

The background features several decorative arcs in white and red, arranged in a circular pattern around the central text. The arcs vary in thickness and color, creating a dynamic, abstract frame.

Insper

Consulting Group

# Wealth Distribution Analysis

# Meet The Team

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**Gabriela  
Brandão**

Strategy & Ops



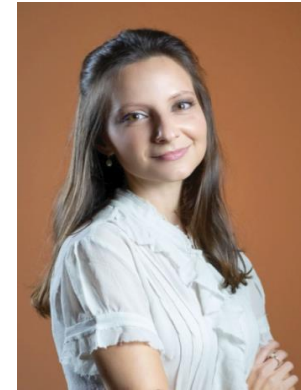
**Larissa  
Antunes**

Commercial



**João  
Raupp**

Finance



**Lais  
Caldeira**

Marketing



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# Agenda

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**Key Identified Issues**

**Scenario Analysis**

**Alternatives**

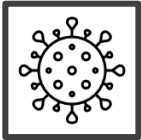
**Recommendation**

**Conclusion**

# Key Identified Issues



**Growing Social and Economic Inequality**



**Covid-19 Crisis Evidences the Inequalities Between Rich and Poor Countries**



**Wealth Concentration Cycle Is Hard to Break**



**Difficulty to Define Accountable People Able and Willing to Address the Topic**

Key Issues

Scenario Analysis

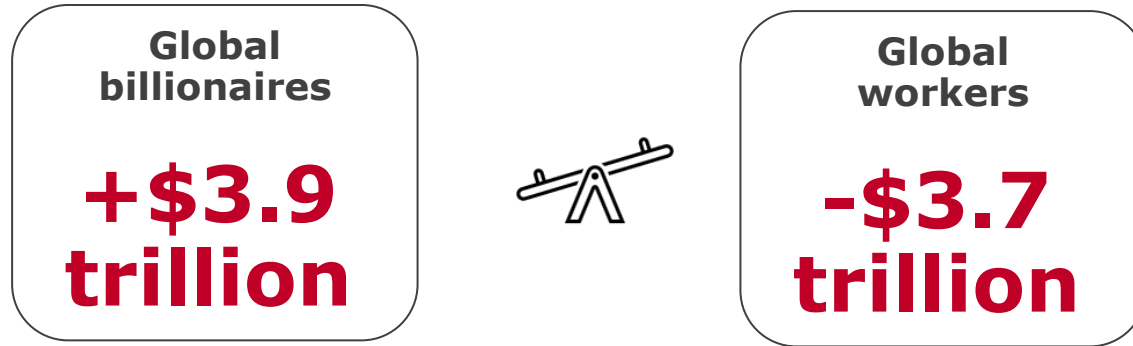
Alternatives

Recommendation

Conclusion

# Scenario Analysis

## Wealth evolution over 2018



Key Issues

Scenario Analysis

Alternatives

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Conclusion

# Scenario Analysis

Number of billionaires necessary to equal wealth of the 50% poorest people in the world

2009  
**380**



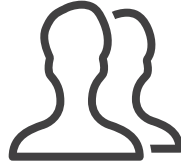
2018  
**26**

**14x less billionaires were necessary to reach the wealth of 50% poorest**

# Scenario Analysis

The 2020 Credit Suisse Global Wealth report shows that:

% of world  
population



Top  
1%

Bottom  
50%

% of world  
wealth



43%

1%

Key Issues

Scenario Analysis

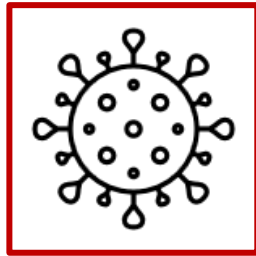
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# Scenario Analysis

