

VENTURE STUDIO

Next.Ventures

Where next begins.



Next.Ventures

**We create businesses.
We invest in building them.**

We bring capital, work, knowledge,
infrastructure and access — as each project requires.

Contribution and stake are negotiated case by case.



Pipo Santos

A serial entrepreneur who specialises in turning operations around. He has worked with Brazil's largest brands. A rare span, from building the brand to running performance campaigns.

Built it and sold it

Structured operations from scratch and sold his own company to Interpublic in 2008.

The school of Brazilian advertising

Seven years with Nizan Guanaes. A partner of Roberto Justus. Structured operations such as those of Africa and McCann Online.

Built Waze in Brazil

Part of the team that created the Brazilian operation, then developed sales across Latin America.

Ten years in Big Tech

Responsible for advertisers such as Mercado Livre and Grupo Carrefour, working with the newest technology.

Next.Ventures

Why that judgement designs your agency.

He knows what an agency needs

Because he built the operation and created practices that did not exist inside it. The design does not come from a catalogue.

He knows how it is judged from outside

Because he spent years on the other side of the table, developing agencies and business from the platform.

He knows what can already be automated

Because the house itself runs on agents. What is on the board ran here before it was offered.

That is the judgement built into your agency's agents.

AI FIRST

Next.Agency

An agency designed for each client.

Created by Next.Ventures.

Next.Agency

**In the traditional model,
structure comes before diagnosis.**

Fixed team, closed scope, a rate card.

The package is chosen before the problem is clear.

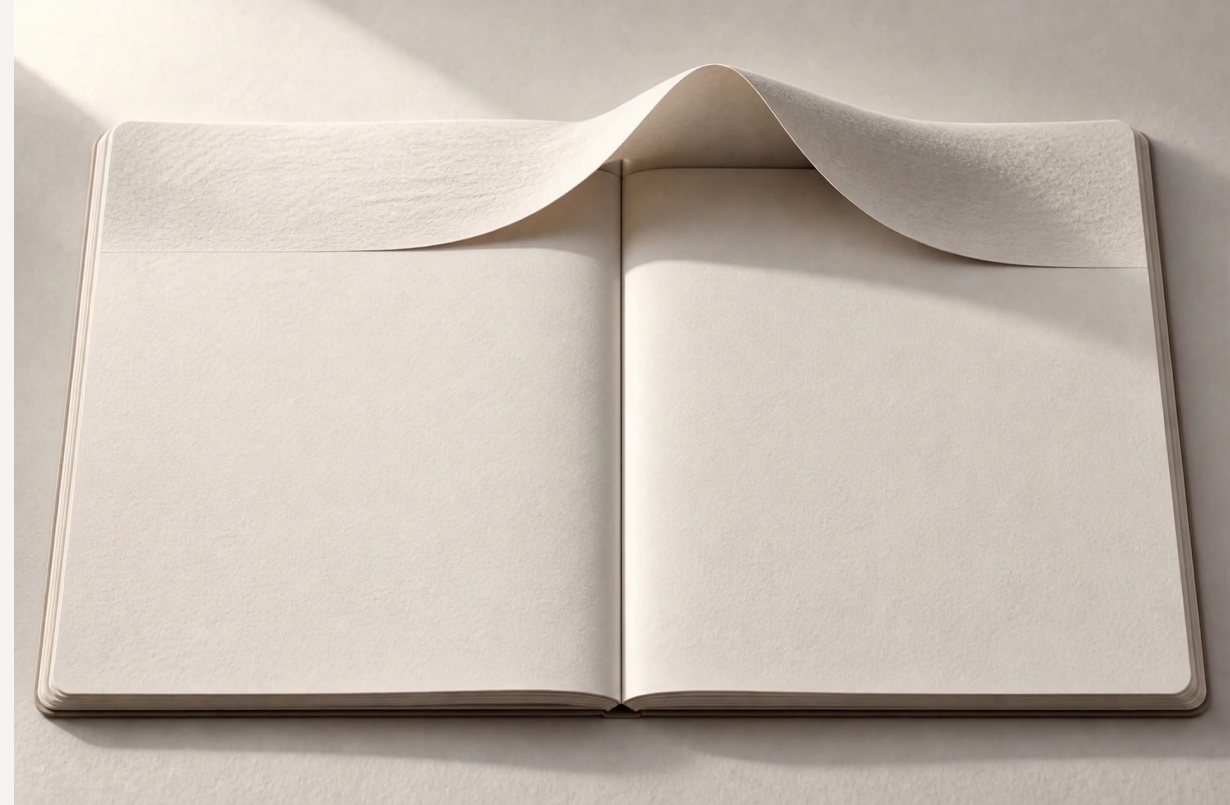
Next.Agency starts from the other end.

