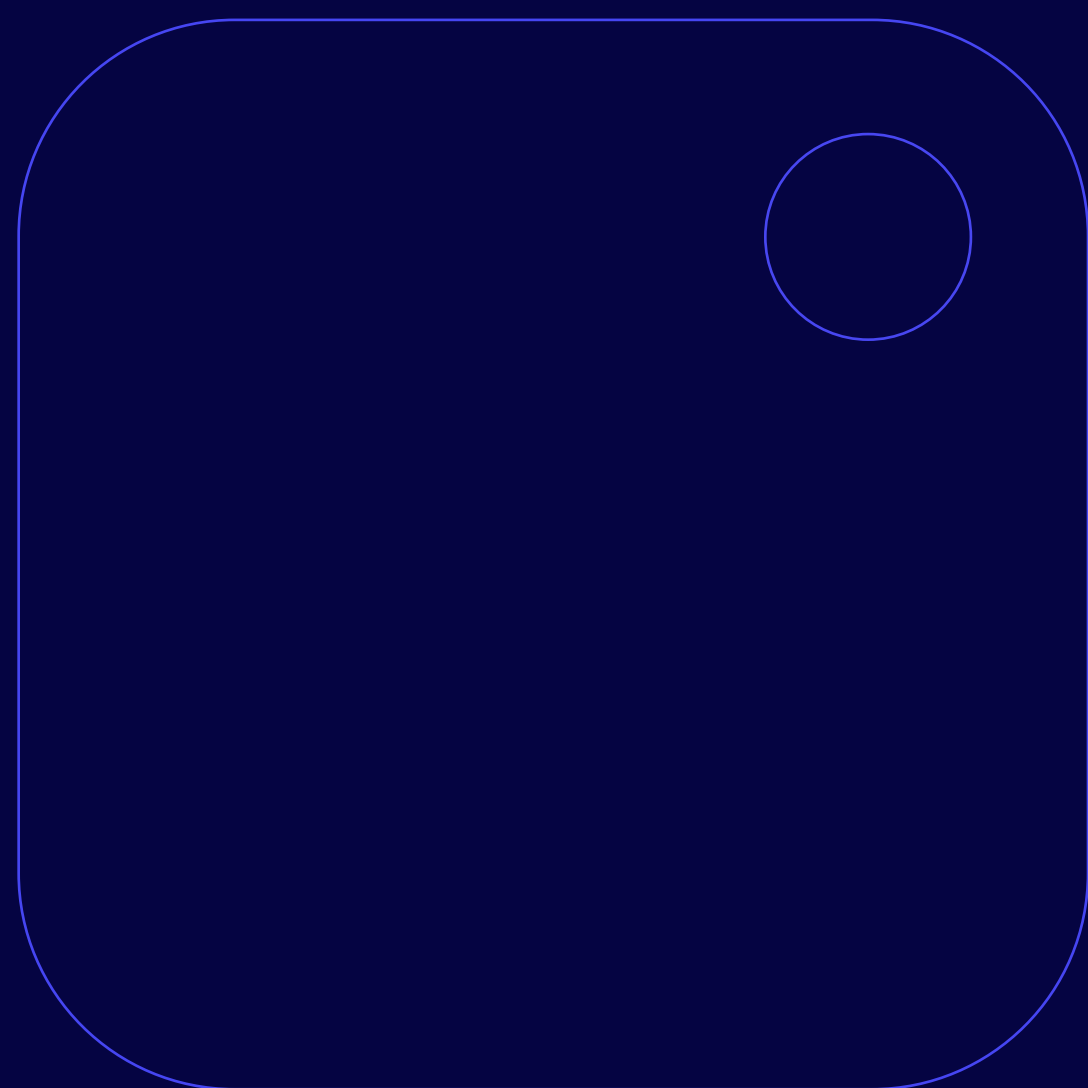


# BUILDING CONNECTED PATHWAYS

**PROA**



# Contents



1 LETTER FROM THE BOARD

2 PROA IN 2025

3 PROPROFISSÃO  
PROPROFISSÃO IN FIGURES

4 PROA PLATFORM  
PROA PLATFORM IN FIGURES

5 COMMITTEE OF  
AMBASSADORS

6 A SEA OF CONTENT  
THE PROA REBRANDING  
THE FUTURE OF YOUTH EMPLOYABILITY  
GRADUATION CEREMONIES

7 PARTNERS  
CORPORATE SPONSORS  
INDIVIDUAL SPONSORS  
EMPLOYERS  
INSTITUTIONAL SUPPORTERS

8 BEHIND THE SCENES

9 PROA FINANCES IN 2025

# 1 LETTER FROM THE BOARD

Over the years, the PROA Institute has built a consistent model of productive inclusion, connecting low-income youth to job opportunities and a future.

This path is marked by important achievements. In 2019, 3,000 young people graduated in Greater São Paulo. In 2021, we began expanding into other states. Today, over 30,000 young people graduated across 12 Brazilian states and 2,761 cities.

This progress represents a real impact on the lives of young people. Over 20,000 PROANOS are employed, and more than BRL350 million in income is generated annually, showing the transformative potential of PROA in practice.

After years of consistent growth, the PROA Institute is beginning a new cycle. The challenge now is not only to grow but also to become more efficient and further expand our impact.

We took important steps in that direction in 2025. We have evolved our brand and communication style to become closer to young people, speak more directly, and reflect more clearly what has always been at the heart of our work: creating pathways to help young people occupy new spaces.

We also began to view artificial intelligence as a strategic front for PROA. At first, it was an essential tool for increasing efficiency, personalizing journeys, and expanding our ability to generate impact at scale. Now, it has become a fundamental part of preparing young people for a reality that is transforming the job market.



# 1 LETTER FROM THE BOARD

Therefore, we have included AI modules in both PROA courses, the PROA Platform and PROPROFISSÃO, to ensure that young people enter the job market better prepared to understand, use, and adapt to this new reality.

PROA is not just about jobs. It speaks of futures—possible futures, improbable futures, and even those that many young people do not yet imagine they can achieve.

