

PROA  
**ON BOARD  
THE FUTURE**  
ACTIVITIES REPORT 2018



# CONTENTS

## INTRODUCTION

### 01. 2018 AT PROA

### 02. PROPROFESSION PROJECT

- 2.1 PROPROFESSION  
IN NUMBERS
- 2.2 BEYOND  
THE NUMBERS

### 03. FROM SCHOOL TO WORK PROJECT

- 3.1 FROM SCHOOL TO  
WORK IN NUMBERS
- 3.2 BEYOND  
THE NUMBERS

### 04. PORTAL AND PROACOINS PROJECT

- 4.1 ABOUT
- 4.2 THE PROJECT  
IN NUMBERS

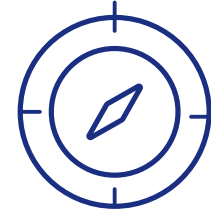
### 05. PROA PARTNERS 2018

- 5.1 SPONSORS
- 5.2 INDIVIDUAL  
DONORS
- 5.3 INSTITUTIONAL  
SUPPORTERS AND  
EMPLOYERS

BEHIND  
THE SCENES

### 06. FINANCIAL DATA 2018

### BE A PARTNER OF PROA



# INTRO- DUCTION:

## LETTER FROM THE BOARD

# THE YEAR 2018 AT PROA

To invest in education is to build the future. The PROA Institute provides quality training, thereby creating opportunities for young people from public schools to be better prepared to enter the job market, broadening their professional horizons and increasing their productive potential and, consequently, their household income.

Over the past eleven years, more than 3,800 students have taken PROA's courses. Their journeys confirm the results that the institute seeks: besides their specific accomplishments, such as a promising first job and enrollment in university, these young people have definitively changed their outlook on the world, their behavior and their ambitions.

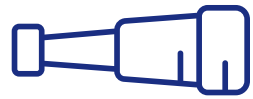
Our main commitment is to quality and results. New projects implemented in 2018, presented below, are the first steps towards future accomplishments and they demonstrate the potential for increasing the positive effects of PROA on society.

Regards,

*Florian Bartunek, Lissa Collins,  
Marcelo Barbará, Rosiane Pecora  
and Susanna Lemann*

# 01 2018 AT PROA

THE FUTURE HAS  
ALREADY BEGUN



In 2018, we increased the number of places in the PROPROFESSION project from 480 to 640, we updated training modules and we developed new activities, without losing our focus on the management and monitoring of results.

Thinking about the future, we launched two new fronts with a view to expanding the scale of PROA's work:

FROM SCHOOL TO WORK is a direct training project for young people geared towards the job market and the continuity of their studies inside public schools. We adapted our methodology and carried out a minor revolution, which was to cater to another 82 young people inside their public schools.

The PROA PORTAL is a digital platform created to communicate our actions and values in an attractive way to the young audience in public schools. We included content with a very contemporary digital language. In less than a year, 35,000 young people had registered on our new platform, which has now become a database of pre-registered candidates for the 2019 PROPROFESSION selection process, further increasing the number of candidates per place this year, by 83% compared to 2017.

In 2018, we also created the PROACOINS project, a game intended to expand the participant's cultural repertoire with more than 3,000 points of interest mapped out in the city of São Paulo. It is a platform open to the public that offers special benefits for students from the public school system.

There's still a lot more to do. We want to move forward with competence, planning and targets for our results.

**Let's go together!**



# 02 PRO- JECT PROFESSION

## JOURNEY OF ACTIVITIES

Our working process is fully thought out to ensure that in the relatively short period of time we spend with these young people, their lives effectively change.

### 1. SELECTION PROCESS

**10,093**

YOUNG PEOPLE  
REGISTERED

**2,582**

YOUNG PEOPLE  
INTERVIEWED

### 2. DEVELOPMENT AND TRAINING

**640**

YOUNG PEOPLE  
SELECTED

 **6**  
MONTHS

### 3. EMPLOYABILITY

**93%\***

OF THE YOUNG  
PEOPLE EMPLOYED

 **3**  
YEARS

- \* Online test
- \* Group role-play
- \* Individual interview
- \* Board of examiners
- \* Meeting with parents/guardians to align expectations

- \* Technical
- \* Behavioral
- \* Cultural
- \* Practical
- + End-of-Course Project
- [NUMBER OF HOURS: 436]

- \* Employment opportunity
- \* Guidance
- \* Coaching
- \* Events
- \* PROA Alumni Network

\*Data on the PROA students from the 1st half of 2018



PROPROFESSION  
PROJECT STUDENTS  
IN CLASS.



