

# MATTOS FILHO LAUNCHES INNOVATION PROGRAM FOCUSED ON STARTUPS

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**Mattos Filho** launched innovation program **attix**. The new brand will connect Brazilian and international startups with companies from a variety of industries. attix provides Mattos Filho's clients with access to the most innovative tools in the market to meet the most diverse business challenges.

With attix, Mattos Filho sets a benchmark for open innovation in the legal sector, creating business opportunities in many different areas. Notably, the initiative also positively impacts the market and strengthens the Brazilian economy.

Currently, nine partner startups are already part of attix — Basement, BRYTER, Data Lawyer, DataPolicy, Inspira, Lexter, netLex, Turivius, and Velvet.

"We want to lead transformation in the market, promoting more impact and delivering greater value for the innovation ecosystem. We increasingly want to be seen as the connecting bridge between new technologies and our clients' challenges," says **Lisa Worcman** (pictured), partner in charge of the initiative.

The name attix comes from the word attic, the highest place in a house — where it is possible to see beyond the horizon. The letters "a" and the double "t" come from Mattos Filho's brand — strong characteristics of the firm's name. It also features the letter "x", a concept representing connections and bridges for building partnerships between customers and the best startups in the market.