

**Leonardo Prates** is a self-taught developer. From a very early age, he's been interested in innovative and challenging projects. He developed educational projects for 15 years and is currently the chief executive officer and co-founder of the Studos educational platform.

## What was the best business advice you received while launching your EdTech startup?

Never focus only on the product, which is a shining star in your eyes. Rather focus on how you will take the solution to the market and who will help you do that.

## What did you do early on that you would do differently today?

In 2017, we tried to move forward with an internationalization project and invested many hours of work. Although this was a good experience, it was not the best time for this challenge. In addition, the project covered more than one educational segment, moving us away from a solution for basic and secondary education.

## What inspired you to start your EdTech startup?

As the son of a teacher, I have always been very close to schools. My first job was at a school, before having a company focused on the education industry. I realized that the industrial sector didn't provide professional fulfillment for me, and that's when I decided, together with Wilson, an ex-teacher, to focus on Studos.

We concentrated on creating educational solutions to improve student learning and make life easier for teachers and school managers. In the first few months of ideation, we received several positive testimonials from our users, which motivated us to continue with our purpose: to provide our country's basic and secondary education market with innovative, simple, and functional solutions.

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

One of our biggest challenges was to create solutions that adapted to different realities and behaviors. To accomplish this, we carried out in-depth research on schools, and analyzed the different types of users needed to balance the complexity of the product.

We also faced the challenge of determining how to insert the product directly into the daily lives of teachers. After we studied how to bring value to these teachers, we were able to identify a solution that incorporated our product into their day to day activity.

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

Our best resource was listening to our target audience and understanding what they were thinking. By doing this, we adapted the technologies to their needs and, of course, organized a great team that aimed to improve education in Brazil.

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

Meet the pain points of teachers, students, and school managers. Understand in depth how these pains can be remedied, and from there, create a simple, intuitive and engaging solution. Another piece of advice is to work with purpose and help improve education.



# Studos

## About Studos

Studos is an educational platform that identifies and analyzes the skills and abilities of students in basic education.

## Connect

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