

**#efeito
ismart**

25 years connecting
talents to opportunities



ismart

**Activities
Report
2023/2024**

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Ismart: connecting low-income talents to opportunities

Letter from the board

Ismart was founded in 1999 with the aim of recognizing young talents from low-income backgrounds and, through education, impacting not only the lives of these young people but also their families and surroundings. This process involves monitoring and supporting these young people during the final years of secondary school, high school, and higher education until their entry into the job market, ensuring social mobility and, most importantly, opportunities for the development of their full potential.

Over these 25 years, we have refined our processes, projects, and programs, always focusing on the needs of the young people and their connection to the world of work. We have achieved significant milestones for the organization and contributed to enabling young people to build prosperous paths for themselves and their families, breaking a cycle of poverty and becoming examples in their communities.

Our activities have already touched the lives of over 165,000 young people who participated in our Selection Processes. Of these, more than 3,000 students were supported through the Alicerce and Bolsa Talento programs, and through Ismart Online, which has seen over 5,000 students, we have been able to multiply our impact, reaching more than 8,400 supported young people. Additionally, we reached the milestone of 1,000 young people in top universities, some of them abroad in countries such as the United States, England, France, Italy, and Germany. This year, we reached the number of 500 graduates.

In this Activity Report, we revisit a bit of our history and how we built the Ismart ecosystem. To this end, we have relied on the engagement not only of the education departments but also of their school managers, teachers, and students who participa-

te or have participated in our programs. Added to them are the partner private schools, responsible for offering excellent education to the young people in the Alicerce and Bolsa Talento programs, being the main drivers of Ismart's work, which also relies on Ismart Online to gain scale and amplify its impact. Finally, it is worth highlighting the trust and fundamental support of our supporters and sponsors, who have allowed us to achieve so much over more than two decades, maximizing the reach of the Ismart effect, which consists of recognizing the talent of the supported young people and connecting them to the best opportunities. An impact that drives the Ismart youth, their families, and everyone in the network, inspiring those who are starting their Ismart journey to persist on the path of education as a driver of a successful career.

There are many reasons to celebrate and to thank each person who has built these 25 years of history alongside us. In 2024, we will complete a quarter of a century of nurturing talents who have achieved leadership positions in the job market. These talents, through their decisions and their relationship with the Ismart youth network, will multiply the opportunities offered to them during their journey, transforming the Ismart ecosystem into a powerhouse capable of reducing inequalities.

In its first 25 years of existence, Ismart has proven, with results, the viability of its thesis and its dream. This year, we should not only celebrate the past but also what history shows us we should be capable of doing in the next 25 years. What we know about education 25 years from now is that, for the better, it will be radically different from what we know today. In this sense, we are certain that Ismart, without deviating from its mission, will be part of this transformation in Brazil.

ISMART EFFECT

An effect characterized by the action of recognizing the talent of low-income youth and connecting them to opportunities, thus impacting many lives. The transformation happens in the lives of the young people, their families, their surroundings, and everyone in the network. Also, the transformed youth also inspire and collaborate with new young people.



01 Presentation

How Ismart initiatives are connected:

The Instituto Social para Motivar, Apoiar e Reconhecer Talentos (Ismart) was established with the goal of connecting low-income talents to opportunities. It operates by offering development programs based on academic excellence and the enhancement of skills necessary for the future of work. Ismart supports students from basic education, through their journey in universities in Brazil and abroad, until their entry into the job market and their rise as leaders. Over these 25 years, the Institute has expanded its programs and initiatives, as well as its network, formed by the young people who undertake the Ismart journey.

Its activities assist in the development of key success competencies, essential for young people to reach leadership positions, such as leading role, determination, growth mindset and critical thinking. These are acquired through education, empathy, and understanding of community needs. In this way, Ismart aims to help develop an ecosystem of engaged leaders who are more inclined to reinvest in their communities. This promotes a multiplier effect in society, through direct impact on the lives of the young beneficiaries and indirect impact on their families and communities, aiming to reduce socioeconomic inequalities.

To achieve these results, Ismart relies on a diverse range of partners, including excellent private schools, public education networks, and institutional partners, always keeping the students at the center as the focus of all activities carried out. With this approach, the Institute reaches its 25th anniversary with a solid track record and robust plans for the next two and a half decades.



Below you'll find out a little more about Ismart's initiatives, how they are connected, who contributes to putting them into practice and their impact on the lives of young people who have gone through or are going through Ismart's journey.



**The different forms of
talent are distributed
across all social classes.**

02

Ismart Discovery



The first step for a young person to become part of the excellent educational journey offered by Ismart is to make them aware of the existence of the Institute and its programs. For this, a robust strategy is necessary to attract low-income young talents.

After the discovery and selection process, young people are directed to the next stages of the Ismart journey, which consists of basic education programs: Alicerce, Bolsa Talento and Ismart Online. All these initiatives provide the educational framework necessary for Ismart young people to pass courses at recognized universities and become leaders in the job market.

Objectives



Reveal the academic and leadership potential of young people



Providing access to excellent education, stimulating thousands of young people, and generating value for all candidates.

Find out more about the initiatives that make up the “Ismart Selection Process” and its “Liga do Futuro” and “Ambassadors” projects.

Ismart Selection Process

Held annually, the Ismart Selection Process is an essential initiative of the Institute, which has been refined over these 25 years. Its mission is to identify talents and select the young people who will join the Alicerce, Bolsa Talento, and Ismart Online programs.

The assessment of these students' capabilities is based not only on their academic performance but also on their cognitive, behavioral, and socio-emotional skills.

In 2023, 13,817 adolescents aged between 12 and 15, living in São Paulo (SP), Rio de Janeiro (RJ), Belo Horizonte (MG), São José dos Campos (SP), Sorocaba (SP) and Cotia (SP) were assessed to join Ismart in 2024.

Stages of Selection Process

- Registration and Online Test
 - Digital Test
 - Socio-economic assessment
 - Ismart Challenge
- Family Interview*
 - Individual Interview*

*(only for Bolsa Talento and Alicerce in-person programs candidates)

Beyond Teaching: the experience of being both an educator and an Ismart student's mother

A teacher for almost twenty years, Maira Bastos dos Santos first encountered Ismart in 2011 through a friend who was also a teacher. That year, they began preparing students from the public school where they taught for the Ismart in-person exam. "At the time, we registered the students using our teacher code, and all activities, except for the registration, were in-person. We organized study groups, but we made the mistake of not communicating with the parents. Despite our efforts, no student showed up for the in-person exam. The following year, we changed our strategy and invited the parents of the students we intended to recommend for a chat," she explains.

In 2017, Maira's first son, Fernando Machado dos Santos, went through the Selection Process and was accepted into the Alicerce Program at Colégio Bandeirantes in São Paulo. "In 2018, it was much easier to promote Ismart because I spoke not only as a teacher but also as a mother, adding much greater authenticity to my message. Moreover, my son also started talking to the students, motivating them to take the exam and participate in the Selection Process.

At the end of 2019, my younger son, Caio Machado dos Santos, was accepted into Ismart Online, which allowed me to accompany him throughout the 8th and 9th grades, to understand all the stages, and to speak knowledgeably with parents about how Ismart Online works. In mid-December 2021, we joyfully received the news that he had been accepted into the Bolsa Talento Program, and today he is a student at Colégio Bandeirantes. In 2023, my older son was accepted into Inteli and is now part of the Ismart University network," she recounts.



Maira Bastos dos Santos
Teacher and mother of Ismart students

Over the years, Maira has been able to follow students in both the in-person and online programs and observe how much they mature as students and as individuals. "Participating in the Ismart community awakens in them a sense of community, of helping the person right next to them (their peer) and also the distant neighbor when they think of solutions and strategies to change the world. Being part of Ismart is not just about getting a scholarship at a partner school or online support; it is about being part of a community that supports each other, helps each other, and cares," Maira concludes.

Being part of Ismart isn't just about getting a scholarship at a partner school or online support, it's about being part of a community that supports each other, helps each other and cares about each other."

High flights and reward for your achievements

A 17-year-old teenager and resident of Franco da Rocha, in the metropolitan region of São Paulo, Eric Sousa Costa Ribeiro had to make important decisions early on. He learned about Ismart through his educational psychologist, Marina, who was familiar with the Institute and had previously participated in the Selection Process in previous years. "Interestingly, the Institute was a very important factor during my sessions with her, as I had to decide between skipping a school year or waiting another year to better prepare for the Ismart Selection Process in 2018. Fortunately, I chose the latter option, and it was the best decision of my life," says the student.



Eric Sousa Costa Ribeiro
Bolsa Talento

“**Joining Ismart opened doors for me to go beyond, far beyond, anything I ever imagined experiencing. And something very significant for me, to give back to the world for the opportunities I received, was to widely promote the Ismart Selection Process. One of the Liga do Futuro missions in 2019 was, personally, not only an opportunity to spread the word but also to get to know the stories of many other people who were seeking better life opportunities.**”

The young person, who faced challenges in school, especially regarding engagement due to not feeling challenged, found in Ismart the possibility to realize dreams such as studying abroad, participating in exchange programs, and competing in scientific olympiads. "Joining Ismart opened doors for me to achieve all of this and go far beyond anything I ever imagined experiencing. And something very significant for me, to give back to the world for the opportunities I received, was to widely promote the Ismart Selection Process. One of the Liga do Futuro missions in 2019 was personally not only an opportunity to spread the word but also to learn about the stories of many other people who were seeking better life opportunities," he says.

Eric's plans also include pursuing a double degree abroad in Computer Science and Aerospace and Aeronautical Engineering. Additionally, he aims to use this knowledge to work on the development of technological systems for aircraft.

Liga do Futuro

Created in 2014, the Liga do Futuro aims to encourage Ismart students to become multipliers of the opportunities offered by the Institute through visits to public schools, online promotion, and social media, among other activities. During these visits, in addition to promoting the Selection Process, the young people can develop essential competencies for a successful journey, such as autonomy and leadership.

Throughout the year, the Liga do Futuro challenges students to complete missions, which can be individual or group-based. Each mission is worth points (called ligabytes), which can be exchanged for prizes in a virtual store on the Liga's own platform.

The #MissãoConquista10 is one of the missions of the League of the Future, in which the student must visit public schools in their region to promote the current year's Selection Process and share a bit about their journey with Ismart, explaining how the project is transforming their life and future. The goal is to inspire other young people to apply for the Ismart Selection Process.

Liga do Futuro in numbers

425 jovens Ismart youngsters took part in at least **4 Liga missions**

1.461 candidates for the 2024 Selection Process came through the Liga do Futuro

577 students from the Liga do Futuro in the last 5 years

“**I also hope to be able to use technology to revolutionize education in Brazil and create new opportunities for young people like me to dream and reach great heights.**”



Student Eric Sousa Costa Ribeiro and your family

Ambassadors Ismart

The Ismart Ambassadors is an initiative focused on relationships with public networks, educators, and agreements with Departments of Education. Through formative meetings about what the Institute is, how it operates, and its main initiatives, these professionals can act as multiplying agents in the educational networks where they work, indicating and monitoring the performance of the students they recommend throughout the process.

Thanks to these recommendations, many students have already earned full scholarships at excellent private schools or joined Ismart Online, unlocking a range of opportunities, opening doors to various opportunities .

