

# **Inova Lab Una - Economic Radar: Mobile Application to Enhance Investment Attractiveness in Small Cities**

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## **Abstract**

The process of investing in cities and their businesses is an extremely complex issue that directly impacts the daily lives of citizens. However, agile and consolidated information is not always available so that people with less market knowledge can assess the possible attractiveness of investments in interior cities. Information often exists, but it is very widespread and fragmented. The general objective of this paper is to present a central platform to gather and make available fundamental information about the municipality and its surrounding region. The proposal is to create a robust and objective virtual environment, facilitating the analysis of companies that are considering possible investments in the area. Furthermore, the initiative seeks to promote the visibility of small cities, which are often neglected in the investment scenario. By providing detailed and updated information, our platform aims to highlight the economic, cultural and social potential of these locations, encouraging investors' interest in contributing to the sustainable development of these communities. The first experiment of this platform focuses on the city of Bom Despacho, a city with more than 50 thousand inhabitants, to provide accurate and relevant data, to not only attract investments, but also promote a more equitable distribution of economic opportunities, contributing to the construction of more resilient and prosperous communities. A Mobile application with interaction with public databases related to investments, with the ability to receive data and search in data available for access, was developed for experiments that can be used in other cities with the same profile.

**Keywords:** Economic Radar, Investment Attraction, Mobile Solutions, Interior Cities