



PLAN B BRAZIL

INDEPENDENT BUSINESS ADVISORY

Starting a Business in Brazil Alone

WHY IT'S HARDER THAN IT LOOKS

22 steps instead of 13, up to 180 days, a mandatory local representative — and how we help businesses from Russia and the CIS enter the Brazilian market.

PREPARED BY PLAN B BRAZIL

SANTA CATARINA, BRAZIL

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Brazil is open to foreign investment — that's true. But there's a huge gap between "possible" and "easy," and the numbers make that case more forcefully than words ever could.

126

Brazil's rank out of 183
(Ease of Doing Business)

22

steps for a foreigner (vs. 13
for a local)

180

days the process can take

R\$150K

minimum for an investor
visa

Numbers That Bring You Back to Reality

On the World Bank's Ease of Doing Business index, Brazil ranks **126th out of 183 countries** overall, and specifically in the "starting a business" category — **120th**.

A GAP THAT'S SPECIFIC TO FOREIGNERS

Opening a standard company in Brazil takes 13 steps. For a foreigner, it's already **22 steps**, and the process can take up to **180 days**. For comparison: in the US, a foreigner opens a business in at most 10 days, and a local resident in 6.

This isn't a subjective sense of "Brazilian bureaucracy" — it's a measurable, documented gap specifically for those who aren't citizens of the country.

Formal Requirements You Can't Skip

A foreigner can be the sole owner of a company through the Sociedade Limitada Unipessoal (SLU) structure — good news. But beyond that, mandatory steps requiring local presence begin:



CPF

Brazil's individual tax ID — without it you can't open an account or sign a single document.



Central Bank Registration

Via the RDE-IED system (Registro Declaratório Eletrônico – Investimento Estrangeiro Direto).



Mandatory Local Representative (procurador)

A Brazilian resident authorized to receive legal citations on your behalf. Without one, a non-resident physically cannot be part of a Brazilian company.

If you're planning an investor visa — minimum investment of **R\$150K**, plus a formal investment plan demonstrating the social value of the investment (typically job creation).

Why Hiring an Accountant Alone Won't Solve This

One consultant specializing in foreign capital localization in Brazil puts it plainly: "few professionals in the country combine both accounting and legal expertise" needed to properly support this process. Entity type, tax regime, CNAE code, licenses — these aren't formalities, they're strategic decisions with long-term consequences, and a mistake at any of these steps creates problems that surface months or years later.

Bureaucracy Is Only Half the Story

Formal requirements are what you can find in guides and mostly resolve with paperwork. What's harder is what isn't written in any official checklist: how decisions actually get made here, who trusts whom and why, what informal rules govern the business environment. We covered this in detail in a separate piece, "Brazil for Dummies" — including the *jeitinho brasileiro* phenomenon and why bureaucracy here can't just be "worked around" by knowing the right shortcuts.

NETWORKING ISN'T A FORMALITY — IT'S AN ASSET

In Brazil, personal relationships and business connections play a significantly larger role in business success than in many other countries. Knowing the right people, understanding who actually makes decisions at the local level, spending years building trust with local partners — this isn't a "workaround" for the system, it's part of how the system actually functions here.



With Florianópolis Mayor Topázio Neto — part of years of business and personal relationship-building in the region

Bringing Your Business to the Brazilian Market

You could spend six months figuring out those 22 steps by trial and error — time a competitor with a local partner would spend actually launching their business. We help businesses from Russia and the CIS enter the Brazilian market and expand their presence here — acting as your **outsourced BDM (Business Development Manager)**, without hiring local staff.

Who This Is For

Companies looking at Brazil as a new market — real estate, e-commerce, product businesses, B2B — who want a real person on the ground, not a theoretical agency.

What We Take On

- ✓ Market reconnaissance, finding an entry point for your specific niche
- ✓ Suppliers, partners, contractors — local sourcing and negotiation
- ✓ Deal support: registration, logistics, counterparties
- ✓ Sales and channel development in Brazil
- ✓ Reporting and integration into your team — remote or on-site

Why Us

- ✓ **15+ years** in Santa Catarina, our own real estate business here
- ✓ Corporate international experience (**SLB**): projects and contracts across **5+ countries**, budgets from **\$1M+**
- ✓ E-commerce and B2B background: bringing SKUs to market, growing revenue from **\$7K to \$195K/month**, scaling brands on Amazon
- ✓ **RU / EN / PT**, physically based in Brazil

Before You Take the First Step

Before taking your first steps and making important decisions, consult with a specialist. Reach out, and I'll help you build the first steps for your business in Brazil — whether that's finding staff, expanding, or bringing your product to a new market.

This material is for informational purposes only and does not replace consultation with a qualified lawyer and accountant licensed in Brazil.

Your Path Forward

1

Consultation

We discuss your niche and entry point into the Brazilian market.

2

Action Plan

Reconnaissance, partners, registration — tailored to your specific goal.

3

Ongoing Support

Remote or on-site — whatever works for your team.

YOUR PERSONAL ADVISOR



Konstantin Bievskikh

CRECI-SC 59616-F

+55 (48) 98811-7424

@KBIEVSKIKH · Telegram

kbievskikh@planbbrazil.com

planbbrazil.com

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