The foundation that students need to achieve good results

Educator Kátia Machinez da Cunha first encountered Ismart in 2007 when she was invited to a lecture at Colégio São Bento in Rio de Janeiro. That same year, she registered nine students for the selection process, two of whom joined with two of them joining the Alicerce Program in 2008. Kátia explained that at the time it was a 'tough struggle' because "at 12 years old, they had to leave school in Bangu in the morning, take a bus and train to

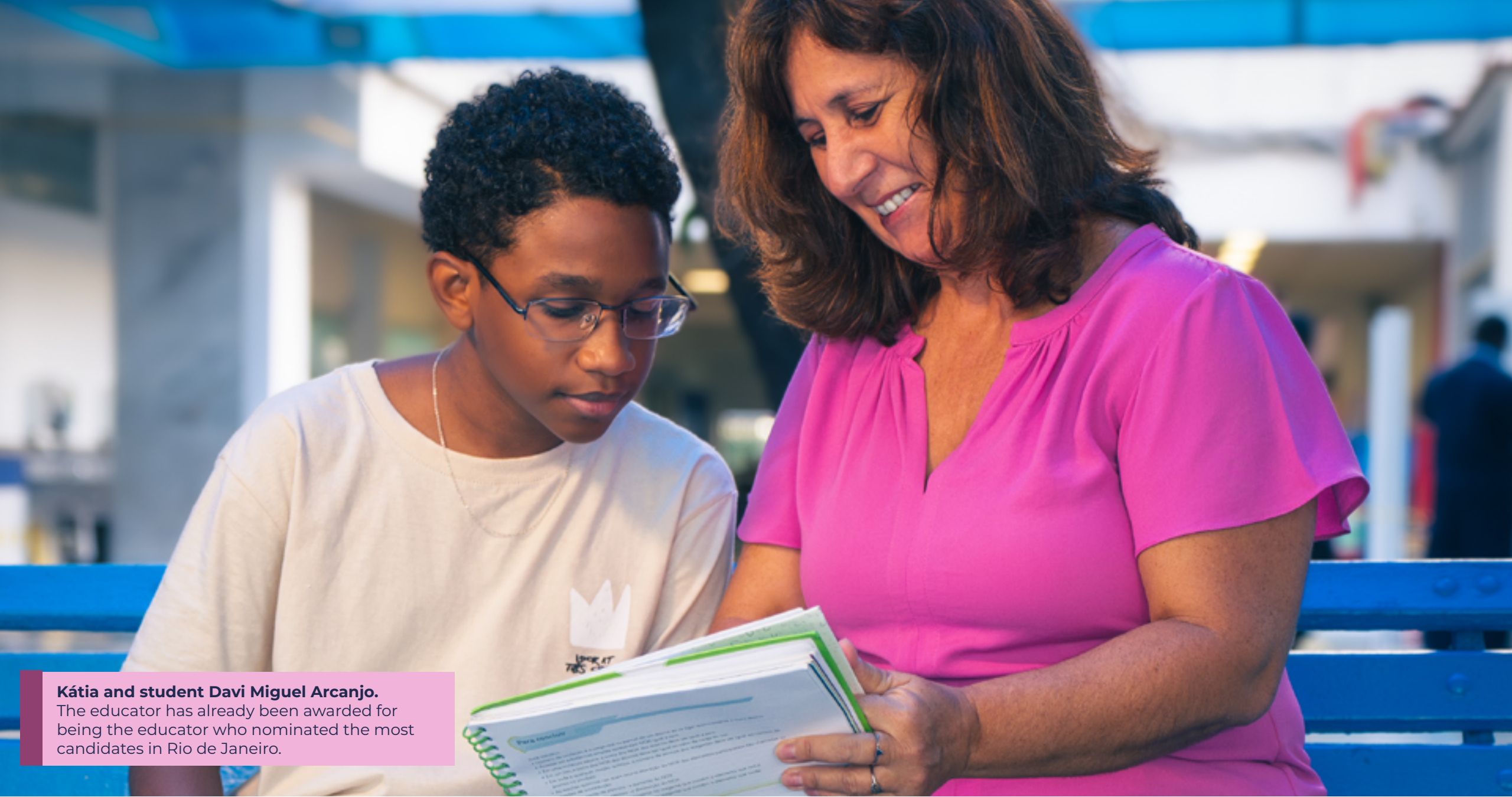
downtown Rio de Janeiro for preparatory classes, and then take a crowded train back home at the end of the day, arriving at night and still needing to study more." However, the students succeeded in various processes and chose Ismart partner schools to attend high school. "Today, Jesielle is a pediatrician and Thaiane, a lawyer." These two students have also served as an inspiration for many others over the 15 years of partnership with the Institute.

“With this support and a high school education in schools of excellence, provided by Ismart's programs, young people can get into top universities.”

For the educator, the Alicerce Program provides the necessary supplementation for elementary school students to become more prepared for high school and to keep up with their studies. "With this support and a high school education in excellent schools provided by Ismart's programs, they are able to enter top universities," Kátia explains. "The financial assistance during this period is essential so that they do not have to drop out of college to work."



Kátia Machinez da Cunha
Educator of Rio de Janeiro



Kátia and student Davi Miguel Arcanjo.
The educator has already been awarded for being the educator who nominated the most candidates in Rio de Janeiro.

For Maria Alice Luque Bueno, an educator who has been following Ismart since 2015, **“the great mission of the institution is to help schools guide talents towards an education of excellence and a successful future”.**



Maria Alice Luque Bueno
Educator of São Paulo

In 2023, 292 educators from 276 schools recommended a total of **3,621 students to participate in the 2024 Selection Process.**

The Ismart Selection Process is the first contact that young people have with the Institute and the only way to enter Ismart's basic education programs.



**Good opportunities
catalyze social promotion.**

**Ismart Secondary
Education**



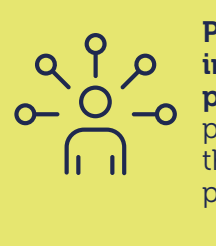
After the rigorous phase of the Selection Process, the young candidates are directed to Ismart's Secondary Education programs. In this area of operation, the Institute's programs that provide educational support to young people during the final years of elementary school (8th and 9th grades) and throughout high school (1st, 2nd, and 3rd years) are brought together.

Through these initiatives, Ismart connects young people with excellent educational resources and experiences, facilitating their future professional success while also promoting diversity in key economic sectors. For the Institute, investing in high-quality secondary education not only reduces inequalities but also creates more well-rounded leaders who are prepared to face the challenges of the job market.

Objectives

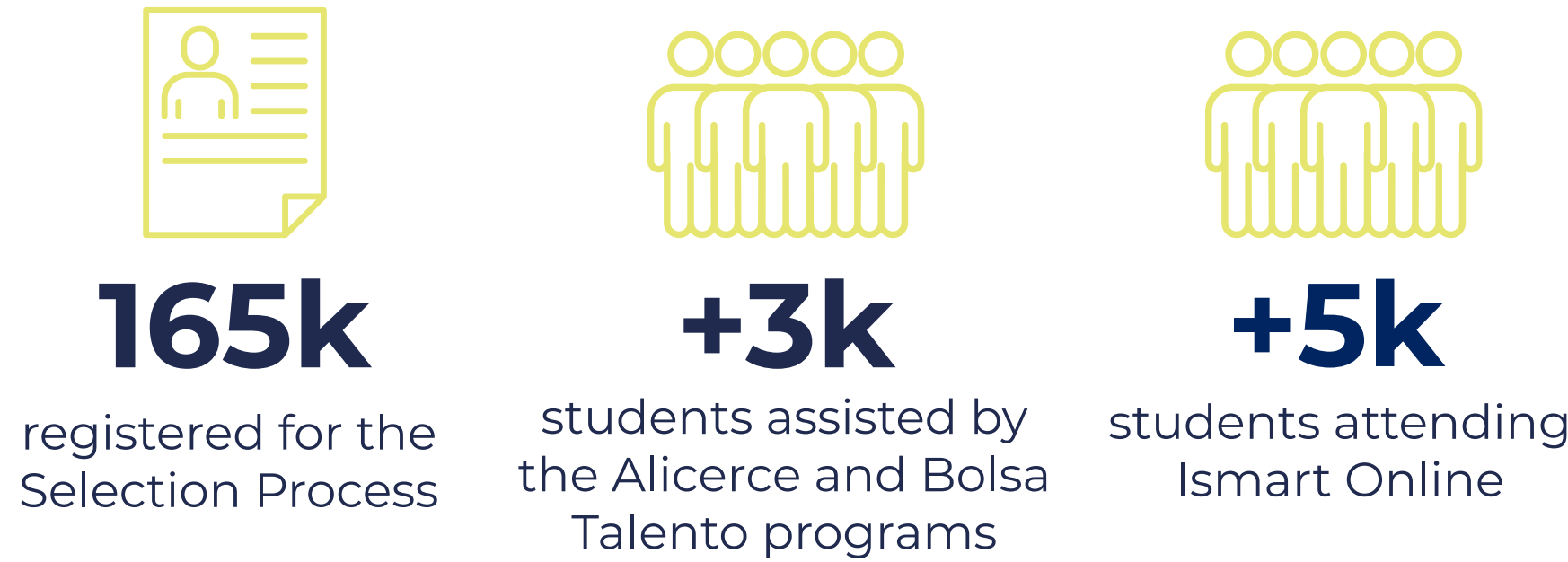


Stimulate the development of young people through access to excellent education, promoting an integral formation by broadening their academic and cultural repertoire and developing successful skills.



Promote the combination of education and the integration of young people into cultural and professional environments to broaden their future perspectives, so that they can transform the reality of their families and communities, as well as inspire new promising young people.

Numbers from 25 years of Secondary Education



Get to know the following programs: Alicerce, Bolsa Talento, Ismart Online, and the projects Prep Ismart and Tech Track.

Alicerce

The Alicerce Program was created in 2004, to participate candidates must be enrolled in the 7th grade of secondary school and be no older than 13 years of age. During the 8th and 9th grades, those who pass the Selection Process undertake a dual journey: they continue their studies at their original school and, in the opposite shift, attend a preparatory course for the entrance exams of Ismart's partner schools, where they will enroll if approved. Additionally, they receive school supplies, uniforms, and financial support for transportation and meals. Currently, there are already partner schools where students become regular students in the 8th grade.

A big dream needs a foundation to become a reality

Resident of Rio de Janeiro, Davi Miguel de Santana Arcanjo, 13 years old, is in the 9th grade of elementary school and participates in the Alicerce Program at Colégio São Bento. He has always been interested in the topic of exchange programs but knew it would be very difficult for his parents to finance this dream, as they did not have the economic means to do so. "This idea grew stronger and more intense in my mind, and I asked my mother, friends, relatives, teachers, and classmates—everyone I knew—to help me achieve this big dream. After researching millions of websites and social networks, my mother found the project. She was as excited as I was. We read about the project, saw the stories of past students, and I was sure that with Ismart, I could change my future and realize my big dream," says Davi.

But no dream is possible without a lot of effort and dedication. "Since my first day, the Institute has contributed in various ways to my life, helping me to create responsibilities, form new bonds, study correctly, open doors, and expand my knowledge capacity. Now, besides enjoying studying, I enjoy living! Even though the process of studying at two schools is difficult, Ismart makes everything lighter and more fun!" Davi's participation in the Institute was also crucial for him to help other talented teenagers seek to transform their lives through education. "When I entered a public school to talk about Ismart to other students (Liga do Futuro), I realized that there were many intelligent people there who just hadn't had

the chance and support to develop. As soon as I joined, I felt I should introduce Ismart to these people and help them in any way I could. To my delight, they were very interested in the subject. Several are participating in the Selection Process, and others have already asked me for help to participate next year. I think that when we are helped, we shouldn't forget that there are many people in the same situation we came from, and we should help those people too."

“Now, besides enjoying studying, I also enjoy living! Even though studying at two schools is challenging, Ismart makes everything lighter and more fun.”

Davi Miguel de Santana Arcanjo
Alicerce Program

Commitment in the pursuit of a dream



Melissa Mariana Guedes de Souza
Alicerce Program

“When I started at Ismart, I had to organize myself and adapt to the new routine of studying in two schools. This process was very important for me to develop the autonomy I have today.”

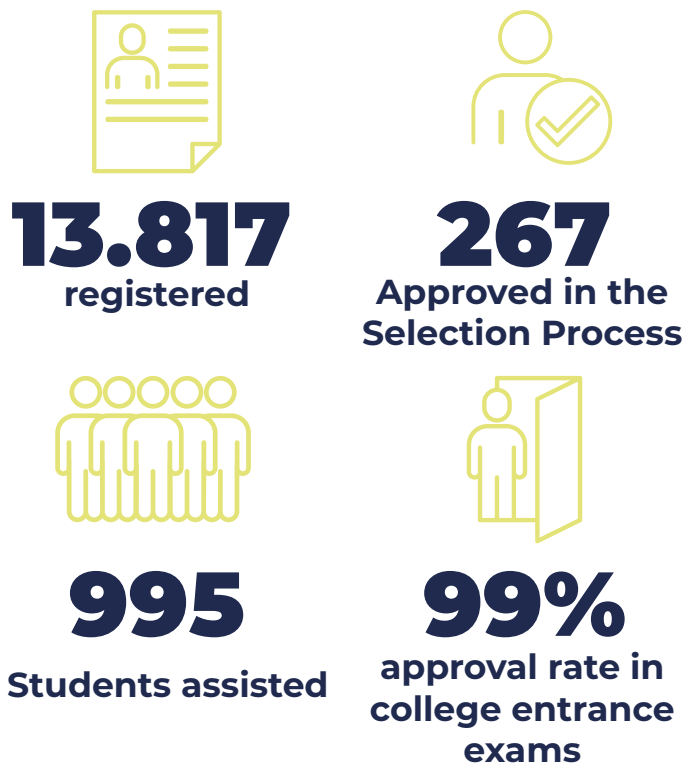
Melissa Mariana Guedes de Souza's journey with Ismart began in 2018 when a friend of her mother's, who had a child in one of the programs, told her about the Institute. However, it was in 2021, when she was still in the 7th grade, that her math teacher, Kátia Machinez da Cunha, recommended her to participate in the Selection Process. "She explained the stages, benefits, and opportunities to me and encouraged me to participate. I remember watching a video on Ismart's YouTube channel and thinking someday, I want to be like that student. When the Selection Process results came out, it was a moment of great joy for me and my family."

