



PERSONAL BRAND VALUATION: CASE STUDY OF ENTREPRENEUR RICARDO BELLINO

VALUATION DA MARCA PESSOAL: ESTUDO DE CASO DO EMPRESÁRIO RICARDO BELLINO

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ABSTRACT

The present paper aimed to present the valuation of the personal brand of the entrepreneur Ricardo Bellino's case study, through the valuation process prepared by a firm specialized in the valuation of intangible assets. This process into account items such as: reputation, values contributed to the business, brand registration, digital presence, brand equity, ability to generate business and attract investors, among others. In this way, it was possible to calculate an estimated value of R\$7 million, this amount can, legally, be paid into the company's balance sheet. This result show us that it is imperative that professionals adopt the process of managing their personal brands in the management of their careers, in order to enhance their professional success, the achieving goals and the results.

KEYWORDS: Personal Brand. Brand value. Reputation. Valuation. Brand Equity.

RESUMO

O objetivo deste artigo é apresentar o estudo de caso de valoração da marca pessoal do empresário Ricardo Bellino, por meio do processo de *valuation* elaborado por um escritório especializado na avaliação de ativos intangíveis. O processo levou em consideração itens como: reputação, valores aportados a negócios, registro de marca, presença digital, *brand equity*, capacidade de gerar negócios e atrair investidores, entre outros. Desse modo, foi possível calcular um valor estimado de R\$ 78 milhões, valor que pode legalmente ser integralizado ao balanço patrimonial da própria empresa. Esse resultado mostra ser imperativo que profissionais adotem o processo de gestão de suas marcas pessoais (*personal branding*) na gestão de suas carreiras, a fim de potencializarem o sucesso profissional, o alcance de objetivos e os resultados.

PALAVRAS-CHAVE: Marca pessoal. Valor de marca. Reputação. Valuation. Brand Equity

INTRODUCTION

This article aims to, through the case study of businessman Ricardo Bellino and the valuation of his personal brand, show the importance and power of the personal brand as a tangible asset that adds value both to the personal brand itself and to corporations.

The 2020 Future of Work Report lists, among its items, the behavioral skills that corporate brands look for in modern professionals, such as: emotional intelligence, flexibility, interpersonal communication, in addition to the willingness for continuous learning. The personal marks of these professionals are not only represented by their technical skills, but, in addition to these, by the socio-emotional skills they have.

In the past, corporate brands dictated the careers of their professionals; today, they need to manage and plan them to become more relevant and accumulate knowledge and stay longer in the job market.

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The term branding, used in the corporate world, refers to a set of strategic actions aimed at positioning the company so that its brand is an important asset, most desired by consumers, builds a perception of value, even if intangible, and generates connections, positive emotions, using for this, the values, beliefs and purpose of the company.

For Aaker (2015), the brand is an asset of such relevance that companies have perceived it as a strategic business issue and no longer a function of the communication team.

Branding, when migrating to the personal sphere, is called personal branding, that is, the management of a personal brand, which became popular in the USA in 1997, through the article *The Brand Called You*, written by Tom Peters. It has been more than 20 years since the article was published, however, since then, the personal brand based on its management has been an essential tool for professionals who want to have a perceived value in the market and gain visibility and a prominent position.

It was at that moment that professionals began to realize the importance of their personal brands in the competitive market, and in this way, they could make a difference, not through the skills acquired in their careers, but through the addition of sales strategies for their personal brands, that are nothing more than a set, perceived by people, that brings together personality, values, beliefs, character, talent and skills.

Corporate brands have been benefiting from the intangible value of the personal brands of the professionals who work for them, either because they do their jobs well or because they generate results and sales and in return, they receive their salaries, commissions, or contracts. Corporate brands, to support their branding, need to have an excellent organizational culture, which can only exist through the personal brands that work there, which means that behind the organizational culture there are people (personal brands) who believe in what they do. Thus, these same personal brands strongly influence the corporate brand.

All professionals need to consciously develop their personal brands and communicate them based on the 7Cs of effective communication: clarity, conciseness, concreteness, correctness, coherence, completeness and courtesy.

However, it is noted that the vast majority of professionals have not yet paid attention to the value of their personal brands, perhaps because they think it is something intangible, difficult to measure; thus, they have missed great opportunities.

1 PERSONAL BRAND OR PERSONAL BRAND

Montoya and Vandehey (2010, p.4) state that the personal brand is a robust instrument for a professional's career:

Your personal brand is the image that comes to potential customers minds when they think of you. "It represents your values, your personality, your qualifications and the qualities that make you a unique individual among your competitors." That's why it's so



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important that you stay authentic when creating your brand. People want to work with you, not the product of a marketing ploy.

