

Thaís Mazzo da Costa



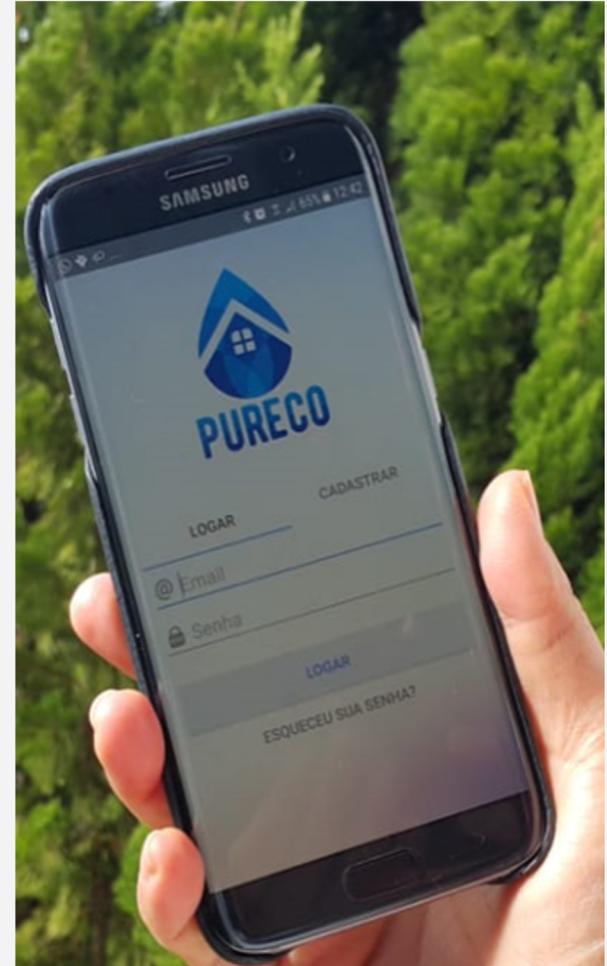
My name is Thaís Mazzo, I am a 20 years old chemical engineering student at University of Campinas (UNICAMP). Inspired by the wish to help people that couldn't have had the same privileges as I did, in 2018 I decided to join the Enactus Unicamp Team. Enactus is a non-profit worldwide organization that inspires students on creating, along with their focused communities, intelligent solutions for local problems.



PROJECT DESCRIPTION

Pureco is an accessible digital platform for women inside the local community to manage and offer their cleaning services targeted to the local audience.

We use entrepreneurial action to increase working opportunities and thus, improve the quality of life for women in the “Vila Esperança” and their families, while promoting a culture of female empowerment which will further help them in other manners, such as independency and self-confidence.





App Release Date:
April 18th, 2018



30 hours
of trainings in
technology, finances
and cleaning services



2019

March 2020



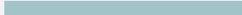
Through Pureco,
R\$53820.00
(US\$10088.29) have
been received in cleaning
services by the women
involved

Minimum wage in Brazil is
R\$1035.00 (US\$194.01)

4 women
receive their income doing
cleaning services through
Pureco

COVID - 19 impacts on the project

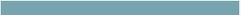
01



App

Due to the adoption of restrictive measures by the government, Pureco had to interrupt its operations

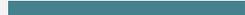
02



Income

Women from the community have found themselves without their main source of income: cleaning services made through the app

03



Trainings

Trainings aimed at personal and professional development of the community are not being applied, due to the quarantine status

How the award can help the project

Disclosure

Increase platform and service disclosure in the areas of operation through advertisements and flyers



Platform upgrade

Get a platform aligned to market trends and pleasant for users



Personal Protective Equipment (PPE)

Purchase of personal protection and hygiene equipments such as masks for the Pureco collaborators



Working clothes

Standardisation and formality of the service