The 14-year-old student from Niterói also wants to study abroad and sees Ismart as a significant supporter in achieving this dream, but she knows she must work hard to reach it. "My dream is to study abroad, either during my undergraduate studies, which is my current focus, or in graduate school. Therefore, during high school, I plan to engage in International Olympiads, project development programs, and volunteer work, as these activities will help me gain more experience. When I joined Ismart, I had to organize and adapt to a new routine of studying at two schools. This process was crucial for developing the autonomy I have today. My family also had to adapt to the changes and, fortunately, they form an incredible support

network that always helps me with what I need."

Melissa embraces every opportunity, from access to an excellent school to Ismart's dynamics, discussion circles, and activities, which have also helped her reflect on her dreams and career. Recently, she started the TKS, a global innovation program for young people aged 13 to 17. For 10 months, groups of young people from around the world and their leaders—usually market executives—participate in meetings on topics related to technology, innovation, business, entrepreneurship, and leadership, developing mindsets and skills related to these themes. The goal at the end of the program is to have developed a project on the chosen topics and present it to the program's global community. And Melissa dreams big. "In the future, I want to pursue a career in Aeronautical Engineering or Software Engineering and work on initiatives involving scientific advancements for Brazil, as well as work to solve existing problems in the country, whether environmental or social," she concludes.

Numbers of Alicerce and Bolsa Talento Programs 2023



Bolsa Talento

The Bolsa Talento Program was created in 2004 for low-income youth enrolled in the 9th grade of secondary school. After being approved in the Selection Process, students enter the 1st year of high school at a private school partnered with Ismart in the cities of São Paulo (SP), Rio de Janeiro (RJ), Belo Horizonte (MG), São José dos Campos (SP), Sorocaba (SP), and Cotia (SP). These students receive personalized support from Ismart psychologists and educators throughout their academic journey until their acceptance into higher education, contributing to the development of success competencies and offering career guidance. They also receive school supplies, uniforms, and financial support for transportation and meals.

Awards for good initiatives and generating impact in the community

Victor Bryan Severino, a 17-year-old student from Belo Horizonte, had his project selected as a finalist for the Rise initiative, a global action by Schmidt Futures and Rhodes Trust that seeks talents with the potential to impact the world. He took this as a significant boost for his initiative to start a movement to collect paper from schools and recycle it to generate income for public educational institutions in Brazil. "Seeing the presentation of other projects helped me to have a more critical view of society and to have brilliance and creativity to solve everyday problems." But the seed of change was planted in Victor many years earlier when he learned about Ismart through a cousin who had heard about the Institute in a school lecture. He joined the Alicerce program and is currently studying at Colégio Bernoulli. Talented, he was introduced to an extremely challenging academic environment, which also impacted his self-awareness. "Through opportunities and conversations, I reflected on my role in the world and what I was truly destined to do. In this way, I discovered my dreams and began to think about how I could impact my community and society."

Since joining Ismart, the lives of Victor and his family have undergone a significant change in their routine and expectations. "During the adaptation phase at the new school, I relied heavily on family support. The concern of so many new activities that require independence at 13 years old, like taking the bus alone, was only possible with my family and friends by my side. Daily journeys, even though tiring, became much lighter with the young people from Ismart, people who understand and comprehend my difficulties.

And through the topics discussed in the conversation circles, I became much more empathetic with my family, and our relationship improved exponentially," says Victor.

For the future, he plans to have a well-established career that allows him to work on what he loves, which is helping society. "I plan to study Law to deepen my understanding

of our constitutional text and know how to use this tool in favor of citizens. I feel it is my duty to have an impactful role in Brazil and give back the help I received from my family. Additionally, I want my impact to be in my community. To leave a legacy and become an inspiration for young black and peripheral youths who also believe in the transformative potential of education. To be a human rights activist and fight for a more dignified and respectful society. This can only be achieved with effort and dedication!"

“I feel like it is my duty to have an impactful role in Brazil and to give back the support I received from my family. Additionally, I want my impact to be within my community. I aim to leave a legacy and become an inspiration for young Black and underprivileged individuals who also believe in the transformative power of education.”

Victor Bryan Severino
Alicerce Program



Ismart Network: Commitment and solidarity

In their journey through Ismart, students participate in initiatives that promote engagement and mutual solidarity with their peers who are also part of Ismart programs. These initiatives are 'Aluno Tutor' and 'Uma Mão Lava a Outra.'

The 'Aluno Tutor ' program involves mentorship between new students and Ismart veterans. The program fosters the formation of bonds and assists in the adaptation process of young people, as well as in the assimilation of Ismart's values and community. Within the program, the tutor helps build an appropriate study routine, adapts to schools/programs, and overcomes academic challenges that may arise with the new routine, always aiming for the best academic and personal outcomes for those involved.

On the other hand, 'Uma Mão Lava a Outra' (UMLO) is designed to stimulate student leadership. Its objectives are to facilitate the exchange of knowledge among Ismart students, develop communication skills, and strengthen the sense of the Ismart community.

Expand horizons and create new bonds

At 17, Lucas Emilio de Almeida Castro, a resident of Arujá since birth, has experienced a significant transformation in his academic and personal life thanks to Ismart. The opportunity arose when his mother, through a friend, decided to enroll him in the project, envisioning a promising future for her son.

Lucas says that his participation in Ismart has broadened his horizons considerably. "Thanks to Ismart, I've had the opportunity to meet different people with different ideas," he says. This experience was particularly remarkable for Lucas, who had spent his entire life in a small town and suddenly found himself in São Paulo, attending a school with ten times as many students as his previous school. "I was frightened by the amount of people, but it helped me to meet new people and create new bonds," he recalls.

The scholarship offered by Ismart not only opened doors to a new network of contacts, but also boosted the development of various skills and competencies in Lucas. Through a language learning platform, he improved his fluency in English. In addition, the program enabled him to participate in a scientific project that resulted in the production of an article on cyanobacteria and their viability for mitigating environmental impacts. "We're planning to publish the article in a scientific journal," he says enthusiastically. Ismart's support was crucial not only for access to Colégio Bandeirantes, where Lucas and his colleagues found materials and mentors for their scientific project, but also for the formation of a highly competent and altruistic working group. "Without Ismart, it would have been difficult to find such dedicated colleagues," he says.

For Lucas, the opportunity provided by Ismart has an impact that goes beyond his personal life. He believes that his academic and professional achievements can improve the quality of life of his family and friends. More broadly, Lucas hopes that his future career in Aerospace Engineering will contribute to the development of technologies that will benefit society, such as advances in GPS satellites.



Lucas Emílio de Almeida Castro
Bolsa Talento Program

With plans to work for a company focused on space exploration, Lucas is on track to achieve his goal of making a significant contribution to the field, indirectly influencing the lives of many people. "My plan for the future is to work for a company that allows me to contribute to space exploration," he concludes.

Opportunity is a part of the process, but dedication is the key

Fernanda Izadora Nascimento Roque, 18, believes that studying at one of the best schools in Brazil was an important step towards gaining access to opportunities she never dreamed of before becoming an Ismart student. "Ismart brought me new experiences, new knowledge. It allowed me to meet people, and above all, it allowed me to develop as a human being in the best possible way.

Today, most of my dreams are no longer just dreams and have become goals. Achievements that once seemed unattainable, I can now believe can really come true because of the opportunity I've been given," she explains, who has started to dedicate herself a lot to her studies, especially outside the classroom.

"I had to figure out how to study more than just attending classes. My day-to-day life is much busier than it was before I joined Ismart. I wake up at four in the morning to commute from Contagem to Belo Horizonte, where my school is. But even with a very heavy routine, I manage to find time to have fun".

Studying at a school of excellence has also given her new access to cultural areas that she didn't know about before: "Today, I'm in the habit of going to museums and exhibitions, reading books that have marked Brazilian literature, getting to know new singers and songs." However, Fernanda recognizes that a large part of her academic success is due mainly to her efforts. "I'm in my last year of high school. I was able to apply for several entrance exams and prepare very well thanks to Ismart. But in order for this opportunity to be truly appreciated and to have an impact on my life, I had to put in a lot of effort. I believe that my achievements are deeply linked to Ismart and, at the same time, to my commitment and dedication over the years."

Today, she serves as an inspiration to several people around her, who have become interested in the program and have started to seek a similar change in their lives. "My family is completely proud of my development and really believes in the power of transformation that Ismart brings. My friends are impressed by the variety of opportunities I have and always say they are inspired by my journey," she says.

With the near future in mind, Fernanda plans to study medicine at the Universidade de São Paulo (USP) and move to São Paulo. In the more distant future, she wants to build a well-established career and contribute to people's well-being, giving back in some way for the opportunities she has received since meeting Ismart.



Fernanda Izadora Nascimento Roque
Bolsa Talento Program

“My achievements are deeply linked to Ismart and, at the same time, to my effort and dedication over these years.”

Ismart Online

In 2014, after refining its selection tools to identify outstanding students from low-income families, Ismart developed a model that allows the project to scale to a larger number of students. Thus, Ismart Online was created, designed to enable more young people to join Ismart's secondary education program and get closer to their big dreams!

Ismart Online consists of a hybrid journey composed of online learning cycles and in-person activities. The online activities are conducted on an easily accessible platform that features formative journeys with content in Portuguese, Mathematics, and Writing , as well as missions aimed at developing success competencies and career guidance. Additionally, students receive support from tutors and mentors focused on the different themes of each course on the Ismart Online platform.

The in-person activities take place during the training sessions held four times a year. In these meetings, the young participants gather for a day of activities with

the primary goal of reinforcing the skills and competencies worked on during the missions, promoting the integration of our Ismart youth network.

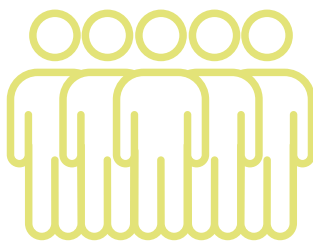
Family support is also important, which is why Ismart encourages young participants to bring their family members or guardians to the in-person training sessions. The balance between online and in-person activities is a significant feature of Ismart Online, essential for the growth and development of all participants. Those who excel are recognized and can earn other opportunities. In 2018, students from the first cohort of Ismart Online were accepted into top universities and recommended to join as Ismart university students. Currently, 170 young people from Ismart Online have already been accepted into universities.

2023 Ismart Online Numbers



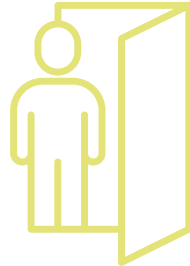
637

incoming students



1.768

students assisted by the program



85%

of students approved in the university entrance exam

A teacher's advice **that changed a life**

A future full of opportunities, combining scientific research with the field of technology, is what Maria Eduarda dos Santos, an 18-year-old student enrolled in Ismart Online and currently in her third year of high school at the Instituto Federal de São Paulo (IFSP), aspires to. She, who intends to study Data Science, was born and raised in the outskirts of São Paulo and has completed her entire academic journey in public schools. However, at the age of 15, a simple piece of advice from a teacher completely transformed her life.

“Ismart was more than just an opportunity. It was the key that opened doors to a world full of possibilities.”