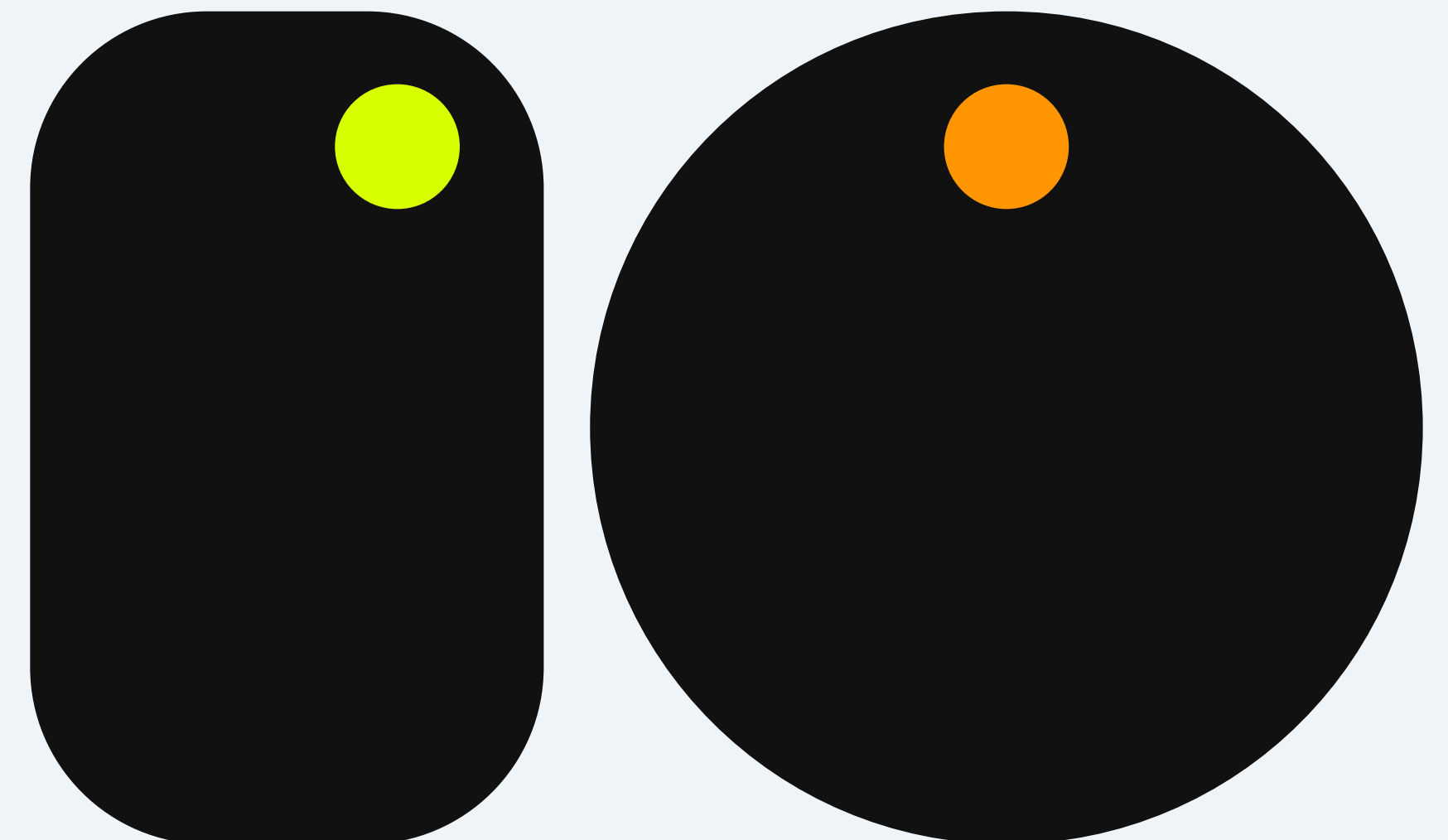
Generating social mobility through large-scale skilled employment remains our driving force. We are convinced that every young person who accesses an opportunity through the PROA Institute can transform not only their own life path, but also Brazilian society.

We know that achieving our goal of training 110,000 young people by 2030 requires consistency, collaboration, and a long-term vision. That is why we continue alongside a network of partners and funders who believe in this path and make this dream possible.

The results presented in this report were generated by this collective effort: Of those who build PROA every day, our partners and funders, and especially the young people who choose to take the first step.

This report invites you to learn about what we have already built, the potential of our young people, and everything we can still achieve together.

GOOD READING!  
BOARD OF DIRECTORS



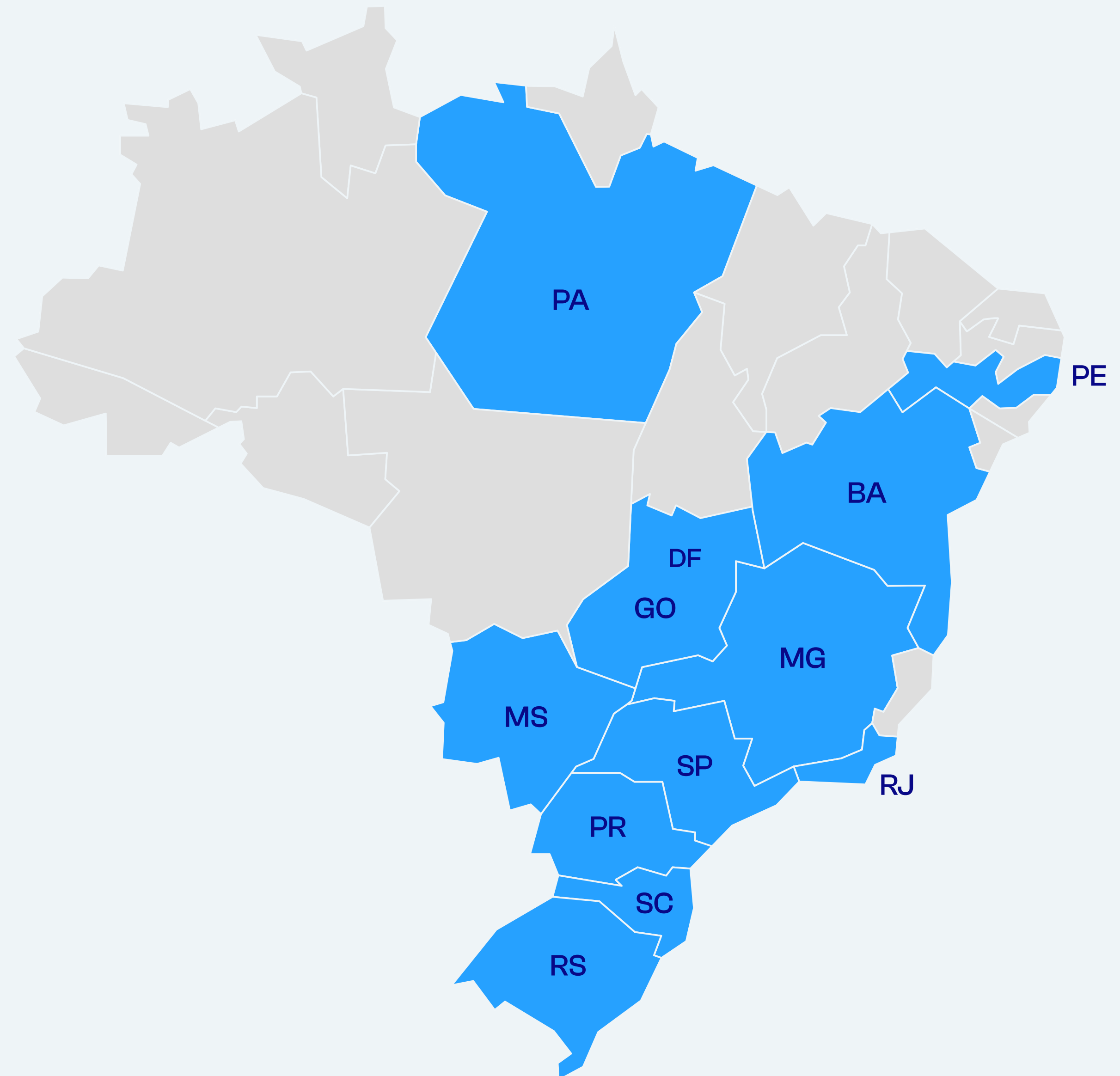
# 2 PROA IN 2025

The year 2025 marked an important moment in the trajectory of the PROA Institute. As we expanded our reach, it became clear that growth required evolving the way we operate. Therefore, we dedicated our efforts to making our work more efficient, closer to our clients, and better prepared for the years to come.

This led us to look more closely and deeply inside; that is, at the internal processes that make our gears turn. Therefore, we decided to review processes, simplify workflows, and strengthen our operations with a very clear objective: to improve the experience of young people and expand our service capacity to increase efficiency.

PROA believes that growth is more than reaching more people. It is about ensuring that all young people have unique experiences that truly work, from first contact through to connection with the job market.

**This focus on young people's experience led us to revisit how we communicate and position ourselves as an institution. We conducted a significant rebranding in 2025, built over more than a year and a half, with the support of Accenture. This represented a shift in identity caused by a profound process of listening, research, and reflection on how we can connect more closely, authentically, and relevantly with new generations.**



# 2 PROA IN 2025

**Thus, we reinforce our commitment to speaking the language of young people and to building a brand increasingly aligned with their reality, dreams, and future.**

With this same focus, after much dedication and market research, we integrated artificial intelligence into our internal processes. This allowed us to structure a new, faster, more effective way to support PROANOS students, aligned with the routines and needs of young people who require quick responses to continue progressing on their journey.

Now, most initial consultations with young people in the PROA program take place within a few minutes. When necessary, we continue to rely on tutoring, offering individualized support during times that require more listening, empathy, and guidance.

