Through fragments of the life trajectory of the caciques and Tibiriçá Piquerobi, this paper discussed the importance of alliances between Indians and Europeans to the success of the occupation and colonization of the captaincy Paulista as well as the emergence of a nobility of the land. Martim Afonso, the Tibiriçá chief, was the main leader tupiniquim the Sao Paulo plateau and headed the village of Inhapuambuçu, also called Piratininga. Piquerobi, in turn, another important headed village called Ururaí. Tibiriçá and Piquerobi married his daughters with Europeans. The construction of the genealogies of these families, you can analyze the plateau occupation process, the importance of alliances between European and indigenous and the formation of a land of nobility formed from the descendants of marriages between indigenous and European leaders. Thus, understanding the trajectory of family members of Tibiriçá Piquerobi and contributes to a better understanding of the process of formation and consolidation of an elite in the captaincy of São Paulo.