"At the time, I was in the 9th grade of elementary school and was somewhat aimlessly searching for opportunities for my high school education. It was in this context that a teacher mentioned that the Institute had opened registrations for its Selection Process. Given the challenging scenario of the pandemic and with nothing to lose, I decided to take a chance, without even imagining the impact that this decision would have on my life. And Ismart was more than just an opportunity. It was the key that opened doors to a world full of possibilities, transforming my reality and giving me wings to fly towards my dreams," reveals Maria Eduarda. "Thanks to professional guidance, participation in discussions, interaction with university students, and close mentoring, I was able to understand what my dream was, make more conscious choices regarding my career, and develop solid strategies for the entrance exams," she says.

She also believes that scientific research plays a fundamental role in contributing to society and in the technological and scientific development of the country. "This conviction of mine found resonance in the Ismart Academy project, in which, over the course of a year, two Ismart youths—one from secondary education and one university student—dedicate themselves to developing a scientific research project. The goal is to submit the final result to the largest science fair in Brazil, FEBRACE. This initiative reflects not only Ismart's commitment to research but also the desire to positively impact the scientific community and society as a whole," she summarizes.

Maria Eduarda dos Santos
Ismart Online

The journey of the son who influenced his mother's studies

University student Pietro de Souza, from São Paulo, has a dream of contributing to the democratization of quality education in Brazil, because he believes that education is the key to students' personal growth and to the development of a more collaborative and sustainable society. An 18-year-old from Sorocaba, he started his Computer Science degree at Minerva University in the United States.

The young man joined the Ismart Online program in 2020, the year he started his first year of technical high school in Systems Development at ETEC Fernando Prestes. "I learned about Ismart from my school coordinator in the 9th grade and then from two other students who visited my school to talk about the Institute. Ismart not only offered me academic opportunities that I wouldn't have had access to otherwise, but also career guidance.

Before, I used to dream but I didn't know how to reach my dreams. Ismart motivated me and taught me how to draw up plans to pursue my goals and reach those dreams." For him, the Institute's support was essential in the process of entering higher education.

"One of the most important things that enabled me to pass competitive courses in Brazil was my score in the Enem writing test. At school, I only started to practice writing in the last year of high school, in which I wrote two essays. At Ismart Online,

“**My experience learning english on my own inspired my mother to start studying the language too.**”

Pietro de Souza
Ismart University Student

I had the opportunity to write more than 40 essays throughout high school and get personalized feedback to boost my learning, which made all the difference to my performance at university entrance exams and the Enem."

Pietro had a big dream of studying abroad, but he needed to reach an advanced level of English to be able to apply to universities. "Throughout high school, I prepared a lot for this goal, developing my English and studying for university entrance exams. As a result, I won a place on the Prep Ismart program to apply for international opportunities and, at the end of high school, I was approved to study Computer Science at Minerva University. My journey learning English on my own inspired my mother to start studying the language too."

When education changes a community's perspective

At 17, Lucas Anderson, a student at Ismart Online in Rio de Janeiro (RJ), is at the end of high school. "The Institute has completely changed my life. It gave me a perspective on the future," he says. He also highlights the new mentality he has seen in his friends and family since he started taking part in the Institute's activities: "They've started to see that education really can transform lives. And I hope that this will encourage them to seek change too".

For the young man, his achievements have a lot to do with the Institute, but they are the result of his commitment and dedication. Thinking about the future, he says his goals are to pass the university entrance exam, achieve a good level of English, get an internship and then work in something that makes him feel fulfilled. "I also intend to provide financial stability for my family, as well as making a difference in the lives of other young people like me," he concludes.



Lucas Anderson
Ismart Online

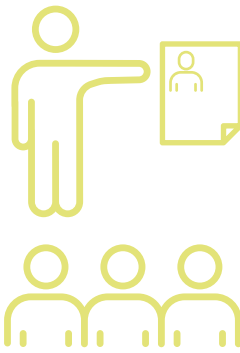
“**My friends and family began to see that education really can transform lives.**”

Prep Ismart

Since 2010, Ismart has been offering support to young people wishing to study abroad, providing a unique opportunity that combines academic excellence and immersion in diverse cultures. This experience broadens perspectives and strengthens essential skills for a successful career.

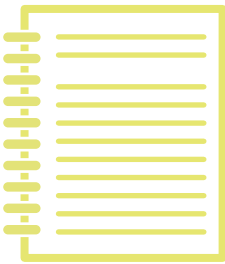
Based on this vision, in 2018 Ismart launched Prep Ismart, an elective course that gives students the tools and guidance they need to navigate the process of applying to colleges abroad, whose admission criteria differ from those of Brazilian universities. Prep Ismart guides and accompanies young people at every stage, from understanding the process to preparing for exams, essays and documentation.

The program covers the following main areas:



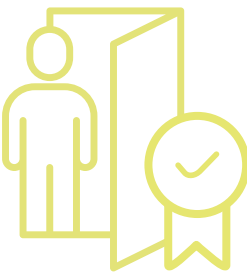
Customized mentoring:

with the help of experts, explains the process of applying to international universities and offers guidance tailored to each student's strengths, interests and ambitions.



Excellence in essay writing:

our writing experts work closely with students, honing their storytelling skills and helping them articulate their unique narratives.



Test preparation:

with expert guidance and practical opportunities, ensures that students are well prepared to face exams such as the SAT and TOEFL.

Education has always been a fundamental pillar, but Ismart was a game changer



Arthur Lopes Constant
Bolsa Talento

Arthur Lopes Constant, a 17-year-old student from Contagem (MG), has always considered education a fundamental pillar in his life, but he believes that Ismart was a game changer. The Institute introduced him to a new direction, a new plan for his life.

The young man first encountered Ismart in 2019 while participating in the Olimpíadas de Mayo, an international mathematics competition. He reconnected with the Institute nine months later during his participation in the Programa de Iniciação Científica Jr. (PIC), an Olympic mathematics course. "I applied for the Talent Scholarship program and was accepted to attend high school at Colégio Santo Antônio (in Belo Horizonte), where I studied until September 2023. Then, I moved to Andover, in the United States, to complete high school at Phillips Academy, which was only possible thanks to Prep Ismart. Ismart transformed my life by introducing me to unprecedented opportunities and providing the resources to access them," he explains. "Attending high school at Colégio Santo Antônio, participating in a summer program at Harvard, becoming a Rise Global Winner, and studying at Phillips Academy—all these opportunities were directly offered to me by Ismart," concludes Arthur.

“Ismart transformed my life because it presented me with unprecedented possibilities and gave me the resources to access them. Attending high school at Colégio Santo Antonio, participating in a summer program at Harvard, becoming a Rise Global Winner and studying at Phillips Academy - all these opportunities were offered to me directly by Ismart.”

Tech Track

Developed in 2021 to meet the job market's demand for professionals with more knowledge about technology, the Tech Track offers tools for Ismart students to develop technological skills ranging from digital literacy, that is, an introduction to the basic concepts of digital language, to exposure to programming languages such as Python, Java, and C++. The initiative plays a fundamental role in enhancing logical reasoning and developing success skills such as collaborative work, communication, problem-solving, and critical thinking, in addition to promoting interaction between elementary school students and Ismart university students.

The Tech Track is structured around three basic projects:

Ismart Academy

The scientific initiation program is designed for students from all grades, from the 8th grade to the 3rd year of high school, in both in-person and online programs. In this program, students develop investigative research projects using scientific and engineering methods, with the aim of submitting them to science fairs. During the program, participants receive guidance from Ismart university students, who assist them in the development of their projects. In addition to scientific initiation, Ismart Academy also offers students the opportunity to build and strengthen a network of relationships within the Ismart community.

IBM Skillsbuild

Aimed at students in the 1st year of high school, it provides content in digital literacy and technology made available by IBM.

Alura Start

For 2nd and 3rd-year high school students. Offers programming scholarships at Alura, one of the largest online technology schools in Brazil.

The Secondary Education axis is the foundation for young people's entry into Higher Education. Therefore, Ismart supports low-income young talents who have been part of the Alicerce, Bolsa Talento, and Ismart Online programs in their challenges in Higher Education until their entry into the job market. Follow along to learn about the programs and projects that have been structured to support Ismart youth in this next stage of their journey.



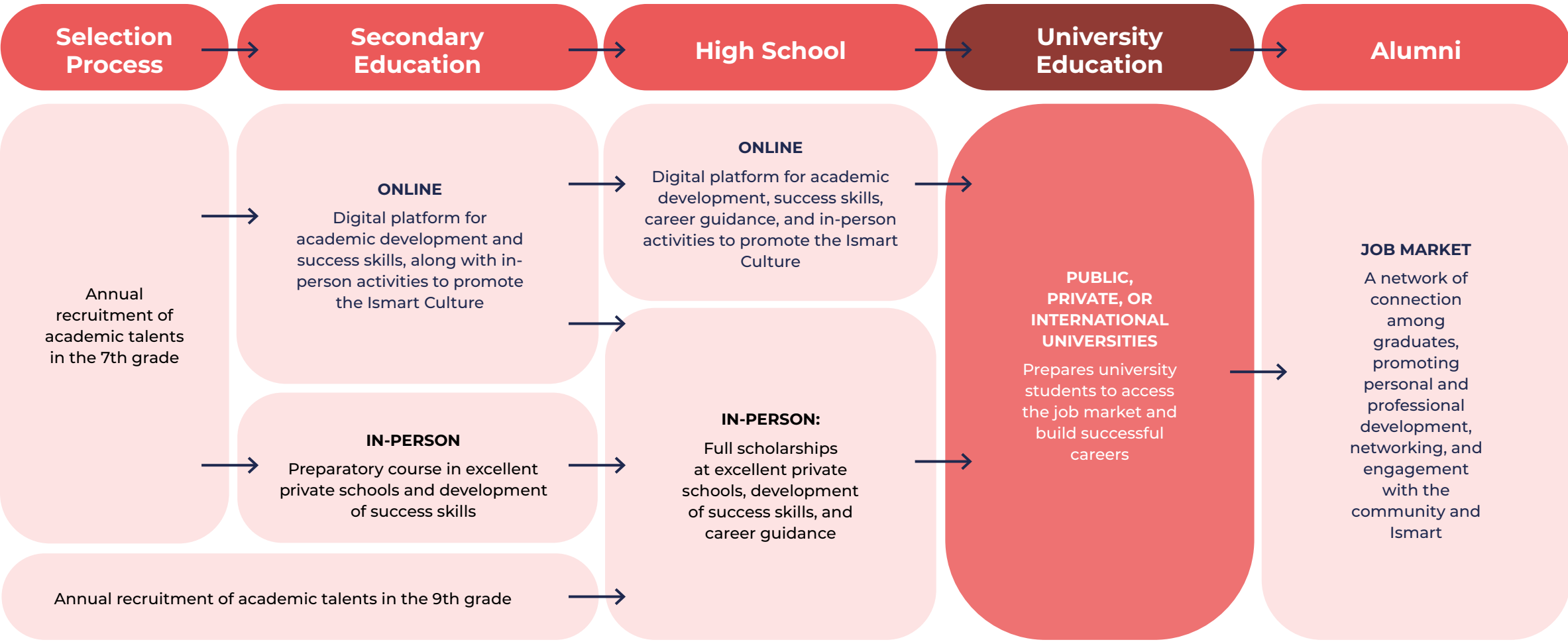
**Talent can only be achieved
through personal effort.**

Ismart **Higher Education,
Market, and Society**



After the development during the final years of secondary school and high school, Ismart continues to encourage young low-income academic talents who have been part of the Ismart Secondary Education journey. Being accepted into a higher education course further expands the opportunities for these young people’s professional future, guiding them **toward leadership positions**.

Journey of the student with Ismart



The Institute offers a series of activities and tools throughout the entire undergraduate period with the aim of complementing the academic education received by students at the universities they attend. Additionally, it provides support to students to help them face the challenges of each stage of their undergraduate studies. This includes the enhancement of success competencies, the acquisition of experiences and knowledge that ultimately enable them to achieve prominent positions in the job market.

University students have access to information about program activities through an online platform that connects over a thousand students who are in Brazil or abroad. To ensure comprehensive support and enable students to focus on their undergraduate studies, each scholarship recipient can receive financial assistance from Ismart to cover major expenses associated with their education, such as food, transportation, and school supplies.

Objectives

Allow young people to dedicate themselves to their journey in higher education and the building of their careers.

Expand the repertoire of academic, formative, and professional experiences for young people, encouraging promising access to the job market.

