em distribuição e personalização.

---
WHO READS DRAFT?

More than 500,000 Unique Visitors per month

Influencers interested in business, innovation, entrepreneurship,

Young adults: 63,1% between 25 and 34 years old

Women: 61,3% of the audience

Makers: people who already own a business
Movers: people who want to own a business
Watchers: people who enjoy following these stories
WHY MUST YOUR BRAND APPEAR ON DRAFT?

**Relationship**
Position yourself inside the most influential community of entrepreneurs as a brand familiar to the New Economy, friend of innovation, as a company that understands and practices the values of post-industrial economy and that is ready to help building the future.

**Reputation**
Tell your own innovation stories and your own new businesses cases.

**Editorial Thematic Ownership**
Present great stories of innovation and entrepreneurship and build your branding around themes that are strategic to your business.

**Business intelligence**
Understand who are these new consumers and these new citizens, and how they can be decisive to the interests of your company from now on.
HOW CAN YOUR BRAND BE PRESENT ON DRAFT?

1 CONTENT MARKETING

Brand content. Your stories, your storytelling, the conversations of your brand in first-class narratives. You order it and approve it. We produce it and publish it.

Your Brand Content will be published on all of our channels – site and social media. This content is yours – you can republish it in your own domains and even in third-part platforms.

Your posts accumulate on a Brand Channel within DRAFT. Your Brand Content becomes a special category/section in DRAFT.

Contact us

2 SPONSORSHIP/ NATIVE ADVERTISING

Sponsorship of DRAFT sections. Your brand presenting our content. Your brand harmonized in our editorial environment.

Contact us

3 CONSULTANCY & CURATION

Take the universe of the New Economy into your company or event. Order In-Company training and consultancy.

Contact us
DRAFT Publishes more than 150 pieces of brand content each year. These contents are texts, images, videos and infographics. The average rate of engagement to the content, in Draft, is superior to 50%. This is relevance!
HOW DO BRANDS HAVE TOLD THEIR STORIES ON DRAFT?

Itaú

Monsanto

Abbott

Chivas
THANK YOU!

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