The number of vaccine doses administered per 100 people



high-income countries

**18x higher**

low-income countries

Key Issues

Scenario Analysis

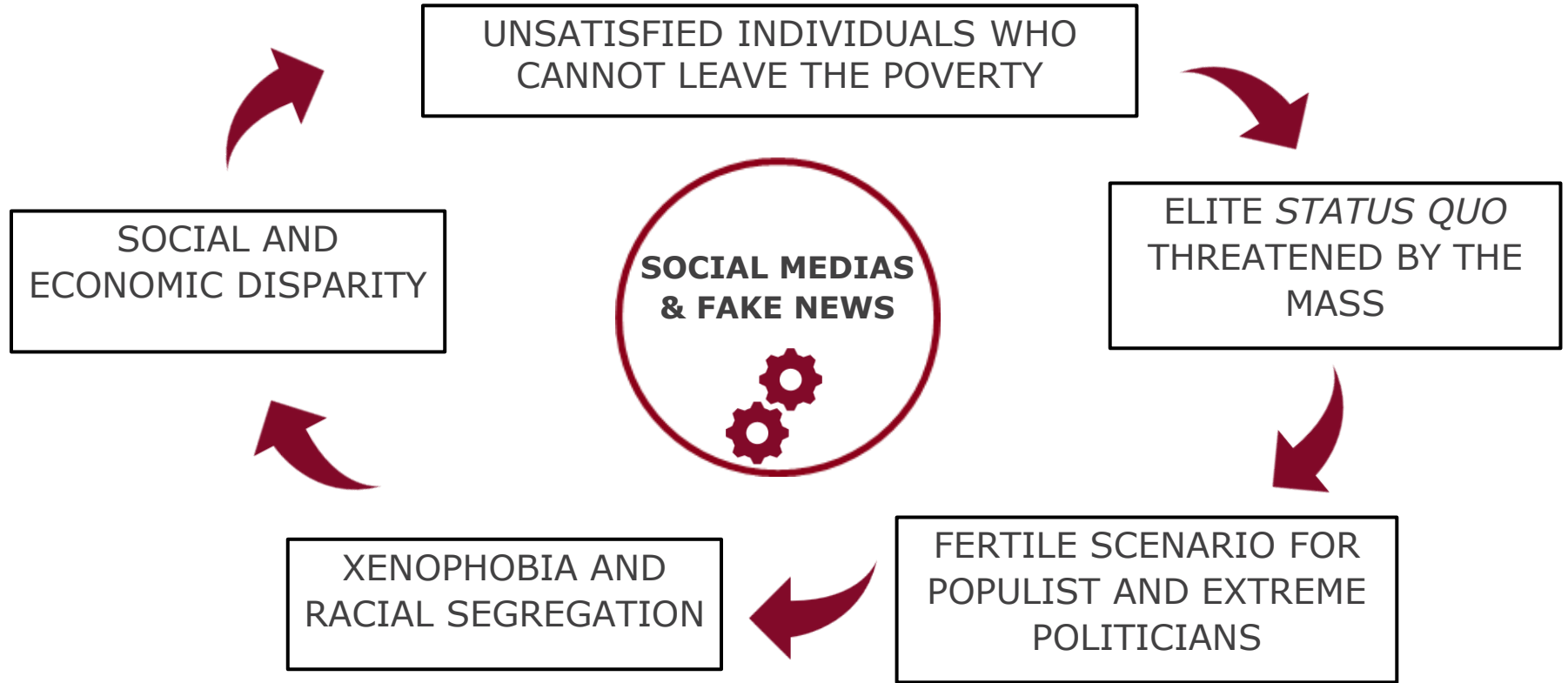
Alternatives

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# Scenario Analysis



Key Issues

Scenario Analysis

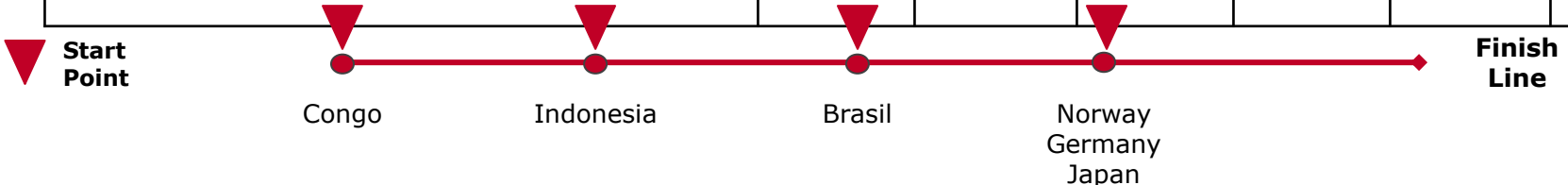
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# Privilege Walk

