

DOC 04 · EN

IBC

Instituto Brasileiro de Cultura

6-Month Timeline

IBC — LAUNCH TIMELINE

EDITION

Berlin 2026

VERSION

1.0

DATA

April 2026

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IBC – LAUNCH TIMELINE

6-Month Execution Plan to Opening

APRIL 2026 → SEPTEMBER 2026

OVERVIEW

- MONTH 1 (Apr) → LEGAL FOUNDATION + STRATEGY
- MONTH 2 (May) → HEADQUARTERS + TEAM + VISUAL IDENTITY
- MONTH 3 (Jun) → SPACE FIT-OUT + PARTNERSHIPS
- MONTH 4 (Jul) → PRE-LAUNCH + PROGRAMMING
- MONTH 5 (Aug) → SOFT LAUNCH + COURSES + MEMBERS
- MONTH 6 (Sep) → OFFICIAL INAUGURATION + FESTIVAL

MONTH 1 – APRIL 2026: LEGAL FOUNDATION & STRATEGY

WEEKS 1–2: LEGAL CONSTITUTION

Tasks: - Assemble the seven founding members (pursuant to §56 BGB) - Hire a lawyer specialised in Vereinsrecht (association law) in Berlin - Draft the Satzung (Articles of Association) of IBC e.V. - Define governance structure (Vorstand — Board of Directors) - Hold the first Founding General Assembly (Gründungsversammlung) - Have the assembly minutes notarised

Documents produced: - Satzung (Articles of Association) of IBC e.V. - Founding Assembly Minutes (notarised) - List of founding members with signatures

WEEKS 3–4: REGISTRATION AND FINANCE

Tasks: - File registration at Amtsgericht Berlin-Charlottenburg - Open institutional bank account (recommended: Deutsche Bank or GLS Bank) - File Gemeinnützigkeit (non-profit status) application at Finanzamt - Register the "IBC — Instituto Brasileiro de Cultura" trademark at DPMA - Begin search for physical premises (200–250 m² in Kreuzberg, Mitte or Prenzlauer Berg) - Engage a Steuerberater (tax accountant specialised in e.V.)

Month 1 Deliverables: - Legal entity constituted (filing in progress) - Bank account open - Three properties visited and assessed

Month 1 Budget: ~€6,000 (legal + opening fees + travel)

MONTH 2 — MAY 2026: HEADQUARTERS, TEAM & VISUAL IDENTITY

WEEKS 1–2: PREMISES AND SPACE

Tasks: - Sign commercial lease agreement - Pay rental deposit and first month's rent - Conduct technical survey of the space (electrical, plumbing, acoustics) - Hire renovation and fit-out contractor - Install internet and basic IT infrastructure

Hires: - Architecture / interior design studio for space design - Renovation contractor (immediate start)

WEEKS 3–4: TEAM AND IDENTITY

Tasks: - Post job openings for: Artistic Director, Financial Director, Communications Manager - Begin recruitment process (LinkedIn, Berlin cultural job portals) - Hire design studio for full visual identity (logo, complete branding) - Communications brief: tone of voice, positioning, naming system - Create social media profiles (@institutobrasileirocultura) - Register domains: institutobrasileirocultura.de / .org

Month 2 Deliverables: - [] Lease agreement signed - [] Renovation underway - [] Recruitment processes published - [] Visual identity brief delivered to studio

Month 2 Budget: ~€60,000 (deposit + renovation start + branding)

MONTH 3 — JUNE 2026: FIT-OUT & PARTNERSHIPS

WEEKS 1–2: SPACE AND TEAM

Tasks: - Monitor renovation (should be 70% complete) - Finalise hiring: Artistic Director and Financial Director - Receive and approve complete visual identity - Order furniture and AV equipment - Install ticketing and CRM systems - Create and launch the institutional website (beta version)

WEEKS 3–4: STRATEGIC PARTNERSHIPS

Tasks: - Visit and present the IBC to: - Brazilian Embassy in Berlin - Brazilian Consulate-General in Berlin - Goethe-Institut Berlin - Berlinale (partners division) - Universities: FU Berlin, UdK Berlin, HU Berlin - Brazilian community (community leaders, churches, cultural groups) - File first grant applications (Creative Europe — check deadlines) - Begin sponsorship negotiations with Brazilian companies in Europe - Invite three Brazilian artists to the inauguration (negotiate fees)

Month 3 Deliverables: - [] Core team hired (three directors) - [] Website live (beta version) - [] Three MoUs (cooperation agreements) signed with partners - [] One grant application filed - [] Inauguration artists confirmed

Month 3 Budget: ~€35,000 (team + equipment + partnerships + travel)

MONTH 4 — JULY 2026: PRE-LAUNCH & PROGRAMMING

WEEKS 1–2: SPACE COMPLETION

Tasks: - Renovation 100% complete and space handed over - Full installation of furniture and AV equipment - System testing (sound, lighting, projection, ticketing) - Set up inaugural gallery (curated Brazilian visual art) - Professional photoshoot of the space