To accompany the professional and personal journey of the Alumni community and support young graduates in building leadership careers and achieving prominent positions in the job market.

Get to know the "Ismart University Students" and "Ismart Alumni" programs below.

University Students Ismart

The Ismart University Students program aims to support the personal and professional development of university students who benefit from the Institute. The initiative offers activities such as preparation for selection processes and visits to partner companies, as well as support grants for university students who need help with food, transport and books. In this way, it guarantees essential assistance in the students' training, enabling them to achieve outstanding opportunities in the job market during their undergraduate studies.

Izabella Almeida de Faria, 20 years old, from Belo Horizonte; Atalia Caroline da Silva Assumpção, 22 years old, from Rio de Janeiro; and Matheus Moreira do Nascimento, 23 years old, also from Rio de Janeiro, are some of the university students currently supported by the Institute. What they all have in common is their gratitude for the opportunities provided by Ismart and their desire to give back to society. Get to know a little bit about each of their stories below.

When dreams are no longer unattainable

A student of Information Systems at the Institute of Technology and Leadership (Inteli) in São Paulo, Izabella Almeida de Faria says that Ismart changed the course of her life. "My story with Ismart began in 2018 when one of the institution's coordinators visited the Federal University of Minas Gerais (UFMG), where I was participating in a junior scientific initiation course at the age of 14. She presented the project to everyone present, and although many students doubted the opportunities that Ismart offered, my adventurous spirit led me to take note of the email address and later to apply for the selection process that year," she recalls

With just one year of activities in the capital of Minas Gerais, the Institute became crucial in the young girl's life, not only because of the scholarship at an excellent private school but also due to the financial support offered to her family, which was struggling to cover Izabella's transportation and meal expenses at school. According to her, the Institute was also an important psychological partner, helping her to chase and achieve her dreams. With Ismart, Izabella says that she was finally able to see horizons that previously seemed unreachable

"I already knew that I wanted to change my

family's reality and understood that education was the most accessible path to achieve social mobility. However, my dreams were limited, and I saw no perspectives beyond that. Ismart broadened my horizons, showing me that I could achieve much more ambitious goals. Additionally, the organization provided me with unconditional support at every stage of my journey."

The young woman, who is currently in an internship program at one of the largest investment banks in Latin America, emphasizes the importance of initiatives like those offered by the Institute in promoting equal opportunities and reducing inequalities. In this process, becoming a role model is not only natural but also fundamental. "I firmly believe in the importance of being a positive role model for other young people, demonstrating that regardless of their background, it is possible to achieve their goals and make a significant difference in the world," she explains.

To make a difference, she plans to contribute to the transformation of society through her work and involvement in projects that benefit the community, particularly in the areas of technology and education. "With my education and skills, I am committed to continuing to learn, grow, and contribute to a more just



I firmly believe in the importance of being a positive role model for other young people, demonstrating that, regardless of their background, it is possible to achieve their goals and make a significant difference in the world.

and equitable world. Therefore, I want to, one day, give back to society everything I received from the institutions that believed in my potential and directly contributed to my human and professional development," she concludes



Matheus Moreira Nascimento
Ismart University Student

Support in studies, in the job market and in life

Born and raised in Cidade de Deus, a community in Rio de Janeiro, Matheus Moreira do Nascimento, 23 years old, discovered Ismart in 2015 when he was encouraged by a teacher to participate in the Selection Process and earned the opportunity to join Ismart Online. Today, Matheus is an Ismart University student and is pursuing two degrees: Applied Mathematics at the Federal University of Rio de Janeiro (UFRJ) and Software Engineering at 42 São Paulo.

"Before Ismart came into my life, I didn't have a clear direction. I had dreams, like pursuing a college degree, but I didn't know which course to choose, where to study, or how to achieve that goal. Everything changed with the arrival of Ismart," recalls the young man. According to him, Ismart played a fundamental role in his life journey. "Through the program, I improved my interpersonal and academic skills, mapped out a plan to get to university, refined myself to achieve the goals of that plan, and developed in various ways."

The Institute played a crucial role not only in my studies but also in my entry into the job market.

Matheus, who secured a permanent position as a software engineer at Vivo even before completing his degree, believes that his academic advancement is inseparable from Ismart. "Without the presence of the institution in my life, it's hard to imagine where I would be right now. The Institute played a crucial role not only in my studies but also in my entry into the job market. This, in turn, allowed me to support my family and maintain our home. I still have a lot to evolve and achieve, and I feel that I will always be able to count on Ismart's support for that," he concludes.

Ismart gives us a push, the first step. But what we do with this opportunity is what sets us apart; it is our merit.



Atalia Caroline da Silva Assumpção
Ismart University student

A window amidst closed doors

The 22-year-old from Rio de Janeiro, Atalia Caroline da Silva Assumpção, sees Ismart as a decisive factor in her life. "I learned about Ismart through the principal of Escola Municipal Odilon Braga, who noticed that I could be selected for the project and enrolled me," she says. Thanks to this recommendation, she earned a scholarship to attend Colégio pH and, after much dedication, was accepted into the Law program at the State University of Rio de Janeiro (UERJ). Later, she secured an internship at the renowned law firm Mattos Filho.

"The Institute represents a window amidst so many closed doors, providing me with the education that my parents could not afford and that would make all the difference in my development. My life was limited to a predetermined reality, where I tried to find gaps to fit my dreams. Today, I am free to live them."

According to her, a country with educated, developed, cared for, and well-nourished young people is the greatest social return the world can have. "They are the future teachers, psychologists, nurses, lawyers, chemists, journalists. And it is because they will shape the future that they need quality instruction and preparation. Ismart gives us a push, the first step. But what we do with this opportunity is what sets us apart; it is our merit. This allowed me to have the necessary confidence to move forward on my own and to encourage other young people to do the same for their dreams," she explained.

Atalia, who graduates in 2025, already has her next academic and professional steps well defined: to pass the bar exam (OAB), secure a permanent position as a lawyer at the firm where she is interning, practice law, and grow both professionally and personally. "I want to pursue my master's degree and apply for a teaching position through a competitive exam or selection process. This way, I hope to become a full professor of Civil Law at UERJ," she says. "I also want to fulfill my dreams. To educate with awareness and consciousness. To be educated. To smile more. To rest more. To earn more. To become a partner at the firm. To check off all the items on my wishlist," she concludes.





Carol Velasco
Institutional Relations
Manager at Insper

Insper

The impact of Ismart is very significant, as the support offered provides not only educational assistance but also promotes positive changes in various aspects of the students' lives. Upon arriving at Insper, even though they are already more independent, these students continue to receive the necessary guidance and support for their personal and professional development.

What fascinates me the most is that the students are also empowered to expand their perspectives, explore new possibilities, and believe in the realization of their dreams and desires. And I see this for the future of these students: positive transformations in the broader context of their families and communities.

This is important because, in addition to developing academically and professionally, they also become socially responsible citizens with the awareness that 'give back' is more than just 'giving back'; it is an act of reciprocity, a genuine desire for other people to also have opportunities for transformation through education.

I notice that Ismart students have a higher level of self-responsibility, which is something lacking in the new generations. In this long-term experience with Ismart, the students mature significantly, and we can see a higher aspect of resilience, not only to maintain good performance in school but also to have a minimally structured life.

Consistently, these are people who understand that change does not happen overnight; it is a long process. So, they seize the opportunity and work hard.

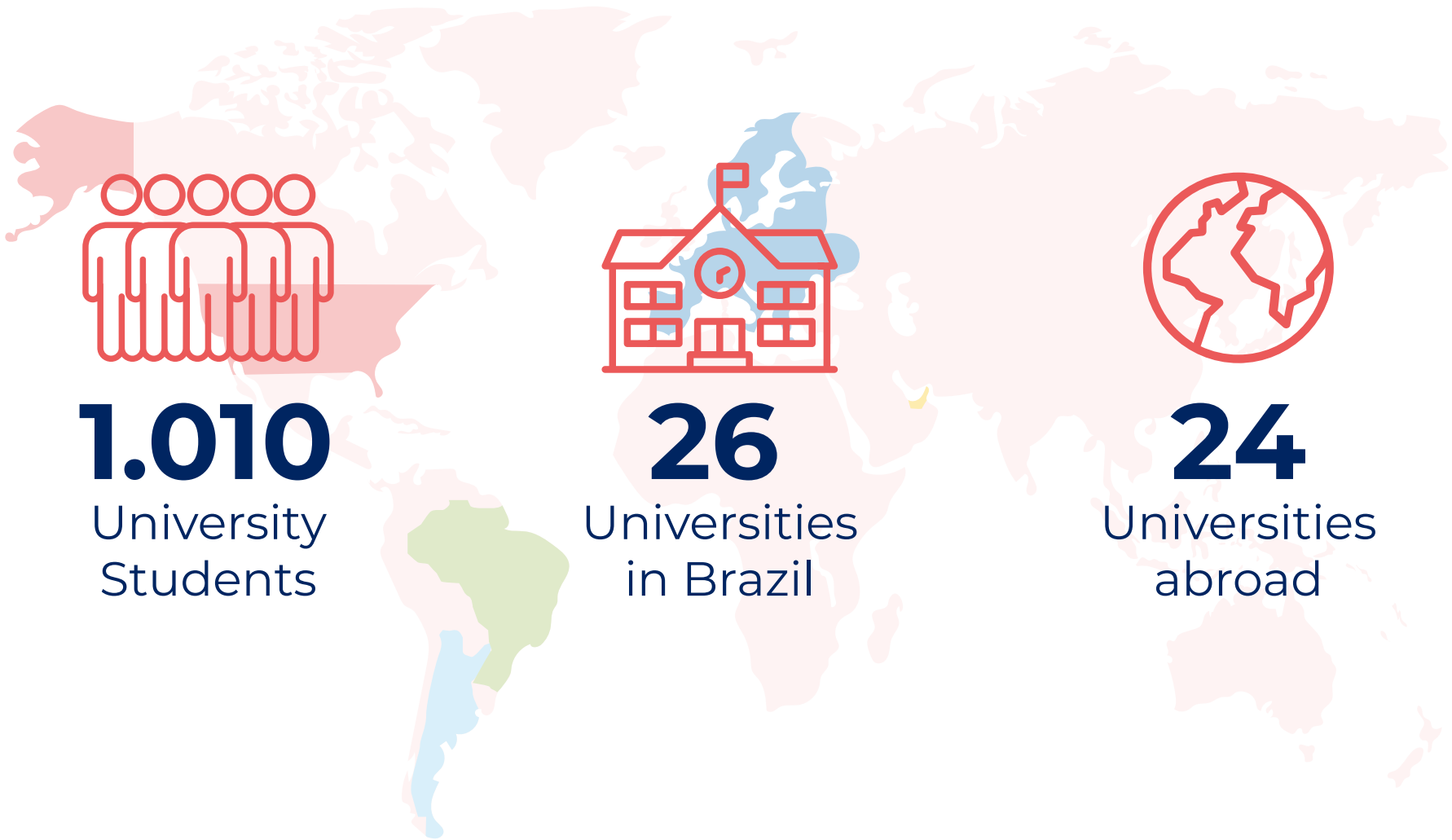
And I think they always carry that with them. These students have a much better understanding of their role in society, not just because of the investment they are receiving through the scholarship. They were impacted at a very young age and will certainly pass this forward once they take on leadership roles in society.