This combination of technology and proximity allows us to do even better what we have always set out to do: To be by young people's side throughout their entire journey, with innovation but without losing the human touch that we value so much and that has always defined us.

More than just an operational evolution, these initiatives reinforce a very important commitment we cannot lose sight of: to build more accessible paths that connect to the reality of those on the other side.

These advancements enhance our current operations and create the necessary conditions to sustain the growth we want to achieve. We strengthened the foundations for consistent growth in 2025 by expanding opportunities and preparing PROA to generate even more impact in the coming years, moving toward the goal of reaching 110,000 young people graduated by 2030.

This path to growth is collective and is only possible with a support network committed to this transformation.

None of this happens on its own. The trust and commitment of our partners, donors, and investors make all of this possible. We continue to advance our operation so that more young people find in the PROA Institute not only an opportunity, but a real path to build their future.

**Alini Dal'Magro**  
CEO OF PROA INSTITUTE



# 3 PROFISSÃO (PROFESSION)

Choosing a career path is not always easy. For many young Brazilians, this decision comes with doubts, lack of access, and—above all—little guidance on where to begin. Even so, every day, thousands continue trying to find something promising to build a different future.

According to data from the Continuous National Household Sample Survey (Pesquisa Nacional por Amostra de Domicílios Contínua - PNAD Contínua), released by IBGE, the unemployment rate in Brazil fell to 5.1% in the last quarter of 2025, the lowest level since 2012. Among young people, this number also drew attention, falling to 11.4%, the lowest rate in the historical series. Even so, the country ended 2025 with 1.6 million unemployed young people aged 18 to 24.

Despite the progress and positive outlook, while access to employment has improved, working conditions remain challenging. Entry into the job market often occurs through low-paying, informal jobs. On average, young people earn salaries up to 38% lower than those of workers over 30. They are occupying positions with work schedules exceeding 40 hours per week, making it difficult to reconcile this with their studies.

The technology market in Brazil offers promising opportunities for young people, driven by its continuous expansion, but the shortage of qualified professionals in this field remains a challenge. There is a mismatch between the rapid pace of innovation and the training of new talent. What might seem like a problem, however, can be a door slightly

UNEMPLOYMENT  
FALLS TO

5,1%

the lowest level since 2012,  
according to IBGE data

AMONG YOUNG PEOPLE

11,4%

the lowest rate  
on record

STILL,

1,6 M

people aged 18–24  
remain unemployed  
in 2025

# 3 PROPROFISSÃO (PROPROFESSION)

open for those seeking a career opportunity. In 2023, Google estimated a shortage of 530,000 IT professionals by 2025. On the other hand, the country intends to significantly expand hiring in this sector, and surveys of managers indicate that vacancies will grow by 9.5% in 2025.

It is in this context that preparing young people to occupy these spaces can make all the difference. When opportunity arises, at the right time and in the right way, doors will open to broaden horizons and transform how young people see themselves and what they believe is possible for their own lives and, above all, their future.

PROPROFISSÃO was created to be exactly that door. In addition to training young people in technology, it prepares them for the job market as it is today: Dynamic, demanding, and full of possibilities. Throughout the program, PROANOS students develop technical knowledge in programming and artificial intelligence, as well as skills that stand out in all careers, such as communication, collaboration, autonomy, and critical thinking.

Some numbers help to illustrate the impact of this program: We selected 300 young people to participate in this training in 2025; in the end, 286 PROANOS graduates had completed their studies, with 87% already employed within 6 months. But it is in individual trajectories that these numbers take on even greater significance.

Each young person who completes the PROPROFISSÃO program undergoes a transformation that goes beyond technical training: they become someone who can recognize their own capabilities, broaden their horizons, and build their own story and path, changing their family and society as a whole.





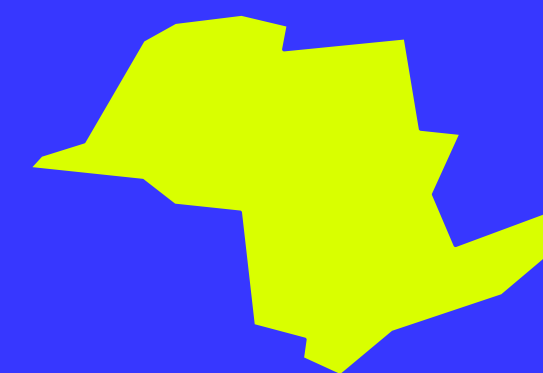


“PROA is the bridge between the dream and the young person.”

ANA CRISTINA  
DOS SANTOS

22 YEARS OLD

GRUPO  
**CASASBAHIA**



SÃO PAULO

# 3 PROPROFISSÃO

Ana Cristina learned about PROA through an Instagram ad. At the time, the young resident of Vila Jaguara, in the western part of São Paulo, was studying Marketing and beginning to question the direction of her own career. Despite being about to graduate, she felt the desire to migrate into the field of Technology, motivated by her affinity for projects, which would serve as a bridge between what she was already studying and what she wanted to build from then on.

Before PROA, Ana balanced college with selling sweets as a freelancer. Income, however, was unstable: Some weeks were good, but at other times she lost money, making it difficult for her to continue her studies and plan for her future. "I thought I could not access better opportunities, and I would always be stuck with earning low salaries," she recalls.

Joining PROPROFISSÃO was a turning point in her life. During the course, in addition to technical knowledge, she found tools in the communication classes that strengthened her confidence and professional attitude: "Learning how to prepare for interviews made all the difference. I began to feel more confident in expressing my opinions and my own abilities."

One of the most remarkable moments in her career was participating in a Python course for women, offered by the PROA Institute in partnership with Bloomberg, and developing her final project for the PROPROFISSÃO program.

The project was presented at Demo Day, gained prominence and became an opportunity for the young PROANA team to gain their first experience as product owners, leading a team of seven people and managing diverse profiles while also developing their own. "Participating in Demo Day was a turning point. I developed leadership, organizational, and creative skills that I will carry with me throughout my career."

The group created a digital platform to bring young people closer to technology events, facilitating access to companies in the field and promoting networking with gamification. The solution was based on the perception that, despite the wide range of events offered in the sector, many young people still face barriers to participation.

Throughout her journey, Ana became fully involved with the PROA Institute and volunteered on the PROA Platform, serving as a mentor to other young people. The experience helped her further develop her communication, mediation, and presentation skills.

In addition to technical training, PROA also profoundly impacted her vision for the future: "The program opened my mind. It gave me the confidence to follow what I believe in, and not just what others expect of me."

Shortly after completing the course in July 2025, with the support of the Employability area of the PROA Institute, she secured an opportunity at the Casas Bahia Group.



# 3 PROPROFISSÃO

In addition to building a professional career, she found a way to give back what she had received by participating in the company's volunteer programs. And the best part: She returned to PROA to inspire and contribute to a new Demoday class in late 2025.

The change in her life is tangible. While she once saw her future as limited, she now sees many possible paths: "PROA made me understand that I can go further."

The opportunity she seized gave her the chance to impact others and dream much bigger, with a more promising future. Now, she can help her family financially and is starting to plan her next steps. Among other things, she intends to specialize in projects and, in the long term, study Systems Analysis and Development. Her dream still includes building a stable life, starting a family, and, above all, continuing to encourage other young people to believe in their potential. "PROA is the bridge between a young person and their dreams."





“In my family, there were many times when we had to choose between studying and working. I know what it means to live without opportunities. PROA helped change my life.”

ISAÍAS DE SOUZA

21 YEARS OLD

ORACLE



SÃO PAULO

# 3 PROPROFISSÃO

After closely following a friend's journey at the PROA Institute, Isaías began to believe that he could get there too. Fresh out of the program, he had already secured an opportunity at Banco Itaú, a decision that transformed inspiration into action. Based on this story, young Isaías began to see PROA as a real chance to change his own trajectory.