PROPROFESSION  
PROJECT STUDENTS  
DURING CULTURAL  
WORKSHOP AT FAAP  
UNIVERSITY.



PROPROFESSION  
PROJECT STUDENTS  
DURING CULTURAL  
WORKSHOP AT FAAP  
UNIVERSITY.



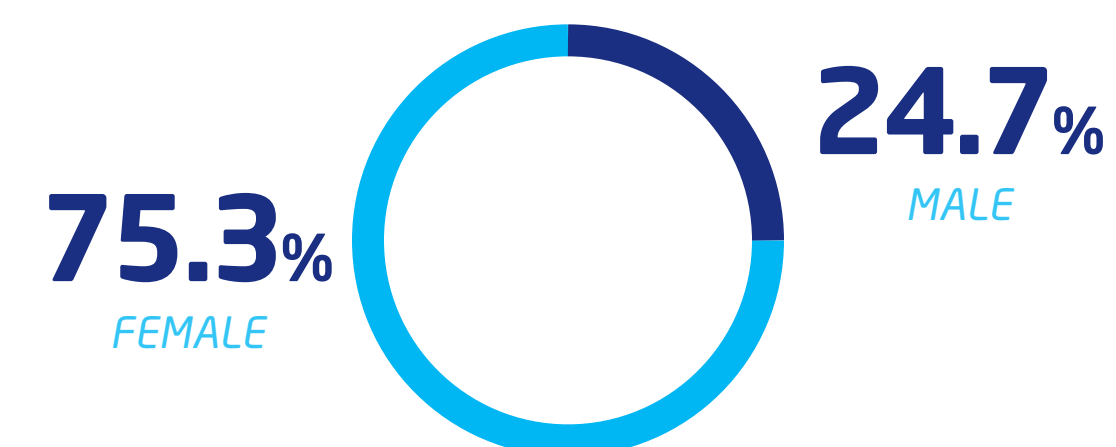


# 2.1 PRO- PROFESSION

2018 IN NUMBERS

## PROFILE OF THE STUDENTS

OUR NUMBERS  
SHOW THAT PROA  
YOUNG PEOPLE  
ARE COMMITTED  
AND DEDICATED  
TO THE COURSE.