WEEKS 3–4: PROGRAMMING AND MEMBERS

Tasks: - Hire remaining operational staff (Events Coordinator, Assistants) - Build complete programming for the first three months post-inauguration - Launch pre-sale membership campaign - Send press releases to Berlin media (Berliner Zeitung, tip Berlin, Exberliner, Zitty) - Organise a private preview for partners and press (closed event) - Compile VIP guest list for inauguration (minimum 200 people) - Launch online crowdfunding campaign (optional, for community engagement)

Month 4 Deliverables: - Space 100% ready and photographed - Full team hired (eight people) - First 50 associate members signed up - Three-month programming defined and published - Berlin media coverage confirmed

Month 4 Budget: ~€30,000 (full team + space finish + launch marketing)

MONTH 5 — AUGUST 2026: SOFT LAUNCH

WEEKS 1–2: SOFT OPENING

Tasks: - Partial opening of the institute (low-key, no major publicity) - Launch first Portuguese language courses (beginner and intermediate) - First capoeira or forró workshop - First photography exhibition in the gallery - Test all operational systems with a small audience - Collect feedback and fix any issues

WEEKS 3–4: MEMBER GROWTH AND COMMUNICATIONS

Tasks: - Reach 100 associate members - Launch the first episode of the IBC Podcast (interviews with Brazilian artists) - Post intensive social media content (minimum one post/day) - Send first newsletter to contact list - Confirm all details of the official inauguration (logistics, press, artists) - Follow up with Finanzamt on Gemeinnützig application - Receive official e.V. registration confirmation from Amtsgericht

Month 5 Deliverables: - Institute operating in soft launch mode - Two regular courses underway - 100 associate members - Active social media (minimum 1,000 followers) - e.V. registration confirmation received

Month 5 Budget: ~€25,000 (operations + intensive marketing + pre-inauguration)

MONTH 6 — SEPTEMBER 2026: OFFICIAL INAUGURATION

WEEKS 1–2: FINAL PREPARATIONS

Tasks: - Final rehearsals with inauguration artists - Confirm all VIP guests (ambassadors, press, influencers, sponsors) - Print graphic materials (programmes, posters, banners) - Complete technical setup: stage, lighting, sound - Coordinate catering (themed Brazilian buffet) - Press accreditation

WEEK 3: OFFICIAL INAUGURATION OF THE IBC

Inauguration Event — "BRAZIL IN BERLIN"

- **Suggested date:** Saturday, 19 September 2026 (beginning of European cultural autumn)
- **Format:** Cultural gala evening (6pm to midnight)
- **Programme:**
 - 6:00pm — Gallery opening and reception
 - 7:00pm — Speech by Founding Partner Jose Eugenio Soares Santiago
 - 7:30pm — Capoeira performance
 - 8:00pm — Musical show (confirmed Brazilian headline artist)
 - 9:30pm — Dinner / Brazilian buffet
 - 10:30pm — Brazilian music DJ set
- **Expected audience:** 200–300 people (VIP guests + press + community)
- **Coverage:** Professional photographer + videographer + livestream

WEEK 4: POST-INAUGURATION AND REVIEW

Tasks: - Publish full event coverage (photos, videos, press) - Send results report to sponsors - Team meeting: launch assessment and adjustments - Begin regular programming for Month 1 post-inauguration - File first activity report with the Finanzamt

Month 6 Deliverables: - [] Institute officially inaugurated - [] Local and national media coverage - [] 200 associate members - [] First sponsorships formalised in contracts - [] Programming for next three months published

Month 6 Budget: ~€30,000 (inauguration + operations + marketing)

6-MONTH BUDGET SUMMARY

MONTH	MAIN FOCUS	BUDGET (€)
April	Legal + Strategy	6,000
May	HQ + Team + Branding	60,000
June	Fit-out + Partnerships	35,000

MONTH	MAIN FOCUS	BUDGET (€)
July	Completion + Programming	30,000
August	Soft Launch + Operations	25,000
September	Inauguration	30,000
TOTAL		186,000

This budget is contained within the planned start-up capital of €500,000.

CRITICAL MILESTONES (GO / NO-GO)

MILESTONE	DEADLINE	SUCCESS CRITERION
e.V. registration filed	Month 1, Week 4	Process number at Amtsgericht
Lease agreement signed	Month 2, Week 2	Keys received
Leadership team hired	Month 3, Week 2	Three contracts signed
Website live	Month 3, Week 4	Active and functional URL
100 members before inauguration	Month 5, Week 4	Confirmed list
Inauguration held	Month 6, Week 3	Event completed with press attendance

Document prepared in March 2026. Timeline subject to adjustment based on German legal process timings.