Next.Agency

Your company defines the agency.

Priorities, audience, brand, channels and ways of working determine which skills, agents and processes your agency needs.

The deliverables follow that design. They are not a package chosen upfront.



The house works in silence.

THE SPINE THAT RUNS THE HOUSE

The Analyst

In operation

The Studio

In operation

The Editor

In operation

The Operator

In operation

THE PRACTICES THAT ENTER THE DESIGN

Brand strategy

Positioning

Identity and design

Content

Social

Influence

Media and performance

SEO

CRM and automation

E-commerce

Marketplaces

TikTok Shop

Affiliates

Data and BI

Video and production

The spine runs the house. The practices enter according to each client's needs, and the list does not end here.

Next.Agency

Every agent learns how your brand decides.

Brand DNA

Business, audience, language and priorities.

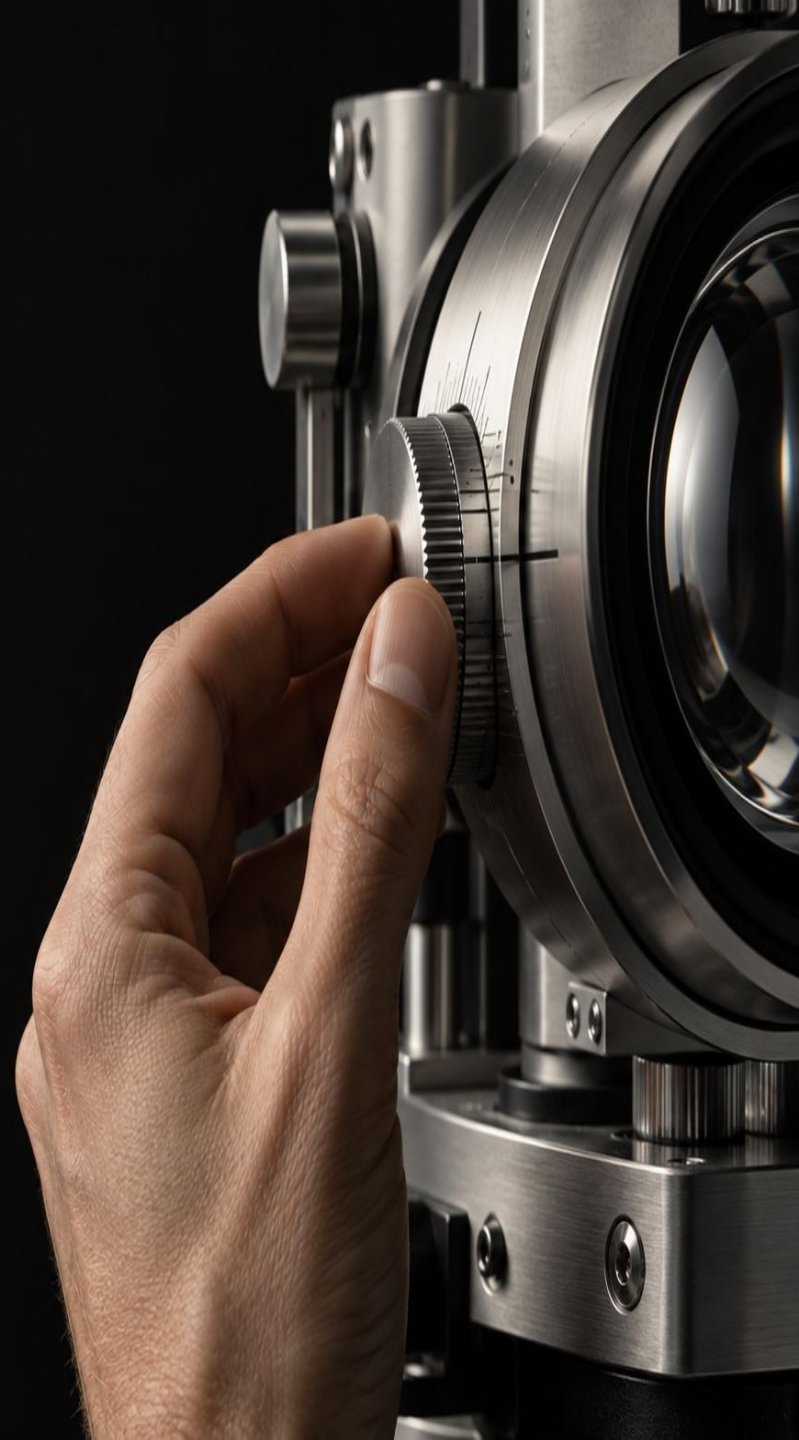
Professional criteria

Method, references and review standards.

Continuous calibration

Tests, human evaluation and configuration adjustments.

Proposed configuration model.



The criteria of great talent. Applied at scale.

Leading professionals will help turn their own method into working criteria: how they analyse a problem, how they judge an idea, how they review an execution.

Next.Agency

24/7

An agency designed
to keep working.

Continuous operation planned for the agents. Human direction at the decision points.



Two ways to work together.

Agency contract

You contract the design, the calibration and the operation of your agency. Scope, capacity and oversight sized with you. This is the normal route.

A stake in the business

On projects that matter to both sides, Next.Ventures can bring work and infrastructure and negotiate a stake instead of charging it all in cash.

Both routes are negotiated case by case. Contracting the agency creates no automatic equity stake.

Next.Agency

How your agency is born.

01

Design

A conversation about the business. It produces the list of skills, agents and processes.

03

Operation

What is authorised runs continuously. What decides waits for a person.

Implementation, capacity and human oversight are sized during the design. There is no price or standard package in this material.