**R\$ 534**  
INCOME PER CAPITA  
BEFORE THE COURSE

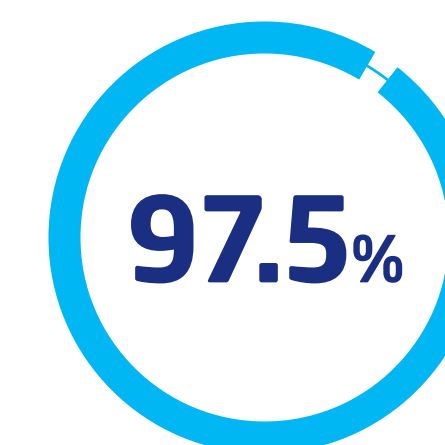
## TRAINING

**15.8**

CANDIDATES  
PER PLACE

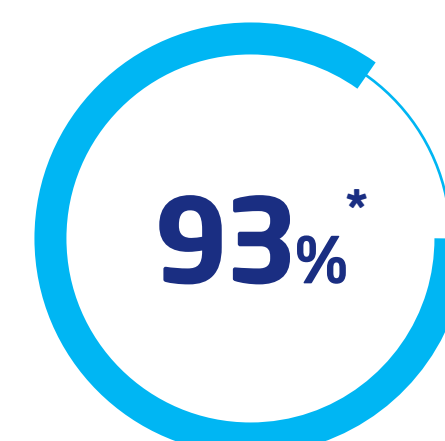


DROPOUT  
RATE



ATTENDANCE

## EMPLOYABILITY



WORKING

**R\$ 1,165.00**<sup>\*\*</sup>

AVERAGE SALARY

<sup>\*</sup>Data on the PROA students from the 1st half of 2018

<sup>\*\*</sup>Average salary of PROA students between 2015 and 2018

**JULIANI  
RODRIGUES**

APPRENTICE AT PWC AND  
LANGUAGES UNDERGRADUATE



**STEPHANY  
CRISTINY  
LEITE**

APPRENTICE AT  
FACEBOOK AND PEDAGOGY  
UNDERGRADUATE



# 2.2 PRO- PROFESSION

BEYOND THE NUMBERS

STEPHANY  
CRISTINY  
LEITE



One day, when she was crossing the street, Stephany Cristiny Leite saw someone wearing a t-shirt that drew her attention. "I read it quickly 'PROA. Preparing young people for the job market' and it was exactly what I was looking for." On the verge of completing high school, she wanted to go to university, but she needed a job and everything seemed out of reach.

When she enrolled in the PROPROFESSION course at PROA, her life changed. "It was one of the best experiences I've ever had. I don't think I'd have learned anywhere else what I learned there. I didn't believe in myself at all and PROA taught me to value my potential, who I am and the life I've lived."

Before enrolling in the course, Stephany sold candies on the street to pay for a technical course in Tourism and Hospitality. Today, at 18, she studies pedagogy and wants to be a university professor. She also works in the technology support department of Facebook, a job she found with the support of PROA's employability team.

**"PROA TAUGHT ME TO VALUE MY OWN POTENTIAL, WHO I AM AND THE LIFE I'VE LIVED."**

"I want to grow as a person and professionally. I imagine a bright future for myself, but it's a long way off. What's important now is to study and keep moving forward."

Juliani was one of the 640 young people who took the PROPROFESSION course in 2018. Divided into classes in the first and second half of the year, they attended the behavioral, cultural and technical components of PROA and were constantly provoked to look within themselves to find the answers and the strength to build their life projects and the future they want for themselves.

Now a languages student at the University of São Paulo and a young apprentice at PwC, Juliani Rodrigues dos Santos said that the course surprised all the students. "Most of us were used to going into a classroom and studying a subject, not stepping outside the box like we did at PROA. In addition to what we learned, we

had numerous other opportunities such as visiting companies and exhibitions. At the end of the course, it's common to hear colleagues say they'll never be the same again. I myself accomplished things I would never have imagined. I feel like I'm in control of my own life, just like the course taught me."

**"I FEEL LIKE I'M IN CONTROL OF MY OWN LIFE."**

JULIANI  
RODRIGUES



03

PRO-  
JECT

FROM SCHOOL  
TO WORK

JOURNEY OF  
ACTIVITIES

The FROM SCHOOL TO WORK project was created with the goal to take inside public schools the expertise that the PROA Institute has amassed over more than 11 years training young people for the job market, adapted for the reality of Brazilian public schools.

1.

SELECTION  
PROCESS

212

YOUNG PEOPLE  
REGISTERED

- \* Online pre-registration
- \* Meeting with candidates
- \* Meeting with parents/guardians to align expectations

2.

DEVELOPMENT  
AND TRAINING

82

YOUNG PEOPLE  
SELECTED

- \* Technical
- \* Behavioral
- \* Cultural

5

MONTHS

[NUMBER OF HOURS: 296]

3.

EMPLOYABILITY

- \* Support finding a job
- \* Guidance
- \* Coaching
- \* Events
- \* PROA Alumni Network