At that time, he was already studying Systems Development at Fatec Itaquera but was having difficulty finding a job. As classes were held in the afternoon, job options were limited, and the prospect of securing a good position seemed distant. "I thought I could only get into the field after finishing college."

His experience at PROPROFISSÃO changed that perception. Throughout the program, the young PROANO member developed both technical and behavioral skills and felt much more prepared for what lay ahead. "We learned everything, from technical content to how to behave in interviews. That made an enormous difference for me."

The most memorable moment of his journey at the PROA Institute was Demo Day. It was there that he had his first experience as a product owner and led the development of TAFE, a platform focused on occupational safety training for the construction industry. The initiative stemmed from a real need experienced by a family member of one of the group members, which made it even more meaningful: "It was more than an academic project. It was a solution to a real problem," he explains.

During this experience, Isaías faced a challenge that would become one of his greatest lessons: teaching. Used to solving problems on his own, he needed to learn to lead a group. "When you see that someone is actually learning from you, everything changes. You realize you can contribute in other ways, and that is very special." The experience strengthened his leadership, communication, and empathy skills.

In addition to technical learning, participating in PROPROFISSÃO also impacted how he approached his own professional path. Conversations with teachers and mentors helped him reduce pressure about the future and face challenges with greater balance. "I started to feel lighter and more prepared to deal with the work, including any frustrations that may arise."

Shortly after, Isaías secured an internship at Oracle, where he currently works on a coordination team. In daily life, he recognizes how much the skills developed at the PROA Institute, especially soft skills, make a difference in his professional life.

The change was significant. While he previously believed it would take years to establish himself in the field, he is now working in the sector and receiving a higher salary than he imagined for someone starting a career: "At first, I thought I would earn no higher than minimum wage. Now, I am way beyond that."



# 3 PROFISSÃO

The first in his family to have access to more educational opportunities, the PROANO student carries with him the value of education as a tool for transformation: “My family often had to choose between studying and working. I know what it is like to live without having opportunities.”

Today, while he is in his third year of college, PROANO is helping him plan the next steps: He wants to specialize, improve his English, gain international experience, and build a solid career in the Technology field. Above all, he seeks growth in his personal life, with goals that involve health and financial stability. Looking back, he sums up his journey in one word: persistence. And he adds: “PROA helped change my life.”



# 3.1 PROPROFISSÃO IN FIGURES

PROPROFISSÃO is growing because it responds to a real need: Access to opportunities. With each edition, more young people register, develop skills, connect with the job market, and take confident steps toward their professional future. The following figures objectively illustrate this impact and show the strength of an initiative that combines scale, quality, and commitment to youth employability.

## 1 SELECTION PROCESS

5.027

YOUNG PEOPLE REGISTERED

### STAGES OF THE SELECTION PROCESS

- Online test
- Video interview
- Hacking PROA
- Individual interview
- Selection board

## 2 DEVELOPMENT AND TRAINING

300

YOUNG PEOPLE  
SELECTED



6  
MONTHS



2%  
DROPOUT  
RATE

- Web/Mobile Development Technical Course
- Behavioral classes
- Cultural classes
- Practical classes
- Demo Day (Final Paper)

CLASS HOURS: 440 HOURS OF DEVELOPMENT IN THE PROGRAMMING LANGUAGES JAVA, PYTHON, KOTLIN, AND C#.NET.

286 YOUNG PEOPLE GRADUATED

## 3 EMPLOYABILITY

87% OF YOUNG PEOPLE  
ARE EMPLOYED  
WITHIN 6 MONTHS OF  
GRADUATION

3 YEARS OF  
EMPLOYABILITY

- Connection with job opportunities
- Instructions
- Coaching
- Events
- PROA Alumni Network (former students)

# 4 PROA PLATFORM



Not everyone starts from the same place. While some have access to opportunities from an early age, others have to deal with a lack of information, direction, and even confidence in their own potential. Still, a dream transcends all these realities: Having a future that matches your dreams.

In Brazil, this desire often faces real obstacles: Limited access to quality education, little guidance on career paths, communication insecurity, and often the need to balance study, work, and responsibilities from an early age. All of this takes place in a rapidly changing market that requires newcomers to keep up.

Companies around the world are feeling the impact of the lack of qualified personnel. According to the World Economic Forum, 63% say that the skills gap is the main barrier to keeping up with market changes. This pressure will only increase. By 2030, approximately 6 out of 10 workers will need to develop new skills. Still, a significant portion of the population may lack access to training, thus increasing the risk of exclusion from the labor market.

In this sense, more than keeping up with changes, the challenge becomes something else entirely: To ensure that young people have the right tools to overcome them. In the current scenario, knowledge matters, but what matters most is the ability to learn, adapt, and build on that knowledge.

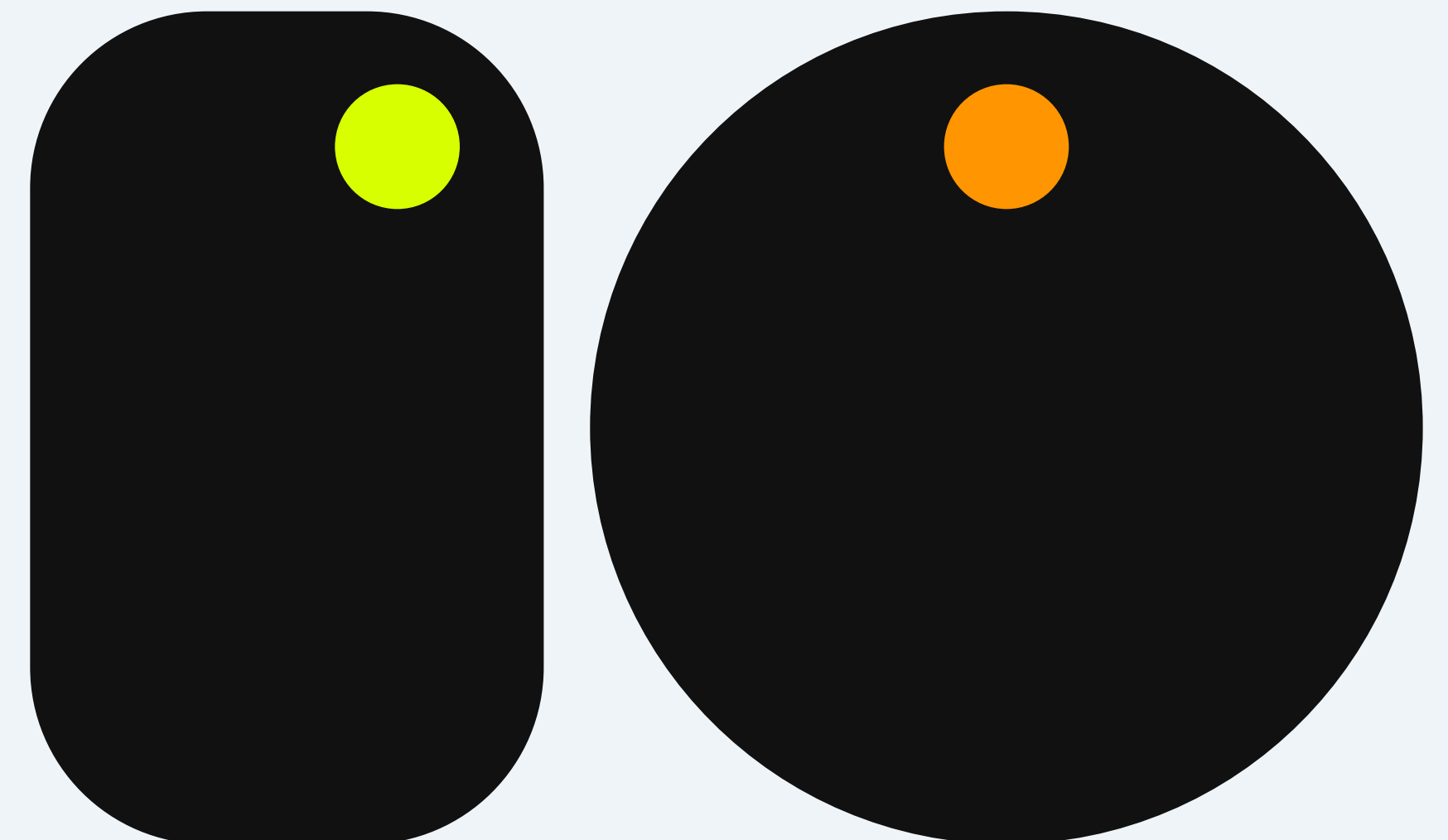
# 4 PROA PLATFORM

The PROA Platform exists to address this challenge. It is a starting point more than a mere course. It is a space where each person finds direction, discovers new possibilities, develops skills, and begins to build a professional path with greater confidence. Offered free of charge and 100% online, the course adapts to the schedules of those who need to balance multiple responsibilities, such as work and studies, without sacrificing quality or support.