Sawicki and Stori (2021) state that instilling confidence in oneself is fundamental to building a good reputation, given that this is how one is perceived by the public. These authors mention that the individual must be recognized and respected for his personal brand, for his name; you must evolve independently of the company where you work, not hold on to positions, as these are changeable.

Based on what the authors expose, it is possible to say that, currently, the personal brand is a strong bargaining chip in the market; knowing how to manage it and show its unique value opens doors in the market, generates business, validates projects and other brands.

Khedher (2015) describes personal branding as a process to establish an identity that is unique, and that this is communicated to the market in a way that the impact caused by image and reputation leads to achieving goals and results, both personally and professionally. .

2 REPUTATION AND PERSONAL REPUTATION

2.1 REPUTATION

Reputation has always been important and valued; today, it becomes even more important if it is related to the brand. When talking about a brand's reputation, it is conditioned by the way it is seen by people; it is what leads a person, consumer or company to opt for brand X or Y. Reputation is directly linked to the vision one has of a particular brand. It is conceived based on the perception of customers, stakeholders, the press, digital influencers, and the market itself in relation to it.

The views and reactions of these groups bring important information that is used by the brand to develop marketing actions, work on positioning, and develop new businesses. Reputation is an intangible asset that all brands must develop, as it represents the trust placed in them and in everything they offer.

Villafañe (2004), author of the book “La buena reputación. Keys to the intangible value of companies”, defines reputation as the recognition that the stakeholders of a brand make of the company's behavior, considering the degree of commitment it has.

It is clear, however, that reputation is not a corporate image, according to the same author, mentioned by Leiva Alarcón and Pérez Campos (2022). There are three differences pointed out by the authors.

The first is that reputation is the business reality that comes from its consolidated and proven history, while the corporate image is based on communication connected to a project.

The second treats reputation as something stable, structured, and permanent; corporate image has a fickle nature.

The third shows that reputation has a measurable and verifiable aspect, while corporate image becomes difficult to objectify.



2.2 PERSONAL REPUTATION

We are living in a dynamic world in which professionals are subjected to work both online and offline, their information is shared and validated at all times, which contributes to the construction of a trail, a history.

Silva (2016) states that the concept of reputation is based on the management of impressions and perceptions that were built in society, becoming a key factor for the development of the strategic process of personal brand management.

The author exposes, based on what Zinco et al. (2007) wrote that each person has their own image, identity and reputation; this reputation reflects the way each one is perceived in the different points of contact of their brands, based on a collective perception, which is formed and shared by others.

3 BRAND EQUITY AND VALUATION

3.1 BRAND EQUITY

The English term brand equity can be expressly translated into Portuguese as “valor de marca”. It can be said that it is the result of the branding process, that is, the added value that can be linked to a product or a service, which was given due to the strength that a brand has conquered in the market.

The purpose of this brand equity is to drive consumer perception and behavior, how they act and feel in relation to the brand, which will obviously impact and influence not only the consumer's purchase decision, but the business's profits.

Shariq (2019), based on Leuthesser (1998), defines brand equity as a set of associations and behaviors on the part of a brand, customers, and parent companies, which provides greater gains than if it did not have a brand. The author also mentions Keller (1993), for whom brand equity is a differential effect of brand knowledge on consumer response to brand marketing.

Aaker (2007) defines brand equity as a set of assets (and obligations) inherent to a trademark and a symbol, which is added to (or subtracted from) the value provided by a product or service for the benefit of the company or a company. client.

Tomiya (2010) considers that in the value chain of a brand, the main premise is brand equity, brand strength, which makes the differentials perceived by the public of interest, and these will generate expectations of future profits for the brand/company.

In the special section of Empreenda Revista (2022, p. 6), the following is read:

Much of the value of a business comes from trust, belief in the vision, direction or opportunity it presents. That certainty can help a company attract the best talent, get the right funding, or secure the strongest partners. The reputation that emerges from these interactions must be continually earned if it is to be sustainable. New business concepts have enormous value in a landscape full of opportunities. By focusing on goals, vision, talent and resources, Ricardo Bellino has been opening the door to smart growth, brand equity and continued relevance – all of which generate staying power and success.



3.2 VALUATION

Valuation, in English, it can be translated into Portuguese as “avaliação de empresas”, that is, the value it has. It is calculated by adding its present values plus the financial capacity projected for the future.

