



## Visionnaire Tecnologia and Unimed Curitiba joined efforts to start an innovative Health Tech

In the mid-2010s, Unimed Curitiba aimed to enter the so-called Mobile Revolution, the name given to the growing area of applications and solutions accessible via cell phones, a device that was rapidly becoming popular in emerging markets.

Unimed Curitiba was aware that it needed to establish its presence in the digital environment, but it needed to innovate quickly, as such market was in turmoil. Faced with such a scenario, it was clear that the company would have to invest in itself and with the awareness that, in order to reach the objective as soon as possible, it would be necessary to create a new area, as it was clear that the company's Information Technology (IT) sector was not technically qualified for the challenge at that time. In short, Unimed Curitiba was willing to invest in a partner technology company.

Visionnaire had the vision and technological capacity necessary to expand the Unimed Curitiba environment, which was responsible for interconnecting units in other locations.

And thus a Health Tech was born whose provisional name would be Univision, but the term ended up becoming definitive in 2018.

Although Visionnaire does not offer Business Administration and Management as services – the way we do with Software Development, Professional Services, Corporate Portals and Sites, Managed Services, Agile Digital Marketing and No-Code Development –, we have the necessary Know-How to starting a venture and taking care of the administrative part, something that was clear with the success of Univision.

This is a different Success Case, as it is not specifically about a system nor software development, technical consultancy or a Recruitment & Selection service – all of which are areas of Visionnaire's expertise. This is the best example of Visionnaire's capacity to transform ideas into companies and startups that start from scratch and that, later on, can walk on their own.