Throughout the program, PROANOS students develop technical skills and, most importantly, abilities that make a difference in practice: communication, autonomy, organization, critical thinking, and confidence. These skills and abilities cease to be mere concepts and become part of students' daily routines. These are the skills that prepare them to access opportunities and develop and remain in the job market.

The PROA Platform continued to expand its reach in 2025, connecting more than 36,000 young people across Brazil to new opportunities. Its impact goes beyond scale and is evident in practice: students go into interviews with more confidence for the first time, prepare more structured resumes, or even recognize their ability to occupy spaces that previously seemed distant.

What we see, then, is more than just stories; rather, we see young people embarking on transformative journeys by deciding to begin even without all the answers and discovering along the way that they have more potential than they imagined. When opportunity meets preparation, the future ceases to be a distant possibility and becomes a real path.







“I learned that we can’t let challenges stop us. We need to keep moving forward.”

LAUENE CRISTINA  
DA SILVA E SILVA

20 YEARS OLD



PARÁ

# 4 PROA PLATFORM

In early 2025, Lauene was still trying to figure out what to do with her life. After finishing high school, she stopped studying and working for a time while she went through a period of uncertainty about her future. “I was having an identity crisis; I didn’t know where to go, or what I wanted to do,” she says. It was while she was browsing social media that she came across the PROA Institute. Despite being skeptical, she decided to enroll.

She was unassuming; but then saw that this decision opened a new path for her. Over the course of three months, she immersed herself in content that went far beyond technical knowledge, including personal development and behavioral skills that would impact her personal and professional life.

The self-awareness module impacted her the most—with it, she learned more about herself and what she wanted for the future. The young woman, who used to be shy and struggled to express herself, found in PROANA a safe space to grow through activities and tutoring. Little by little, she learned to communicate more effectively and gained the confidence to take a stand.

The course also provided practical lessons that quickly became easy to navigate. Tools like Excel, once unknown, are now part of her daily work routine. However, Lauene believes that her biggest achievement is something else entirely: a change in her attitude toward challenges. “I learned that we cannot let challenges stop us. We need to keep going.”

Shortly after completing training, her first professional achievement happened. Recommended by the employability team at the PROA Institute, she participated in a selection process for TIM. “I managed to gain the confidence to go through the process, and I was very proud of myself.” Currently, she works as an apprentice in the administrative area and applies skills developed on the PROA Platform, such as communication, active listening, and flexibility.

This self-discovery process, which began during the course, also influenced her academic choices. In this quest to learn more about herself, Lauene rediscovered her interests and decided to pursue a career in Occupational Therapy. She was accepted into two public universities and chose the Federal University of Pará (UFPA) to continue balancing her studies with work. In addition to being a career choice, this is a path guided by purpose: The desire to help other people develop, just as she herself has.

# 4 PROA PLATFORM

Moreover, speaking of helping other people, this desire has already begun to take shape around her: She encouraged her brother to enroll in PROA, expanding the possibilities for her family, and now the young man is also part of the PROA Platform.

Lauene's relationship with her own future has also changed. She used to wait for things to happen; now, she seeks opportunities so as never to remain idle. She plans to continue studying, grow professionally, and achieve independence, moving forward with greater clarity, confidence, and direction. Her own experience tells her it is possible to build the path that once seemed so distant.

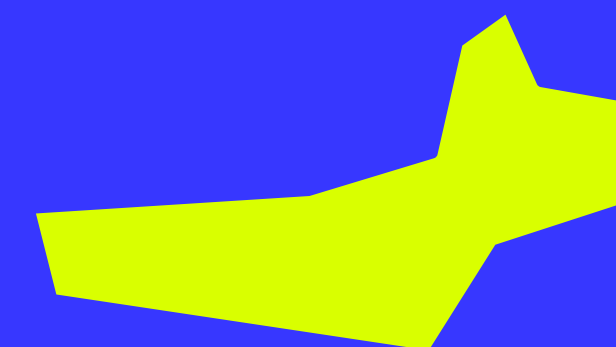




“I gained a new perspective on life.”

## LUDMILA PINTO VICENTE DA SILVA

18 YEARS OLD



RIO DE JANEIRO

# 4 PROA PLATFORM

Upon finishing high school, Ludmila had a single goal: To get a job. Without much prospect or definite plans, she spent her days searching for opportunities and taking online courses, trying to find a path. Then, one morning, her mother sent her a link to register on the PROA Platform: “It was 7 in the morning. When I saw that I would have to study Math, I thought: ‘Yeah, that won’t work.’” Even so, she decided to try and succeed.

The decision would ultimately change the course of her story. Throughout the program, Ludmila learned new material and found a culture of constant exchange. Contact with other young people, spaces for conversation, and collective support made a difference in her life, transforming how she saw herself and her future.

It was through self-discovery activities that this perception began to change. What once seemed like a limited future began to expand, opening up paths that Ludmila had not yet considered: “This module helps us understand what we really want from life and what our limits are.” Until then, her prospects were uncertain and poorly connected to a feasible plan, something that began to change over the course of the course.

The first results came quickly. During her graduation from the PROA Platform, Ludmila secured an opportunity as a young apprentice at Cyrela, working as an administrative assistant in the Engineering area. This marked the transition from her education to the beginning of her professional

career, an experience that, as she herself points out, changed many aspects of her life.

PROA also played an important role in her career choice. Previously undecided between different fields—from Marine Biology to Law—she found her calling in Civil Engineering and enrolled in undergraduate studies at UNISUAM, becoming the first in her family to pursue higher education.

In addition to new opportunities, the PROA student gained a new perspective on life. She says that she used to see herself in the future as “an unhappy person, working at something she didn’t like, just going through the motions every day.” Now, she sees something else: She wants to graduate, work, grow in the field of Engineering, and continue studying, advancing her career and building a life with more autonomy and possibilities.

Between working in the field of Engineering and pursuing a degree, the PROA young woman no longer sees the limited possibilities she previously imagined for herself. The path that seemed full of obstacles is now taking shape with more direction, confidence, and well-defined plans.

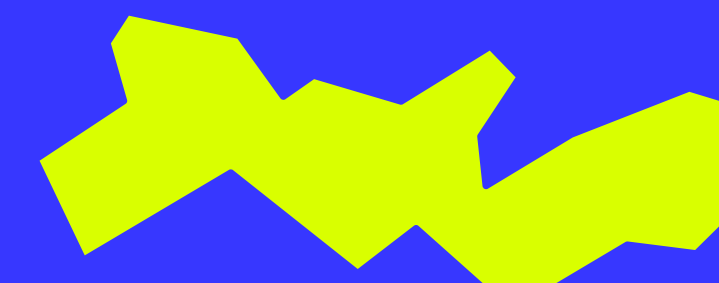




“It was a light at the end of the tunnel. PROA showed me that there’s a world outside my bedroom.”

ANTONIO VICTOR  
ARRUDA VERAS

20 YEARS OLD



PERNAMBUCO

# 4 PROA PLATFORM

Between sending out resumes and waiting days for a response, Antonio Victor was trying to find his way after finishing high school: "I used to stay home all day, looking for a job. I was kind of lost," he recalls. Then, his mother sent him a post about the PROA Platform, and he decided to register.