02

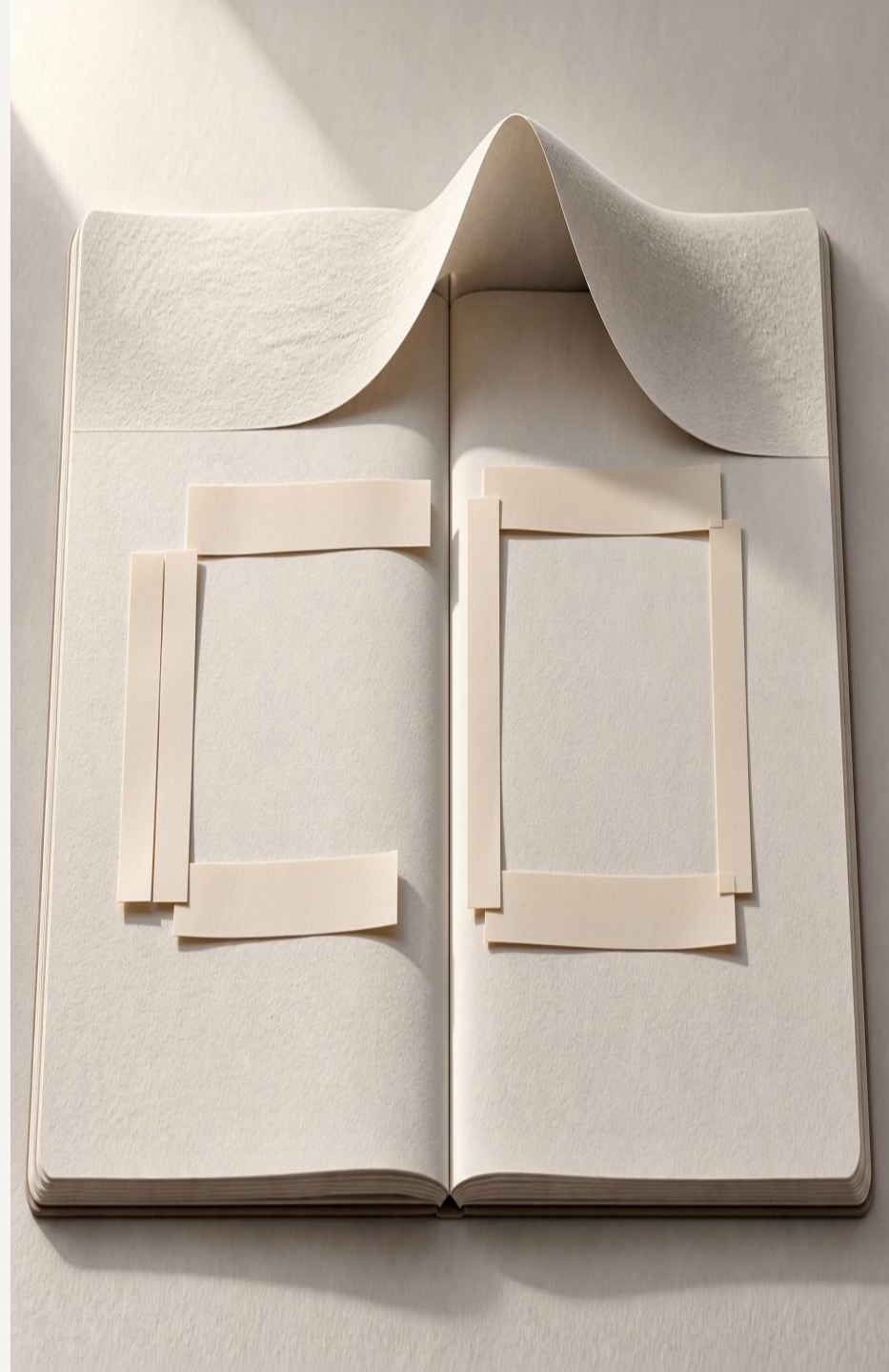
Calibration

Agents receive the brand DNA and the professional criteria. We test with real problems.

04

Evolution

Priority changed? We reconfigure agents, skills and process.



Day 0. Before the first delivery.

01	02	03	04	05
Discovery	Design	Calibration	Test	Adjustment
Needs, priorities, brand, channels and how your team works.	Which practices, which agents and which process your agency needs.	The agents receive the brand DNA and the criteria you give them.	Real problems of yours. You assess what comes out.	What you flagged becomes configuration. Only then does operation begin.

No delivery starts before the adjustment. What you flag becomes configuration, not a note.

An example. Launching your brand in Brazil.

The request arrives at the briefing meeting. From there, the structure is built.

01

Market analysis

Category, competitors, demand and price. What exists and what is missing.

02

Positioning

For whom, against whom and why you. The decision that guides everything else.

03

Brand

Identity, voice and brand book. The system the agents then follow.

04

Channels

Where to sell and where to communicate. Site, social, marketplaces, media.

05

Launch

Calendar, assets and investment. What goes live and in what order.

06

Operation and reading

What runs continuously, what is measured and what changes in the configuration.

An illustrative example. The real chain comes out of the Day 0 design and changes with the business.

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Are you ready to grow your business?

next.ventures

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