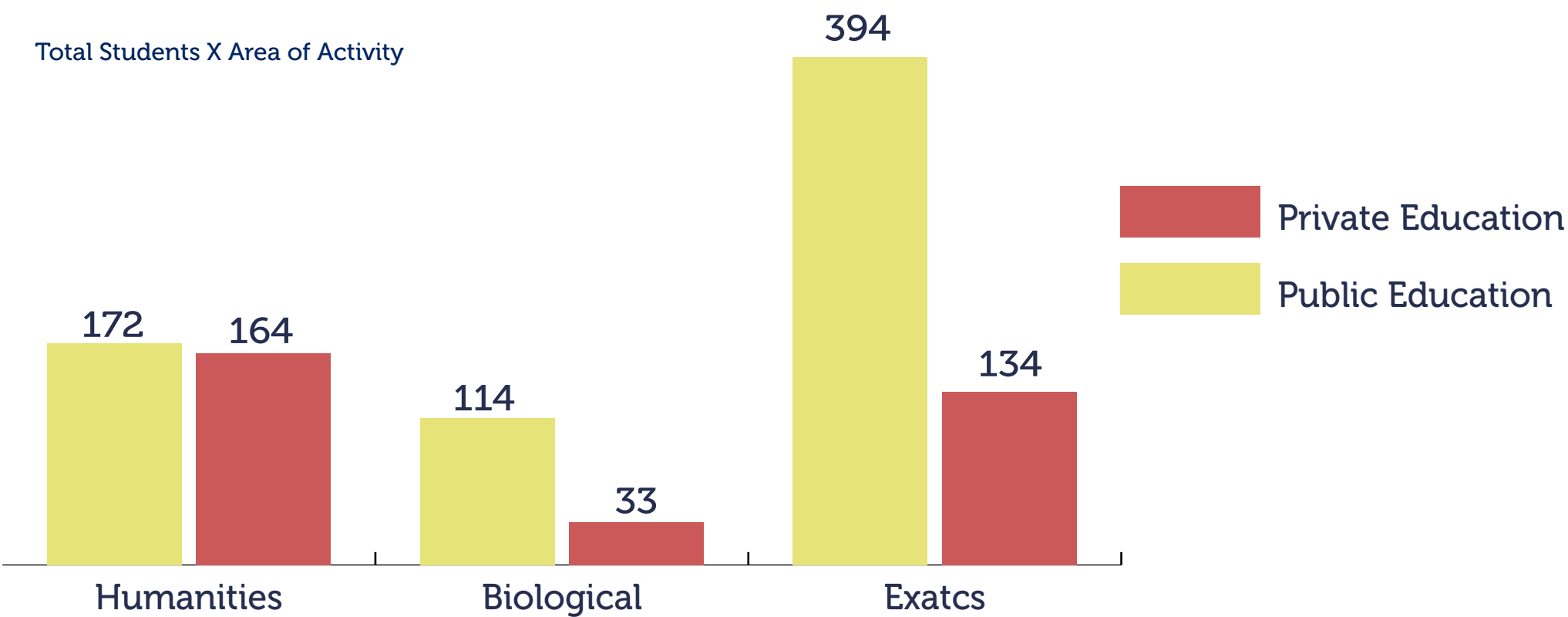
Ana Garcia
Director of Growth Inteli



Ismart University Students around the world in 2023



Higher Education Students by Field of Study (Brazil and Abroad)



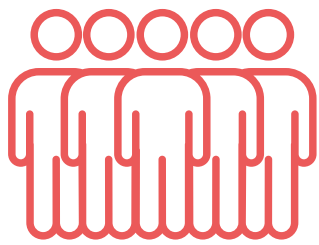
Alumni Ismart

After graduation, Ismart University students join the Alumni network. The main role of this network is to facilitate the exchange of experiences, challenges, and opportunities among professionals. Over nearly 10 years, these individuals have had their journeys shaped by the Institute's support.

Joining the Ismart Alumni is the final step of this academic cycle and represents, among other things, the recognition of all the dedication of these students, who are often the first in their families to attend and complete higher education.

Additionally, these members are fundamental not only for inspiring new generations of students but also for contributing to the development of the Institute.

**Alumni Ismart
2023**



+500
Graduates

"Ismart manages to **create bridges**
between us and the spaces of power
and decision-making"



Abidan Henrique
Alumni Ismart

A civil engineer graduated from the Polytechnic School of the University of São Paulo and councilman of Embu das Artes (SP), Abidan Henrique, 26 years old, first encountered Ismart during his adolescence. "A teacher at the school where I studied found out about the Institute on the internet and invited the students to participate in the Selection Process. She arranged for us to study during the opposite shift to prepare ourselves, and she even took me to the exam," he recalls. It was from that moment that his life was transformed. After passing the Selection Process, Abidan began studying at Colégio Sidarta in Cotia (SP), where he was able to learn three languages and participate in new activities, such as visual arts classes, music, and debate. "This expanded my repertoire and allowed me to get to know the world." In high school, the young student

participated in an exchange program to the United States, where they studied in Harvard's summer program. "I had a scholarship from Sidarta, but with significant support from Ismart. Later, I was also able to attend the Brazil Conference, again with Ismart's help. Additionally, with the Institute's assistance, I took a course in Jordan," they explained. According to him, the Institute was fundamental due to the numerous opportunities that arose throughout his journey. "The main contribution of Ismart to my life was helping me access people and spaces I never imagined I would know. A young person like me, Black, from a public school, who came from the outskirts, with parents who did not go to college. I have already met influential people in the market, politicians, and I got to know Vetor Brasil, which introduced me to the world of public

Ismart placed me in places I never dreamed of being. This was very important for the development of my career as well.

policy and the public sector." And Abidan's educational journey was not the only one in his family to be impacted by the Institute. His parents, who had not completed their basic education, were inspired by their son through attending the Institute's meetings and events and decided to return to their studies. Today, both are graduates—his mother in Pedagogy and his father in Civil Engineering, just like Abidan—and they work in their respective fields. Additionally, Abidan's uncles and cousins also resumed their studies and went on to attend college. "Ismart changed my entire family," the young man proudly shares.

Abidan also recalls how the Institute helped him nurture dreams bigger than those he had during his time in public school. Once focused on becoming a soccer player, he is now an engineer and city councilor, aiming to promote social impact through his actions. While still in college, he created the social project KM23, a community-based preparatory course for low-income youth living in Embu das Artes. "Today, we serve 80 young people. And this is largely a result of the experience I had at Ismart. It was through Ismart that I understood that my great dream is to help more young people from public schools and peripheral areas to also enter college and receive a quality education," he shares.

For the future, the young man says he is focused on dedicating his life to impactful work. That is why he decided to work in the public sector. "As a city councilor, I can advocate for school renovations, ensure doctors are available in emergency rooms, organize services for people with disabilities, and design public policies for youth. In short, I can help more young people from underprivileged areas to have the same opportunities that I had," he concludes.

**Entrepreneurship to educate
young people in Higher Education**

Rafaela Herrera Silva is from the Campo Limpo region in São Paulo, where her parents were born and lived for a good part of their lives. Her parents always encouraged her and her two brothers to study, as her father started a Geography course in college but was only able to complete the first semester, and her mother only managed to graduate in Administration after the age of 50.

Determined, at the age of 12, Rafaela already said she wanted to be an engineer when she grew up. To achieve this, she realized she needed to improve the quality of education she had access to. When she discovered Ismart, she identified with the Institute and the opportunity it offered. "I was part of the Alicerce Program, the first class in São Paulo, back in 2004. And, shortly after, I entered Colégio Santo Américo.

Subsequently, she was accepted into Unesp, where she graduated in Biotechnology Engineering. "During this period, I received a minimum wage stipend to support myself. Since the college program was also full-time, the scholarship was essential so that I didn't have to work and could move to the countryside to complete the five-year course,"

explains Rafaela.

After graduating, she worked for two years in the food sector, during which she had her first experience as an entrepreneur, a dream she had always had. With Cozinhaê, the goal was to provide healthy food to low-income people, but she eventually changed careers and decided to work in the world of technology and new business in startups.

She secured a position at Startup Farm, the first startup accelerator in Latin America, and it was there that she met her current business partner. She spent two and a half years helping over a thousand entrepreneurs build their businesses and assisting clients like Visa, Banco do Brasil, and Oi Futuro in their digital transformation.

From there, she took on the challenge of becoming the Head of Startups at Cubo Itaú, leading the selection and success team for startups at the most relevant hub in Latin America. In 2019, she was recognized as one of Forbes' Under 30, and the following year, she was a finalist for the Young Leader award from the Anga Institute, which aims to recognize young talents who drive transformations within the organizations they work for.

With all these achievements, she reflected on her goals and reconnected with entrepreneurship, now focusing on the education of young people in higher education. "In 2017, with Cozinhaê, I saw a population beginning to become obese and malnourished, and I see the same phenomenon today in education: qualified people with little ability for day-to-day work. For about two years, I have been working on Sirius, a college focused on experience, the future, and technology." Rafaela attributes much of her development—and her subsequent achievements—to Ismart. It was much more than just the scholarship; it was about the sense of responsibility that is fostered from an early age by participating in the Institute's programs.

Rafaela Herrera Silva
Alumni Ismart



Investment in education brings returns for the entire society

Born and raised in Rio de Janeiro, Paulo de Tarso Silva Santos, 28 years old, had his first contact with Ismart through a promotion at his school when he was in the 7th grade of secondary education at Escola Municipal Bento Ribeiro, in the Méier neighborhood. Paulo says that the Institute was an open door to escape a repetitive cycle of students with poor academic training who do not achieve what they have the potential to reach. "It was the biggest springboard for my personal achievements. My life scenario would have been completely different without the Institute. My life went from great financial instability in my family, with no certainties and food insecurity, to achieving goals that were previously unimaginable," he explains.

Throughout my undergraduate studies, I had a strong involvement in social entrepreneurship and social actions. I worked in NGOs and dedicated a significant amount of time to volunteer work. I always focused on giving back everything that was given to me by the Institute.

He believes that, even with his enormous academic potential, he would not have been able to envision such an ambitious professional goal. "Ismart provides us with a trajectory adjustment so that we can reduce to almost zero the gap between us, who are financially and academically disadvantaged, and students who have always had all the opportunities.

"Graduated in 2017 in Applied Mathematics from Fundação Getulio Vargas in Rio de Janeiro, Paulo now holds a senior position at a major Chinese bank. 'In parallel, I am venturing into entrepreneurship as a partner in a marketing and data science management company.' His professional rise has also had an impact on his family, especially on the lives of his parents, who dedicated themselves greatly to providing the conditions for his studies, even during the most uncertain times. 'Today, I can help them in their daily lives to have a more comfortable life, and I see how fulfilled they are with the paths I have taken,' he says.

He also explains what he has been doing to give back to society for the opportunities he received. 'Throughout my undergraduate studies, I was heavily involved in social entrepreneurship and social actions. I worked in NGOs and dedicated a lot of time to volunteer work. I always focused on giving back everything that was given to me by the Institute, to the point of receiving, in 2012, the former 'corujinha' award, due to the private physics lessons I taught, which were responsible for preventing the failure of two scholarship students from Alicerce Santo Inácio,' Paulo reveals."



Paulo de Tarso Silva Santos
Alumni Ismart

From the periferia to the world

Born and raised in the Capão Redondo neighborhood of São Paulo, Michael Cerqueira de Oliveira, 29, holds a degree in Public Administration from Fundação Getulio Vargas and a master's degree in public administration from the Harvard Kennedy School. Michael is a Leader Estudiar and a Person of the Year Fellow by the Brazil-U.S. Chamber of Commerce. He learned about Ismart through his History and Mathematics teachers at the public school he attended. "Ismart showed me the power of academic excellence and how far we can go. Studying at Fundação Getulio Vargas, visiting more than 60 countries, and earning a master's degree at Harvard were dreams I could only begin to have once I managed to transform my reality," Michael explains.

Ismart was very important to him in this development process, as it opened many doors and continued to be a close partner throughout his journey. Moreover, the impact of Ismart extends beyond the positive effects on his family and community. "There are impacts ranging from my cousin, who started a career in the technology field, to my group of friends from public school, who participated in a study group for the college entrance exam, where I shared my materials from the private school. Today, they are all well-educated and building successful careers."

According to Michael, his career choice was completely connected to the idea of giving back to society for the opportunities he had access to. "I understood that public administration is the most efficient and effective way to create opportunities for those who need them the most.

"And I was able to work directly with generating opportunities at Vetor Brasil, in the Caruaru City Hall, and in the Government of the State of São Paulo. Today, I am working to increase the number of Black and first-generation Brazilians (the first in their families to attend university) at the best universities in the world

through the Lemann Foundation. Additionally, I volunteer at Ismart, mentoring in various projects and always striving to inspire and support young people from the outskirts to pursue their dreams. Giving back is at the core of my personal and professional actions and brings a lot of meaning to my life."

For the future, he dreams of becoming the Minister of Planning. "To achieve this, I am building a career with leadership experience in different organizations and areas. Despite the focus on the position, my big dream is to reduce inequalities in Brazil, creating more opportunities for people to live their dreams. And I remain strong and determined, working to make this a reality."

My big dream is to reduce inequalities in Brazil, creating more opportunities for people to live their dreams. And I remain strong and determined, working to make this a reality.