What began as an attempt to break free from inertia quickly took on a whole new dimension. For the young man, the course was "one of the seven wonders of the world." Contact with other young people broadened his perspective on the job market. In the live-streamed classes, he found space to express himself, exchange experiences, and gain confidence.

This experience directly affected on his behavior. The PROA young man, who had been more reserved in unfamiliar contexts, began to communicate more confidently and build connections more naturally. Workshops helped him break down barriers and strengthen their networking, while contact with people from different backgrounds broadened his perspective on work and the world as a whole.

But the transformations he went through did not stop there. After completing the course, the PROA youngster participated in the employability phase and secured a young apprentice role at Amanco Wavin. Now, in addition to working at the company, he is also studying Electrotechnics at SENAI, in a partnership made possible by the PROA Institute.

He applies skills developed throughout the program every day, such as logical reasoning and emotional intelligence. Furthermore, the experience of interacting with different profiles, which began during the course, is now reflected in his ability to handle challenges, people, and situations fearlessly in the workplace.

PROA was a turning point for Antonio: "I used to live in my own bubble. Now I have the confidence to explore new places, step out of my comfort zone, and go after what I want."

Encouraged by his family, especially his mother, the PROA student continues to build new plans. For the coming years, he wants to continue developing in the technical field, gain experience, and take the next step in his education: He intends to study Electrical Engineering. In the future, he dreams of working offshore on oil platforms and achieving financial stability. This young man believes that his experience on the PROA Platform "was the light at the end of the tunnel. PROA showed me that there's a whole world outside my bedroom."





“Today, I express myself better and communicate with more confidence. I carry that with me not only at work, but in life as well.”

## MIRELLE EVANGELISTA DE JESUS CONCEIÇÃO

19 YEARS OLD



BAHIA

# 4 PROA PLATFORM

Mirelle, who had been without income for 3 months and was seeking new opportunities, found a concrete opportunity for change through the PROA Platform. As a young apprentice in the administrative field, she decided to enroll in the course to find a new job, but the experience went beyond what she imagined and greatly expanded her possibilities.

During her time at the PROA Platform, she had to maintain an intense routine while balancing work and studies. Even though she could not keep up with all the activities, she remained engaged in class and became increasingly involved in the subjects discussed. Gradually, she began to look at her career more clearly and to think more confidently and with greater certainty about the next steps.

The program's structure caught her attention from the start. The preparatory period, support throughout the course, and content focused on professional development made a difference in her journey and helped her feel more motivated to continue. Throughout this process, she became particularly interested in communication and employability, which led to practical lessons in her daily life: "I learned how to position myself better, how to use LinkedIn, and how to care for my career."

But it was in the self-awareness module that this took a whole new level. Until then, the PROA youngster had considered pursuing Psychology, heavily influenced by the imagined status associated with the profession. During her studies, however, she began to question her true

interests and realized that the field of Communication was more aligned with what she was looking for: "I stopped to think about what I really liked. That's when I realized that Communications made more sense to me."

From there, she made an important decision: She enrolled in the Advertising and Public Relations course at Estácio University of Bahia. Apart from representing a change of direction, this choice showed a clearer alignment between what she sought for the future and what she wished to build for herself. "I saw that I could choose something that would bring me stability, but also personal satisfaction."

The impact of PROA was also reflected in her professional life. After the course, Mirelle secured a permanent position as an administrative assistant at Grupo Lis, growing from her previous experience as a young apprentice. In her daily work, she applies the lessons learned at the PROA Institute that go beyond the technical aspects: "Now I hold myself better and communicate with more confidence. I take it to work, but also to my personal life."

More confident and aware of her own choices, the PROA young woman recognizes how much she has changed: "I feel more mature, more dedicated to my career. And I have more clarity about what I want to build." For Mirelle, the PROA Institute broadened her opportunities and perspective on the future, presenting possibilities she never imagined she would have.

## 4 PROA PLATFORM



With plans to graduate and advance in the field of Communication, she is already planning the next steps in her life: achieving financial stability, buying a place of her own, and continuing to grow professionally.

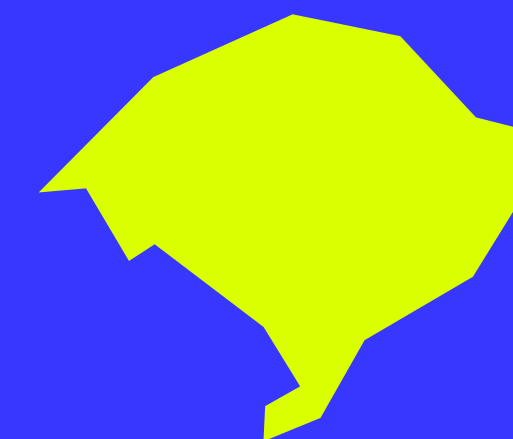
Mirelle believes that the most profound impact of the PROA Platform was that she strengthened her autonomy to position herself and make decisions. According to her, PROA was key to helping her connect with herself and the path she wants to follow.



“I think that before, I didn’t have much motivation to go after what I wanted. PROA gave me more courage.”

CASSIANE  
GOMES BISPO

18 YEARS OLD



RIO GRANDE DO SUL

# 4 PROA PLATFORM

For a long time, Cassiane believed that her future was already set in stone: Working in a restaurant kitchen, a supermarket, or a daycare seemed like the most likely and feasible paths. “I didn’t see myself working for a company.” But it was through the PROA Platform that this perspective began to change.

While she was still in high school and searching for affordable, free, and online courses, she stumbled upon PROA by chance on social media. She decided to enroll because she was motivated by a goal: achieving financial independence and learning something new.

The experience brought her more than she expected. On the PROA Platform, Cassiane found content and activities that broadened her perspective on herself and the job market. The self-awareness module had the greatest impact, helping her feel more free and recognizing skills she did not know she had.

