



Empreendedorismo Contábil

Construindo um novo ambiente de negócios e consolidando a profissão

Profa. Gisleise Nogueira

Idealização:



Realização:



Organização:



Apoio:



Promoção:







Consultoria

Implantação de Soluções
Contábeis e Tributárias

Assessoria

Avaliação Técnica

Portal de Conteúdo

Conteudista - temática
tributários

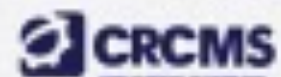
Educação

Treinamentos, capacitação e
formação

Idealização:



Realização:



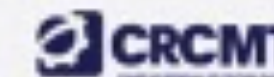
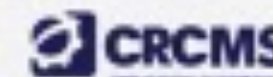
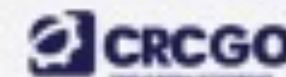
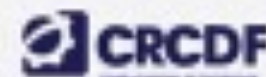
Organização:



Apoio:

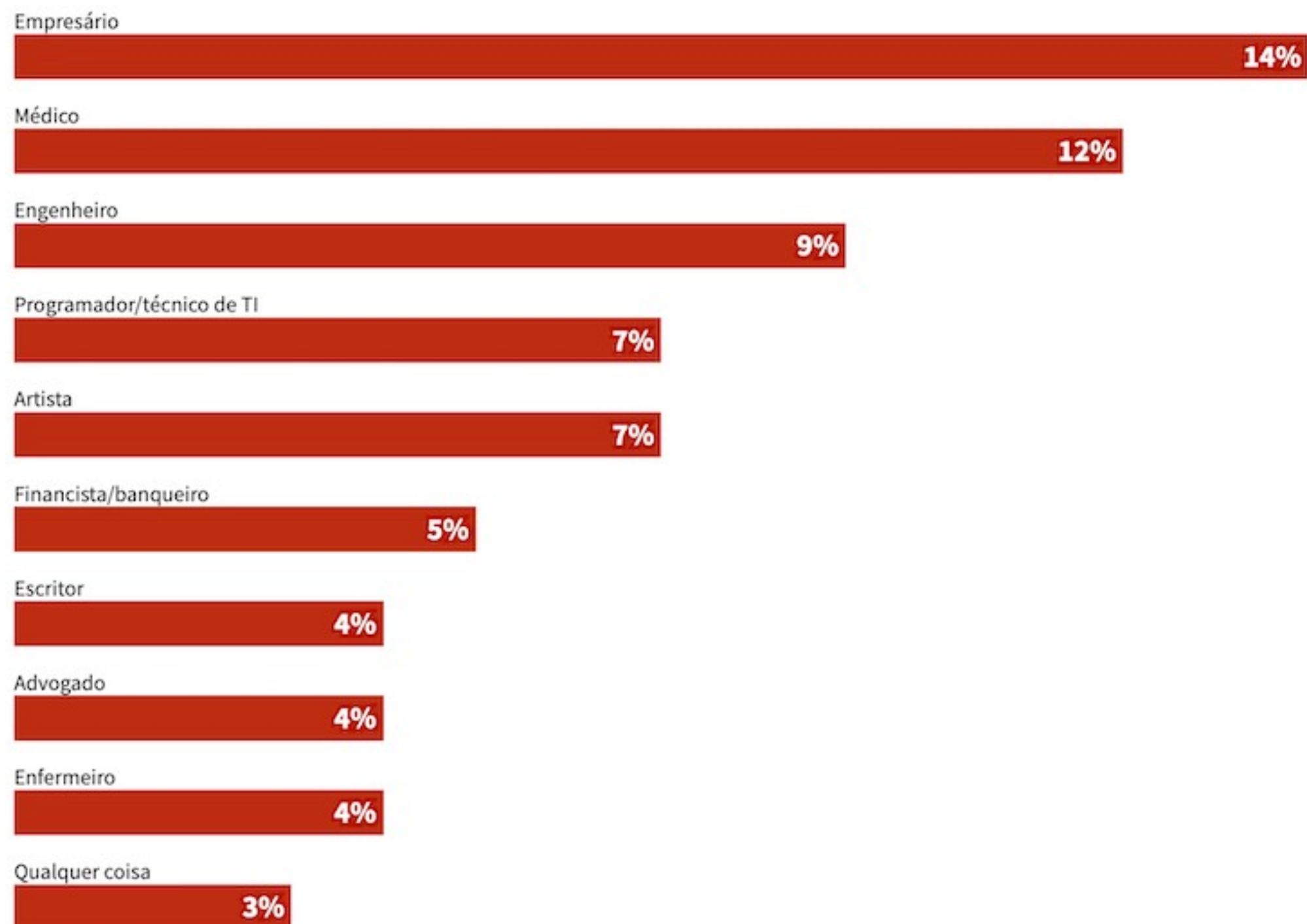


Promoção:



O QUE OS JOVENS QUEREM SER

As profissões mais citadas pela Geração Z (em %)

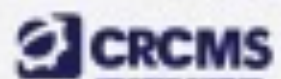


Fonte: Axios/Generation Lab. Pesquisa feita com 824 jovens nos Estados Unidos com 18 a 29 anos.

Idealização:



Realização:



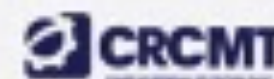
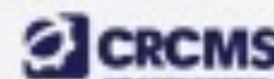
