

FOUNDER'S CARDS #475



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BRAZIL, A WARNING: THE FUTURE IS HARDCORE. → Here are some quick numbers that every True Entrepreneur and business owner in Brazil should know about: 1) Around 50 million people in Brazil survive off government's family provision (Bolsa Familia); 2) Around 40 million people in Brazil are RETIRED and rely on the country's "social security" health; 3) Around 8 million in Brazil are aged 15 year-old and don't know how to read / write; 4) Around 5% of people in Brazil speak some level of English. 5) Around 80% of credit card debt in Brazil is now with one thing: Supermarkets. That means the purchasing power of MANY in Brazil is very low, and the next generation seems to be compromised. And I haven't talked about the government, which is ANOTHER issue. Time to wake up.

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