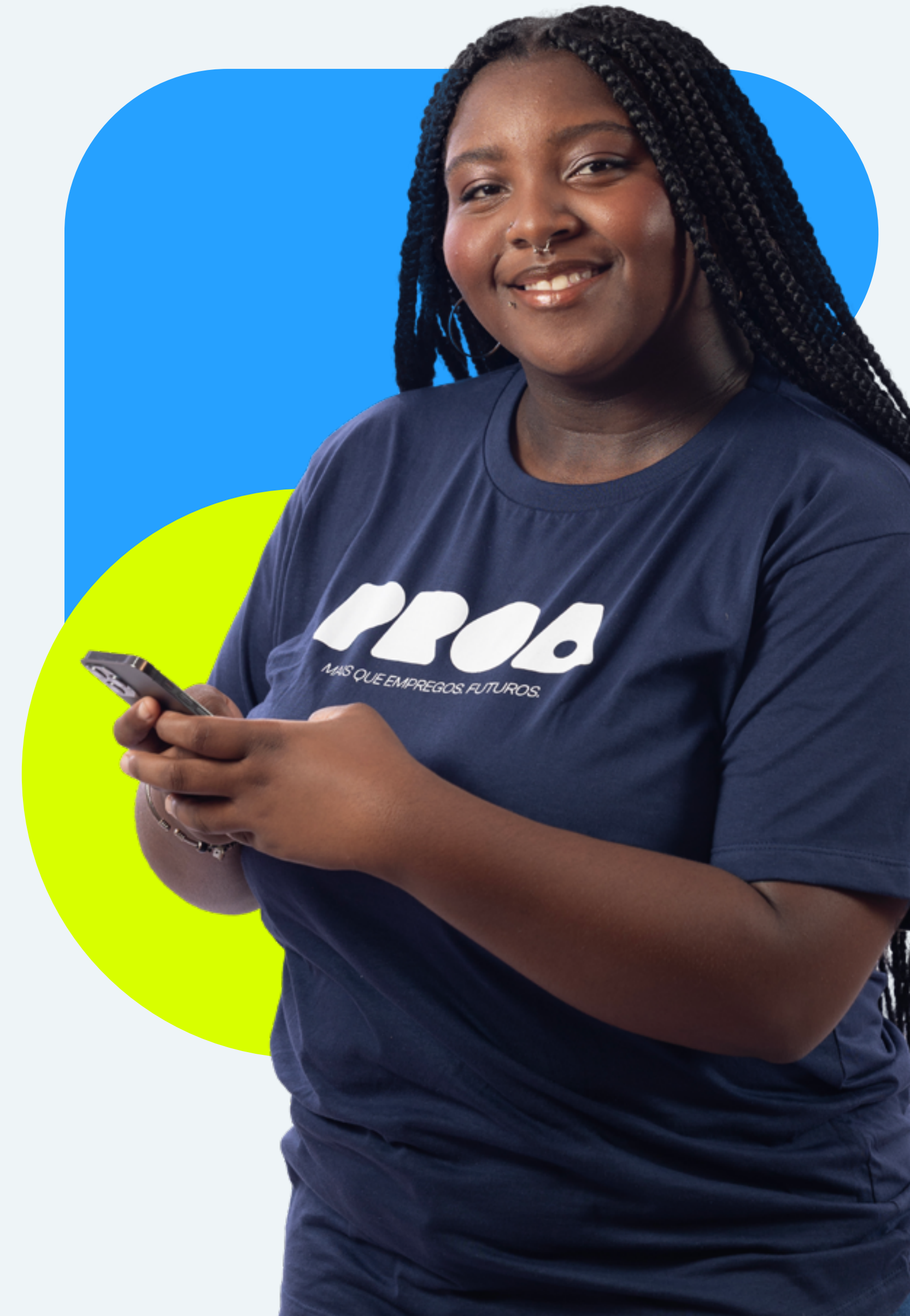
A shy girl who was afraid to speak up began to communicate with more confidence: “Now, I am much more communicative; before, I used to freeze up a lot.” Her development, however, was not without challenges. Logical reasoning activities, for example, required effort, persistence, and a great deal of teamwork. “It was difficult because I had to think a lot, but we solved everything together with the group, so it became easier.”

The change in perspective soon began to be reflected in her life. She secured an internship at Grupo BBDI, where she applies the knowledge she gained on the PROA Platform, especially in Excel spreadsheets.

Cassiane also talks about her personal transformation: “I think that before, I did not feel much like going after what I wanted. PROA gave me more courage to do it.” Today, she sees possibilities that once seemed distant: “I realized I have the ability to go further.”

Cassiane is still choosing her path and considering studying Pedagogy or Digital Marketing, which she only considered after the discoveries she made during classes on the PROA Platform. Her future plans, however, are well defined: to achieve stability, own a home, and continue studying, while remaining open to new experiences.

Among the milestones in this history, one symbolic moment stands out: Her first airplane trip and the opportunity to meet people from different backgrounds at an event organized by the PROA Institute. The experience broadened her perspective on what is possible. To summarize this journey, she chooses a word that explains her entire story: Persistence, the same persistence that made her keep going and get to where she is today. And this is just the beginning!

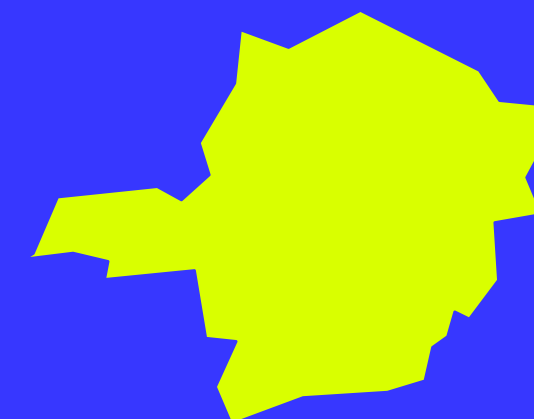




“I found the profession of my life thanks to PROA.”

GABRIEL SANT'ANA

18 YEARS OLD



MINAS GERAIS

# 4 PROA PLATFORM

Gabriel just wanted to move from where he was stuck. In his first formal job as an assistant in a workshop, he found himself in an environment that did not match what he was looking for. Then, a friend suggested he register on the PROA Platform. He decided to try it, motivated mainly by the possibility of accessing new job opportunities.

At the time, he was still in his last year of high school and did not know which path to follow: "I wanted to go to college, but I did not know what I wanted to study." PROA emerged as a practical alternative: It would help him learn something new and, who knows, find a path that could lead him to something greater.

During the course, his experience was more functional than transformative at first. Because it was an online course, he felt a little detached from it in the beginning. Over time, however, he realized the impact of what he was building, even though he did not yet believe the course would yield significant results. This changed completely during the employability phase.

Shortly after completing the PROA Platform, opportunities began to arise. Less than 15 days after receiving a job offer from the PROA Institute's employability team, he was on his way to an area he had not previously explored: Technology.

It was there that the PROA student found himself. Now, he works as a young apprentice at Banco BS2, tackling systems, quality assurance (QA) testing, and databases. "I found my dream job precisely because of PROA."

Professional experience also boosted his academic training. He is studying Systems Analysis and Development at the UNA University Center, strengthening knowledge that is already part of his professional routine. In his daily work, he applies what he learned from PROA to organizing information, producing documents, and developing professional conduct in the corporate environment, which has strengthened his confidence in his own potential. "PROA opened many doors and generated real value for me."

While he once believed he would remain in the workshop for a long time, he now envisions a different future. He wants to grow in his field, get a permanent position at the bank, and continue to evolve professionally.

Gabriel describes his time at the PROA Institute as "unbelievable." And he explains why: "When my friend suggested I register, I was sure this would lead to nothing. I never imagined the course would result in anything concrete. But that is what brought me to where I am now."

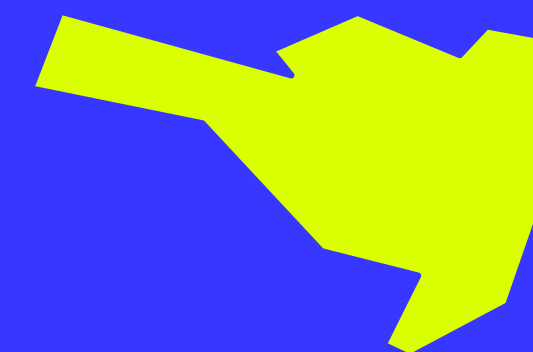




“I learned how to communicate and how to smile. Before, I was very shy.”

NAIAFI AVALO

21 YEARS OLD



SANTA CATARINA

# 4 PROA PLATFORM

Naiafi, an indigenous woman from the Kaiowá people, arrived in Santa Catarina to start over in a new place and make herself heard. She came from Mato Grosso do Sul in search of opportunities, leaving her community behind and facing difficulties as she tried to adapt to a new world: "I could not talk to almost anyone," she recalls.

Then, she found the PROA Institute while searching for courses and job opportunities on social media. She was skeptical at first; however, she decided to sign up and give it a chance.

Two lessons had a direct impact on how she related to the world at that time: communication and self-knowledge. Through communication, she learned how to talk with more confidence and express herself better: "I learned how to actually have a dialogue, how to smile. I was very shy before this." Gradually, she began to open up, participate more in activities, and form bonds with others, something that had previously seemed impossible.

Naiafi was the first indigenous person from her community to complete the PROA Platform, an achievement that carries significance beyond her own story: "I was super happy. They said that others could achieve something similar through me."

