Cubo Itaú — Latin America's Largest Corporate-Backed Startup Innovation Hub

City Innovation Library · Good practice · Brazil

Quality score: 67/100

Evidence strength: Moderate

Summary

Latin America's largest corporate innovation hub (est. 2015), co-founded by Itaú Unibanco and Redpoint eventures in Vila Olímpia, São Paulo. 500+ curated startups with 27,000 employees; portfolio raised R$2.8B in 140 rounds in 2023 alone. New 22,000 m² HQ opened in 2024.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	1/3
Scalability	2/3
Sustainability / continuity	3/3
Innovation	2/3
Inclusiveness / equity	1/3
Multi-stakeholder collaboration	3/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-06-26

Cubo Itaú (Itaú Unibanco / Redpoint eventures) — accessed 2026-06-26

Cubo Itaú official website — accessed 2026-06-26

Cubo Itaú — ISTOÉ Dinheiro feature — accessed 2026-06-26

R$2.8B raised in 2023 (Gazz Conecta) — accessed 2026-06-26

StartupGenome — São Paulo ecosystem — accessed 2026-06-26

Brasil Inovador — Cubo Itaú overview — accessed 2026-06-26

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