# 3.1 FROM SCHOOL TO WORK

2018 IN NUMBERS

## SCHOOLS SERVED

### ESCOLA ESTADUAL ANDRONICO DE MELLO

RUA THEO DUTRA, 33  
JARDIM COLOMBO  
SÃO PAULO - SP

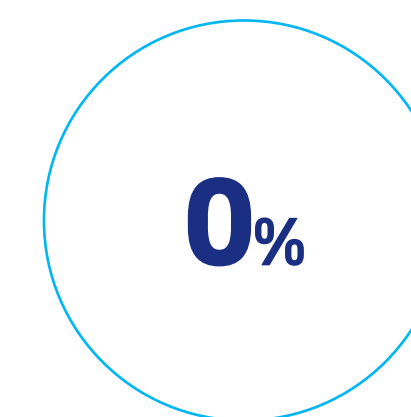
### ESCOLA ESTADUAL PEDRO FONSECA

RUA RUBENS GRISÓLIA, 65  
JARDIM MONTE KEMEL  
SÃO PAULO - SP

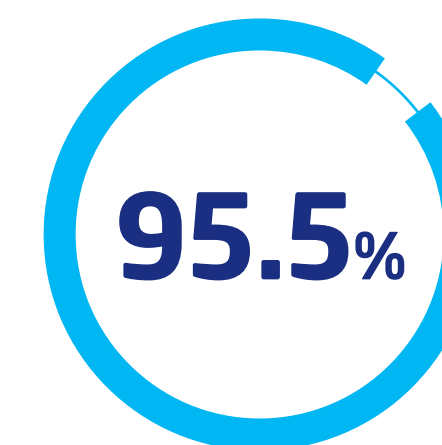
## TRAINING

2.58 [ 212 YOUNG PEOPLE REGISTERED FOR 82 PLACES

CANDIDATES  
PER PLACE



DROPOUT RATE



ATTENDANCE





FROM SCHOOL TO WORK  
PROJECT STUDENTS AT  
FLEURY GROUP.



FROM SCHOOL TO WORK  
PROJECT STUDENTS AT A  
LETRUS WRITING WORKSHOP.



FROM SCHOOL TO WORK  
PROJECT STUDENTS AT  
GRADUATION.



# 3.2

## FROM SCHOOL TO WORK

BEYOND THE NUMBERS

## JÚLIA GOMES

APPRENTICE AT SHOPPING IGUATEMI

*"I USED WHAT LITTLE TIME I HAD, WORKING LATE AT NIGHT, BUT I LOVED IT. I RECEIVED VERY POSITIVE FEEDBACK AND THAT CAPTIVATED ME FROM THE START."*

After eleven years exclusively running - with very satisfactory results - the PROPROFESSION project, PROA took an important step in 2018 when it launched the pilot version of the FROM SCHOOL TO WORK project. As a result, we now offer our training inside public schools with an extracurricular course on preparation for the job market and entry into higher education.

The new course takes PROA's DNA inside the environment that is the focus of our work, with the same goal to transform young people from low-income families through education and employment, and based on management tools and performance evaluation.







# EVERTON SOUZA

APPRENTICE AT MERCADO LIVRE

*“IT WAS A MATURING  
PROCESS. THE COURSE  
REALLY HELPED ME TO  
UNDERSTAND THAT I’M  
CAPABLE OF ACHIEVING  
WHAT I WANT.”*

To begin with, in 2018, the FROM SCHOOL TO WORK project was conducted in just two schools – catering to 82 young people with a 0% (zero percent) dropout rate. But one of the objectives of this pilot project is the possibility of using the lessons learned to prepare a working model on a larger scale in the near future.

The commitment required for the course was a driving force for Júlia Lima Gomes. “In the selection process, we had to submit a life project. The theme was school, work, the future, family, friends and leisure. We had to reconcile all this. I used what little time I had, working late at night, but I loved it. I received very positive feedback and that captivated me from the start.” Júlia made the absolute most of the four months of the project, both the content and the time spent with the teachers, “who made us believe in each project and really want to learn”. Today she works at Shopping Iguatemi and she earned a full scholarship for the ‘Objetivo’ preparatory course for university entrance, so she can take the admission test to study journalism at the University of São Paulo.

For her colleague Everton Souza, the time spent in the FROM SCHOOL TO WORK project, albeit relatively short, was also an experience in overcoming difficulties. It is about more than just the job he got at Mercado Livre, which he is proud to say is “one of the five best companies to work for in Brazil”. Months earlier, Everton’s grades were so low that he was going to have to leave school. “I was someone without a future. I just thought I’d try and find a job somewhere. It struck me when I saw that the course had a strong focus on the job market and on making us go the extra mile.”

