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Latest On Brazil Startup Scene: Uber, Facebook, Google, Zip Code From Hell, And More

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If you have global ambitions, you cannot ignore Brazil, the fifth-largest internet and mobile economy and a crucial market for juggernauts like Facebook and Google. It is home to over 200 million people, and 66% of the population is on the internet.

Lots of tech companies that were successful in their early stages raise money to scale globally. Part of that world-domination strategy will necessarily include Latin America's largest nation.

Although I live in the Bay Area, whenever people hear I am from Brazil, I am often asked about the latest in the local startup scene. Below is a compilation of some of the latest news in the local tech scene. This is by no means supposed to be an exhaustive list. Rather, it is tech news I personally consider worth sharing. By the way, it was very hard to stay away from politics when [the largest single cash seizure in Brazil's history has just transpired](#) as fingerprints of a former minister were found in bags hiding over US\$16 million.

Ride-Sharing Battle in Brazil



Taxi drivers take part in a protest against rival transport companies Uber, Cabify and 99 Taxi, in front of the City Hall building, in downtown Rio de Janeiro on July 27, 2017. (MAURO PIMENTEL/AFP/Getty Images)

Some 180 million Brazilians live in urban areas. There is an intense, bloody battle among ride hailing companies, à la Game of Thrones, where analysts posit that one winner will eventually reap most of the benefits as it will raise prices, profits, and, hopefully, payments to drivers. [Dalia Research](#) reveals Brazil's market share of ride-hailing apps as of August 2017:

1. Uber 74%
2. 99 Taxis 14%
3. Easy Taxi 8%
4. Cabify 3.5%
5. WayTaxi .5%

- [Cabify announced](#) it would invest US\$ 200 million in Brazil and [raised over \\$150 million from investors like Rakuten](#), which is the jersey sponsor of Barcelona FC.
- In June Cabify and Easy [announced](#) a partnership in Latin America.
- [China's Didi](#) invested US\$100M in Brazil-based Uber rival [99 Taxis](#) earlier this year.
- 99 Taxis [raised a further US\\$100 million from Softbank](#) in May. At the time it had over 200,000 drivers and 14 million registered users according to [The](#)

New York Times.

What is the best way to get around in Brazil? First download app [VAH](#) which compares the prices of Uber, Cabify, 99, and Easy Taxi. I have tried all four of the most common Brazilian ride-hailing apps and consider them to offer pretty similar services.

Brazil is launching a digital driver's license

Brazil has announced it will launch [a digital driver's license](#). Users will be able to download an app to access their driver's license. In the event that something happens to your device, it will be possible to block the app. The e-driver's license, which will have the same legal validity as the physical copy, [should be implemented in all Brazilian states by February 2018](#). Personally, I am a huge fan of this usage of blockchain technology and hope to see it safely and successfully implemented with other bureaucratic procedures all over the globe. I have two passports, two driver's licenses, a green card, and a bunch of visas. I would love if all of that securely lived on my phone. According to [Eth News](#), an emerging provider of Ethereum and Blockchain ecosystem news, Brazil's digital driver's license was possible thanks to a partnership among Microsoft, blockchain acceleration hub [ConsenSys](#), and the Brazilian Ministry of Planning, Budget and Management.