This projection is also based on the perceptions of investors and customers, their position in the market, investment return forecast, that is, it refers to the impact that this brand generates and the values of intangible assets.

Matschke, Brösel and Matschke (2010) explain that valuation represents the attribution of a value to an object, in most cases, a monetary value.

With the valuation of a company, robust commercial and financial advantages are obtained, given that they provide subsidies for:

- Buying, selling and merging brands;
- Define the potential for economic exploitation;
- Measure the valence of the company's shares;
- Give greater strength to the financial statements in order to manage strategic alliances;
- Capitalize on your value.

4 THE MAN BEHIND THE BRAND

Ricardo Bellino, 56 years old, from Rio de Janeiro, entrepreneur is the most coveted entrepreneur in Brazil. His career has included dealings with former President Donald Trump, with whom he developed a real estate project in the interior of the São Paulo city, Brazil. He also convinced John Casablancas, founder of Elite Model, to bring and run Elite Models in Brazil. He is a partner of Grupo Sol de Educação das Américas and is directly linked to large operations, investment funds, entrepreneurial actions with a positive impact on the Brazilian economy and billionaire businesses (HERINGER, 2020; ALLAN, 2022; EMPREENDA REVISTA, 2022).

Ricardo Bellino has, in his entrepreneurial actions, projects, listed on his website www.bellinos.com.br, which are available to businessmen and entrepreneurs. Here are some:

- MENTOR S/A, A group of 13 entrepreneurs, with an initiative to inject 50 million reais in startups and businesses.
- DEAL MAKER ACADEMY, created by Bellino's Unlimited in partnership with Atom S/A and MUST University, aims to create a platform for disruptive transformation of executive culture.
- ELEVADOR DO MILHÃO, a program that aims to connect dreams and potential business ideas to investors.
- COMUNE DI BELLINO is the largest platform for high-impact mentoring and master mind programs,



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5 THE VALUATION PROCESS

5.1 THE VALUATION PROCESS

Moved by the question whether he would know the value of his personal brand, Ricardo Bellino decided to hire the company Joypi Branding Valuation, a firm specialized in the evaluation of intangible assets, to carry out this survey.

According to Dalberto (2022), CEO of Joypi, the Valuation document considered, as the main indicator, the public perception of the monetary impact generated by the business, its values invested or generated and that have already been widely publicized, dispensing with questions about the legitimacy of information.

CEO Joypi says that, considering all the initiatives to which the Bellino brand was directly linked, its mentorships, consultancies, events held in the last 3 years, represent the closing of deals that potentially represent 2 billion reais.

Another step was to file with the National Institute of Industrial Property (INPI), in October 2021, which favorably granted for the granting of registration and exclusivity throughout the national territory of the Bellino brand, processes no. 922030898 (class of nice 16) and no. 922031568 (nice class 41).





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Certificado de registro de marca
Processo nº: 922030898

O Instituto Nacional da Propriedade Industrial, para garantia da propriedade e do uso exclusivo, certifica que a marca abaixo reproduzida encontra-se registrada nos termos das normas legais e regulamentares em vigor, mediante as seguintes características e condições:



Data de depósito: 09/02/2021
Data da concessão: 18/01/2022
Fim da vigência: 18/01/2032

Titular: BELLINO'S UNLIMITED EMPREENDIMENTOS E PARTICIPAÇÕES LTDA (BR/SP)
CNPJ: 09544590/0100
Endereço: AL DAS SIBIPRINUNAS 1299 PORTARIA 1, 13257610, Itatiba, SÃO PAULO, BRASIL

Apresentação: Mistá
Natureza: Marca de Produto/Serviço
CFE(4): 3, 1, 8 e 27, 5, 1
NCL(11): 16
Especificação: Agenda;Álbuns;Almanaques;Arquivos (material de escritório);Banners (tela) de papel;Bilhete;Bocós (papelaria);Boletim informativo;Calendários;Cartões;Cartões (material de escritório);Capas (papelaria);Carimbos;Carimbos (selos);Carimbos oblíquos;Cartão;Cartão com imagem e mensagem impressa;Cartões (lobsteres);Cartões;Catálogos;Cupons impressos;Desenhos impressos;Diagramas Diários;Envelopes (papelaria);Envelopes (papelaria);Fatura (impresso);Fichário de mesa;Fichas (papelaria);Fichas de arquivo;Folhetos;Formulários (impresso);Fotografias (impresso);Fotografuras;Gravuras;Imagens (representações gráficas);Impressos (gravuras);Jornais;Kits educacionais, compreendendo livros e cds ou DVDs, embalados como