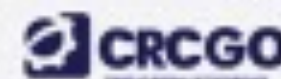
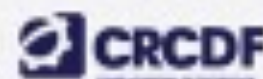
Organização:



Apoio:



Promoção:



AS PRINCIPAIS MOTIVAÇÕES PARA O TRABALHO

O que move os jovens em sua carreira profissional (em %)

Realização pessoal/felicidade

49%

Riqueza e influência

25%

Tempo para a família

18%

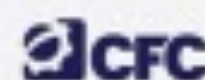
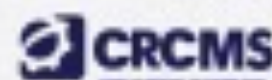
Impacto social

8%

Idealização:



Realização:



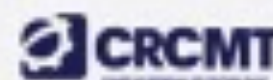
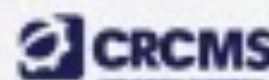
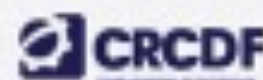
Organização:



Apoio:



Promoção:

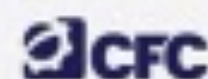
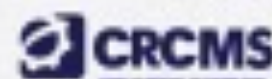


“Ser empreendedor significa ser um realizador, que produz novas ideias através da congruência entre criatividade e imaginação”

Idealização:



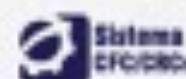
Realização:



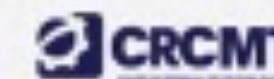
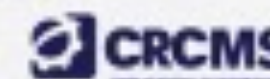
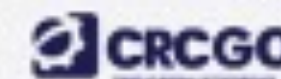
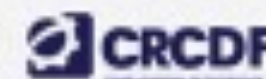
Organização:



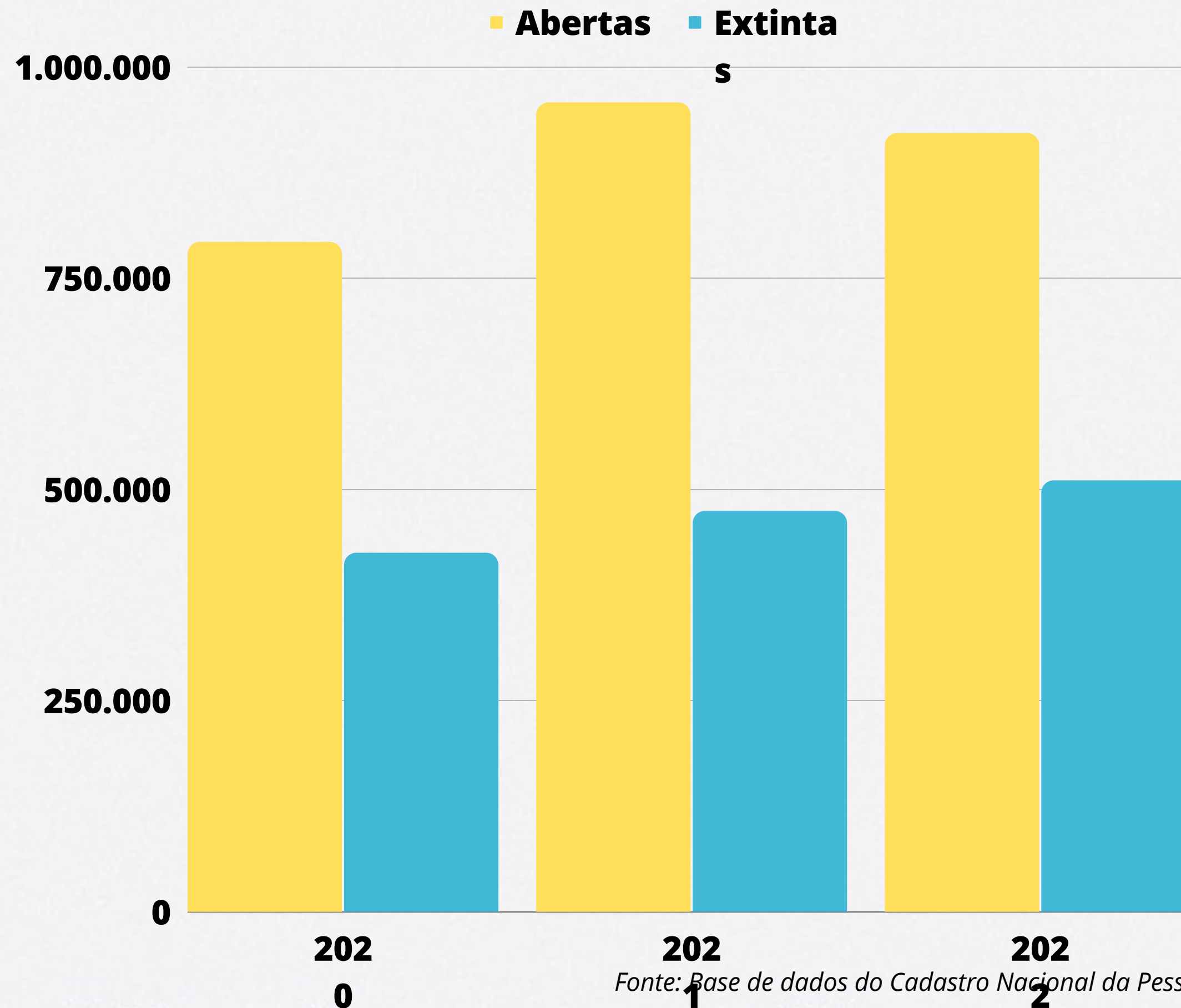
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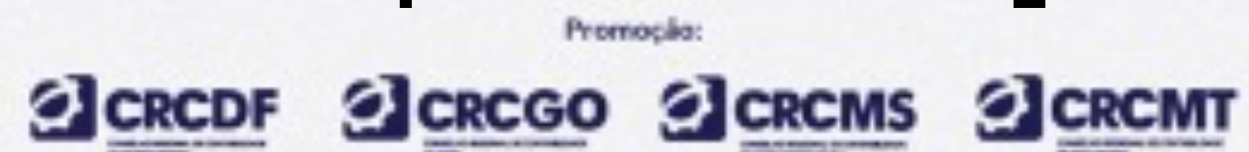
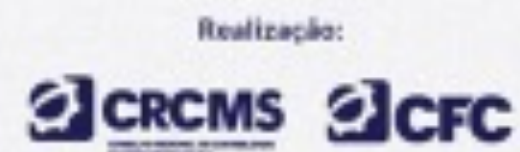
Promoção:



2020 - 2022



Fonte: Base de dados do Cadastro Nacional da Pessoa Jurídica (CNPJ)



2022

Total de Empresas Ativas
20.417.637



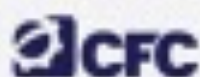
(-) MEI
8.638.465

**Sociedade Contábil -
Empresário - MEI - SLU**
84.488

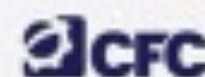
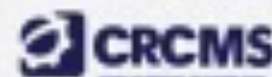
103