Everton’s performance improved dramatically during the PROA course, which he credits to a number of incentives, such as the behavioral classes and the opportunity to talk to professionals in the health sector, where he wants to work. “It was a maturing process. The course really helped me to understand that I’m capable of achieving what I want through my own potential and that we should never give up pursuing what we want. Now I’m back on my feet and investing in my future.”



04 PRO-  
JECTS  
PORTAL AND  
PROACOINS

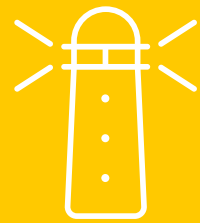


PORTAL

Thinking about the future, in 2018 we fulfilled one of PROA's long-time aspirations of launching a digital platform to help young people from PROA and from across Brazil in the challenges they face after high school, by providing real and meaningful support. This is why we created the new PORTAL, which replaced the old institutional website. Its content is open and geared towards helping young people on the path to their future.

Sail with us at:

[PROA.ORG.BR](http://PROA.ORG.BR)



PROA-  
COINS

But we wanted to do more to really connect with them. And this is why we created the PROACOINS project, a game on an open platform on the Portal that encourages users to visit thousands of cultural attractions - initially limited to the city of São Paulo - that gives credits for each question that is answered on these "missions". And the best part: if the player is a public school student, the accumulated coins can be converted into cultural or educational benefits, from movie tickets to a foreign exchange in Australia.

# 4.1 PORTAL AND PROACOINS

ABOUT



PROA  
COINS

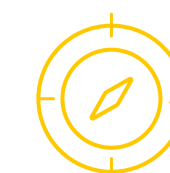
## HOW IT EMERGED

The PROACOINS game was launched with the goal of increasing the cultural repertoire of the young people, expanding our project beyond the activities proposed in the classrooms and encouraging the acquisition of educational benefits.

## HOW THE GAME WORKS



1.  
FIRST  
DOWNLOAD  
THE APP



2.  
EXPLORE THE  
CULTURAL  
ISLANDS



3.  
ACCUMULATE  
POINTS AS  
YOU LEARN



4.  
EXCHANGE  
POINTS FOR  
PRIZES





# TALLITA ANDRADE

WINNER OF THE FOREIGN  
EXCHANGE TO AUSTRALIA

*"I REALIZED I COULD WIN  
AND DIDN'T STOP PLAYING.  
I NEVER REALLY USED TO LEAVE  
THE HOUSE MUCH, AND ALL  
OF A SUDDEN I WAS GETTING  
TO KNOW THE WHOLE CITY  
AND ITS HISTORY."*

A student at PROA in the first half of 2018, Tallita Andrade discovered the game in the first class and it became part of her routine. In six months playing PROACOINS, Tallita visited more than 400 cultural islands in the city of São Paulo, got more than 2,000 missions right and accumulated 150,000 points in the game. This was enough for her to trade for a 30-day foreign exchange in Australia. "I already dreamed about traveling abroad because I love to learn languages, and I was fascinated when I saw the exchange among the prizes. In July, when summer vacation began, I started to play intensely, every day. I realized I could win and didn't stop playing. I never really used to leave the house much, and all of a sudden I was getting to know the whole city and its history."



Danilo Rosa also discovered the game when he was a PROA student in 2018. The prize that interested him was a full scholarship for a four-year university course in business administration.

"I'd leave work, rent a bike and ride from island to island. I visited lots of places, absorbed a lot of culture. And on top of that, I guaranteed myself a free university education. It's hard to believe."

Since its launch, PROACOINS has had more than 11,000 downloads. Besides distributing hundreds of educational benefits to young people from the public school system, it has done a lot to help the PROA portal improve its institutional role, increasing the number of registrations and the number of candidates for the courses.

