

Antônio Carlos de Gissi Junior

Kimberlit Agrociências



“ I saw an opportunity to develop a revolutionary agriculture product. ”

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| COUNTRY | Brazil |
| INDUSTRY | Industrials |
| EMPLOYEES | 95 |
| YEAR SELECTED | 2009 |
| WEBSITE | www.kimberlit.com |

COMPANY SNAPSHOT

A Brazilian agribusiness pioneer, Antonio is on the verge of something big with his fertilizer company Kimberlit, located in a small town in São Paulo state's rural north. Started in 1989 as a provider of traditional fertilizer products, Kimberlit has recently developed and patented a revolutionary new organic polymer technology called KimCoat that drastically improves the absorption rate of fertilizer, leading to a reduction of up to 50% in fertilizer use and 30% reduction in fertilizer costs. This is good news for the environment, and for Brazilian farmers who spend billions each year on fertilizer. A breakthrough technology with global potential, KimCoat is likely to have a major impact in Brazil — the world's fourth largest fertilizer market — in the years to come.

ENDEAVOR AND KIMBERLIT AGROCIÊNCIAS

Antonio has received assistance reviewing the terms of a partnership contract, structuring contracts with important R&D employees, and improving brand management.