Michael Cerqueira de Oliveira
Alumni Ismart



**Excellence is the
foundation for the
desired results.**

05 Who makes Ismart happen



Since 1999, Ismart has been transforming the academic and professional trajectories of thousands of young people thanks to the hard work and dedication of its team. This team includes psychologists, educational psychologists, other professionals committed to supporting students focused on assisting these students from their first contact with the Institute all the way through to their entry into the job market. Below, you'll find testimonials from three employees who have contributed and continue to contribute to the institution for many years.

“Ismart promotes transformation in the lives of young people, enabling them to reach levels never before seen as real possibilities.”

A psychologist by training, Inês Boaventura França got to know the Institute in 2002, and, over the following 14 years, she was able to closely follow and contribute to the improvement of the lives of hundreds of students from Rio de Janeiro, Minas Gerais, and São Paulo. "I can say that I closely witnessed many of the changes that occurred at Ismart. From 1999 to 2003, the office was in São Paulo, and the only project maintained by Ismart, Espaço Talento, was carried out in Rio de Janeiro. In the last two decades, Ismart has grown significantly," she explains.

According to her, the team was involved in all the processes. As the number of candidates increased, Ismart implemented fundamental improvements so that the Selection Process is now 100% online, with tools that ensure accuracy in identifying the potential of the candidates.

But dealing with the increased prestige of the Institute and the growing number of students interested in its programs was just one of the challenges faced—and overcome—during the period when the psychologist was part of the Ismart team. Beyond the improvement in initiatives, she highlights the process of gaining the trust of the Departments of Education as fundamental for establishing cooperation agreements that would benefit their students. "It was necessary to show the team of educators that enrolling the selected students in the private education network does not mean disqualifying the public network; and that the development program offered by Ismart opens numerous opportunities for young people, transforming their lives."

“**Patrícia, the daughter of a bricklayer father and a homemaker mother, was very hardworking." First, the young woman was accepted to attend high school at the Embraer school in São José dos Campos. Then, she enrolled in Environmental Engineering at the Polytechnic School of the University of São Paulo (Poli-USP). During her higher education, she took full advantage of all the development program activities offered by Ismart, and after graduating, she worked at Ambev. Today, she works at the Fundação Estudar.**



Inês Boaventura França
former Ismart employee

Of all the students who have achieved great opportunities over the years, the psychologist highlights, among other journeys, that of student Patrícia Aguiar, supported by Ismart in São José dos Campos.

The recipe for Ismart's success, in the view of the former employee, is its systemic and student-focused approach. "Regardless of the project the student is part of, they will receive the necessary support from Ismart to maximize their abilities and achieve their goals. Ismart plays a fundamental role in helping young people in their process of self-discovery, goal setting, and using the right tools to reach those goals. Without exaggeration, with no modesty and with great pride, I say that Ismart promotes transformation in the lives of young people, enabling them to reach levels never seen as real possibilities."

Positive results of the **power of connection** between Ismart initiatives

With 10 years of experience on the Ismart team in São José dos Campos (SP), Poliana Santos views the Institute with great admiration. "I am passionate about it because my life story is intertwined with education. I am a product of public school, the Prouni program, and racial quotas. Working at an institution that values excellence, effort, and dedication from both students and staff is a perfect match with my values and experiences," she explains.

A pedagogue by training and with a postgraduate degree in Psychopedagogy, the current coordinator has witnessed the local Ismart community triple in size. "Each year, Ismart conducts training sessions that make a significant difference in our work. All these actions make the processes and initiatives more focused on the development of our students and staff. This keeps our attention on what the future holds for students and young people in the job market," she states. In this way, the staff has more resources to support students on their Ismart journey, aiding them in their academic development from elementary school onwards.

A remarkable case, according to her, is that of Jéssica Oliveira, an elementary school student who joined the Alicerce Program with a series of academic difficulties. However, with the support of Ismart, by the end of this educational

stage, she received acceptance from two partner schools to attend high school. "She knew how to take advantage of opportunities and, as a result of this work, achieved several acceptances into higher education, including Barnard College in New York, where she graduated." Like this young woman, Poliana recalls numerous other stories of overcoming obstacles, such as that of a young man who, after undergoing a complex medical treatment, was accepted into the Bolsa Talento program in high school and, after three years of dedication and study, was admitted to medical school. "Today, Luiz Eduardo de Oliveira Corrêa Lima is in his fifth year of Medicine at the State University of Minas Gerais (UEMG - Passos Campus)," she shares.

The key to the success of these and many other students who have gone through the Institute since 1999, according to the coordinator, is the power of the connection between all the projects offered by Ismart. "Each one of them helps the student to develop and overcome the challenges they are facing at that moment and within that timeframe. Each project has its specific objectives and goals to aid in the full development of the student, and if they have dedication, determination, and interest, they will certainly benefit greatly from the opportunities that all areas of Ismart offer."



Ismart plays a crucial role in encouraging, developing, and providing new opportunities for students to truly change their social reality. It is beautiful to see how much these students grow when they join Ismart.

Poliana Santos
Ismart São José dos Campos

"Ismart has always pursued a high level of quality."

Ellen Roncolato Kozuka, from the Administrative and Human Resources area, has witnessed 18 of the 25 years of Ismart's history. For her, although the Institute has maintained the continuity of its main programs, the changes within the institution have been significant. "When I joined the organization, there was only the Espaço Talento project, which was discontinued following the Institute's decision to focus on projects for young people starting at the age of 12, through the Alicerce and Bolsa Talento programs," Ellen explains.

Ellen closely followed the entire expansion process, from signing agreements with Education Departments and increasing the number of private schools—fundamental partnerships for the projects—to the arrival of Ismart in Belo Horizonte (MG). "The changes at Ismart during this period were enormous. First, in terms of quality, as Ismart has always pursued a high level of quality in all project processes, from the Selection Process, which became entirely online, to the entry of young people into the job market in prominent positions. Second, in terms of expanding partnerships with private schools, we went from two when I joined the institution to 29 today, and the creation of Ismart Online, which contributed to a significant increase in the number of students served," Ellen comments.

To support this growth, Ismart also needed to expand

"Ismart has always pursued a high level of quality in all its projects, from the selection process, which has become entirely online, to the entry of young people into the job market in prominent positions."



Ellen Roncolato Kozuka
Administrative and Human Resources

its staff. Currently, Ismart has a team of about 80 people distributed across São Paulo (SP), Rio de Janeiro (RJ), Belo Horizonte (MG), São José dos Campos (SP), Sorocaba (SP), and Cotia (SP). This highly competent and diverse team contributes daily to the high performance of the students.

"In addition to various fields, we currently have a large number of psychology professionals on our staff to provide support to the students. Many of them, when they join our projects, take on a double workload with classes at two schools or face very significant changes in their routines, and these professionals are essential in helping them navigate these challenges," concludes Ellen.

To support this growth, Ismart also needed to expand its staff. Currently, Ismart has a team of about 80 people distributed across São Paulo (SP), Rio de Janeiro (RJ), Belo Horizonte (MG), São José dos Campos (SP), Sorocaba (SP), and Cotia (SP). This highly competent and diverse team contributes daily to the high performance of the students.



Ismart Team São Paulo

These are some of the stories that the people on the Ismart team help to influence and are influenced by daily. From the first contact with the Institute during the Selection Process, all actions are designed with the young person in mind and for the young person.



**Our definition of success is
the transformation of your
big dream into a productive
activity with ethics and
social responsibility.**

06

2023 Results



Check out the numbers of Ismart youth:

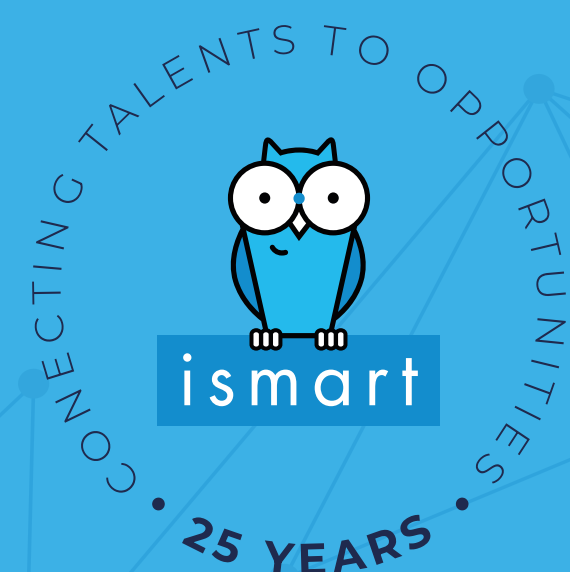
EIXO	PROGRAM	2021	2022	2023
Ismart Discovery	Selection Process	11.804	11.290	13.817
Ismart Secondary Education	Alicerce	346	151	129
	Bolsa Talento	1.137	1.039	853
	Ismart Online	1.539	1.315	1.768
Ismart Higher Education	University Students Ismart	741	835	1.010
	Alumni Ismart	361	367	541





**Good examples have a
multiplying effect.**

07 Timeline



The transformative power of networks to multiply results

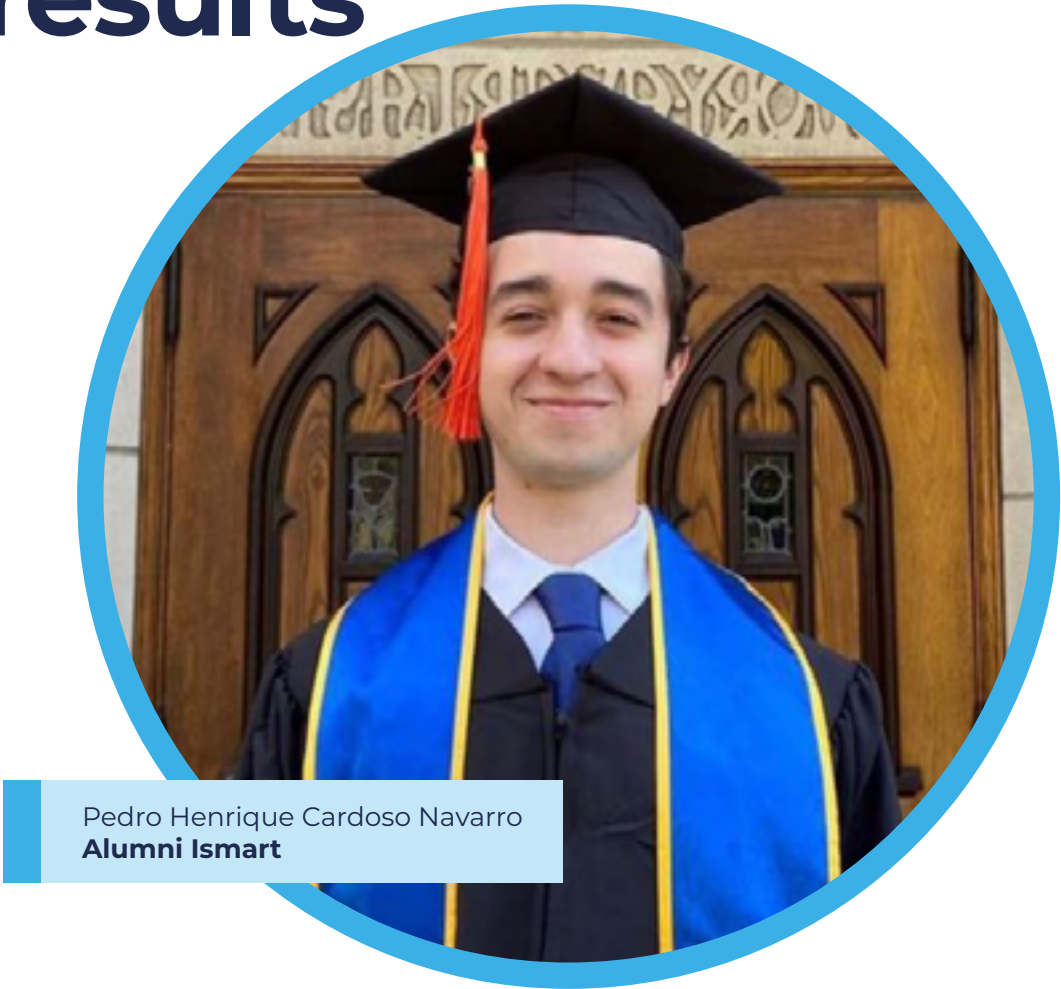
Graduated in Chemical Engineering from the University of Notre Dame in the United States, Pedro Henrique Cardoso Navarro is from Sorocaba (SP) and is currently the Logistics Coordinator and a partner at Praso, a distribution startup based in Pernambuco. His journey with Ismart began in 2012 during a medical appointment, where his pediatrician informed him about the Institute’s scholarship program at Colégio Uirapuru and recommended that he apply, given his performance in public school.

