

Flavio Aguiar is one of the founders of Dentro da História, a digital EdTech platform that personalizes learning by transforming each child into the hero of their own story. Flavio is a serial entrepreneur that is passionate about innovation, business, and technology. Flavio has experience in leadership, business management, and business development. Flavio sold his previous company to found Dentro da História which has become one of the top EdTechs in Brazil.

## What was the best business advice you received while launching your EdTech Startup? What things did you do early on that you would do differently today?

The best advice I received was to study, analyze, and define my execution priorities. Knowing what to do is equally important to knowing what not to do, as it can take focus and energy away from what matters most.

In the first and second year of founding the company, there were some projects that took our focus away from more important areas of the business. We would definitely do it differently today and instead, dive deep into the core of our business, and validate the hypotheses of our model, and understand how to scale in a more sustainable and faster way.

## What inspired you to start your EdTech startup?

As a father, the inspiration came from my children. There was an opportunity to impact children and enable them to become better, and help them transform the way they develop life skills, and how they interact with stories. There are few solutions for early childhood and this motivated us to create amazing products and stories for these children.

## What was the biggest challenge you encountered and how did you mitigate the risks?

One of the biggest challenges was the launch of our Subscription Club. Not only because of the business model itself, which is recurrent and different from a transactional model, but also because of the effort it represented for our team. One of the points to be mitigated was content, which was key for us. The team had to invest in quality original stories to gain customer loyalty. The entire team had to study and take the time to listen to customers, and external professionals. This helped us become one of the first personalized subscription clubs in the world.

## What was the best resource you discovered that enabled your success?

People. There is no success without people, especially at the beginning stages of a company where things are uncertain. Having a team of committed people and leaders that are aligned with the company's purpose and mission makes all the difference.

## What advice do you want to share with today's EdTech startup?

Keep innovating. Stability does not exist, so no matter how good your product or service is, constantly seek new ways to differentiate and improve your solution. This will delight the customer and generate a perception of value. Customers remember you and keep you ahead of competitors.



## About Dentro da História

Dentro da História is a Brazilian based EdTech on a mission to transform each child into the hero or protagonist of their own story, offering an innovative way to interact with stories that unite the digital and physical world. Children are encouraged to be inspired and learn to trace their own ways to discover the world, through self-identification and individualization.

## Connect

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