*"I VISITED LOTS OF PLACES, ABSORBED A LOT OF CULTURE. AND ON TOP OF THAT, I GUARANTEED MYSELF A FREE UNIVERSITY EDUCATION. IT'S HARD TO BELIEVE."*

**"ONE OF THE CENTRAL PURPOSES OF PROA IS TO BROADEN THE HORIZONS OF LOW-INCOME BRAZILIAN YOUTH; THIS IS WHY CULTURAL ACTIVITIES HAVE ALWAYS BEEN AN IMPORTANT PART OF THE COURSE PROGRAM."**

**- RODRIGO DIB  
EXECUTIVE DIRECTOR**

**DANILO  
ROSA**

**WINNER OF THE FULL SCHOLARSHIP  
TO STUDY BUSINESS ADMINISTRATION**



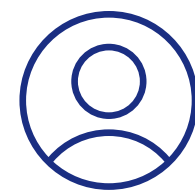


# 4.2

## PORTAL AND PROACOINS

2018 IN NUMBERS

### PORTAL



**35,000**  
REGISTERED  
USERS



**270,000**  
VIEWS



**219**  
ARTICLES  
PUBLISHED

### PROA - COINS



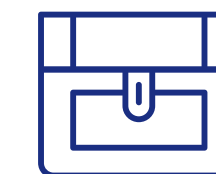
**11,000**  
DOWNLOADS



**702**  
ACTIVE  
ISLANDS IN  
THE GAME



**5,682**  
MISSIONS  
AVAILABLE



**29**  
TYPES OF  
BENEFITS

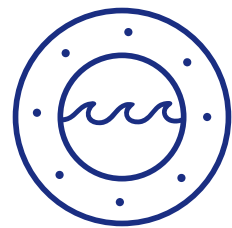


**121**  
BENEFITS  
EXCHANGED  
IN 2018\*

\*These were: 14 one-year scholarships for in-person English classes at 4Y2, 1 scholarship for the Let's Code programming course, 5 technology courses at Impacta, 16 development and technology courses at Udemy, 16 Estuda.com premium accesses on preparation for the ENEM college admission exam, 2 monthly subscriptions to Primepass, 61 movie tickets at Cinemark cinemas, 1 course on Excel at Senac, 1 online course at Cruzeiro do Sul, 2 accesses to the Meu Entrevistador platform, 1 scholarship for a university course in Business Administration at Centro Universitário Ítalo Brasileiro and 1 foreign exchange to Australia (Australian Center).

05 PART-  
NERS

PROA 2018



WHO  
MAKES  
PROA  
HAPPEN

Everything we do is only possible because we have an incredible network of donors, partners and supporters. A team that believes in transforming the country through quality education and real opportunities for young people from low-income families. . . . .



# 5.1 PROA 2018 PARTNERS

## SPONSORS



5.2  
PROA 2018  
PARTNERS

INDIVIDUAL  
DONORS

Abilio and  
Geyze Diniz

Alexandre Haegler

Aloysio Miranda e  
Annie Azambuja

Ana Lucia Recio

Ana Maria Falleiroz  
dos Santos Diniz  
D’Avilla

Andre Roberto  
Jakurski

Andre Street

Andreas Saesseli

Anick Saesseli

Annette Nobel

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Botelho Hime

Bernardo Paiva

Claudio Luiz  
da Silva Haddad

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Eduardo and  
Vanessa Gutierrez

Eduardo Munemori  
and Juliana  
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Fernando Spnola  
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Guilherme Amaral  
and Ana Amaral

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and Valéria  
Heloisa and  
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Marcel Herrmann  
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Marcia and Piretello  
Graber

Ricardo Cavalieri

Rosmarie Ebner

Silvia Mally  
Bregenzer

Taiguara Alécio  
de Oliveira

Thomas Dwight Rutz

Victor de Andrade  
Lazarte

Vinicius Pecora



5.3

PROA 2018

SUPPORTERS AND EMPLOYERS

INSTITUTIONAL SUPPORTERS

BandTec Digital School	FAAP
Centro Universitário FEI	Heartman House
Deep	Infest Filmes
Deloitte	Marcas com SAL
Demarest Advogados	Secretaria Estadual de Educação de São Paulo
Espaço Refletir	Senac São Paulo

EMPLOYERS

A. C. Camargo Cancer Center	Confidence
Amcham	Construtora Passarelli
Avon	CTG Brasil
Banco ABC Brasil	Cyrela
Banco Brasil Plural	Deep
Banco Credit Suisse	Ecolab
Banco Itaú	Editora Globo
Banco Mafre	ESPM
Banco Máxima	Estre Ambiental
Banco PanAmericano	Facebook
Banco Santander	Flow Human Capital
BCG	Fox
Besins Healthcare	Fundação Estudar
Bravium	Geekie
Canvas Capital	Getnet
Cinemark	GPA
	Grupo Fleury

