Brazilian Consulting Firm Demonstrates How Pro Bono Support Can Transform Small Business Ecosystem

Berry Consulting's BerrySocial program offers free consulting to demonstrate the broader economic impact of professional business support.

San Antonio, Texas Jul 11, 2025 (Issuewire.com) - When Rodrigo Amora co-founded Berry Consulting in 2018, he had a vision that extended far beyond building a successful consulting business. Having grown up watching his parents struggle with their small neighborhood bakery in Brazil—ultimately losing it due to lack of business knowledge—Amora was determined to democratize access to professional business guidance.

"I witnessed firsthand how the absence of basic business education and strategic tools can devastate families," Amora reflects. "That experience became the driving force behind everything we do at Berry."

Today, Berry Consulting operates as Brazil's fastest-growing online business consultancy, with over 120 franchised units and 400 team members serving approximately 3,000 clients across all Brazilian states. But it's their pro bono initiative, BerrySocial, that best exemplifies the company's mission to prove that consulting for small and medium-sized businesses can transform entire economies.

The BerrySocial Initiative

BerrySocial emerged from a simple but powerful hypothesis: if professional consulting can generate measurable economic impact when provided systematically to small businesses, then the case for expanded access becomes undeniable.

"We wanted to demonstrate, that investing in small business consulting isn't just good for individual companies—it's good for entire communities and national economies," Amora explains. "BerrySocial allows us to document these impacts while genuinely helping entrepreneurs who otherwise couldn't afford our services."

Through BerrySocial, Berry Consulting provides comprehensive business consulting at no cost to selected small businesses that cannot afford professional consulting services, focusing on companies with high growth potential but limited resources. The program covers the same areas as their paid services: financial management, strategic planning, marketing, sales optimization, and human resources development.

Measurable Results and Economic Impact

The results from BerrySocial have been compelling. Participating businesses have shown average revenue increases of 35% within the first year, productivity improvements of 27%, and a 75% success rate in developing new products or services. Perhaps more importantly, these businesses have generated substantial employment growth, with many expanding their workforce by 15-20% after receiving consultation.

"What we're seeing validates our core thesis," Amora notes. "When small businesses receive professional guidance, they don't just survive—they thrive. And when they thrive, they hire more people, pay better wages, and contribute more to their local economies."

The multiplier effect extends beyond direct employment. Academic studies from institutions like FGV (Fundação Getúlio Vargas), indicates that every two direct jobs created by small businesses generate approximately one additional indirect job in the broader economy.

Leveraging Technology for Scale

Central to BerrySocial's effectiveness is Berry's integration of artificial intelligence and proprietary technology platforms. The company has developed internal tools including CRMs, project management systems, and AI-powered analytical tools that dramatically increase the efficiency of consulting delivery.

"Our technological infrastructure allows us to serve far more clients than traditional consulting models," Amora explains. "We can provide enterprise-level analysis and recommendations at a fraction of the typical cost, making professional consulting accessible to businesses that were previously excluded from such services."

This technology-enabled approach has allowed BerrySocial to maintain high-quality standards while serving pro bono clients without compromising the company's commercial operations.

Preparing for US Market Entry

With plans to establish operations in the United States in 2026, Amora sees enormous potential to replicate BerrySocial's success in the American market. The US small business landscape presents both opportunities and needs that align perfectly with Berry's proven methodology.

"The United States has over 33 million small and medium-sized businesses, representing 44% of economic activity," Amora observes. "Yet many of these businesses face the same challenges we see in Brazil: limited access to professional business guidance, especially in underserved communities."

The American market's scale and diversity present unique opportunities for impact. Amora is particularly excited about serving immigrant entrepreneurs and businesses in economically disadvantaged areas—segments that historically have had limited access to professional consulting services.

"In Brazil, we've seen how business consulting can be a powerful tool for social inclusion, particularly for women, minorities, and entrepreneurs from lower-income backgrounds," he says. "The US market has similar dynamics, and we believe our model can contribute meaningfully to economic opportunity and social mobility."

A Model for Systemic Change

Beyond individual business transformations, BerrySocial represents a proof-of-concept for how consulting services might be integrated into broader economic development strategies. The program's documented results provide evidence that systematic access to business consulting could serve as a policy tool for economic development.

"We're not just running a charity program," Amora emphasizes. "We're demonstrating that when you remove barriers to business expertise, you create conditions for widespread economic growth. The returns—in jobs, tax revenue, and community development—far exceed the investment required."

As Berry Consulting prepares for its US expansion, BerrySocial will continue as both a social impact initiative and a research laboratory. The program's ongoing documentation of small business transformations strengthens the case for policies and programs that expand access to professional business support.

"Every business we help through BerrySocial becomes evidence that professional consulting isn't a luxury—it's essential infrastructure for a healthy economy," Amora concludes. "Our goal is to make that infrastructure accessible to every entrepreneur who has the vision to build something meaningful, regardless of their background or resources."

For Amora, the ultimate success of BerrySocial won't be measured just in business growth metrics, but in its contribution to broader understanding of how targeted support for small businesses can drive inclusive economic development—a lesson he hopes to bring to the American market and beyond.

Rodrigo Amora is co-founder and partner of Berry Consulting, Brazil's fastest-growing online business consultancy, and is currently expanding operations to the United States and Chile. His company has developed proprietary AI tools that democratize access to high-quality business consulting for small and medium enterprises.

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