	Congo	Indonesia	Brazil	Japan	Germany	Norway	
Total fertility rate (births per woman)	4.40	2.30	1.70	1.40	1.50	1.50	
Infant mortality rate (per 1,000 live births)	35	20	12	2	3	2	
Life expectancy at birth (years)	65	72	76	84	81	83	
Poverty headcount ratio at \$1.90 a day (2011 PPP) (% of population)	39.60	2.70	4.60	0.70	0	0.30	
GDP per capita - PPP\$	3,871	12,313	15,076	42,338	55,891	67,979	
Pre primary education enrolment ratio	14.3	62.3	96.5	97.59	109.1	96.4	
Tertiary education enrolment ratio	12.7	36.3	51.6	63.8	70.2	83.2	





# Dilemma

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How to break this cycle and provide equal opportunities  
for everyone?

# Alternatives

Alternatives	Reach	Results	Feasibility
Money Donation	✓		✓
Tax Reform	✓	✓	
Multi-disciplinary approach	✓	✓	✓

Key Issues

Scenario Analysis

Alternatives

Recommendation

Conclusion

# Alternatives



Key Issues

Scenario Analysis

**Alternatives**

Recommendation

Conclusion

# 1 - Starvation/Civil War

WHO?

WHAT?

HOW?

WHEN?

AWARENESS

United Nations

Infrastructure  
Hunger fight  
Shelter

Aid from richer  
countries  
Shelter for  
Refugees  
Donations

Short Term  
Palliative

World leaders  
meetings and press  
coverage

Key Issues

Scenario Analysis

Alternatives

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Conclusion

# 2 - Developing Countries

WHO?

Big Techs and  
their leaders

WHAT?

Tech Transfer for  
Education and  
Health

HOW?

Free Internet  
Access (Schools)  
Hardware donation  
for schools  
Health Softwares

WHEN?

Short - Mid Term

AWARENESS

Social Media  
Engagement  
Sponsored Contest  
competitions

Key Issues

Scenario Analysis

Alternatives

Recommendation

Conclusion

# 3 - Developed Countries

WHO?

Police Makers

WHAT?

Public Programs for  
underdeveloped  
regions

HOW?

Investments in  
Education and  
Health  
Tax incentives

WHEN?

Mid/Long Term

AWARENESS

B2B to attract local  
investments

Key Issues

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# Recommendation

		Estimate% of World Population	GDP per capita
1	Countries with Starvation and/or Civil War	10	US\$ 1.000
2	Developing Countries	75	US\$ 5.500
3	Developed Countries	15	US\$ 46.000

Key Issues

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# Developing Countries

## WHY

- Major **Impact** in terms of population
- High population engaged with **Social Media**, use it to leverage
- Smooth Implementation: Educational and health **Services** already **Developed**

## HOW

- Big Techs x School **Partnerships**
- Use **Data** and **Technology** to develop health apps and services
- **Global** organized program
- Use social media to **Empower Civil Society**

# Developing Countries

## SHORT-TERM

**Education:** Elementary School & High Schools as Internet Hubs

**Health:** Data Gathering

**Social Media:** source of data, ownership and power for final users, promote educational contests

**Big Techs:** internet, education, health services provider and hardware as needed

## LONG-TERM

**Education:** Superior and Technical School investments

**Health:** Machine Learning and IoT for Health Apps

**Social Media:** empower the user

**Big Techs:** internet services provider, use of data to improve existing programs

# Conclusion

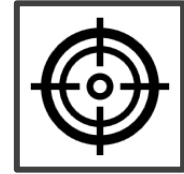
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## Education

as the main  
tool for social  
ascension

In developing  
countries since  
it is where the  
vastest amount  
of people lives



Aiming to  
strengthen  
awareness to  
provide skills to  
break the wealth  
wheel



# THANK YOU

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<https://youtu.be/DyrWBHqCYUg>