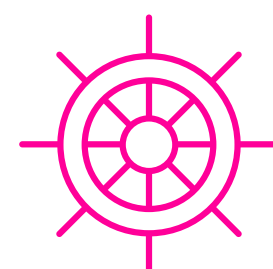
PROACOINS SUPPORTERS

4You2	Editora Globo	Me Salva
Academia PME	English Live	Meu Entrevistador
Australian Centre	Estuda.com	Museu do Futebol
Centro Universitário Ítalo Brasileiro	Faculdade Impacta	Universidade Cruzeiro do Sul
Cinemark	Let's Code Academy	
Descomplica		

Método	Somos Educação
Natura	Sompo Seguros
Pátria Investimentos	Stone
Porto Seguro	SumUp
PWC	Suno Creators
Quinto Andar	Syngenta
RB Capital	Talenses
Regus	The Body Shop
Revelo	Tirolez
RSM Brasil	TOTVS
Safira Telecom	Unip
Salomão Zoppi	Universidade Anhembi Morumbi
Santander	Veeva Systems
Saraiva	Veirano Advogados
Senac	Via Varejo
Siemens Healthineers	Yara Brasil



# BEHIND THE SCENES



## BOARDS & COMMITTEES

### BOARD OF TRUSTEES

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Marcelo Barbará

Vice President

Florian Bartunek

Rosiane Pecora

Susanna Lemann

### ADVISORY BOARD

Luis Gustavo

Dalla Vairo

Luiz Gustavo

Mariano

Maria Fernanda

Portieri

### AUDIT COMMITTEE

Frederico Albarran

Taiguara Alecio

Oliveira

## TEAM

**Rodrigo Dib**

Executive Director

Anna Cotia

Assistant - PROACOINS

Aline Garcia

Selection Analyst

Carla da Mata

PROPROFESSION

Projects Analyst

Elaine Stella

PROPROFESSION

Projects Coordinator

Erika Reis

Administrative and

Financial Analyst

Fabiano Gonçalves

Educational

Operations Manager

Giovanna Magliocca

Employability Coordinator

Isabele Prieto

Communication Intern

Jéssica Fradique

PROACOINS Coordinator

Jorge Hohmuth

Communication

Coordinator

Marcela Magalhães

Employability Intern

Maria Luiza Reis

Selection Assistant

Naiara Martins

FROM SCHOOL TO

WORK Projects

Coordinator

Ricardo Kagawa

Software Developer

Sabrina Santos

FROM SCHOOL TO

WORK Projects

Analyst

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and Jorge Hohmuth

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Translation

Guto Garrote  
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Photography

Roseli Carlin,  
Marcela Hanna  
and Guta Kratz

Support

06  
FINAN-  
CIAL  
DATA 2018

PROJECTS	DESCRIPTION	AMOUNT*
PROFESSION	BUDGETED.....	R\$ 4,119,583
	ACTUAL.....	R\$ 3,865,800
	ADMINISTRATIVE EXPENSES .....	R\$541,203
	EXPENSES WITH PROJECTS .....	R\$3,324,597
PORTAL / PROACOINS START 2017/2018	BUDGETED.....	R\$ 827,168
	ACTUAL .....	R\$ 743,031
	ADMINISTRATIVE EXPENSES .....	R\$141,696
	EXPENSES WITH PROJECTS .....	R\$601,335
FROM SCHOOL TO WORK  FROM APR/2018 TO DEC/2018	BUDGETED.....	R\$ 280,232
	ACTUAL .....	R\$ 232,967
	ADMINISTRATIVE EXPENSES .....	R\$15,592
	EXPENSES WITH PROJECTS .....	R\$217,375

\*Internal management control. PROA's 2018 financial data will be audited by KPMG in May 2019



# BE A PARTNER OF PROA

YOU TOO CAN BE PART OF  
THE TEAM OF PARTNERS WHO  
SUPPORT US WITH YOUR  
DESIRE TO TRANSFORM LIVES  
AND BUILD A BETTER SOCIETY

**CONTACT US**

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