Fonte: Base de dados do Cadastro Nacional da Pessoa Jurídica (CNPJ) e CFC

Idealização:



Realização:



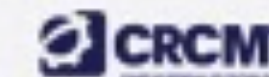
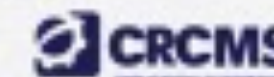
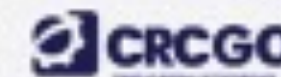
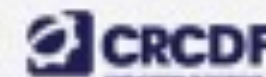
Organização:



Apoio:



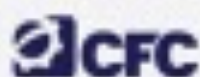
Promoção:



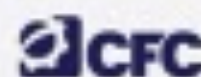
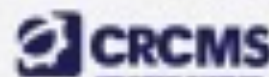
“ A Contabilidade é uma ciência social e segue a evolução da sociedade ”

Sérgio Iudícibus (2020)

Idealização:



Realização:



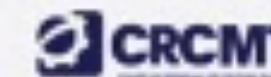
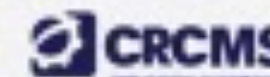
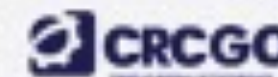
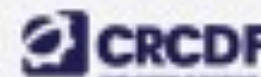
Organização:



Apoio:



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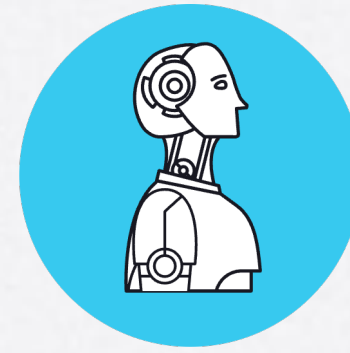
Novos Negócios

Criptomoedas
eCommerce



Organizações

Startups
Holdings
Simples Nacional



Tecnologias

RPA
IA
Data Science



Governança

Compliance
Riscos
Controles Internos

Idealização:



Realização:



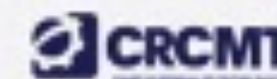
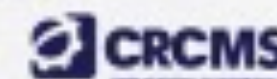
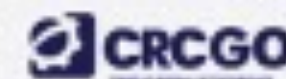
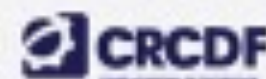
Organização:



Apoio:



Promoção:

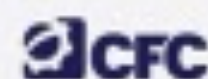
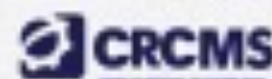


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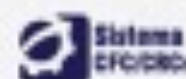
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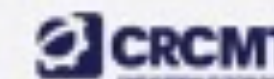
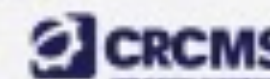
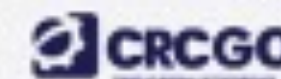
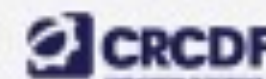
Organização:



Apoio:



Promoção:





Burocracia

Ainda exige muita dedicação dos profissionais

Sistema Tributário Complexo

Gera aumento de trabalho

Profissionais

Formação e retenção de profissionais

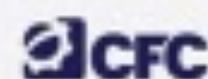
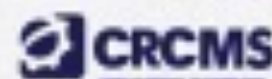
Investimentos

Alto custo de investimentos em tecnologia

Idealização:



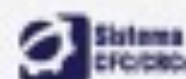
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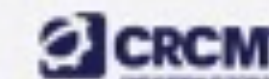
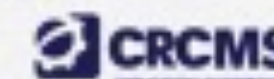
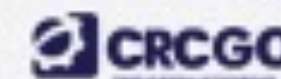
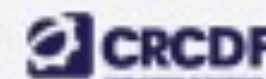
Organização:



Apoio:



Promoção:





**Diariamente sai de casa
um empreendedor e um
profissional contábil.**

**O desafio é fazer esse
encontro acontecer e
florescer.**



Profa. Gisleise Nogueira
@profagisleisenogueira

Idealização:



Realização:



Organização:



Apoio:



Promoção:

