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IBC

Instituto Brasileiro de Cultura

Investor Opportunities

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Why Invest in IBC in 2026?

The Brazilian Institute of Culture (IBC) is the first permanent institute dedicated to Brazilian culture in Europe, headquartered in Berlin. Operating under a hybrid model — **IBC e.V.** (cultural, nonprofit) + **MUTCORE GmbH** (commercial) — the IBC combines cultural impact with real financial sustainability.

Berlin is home to **more than 40,000 Brazilian and Latin American families** and is the primary hub of the Brazilian diaspora in Europe. The IBC fills a strategic gap in cultural representation, positioning Brazil as a creative power at the heart of Europe.

Value Proposition

The IBC offers investors three simultaneous layers of return:

Reputational Return — Co-branding with the first permanent Brazilian cultural institution in Europe. Visibility among 8,000+ visitors per year in the first operational cycle.

Social Return — Measurable impact in bilingual education, heritage preservation, diaspora integration and the promotion of Brazil on the European stage.

Financial Return — For GmbH model partners: revenue participation from courses, events, co-working and cultural content licensing, with break-even projected in Year 2.

Financial Projections — Scenarios

REVENUE SOURCE	YEAR 1	YEAR 2	YEAR 3
Government subsidies	€120,000	€180,000	€220,000
Corporate sponsorship	€60,000	€120,000	€200,000
Courses and workshops	€40,000	€80,000	€140,000
Events and space rental	€30,000	€70,000	€120,000
Community / memberships	€15,000	€40,000	€80,000
TOTAL REVENUE	€265,000	€490,000	€760,000
TOTAL COSTS	€430,000	€470,000	€510,000

REVENUE SOURCE	YEAR 1	YEAR 2	YEAR 3
RESULT	-€165,000	+€20,000	+€250,000

Break-even projected for Year 2 (2028). GmbH model drives revenue from Semester 3 onwards.

Costs by Department – Capital Allocation

DEPARTMENT	ANNUAL BUDGET	PRIORITY
Performing Arts & Music	€65,000	High
Visual Arts & Exhibitions	€55,000	High
Brazilian Gastronomy	€48,000	High
Education & Language	€42,000	High
Technology & Innovation	€38,000	Medium-High
Indigenous Peoples	€30,000	High
Handcrafts & Heritage	€28,000	Medium
Capoeira & Body Culture	€25,000	Medium
Children & Family	€22,000	High
Cinema & Audiovisual	€20,000	Medium
Women's Space	€18,000	High
Work & Careers	€15,000	Medium
Operations & HQ	€24,000	—
TOTAL	€430,000	—

Partnership Tiers for Investors

DIAMOND FOUNDER — €50,000+

- Naming rights for one department for 3 years

- Seat on the IBC Advisory Board
- Co-branding on all institutional materials
- VIP access to all events and vernissages
- Personalised annual impact report
- Presence at the official inauguration (September 2026)

GOLD PARTNER — €20,000–€49,999

- Co-branding in one department
- 10 event invitations throughout the year
- Featured presence on the website and printed materials
- Mention in press releases and communications
- Bi-annual impact report

SILVER SUPPORTER — €5,000–€19,999

- Institutional credit on IBC materials
- 4 invitations per major event
- Access to the Brazilian diaspora's strategic network
- Recognition in the annual report

BRONZE SUPPORTER — €1,000–€4,999

- Digital recognition on the official website
- 2 event invitations
- Quarterly impact newsletter

Why Now?

The IBC is in its founding phase from **April to September 2026**. Investors who join now receive:

- **Founder positioning** — permanent status in the IBC's institutional history
- **Maximum leverage** — capital invested now has 4–6× the impact of later-stage investment
- **First window for naming rights** — available only to the first 12 founding partners
- **Access to European funding** — the IBC has active applications with Hauptstadtkulturfonds (€300K), Berliner Senat (€150K) and Kulturstiftung des Bundes (€200K)

Fundraising Total — 12-Month Scenario

SOURCE	CONSERVATIVE	MODERATE	OPTIMISTIC
Berlin government funds	€220,000	€300,000	€450,000

SOURCE	CONSERVATIVE	MODERATE	OPTIMISTIC
Private foundations	€120,000	€170,000	€250,000
Corporate sponsorship	€80,000	€120,000	€200,000
Diaspora investors	€40,000	€60,000	€100,000
Creative Europe	—	€30,000	€70,000
TOTAL	€460,000	€680,000	€1,070,000

Next Steps

To formalise your participation as an investor or founding partner of the IBC:

1. Get in touch: eg@eugeniosantiago.com
2. Receive the full Business Plan + personalised tier proposal
3. In-person or video meeting (30 minutes) with the Director General
4. Signing of a Memorandum of Understanding (MoU) or sponsorship agreement
5. Public recognition at the official launch — **September 2026, Berlin**

*IBC e.V. + MUTCORE GmbH · Berlin, Germany · 2026 Presentation document — Confidential Contact:
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