ASIL
Industrial
Industrias e Indicações Geográficas

le registro de marca
so nº: 922030898

As Lapisleiras;Livro de bolso;Livros;Manuais;Adesivos de livro;Marcadores de páginas;Marcadores de papelaria;Materiais de escritório, exceto impressos;Papelitos;Pastas de papelaria;Publicações em fascículos impressos;Publicações de periódicos;Risque e rubricas (material de escritório);Selos para carimbar;Testes, exercícios ou inicia (material impresso) (da classe 16)

Rio de Janeiro, 18/01/2022


Felipe Augusto Melo de Oliveira
 Diretor

Instit. Ind. Prop. Int. (IPI), Lei nº 5.772, de 14 de maio de 1996.

This registration becomes an essential element for the valuation projection, as it gives its holder the right to exclusive use and its commercial exploitation, respecting the legislation in force in the country, without which it would not be feasible to carry out the projection of the value of the Bellino brand.

The methodology that Dalberto (2022) adopted for the perception of value of the Bellino brand and its projection, took into account indicators and references such as:

- Values contributed to the business;
- Registration with the IPNI (National Institute of Industrial Property);
- Value, time invested by CEOs and partners;
- Public business values generated directly and indirectly;
- Digital presence of Partners, CEOs and Founders, linked to the brand;
- Digital presence of the brand;
- Presence in the media and media of the brand;
- Social movement promoted by the brand;
- Ability of the brand to generate engagement and attract people's attention;
- Followers and Email List;
- Branding adopted by the brand;
- Ability to attract investors;
- Visual and analytical perception of all the elements presented.



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Added to these items, it was also considered for the valuation, according to the CEO,

- Intellectual capital, personal dedication and hourly rate;
- Notoriety, branding, positioning in the national market;
- Notoriety in the field of international relations;
- Credibility, ability to execute and carry out million-dollar and multi-million business;

6 RESULT

Based on all this information, Bellino's valuation and perception of brand equity projection was estimated at R\$78 million.¹, which may soon reach R\$100 million.

In possession of the report that approved the valuation of the brand, Ricardo Bellino decided to pay the amount of R\$ 78 million to the equity of his company, Bellino's Unlimited Empreendimentos e Participações LTDA.

According to an article by PEOPLE2BIZ - PEOPLE AND NEGÓCIOS (2022), after solving all the bureaucratic part, Ricardo Bellino decided to give the brand greater visibility and liquidity.

Made the personal IPO, the IPO²- Initial Public Offering of your brand at Human IPO, a marketplace that trades the time of professionals, it opens its own IPO selling up to 500 hours of your time and setting a value for each hour. Once this is done, investors can buy and sell shares, that is, each hour represents one action. These “human” shares behave exactly like the shares that are on the stock exchange, going up and down, those who hold the shares can redeem them, for example in individual meetings.

Bellino also created his own Wallet at Chiefs Group, the first blockchain-based “Open Talent Economy” platform in Latin America, which allows C-level executives and entrepreneurs to convert their hours into tokens.

FINAL CONSIDERATIONS

Personal branding or personal brand management has become increasingly essential, in recent years, for professionals of all ages and in all areas, whether they are entering or already active in the job market.

Owning a personal brand is working on the greatest asset you have, which encompasses values, beliefs, clear positioning, reputation, showing consistency the most important qualities and attributes of this personal brand to the market.

It must be worked on consistently, bearing in mind that it is not simply what it is said to be, but rather how stakeholders and stakeholders perceive it. Being consistent in all forms of contact - online

¹Legal Notice, the information and monetary projections in this document are estimates equivalent to the business in which the Bellino brand is directly involved, that is, we recommend reviewing this projection every 6 months, or based on new facts or results relevant to the aforementioned assessment of value perception.

²IPO is the acronym in English for Initial Public Offering which, translated into Portuguese, means Initial Public Offering and refers to the event that takes place when a company decides to go public and distribute its shares on the Stock Exchange for the first time.



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and offline - demonstrates a solid, coherent and credible personal brand that stands out from your competitors, generates desire and achieves results.

This case study is intended to make professionals aware of the primary importance of managing their own personal brand, solidifying their reputation every day. In the background is the real feasibility of measuring an intangible based on a methodology; third, the power that it has when well managed to leverage good business; fourth, the validation that the personal brand precedes a corporate brand, as people relate to people before effectively relating to corporate brands; fifth, and finally, that this asset, which could have its valuation measured, can also have its amount paid into the company's balance sheet, as happened with businessman Ricardo Bellino.

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