

começa.ai

Real AI for those who decide

An AI journey that takes Brazilian small & medium businesses from education to deployed, GPU-powered solutions.

— Founder & instructor — **Jhonata Emerick**, CEO of Datarisk · João Pessoa, Brazil

Brazilian SMBs read their market well — but not the new tool.

Owners built solid businesses on grit and local instinct. That instinct still holds. What changed is the tool: whoever adopted early opened a lead — the rest feel it in margin and market share.

THE CORNER STORE

Decides on feeling and an old spreadsheet

Loses the sale, and the product sits on the shelf.

THE EARLY ADOPTER

Predicts demand, sends the right offer

Adjusts stock and wins the week on WhatsApp.

AI is becoming what WhatsApp and Pix already are.

A default, not an edge. The businesses that adopt with intent now set the terms for the next decade — in Paraíba and across Brazil.



A journey from education to deployed AI.

Two hands-on days where the owner leaves with a decision made, a process redesigned, and a plan that runs on Monday — then the generative-AI solutions we help them put to work.

1 

Educate

Cut through the noise — chat, agent, model, tool and hub each become a deliberate choice.

2 

Decide & redesign

Redesign one real operation live and leave with the plan written down.

3 

Deploy

Ship generative-AI solutions into the business, matched to the decision at hand.

One journey, three moving parts.



Immersion

2 days · cohorts of 20 · labs on real operations from the room · built on the Datarisk framework.



Solutions

Generative-AI tools implemented per business, matched to the decision the owner needs to make.



Continuity

A peer group and support that continue after the room – the class that keeps going.

Five sectors in Paraíba where it's already happening.



Retail

Know today what sells next week.



Food & bars

Waste less, sell more per table.



Agribusiness

Decide planting and irrigation with data.



Services

Serve more with the same team.



Tourism

Fill rooms in the low season.

TAM

Brazil SMBs — add #

SAM

target sectors / regions

SOM

cohorts & solutions / yr

Land with an immersion. Expand into solutions.

LAND

Immersions

Paid seats · cohorts of 20 · the front door to every account.

price / seat

EXPAND

Implementation

Build & deploy generative-AI solutions per company.

contract size

RETAIN

Recurring

Community and software that keep the relationship alive.

MRR / retention

Figures in brackets are placeholders — plug in your real numbers.

Authority, real cases, and a framework that's been tested.

- ✓ **Founder authority**
Led by Jhonata Emerick — a name owners already trust.
- ✓ **Small by design**
Cohorts of 20, so the conversation actually fits.
- ✓ **A real framework**
The Datarisk method for what works — and where it fails — in AI projects.
- ✓ **You leave with 20 cases**
Every lab runs on real operations in the room; you take the playbook from all 20, not just your own.
- ✓ **ROI over hype**
Chosen by the decision you need to make, not the trend of the week.
- ✓ **Local, then national**
Rooted in Paraíba, built to travel across Brazil.

Built on generative AI. Powered by NVIDIA.

Because our SMB solutions are built on generative AI, they depend on NVIDIA GPU-accelerated infrastructure — for the latency, cost and scale that make AI genuinely useful to a business owner.

THE STACK

- NIM microservices
- GPU-accelerated inference
- Retrieval & agent tooling

WHAT WE ASK FROM INCEPTION

- GPU access & cloud credits
- NIM & SDK enablement
- Technical & go-to-market support

Founder-led, ecosystem-backed.



Jhonata Emerick

Founder & instructor

- CEO, Datarisk
- Co-founder, Rapiddo (sold to iFood, 2018)
- PhD, Poli-USP
- President, ABRIA
- Co-founder, RadSquare (Einstein spin-off)
- MSc FGV · Eng. EESC-USP

The company

- comecaai · João Pessoa, Brazil
- Founded 2024 · core team of 4
- Key hires & advisors — [add names](#)

Starting now, built to scale.

FIRST COHORT

João Pessoa • Nov 4–5

signups

pipeline

revenue

NPS

NOW

Immersions



NEXT

Productized vertical solutions



LATER

National scale

Put real AI to work in every Brazilian SMB.

WHAT WE'RE LOOKING FOR

From NVIDIA Inception & partners — GPU credits • enablement • go-to-market • capital

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