

## Entrepreneurial Alumni



**Elizabeth Dusch** (August 2005 - London), and graduate of Wake Forest University, North Carolina, also has her own company...

### **What your company is/does, and your role in it?**

[Brazil Business Reports](#) is a boutique media firm, specializing in producing country-focused business and education reports for Brazil. Our reports were traditionally published in print for major business magazines in Brazil; they are now published online. Their goal is to raise the profile of international businesses and educational institutions in the Brazilian market, while promoting study, investment, and partnership opportunities with Brazil. We have produced reports on the US, Canada, Singapore, South Korea, Norway, Switzerland, Germany, Sweden, the Netherlands, and Australia in collaboration with the respective embassies and chambers of commerce.

### **What inspired you to set it up?**

After interning in London, I wanted to continue living abroad and moved to China to diversify my work experience. While in China, I got involved in the media industry and worked with a Hong Kong publication for several years before starting BBR with my business partner, Michelle Titus. The experience with Mountbatten in London enabled me to have a more global business outlook and gave me the confidence to seek business opportunities outside the US.

### **How did you go about setting it up and getting established?**

We started out working with the Chinese media industry but soon identified a need for our reports in Brazil. In the early days, it was just Michelle and myself, travelling around Switzerland for our first report and doing the majority of the work. We worked long hours and were unsure whether our business would be successful, but I remember those times fondly. Now we have a full team doing the work that the two of us were doing back then! Once we were off the ground running, hiring, training, and maintaining the right people were our biggest challenges. I can honestly say now we have built an incredible staff that is responsible for the growth and success of our company. There have been a lot of changes made to the business model but after 5 years, we have created a strong platform for organizations to effectively raise their profile in Brazil.

### **What are your future plans?**

Now that we are publishing reports online, we aim to produce up to ten per year to cover more international markets and industry sectors. We are also hiring more staff to support this growth.

### **Any words of advice/wisdom or encouragement for others thinking of setting up on their own?**

Not everyone will love or accept your idea. You will be told you can't do it for one reason or another. Listen and consider advice but believe in your own success. Choose your business partner like you would choose your spouse. And choose your staff just as carefully. Bringing on a new hire is not a light decision. Outsource and delegate where possible to stay focused on the growth of the company. Embrace technology!