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Contributions of creative industry startups to the professionalization of this sector in Brazil

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Startups are changing consumer habits for goods and services around the world as quickly create and deliver value by solving society latent demands. In creative industry, startups are an important vector for the propagation of this movement, however, despite the vast Brazilian potential, there are several challenges related to the lack of training in management and innovation for this industry gain strength. Thus, this study aims to develop, apply and evaluate an innovation management framework based on the best practices of successful startups in the Brazilian creative industry. To this end, three macro research steps will be completed, initially the understanding of the explored context, then the first version of the product will be developed and, finally, the evaluation and improvement of the product will be carried out based on the feedbacks. As a result, it is expected to help the professionalization process of other startups and companies in this sector in Brazil, as this new economic model (creative, social and inclusive) has proved to be an exponent of economic growth and development around the world.

Palavras-chave: Creative industry. Innovation management. Startups.

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