Pedro acknowledges that the Institute was the main turning point in his life. “It was through Ismart that I not only met some of the most inspiring people I have ever encountered, who are now some of my best friends, but I was also introduced to an entire world of new opportunities.” Through the Institute, he was able to participate in Summer Programs at Notre Dame, Stanford, and UC Berkeley, as well as in Olympiads such as the Astronomy and Rocketry Olympiad, writing contests, and mentorship programs from EducationUSA, Fundação Estudar, among others.

He shares that before Ismart, coming from a humble family, he was always dedicated to his studies, curious, and enjoyed learning both inside and outside the classroom. “Thanks to my mother, Ana Paula, who was a Portuguese teacher, and the support of my father, Hamilton, I always had encouragement at home to enjoy studying, reading, and seeking new opportunities. Today, after all these years with Ismart, I feel that I have maintained that same curiosity from before, but now it is multiplied and combined with the courage to take risks with new experiences and opportunities. I feel much more prepared, both mentally and technically, to face new professional challenges, with responsibilities that demand from me all the lessons I have learned since 2013.”

“**Sinto que manteve aquela curiosidade de antes, mas multiplicada e somada à coragem de me arriscar com novas experiências e oportunidades.**”

The Educandário, which has nearly 100 volunteers, including teachers and professionals responsible for management and operations, has already helped more than 60 low-income youth from public schools in Sorocaba to secure full scholarships to the best schools in the city – including Ismart. Additionally, since 2020, Pedro has been serving as the president of the Notre Dame Club of Brazil, the alumni club of Notre Dame in Brazil. “One of the main initiatives we have taken since I assumed the role was the creation of a scholarship fund at Notre Dame dedicated exclusively to low-income students with excellent academic performance, especially those coming from Ismart. In this way, we aim to ensure that financial difficulties are not an obstacle for students with this profile to be admitted and to begin their studies at the University of Notre Dame.”



Pedro Henrique Cardoso Navarro
Alumni Ismart

Pedro Henrique also considers that the networks of Notre Dame, where he studied, and Ismart played an important role in helping him secure internships in various fields and companies where he wanted to work, which allowed him to develop quickly. “Besides gradually achieving a better living condition for myself and my parents, Ismart showed us that we could dream big and that opportunities, no matter how challenging they seemed, could be reached.”

In 2014, in partnership with his friend Rafael Carlos, also from the Ismart network, he founded the project Motivating the Future. “The idea was to ensure that cases like ours would no longer be an exception in public schools. Over the years, and especially thanks to the help and leadership of my mother Ana Paula, one of the people who most inspire me and are responsible for everything I have achieved, the project grew and became the Educandário and Instituto André Luiz.”

Timeline

1999

- Launch of Espaço Talento, Ismart's first project, aimed at students from the age of 6, selected from the municipal education network of Rio de Janeiro.

2000

- Implementation of the Ismart Student Program.

2002

- Initiation of the process of transferring students to private institutions in Rio de Janeiro.

2003

- The Ismart Student Program reaches 103 students from the 1st year of secondary school to the 1st year of high school.

2004

- Creation of the Alicerce Program & Creation of the Bolsa Talento Program.

2005

- Partnership with the Rio de Janeiro Municipal Department of Education through the Alicerce Program; Expansion of partnerships with schools in São Paulo.

2006

- Partnership with the São Paulo Municipal Department of Education.

2007

- Partnership with the education department of São José dos Campos; Partnership with the Education Department of the State of São Paulo; First Ismart Students and Families Convention.

2008

- 1st Ismart Meeting with Public School Teachers.

2009

- Promotion of an international seminar on enhancing quality teaching practices

2013

- Start of the Summer Program, which is an exchange program for high school students to attend short-term courses during the vacation period at higher education institutions in the United States.

2014

- Creation of the Liga do Futuro project
- Launch of the University Student Development Program (PDU).
- Launch of the Ismart Online Program for elementary education.

2015

- Expansion of the number of spots in Ismart Online.
- Creation of the Conexão Profissão program, aimed at giving Ismart youth the opportunity to experience the daily routine of a profession.

2016

- Ismart Online now also serves students throughout high school.

2017

- Expansion of activities in Rio de Janeiro.
- Creation of Alumni Ismart, a network of Ismart graduates.

2018

- Launch of Ismart in Belo Horizonte.
- Creation of Prep Estudar Fora Ismart.
- Ismart's selection process breaks record with over 20,000 applicants.
- Ismart students achieve a 99% acceptance rate in college entrance exams.
- Students from the first cohort of Ismart Online are accepted into top universities and recommended to join Ismart as university students.

2019

- Ismart celebrates 20 years.

2020

- 100% online selection process amid the pandemic.

2021

- The first students from Ismart Online to become Rise Global Winners (Ana Beatriz Campos Carneiro, Laura Ribeiro Fernandes do Rosário, and Pedro Luiz Pimenta Barbosa).

2022

- A record of 530 referrals through the Liga do Futuro, of which 88 students were accepted into the Ismart network.
- The first Ismart Online student to be accepted abroad.

2023

- Ismart is recognized for assisting young people in entering the job market with prominent opportunities and receives the Young Employability Brazil Award from the Centro de Integração Empresa-Escola (CIEE).
- Ismart is honored with the Human Rights and Diversity Seal by the Municipal Secretariat of Human Rights and Citizenship of the São Paulo City Hall, in the "Youth" category.
- Ismart Online is awarded by the International E-learning Association (IELA).
- Reaching the milestone of 1,000 university students and 500 graduates.

2024

- Ismart celebrates its 25th anniversary.



Next 25 years

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No institution survives 25 years without planning and innovation, especially in such a challenging area as educating young talents with so much potential. Therefore, continuing to innovate over the next 25 years and maintaining the quality of the programs are Ismart's great challenges.

Based on the expertise accumulated over more than two decades, Ismart will be able to expand its impact, generating effects not only in the lives of the young people directly supported by the Institute but also in contributing to the transformation of society. Ismart's vision for the future is guided by four lenses, which will focus on the tactical and programmatic decisions of the coming years. They are talent and excellence; professional and labor market; multiplier effect; and the Ismart ecosystem.

"In its first 25 years of existence, Ismart has proven, with results, the viability of its thesis and its dream. On this date, we should not celebrate the past but rather what history shows us we should be capable of achieving in the next 25 years.

The only thing we know about education 25 years from now is that, for the better, it will be radically different from what we know today. In this sense, I don't just hope—I am certain—that Ismart, without deviating from its mission, will be part of this transformation in Brazil."

Juan Manuel Vergara Galvis
President of the Ismart Board

"The story of Ismart is the realization of a vision from 25 years ago, which has since transformed into an ongoing mission. It provides opportunities for young people with high intellectual potential and extreme economic and financial difficulties to achieve their life goals through excellent education.

For the next 25 years, I hope that Ismart will be even more prepared to meet the new demands of global society, which will have high expectations for people in education and will require good examples of citizens for the world."

Luiz Alexandre Calmont Franciss
Vice President of the Ismart Board

Talent and e Excellence

“Ismart is an organization that specializes in discovering young talent and offering them the best conditions for success. For me, this is a major differentiator: being the best at discovering and providing the conditions for these young people with high potential.”

Darlan Dal-Bianco
Ismart Selection and Communication Manager

Job market

“Our focus is to strengthen the networks of University students and Alumni with a culture of 'give back' to Ismart and Brazil, to develop the maximum potential of young people for their lives and careers, and to establish a network of partnerships across all sectors.”

Marcela Thurler Lessa
Higher Education Manager, Alumni, Strategic Partnerships, and Employability

Multiplier Effect

“In my view, the impact that Ismart generates in the world is offering opportunities to low-income students with high abilities, so they can reach leadership positions. This transforms Brazil, as the leaders become more diverse.”

Patrícia Garrafa Rocha Campos Pacheco
Operations Manager

“The young people of Ismart want to change the world, and our work, in addition to helping them achieve their goals, generates impacts beyond their own lives. Our objective is to proactively activate and monitor the multiplier effect and the significant impact of Ismart network actions on society. What we have observed is incredible! Both from the perspective of the young people's ability to promote change, bringing social and economic improvements to their families and communities, and within the Ismart network itself, which helps inspire many other young people to believe in the transformative power of education.”

Mariana Rego Monteiro
Executive Director of Ismart

“The great mission of Ismart is to reduce social inequality. We want the student to take advantage of this opportunity for excellent education. It is a unique opportunity that can change the life of the entire family.”

Guilherme Tadeu Chebib
Financial Manager

Ismart Ecosystem

Ismart shapes this ecosystem to operate as a community, facilitating connections and ensuring alignment with a collective purpose.

Some special characteristics of Ismart youth include the initiative to seek results on their own, the courage to pursue their goals, resilience to handle challenges, compassion for others, as well as being persistent and provocative. The world needs Ismart youth because they are individuals who spark debates and achieve their dreams, transforming the world into a better place.

Luciana dos Santos Macchiori
People and Management Manager

Thus, beyond celebrating its achievements so far, Ismart enters its first quarter-century looking towards the future. The Institute believes that the more low-income young academic talents are discovered and given access to excellent basic education, the more opportunities are created for them to reach higher education institutions and begin their adult lives equipped and prepared to assume prominent and leadership positions in the job market, multiplying their impact. Because what Ismart seeks is to reduce inequalities.

This creates a community of leaders engaged with social responsibility, who are more inclined to reinvest in their communities and contribute to sustainable economic development in Brazil, with a multiplying effect on society.

Thus, for the design of its strategy for the next 25 years, Ismart has outlined four main objectives that will guide the institution. They are:

Revealing talents and expanding access:

- Reveal the academic potential and leadership of low-income youth;
- Provide access to excellent education, encouraging thousands of young people to pursue better paths for their lives.

Enabling excellent basic education:

- Promote access for young academic talents from low-income backgrounds to environments of educational excellence during the final years of elementary school, high school, and higher education;
- Strengthen academic skills and success competencies during the final years of elementary school and high school, encouraging access to top universities and courses.

Offering support and encouragement during higher education, preparing the student for the job market:

- Facilitate strategic connections between students, professionals, and opportunities, promoting access to networking networks and the expansion of opportunities;
- Expand the socio-cultural repertoire and improve the success skills of young people, preparing them for a natural and promising entry into the job market.

Connecting to multiply:

- Accompany the professional and personal journey of the Alumni community and support young graduates in building leadership careers and achieving prominent positions in the job market.
- Encourage and monitor the multiplier effect of the impact of young people within the Alumni network.

Mariana Rego Monteiro, Executive Director of Ismart, dreams that in the next 25 years, the Brazilian educational system will have created conditions to identify and support its talents. However, until that happens, Mariana understands that Ismart's programs will still be necessary, and for this reason, she wishes for Ismart to reach the entire country. "We want to grow Ismart Online tenfold, expand the program to a national level, improve the methodology we have today, and ensure that the program becomes our scalability front," explains Mariana about the Institute's plans.

Mariana explains that the Institute's vision for the future of Ismart youth is for them to become major catalysts for change, contributing to Ismart's work and also multiplying the impact that Ismart has had on their lives. This can be through their decisions in the job market, their relationships with the community, or with their family. "Whether dedicating hours to Ismart and its scholarship students, or impacting their family or neighborhood, we describe Ismart youth as agents of transformation—so that these young people can truly be agents of transformation in Brazil or anywhere in the world," she states.

The hope that began as a seed in 1999 has germinated and borne fruit over these 25 years of work, impacting the lives of more than 8,000 young people who found unprecedented opportunities through Ismart. These opportunities have allowed these talented, low-income youth to receive an excellent and transformative education, laying the foundation for leadership careers that enable their rise and the multiplication of this impact within their families and communities. The next 25 years will be dedicated to the continuous construction of giving back to society and collaborating with young people, so they can multiply their impact and see themselves as part of the process of change and development in the country. Because one thing is certain: Ismart youth are prepared to change the world!



Davi Miguel, Lucas Anderson e
Mateus Moreira Ismart students



Our Partners

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