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Wave brings together senior executives to do business

By **Stela Campos** | São Paulo



Francisco Martinez and Karin Parodi

When they decided to bring together expertise in a new business, the intention of Francisco Martinez, founding partner of Integra, a start-up accelerator, and Karin Parodi, founding partner of the Career Center, which does career management, was to help experienced executives who were out of work. The idea was to make them, and not just their résumés, connect with companies offering opportunities.

At a later moment, they found a new partner, the World Trade Center, which offered the necessary infrastructure so that these senior professionals could relate with companies, investors and, who knows, future job partners. From this union, it emerged Wave (“We Add Value to Enterprises”), a company that proposes to create an ecosystem for business management.

“Today we have many experienced executives, in the range of 55 years old, who have lost their job and, as they lived in a “golden cage,” have a lot of difficulty in starting a second career and exposing themselves to the market,” says Ms. Parodi. At Wave, she explains that these professionals have the opportunity to connect with companies in the way that they know how to perform, doing business, and not asking for a job. “Even if because the traditional employment agreement is ever more scarce for this type of highly-qualified executive.”

In a space of 4,000 square meters, located on the 24th floor of the WTC building in São Paulo, Wave offers executives, also known as “business partners,” a lounge, meeting rooms, work stations, a café, as well as support staff.

It is as if it were a closed club just for executives, investors and companies. Mr. Martinez explains that, in order to select the participating companies, they brought together on the board of Wave another 11 executives, many of whom are former CEOs.

Each has a complementary specialty, which helps do this curating, like, for example, the analysis of contracts and the broadening of relationships with financing agencies, among other things,” he says.

Before its official launch this Thursday, the new company had already brought together 60 executives, of which a third are former CEOs and two thirds are ex-vice presidents, according to the partners.

In order to become a “business partner,” the executive pays a rate that varies between R\$1,000.00 to up to R\$2,300.00, depending on the type of infrastructure desired. The business, according to Mr. Martinez, takes place in two ways. One company, for example, could seek Wave with a specific problem, such as wanting to outsource its commercial area. From there, Wave would choose the “business partner” with the best profile for the case. The company then pays a rate to Wave, which will be shared with the executive.

In another model, someone with an idea for a startup submits the business to a rigorous evaluation process through Wave, which will make the opportunity available to investors and participating executives in its “ecosystem.” “We do a ‘matching’ between the two parties and offer infrastructure and a mentor for accompanying the business,” explains Mr. Martinez. “If it prospers, we take a small percentage from the profit.”

He says that several types of businesses can happen via Wave, like merger and acquisition plans, procurement, department structures in businesses, and market expansion plans, among others.

As the WTC has 330 offices in 110 countries, the partners say that the idea is to open “satellite” units throughout Europe and the US and transform the new company in an international business platform. The difference of the processes from traditional outplacement, which repositions executives, according to them, is that in taking part in Wave the executive will have a corporate surname, a calling card, an e-mail and a line from the company. This makes all the difference because it’s much easier to open doors offering business and participating in projects,” says Mr. Martinez.

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