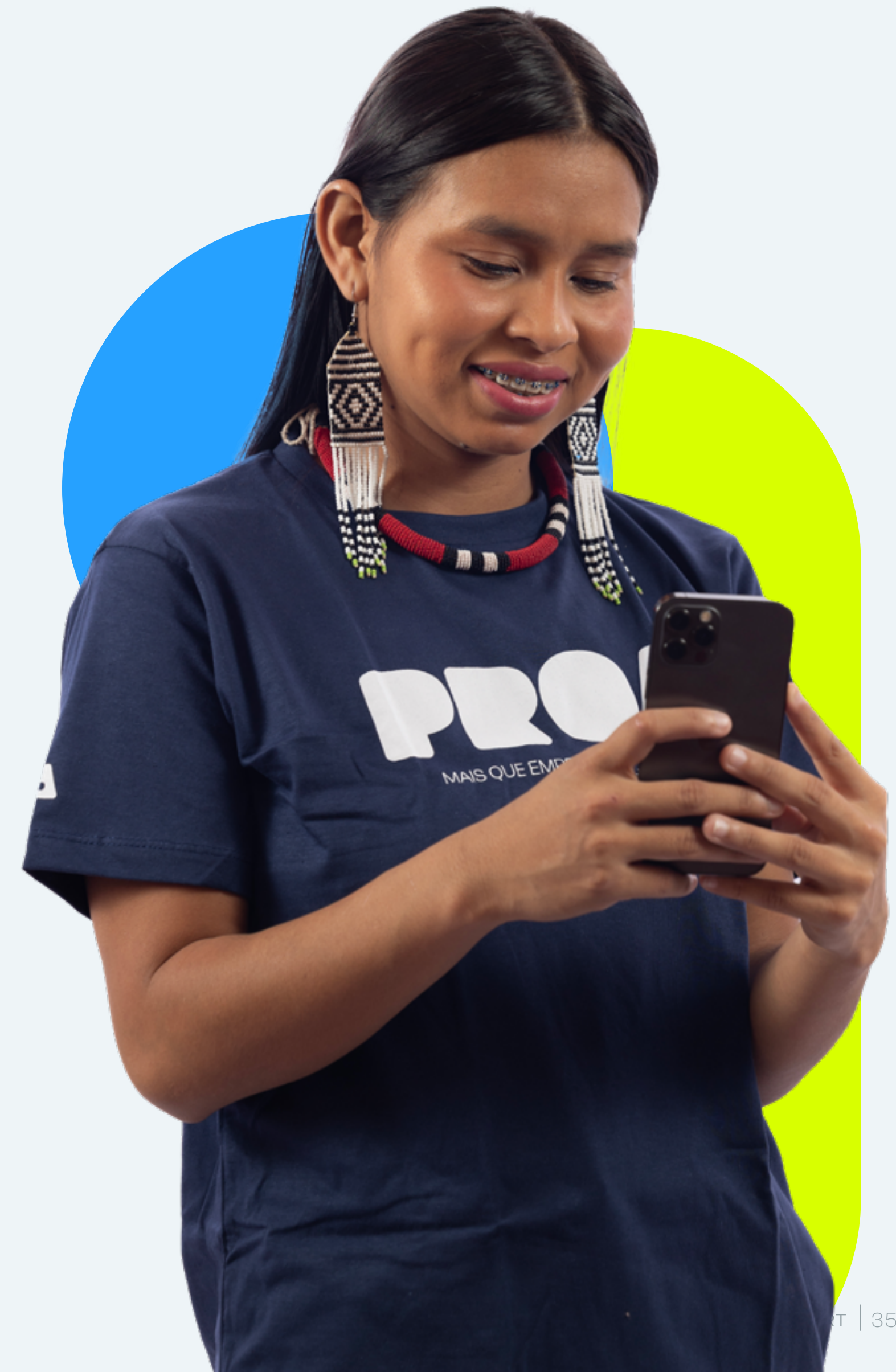
Her graduation represented her overcoming fear. Before the PROA Platform, she had heard stories about prejudice and was afraid of how she would be perceived.

Nevertheless, she decided to face the experience and completed the course with a new understanding of herself and the world. While she previously felt lonely, she began to open up more to social interaction and regain her confidence after graduating. "I used to be a loner, but after graduation, I started going out more, and my sparkle returned."

Today, she shares her experiences with others and encourages family and friends to sign up, expanding this movement within her own community.

Her story also highlights the challenges that many young indigenous people face, especially in accessing education and opportunities. Often, studying requires leaving their communities and traveling long distances. Still, Naiafi continues to build new paths and design her own future.

She plans to continue studying and achieve financial independence, start her own business, and create her own opportunities. She chose a simple word to describe her experience at PROA: "happiness." More than an individual achievement, her journey opens doors for herself and other young indigenous people who, like her, seek new possibilities that allow them to not abandon where they came from.





“For me, PROA is part of a process of starting over and rebuilding myself.”

DIANA NEVES  
DE ALMEIDA

21 YEARS OLD



GOIÁS

# 4 PROA PLATFORM

A search for purpose has always guided Diana's choices. Before even thinking about her career, she made an unusual decision: She lived in a convent for almost two years, driven by the desire to dedicate herself to caring for others. Over time, however, when faced with reality, she realized that path no longer made sense to her.

Leaving the convent marked the beginning of a new phase. In Goiânia, alongside her mother and siblings, she began looking for work and rebuilding her life outside the religious environment. She lived weeks of uncertainty, often sending out resumes and receiving few responses. Then, she found PROA: "I thought it might be a scam at first but decided to try it anyway."

Adapting to it was not easy. As she had no computer, she accessed the platform via cell phone and had trouble understanding how the course worked. She was not always able to participate in everything but gradually took ownership of the experience and began to see value in what she was learning.

What caught her attention the most was how the content discussed in class connected with everyday life. She also began to better understand how the corporate environment works and decided to reconsider her own approach. She realized that, although she believed she was already taking the job market seriously, she still had much to learn, especially regarding her behavior and attitude.

Proactivity has become one of the main hallmarks of her transformation. She now applies everything she learned in her daily routine: "No one needs to ask me for anything. I see what needs to be done and go ahead and do it." More than a skill, she sees it as a change in attitude toward life.

The process also had a deeper impact by changing her way of thinking. The PROA young woman began to consider the collective good when making decisions and to act with less insecurity. Now, she is more confident in making choices and opening herself up to new possibilities.

She continues working and studying English while planning her next steps. In the future, she intends to work in the social sector or in Anthropology, paths that resonate with her history and her desire to continue contributing to other people's lives. She also wants to have an experience abroad to learn about other cultures and ways of life.

For Diana, PROA is part of a larger process of restarting and rebuilding. After abandoning her first life project, she found new ways to put into practice what had always motivated her: the desire to grow, to contribute to others, and to move forward with greater awareness of her own choices.





“The interview preparation I received at PROA was crucial in helping me land my first job.”

KAREN JOANNY  
MOTA E SILVA

21 YEARS OLD



FEDERAL DISTRICT

# 4 PROA PLATFORM

Karen joined PROA without knowing exactly what to expect and with considerable distrust: "I thought it was just an online course. When they mentioned graduation, I thought: 'Well, this must be a scam.'"

Fresh out of high school and looking for her first job opportunity, she decided to apply despite her initial reservations. She wanted to understand, in practice, how professional life and the job market worked, from earning an income to learning how to organize herself daily. However, what she found was a more complete experience than she had imagined.

Right from the start, she was surprised by the structure and the level of support provided throughout the course. As the online format demands discipline, constant support made all the difference, helping Karen develop this skill in practice. To keep up with the activities, she needed to better organize her routine and manage her time. And even when faced with challenges, such as the Math module, she progressed with the tutors' support.

In a short time, the lessons learned began to translate into new paths. Now, Karen works as an administrative assistant at Hospital Santa Luzia, part of the Rede D'Or network, and is studying Business Administration at a private college on a scholarship. The PROA young woman acknowledges that preparing for interviews was crucial to her success in the selection process that led to her landing her first job.

With more confidence and new opportunities, Karen continues to structure the next steps in her career and personal life. She wants to complete her degree, establish herself professionally, and achieve stability, without giving up other interests that are also part of who she is, such as music. The saxophone gives her a form of expression and personal development, which she intends to continue cultivating.

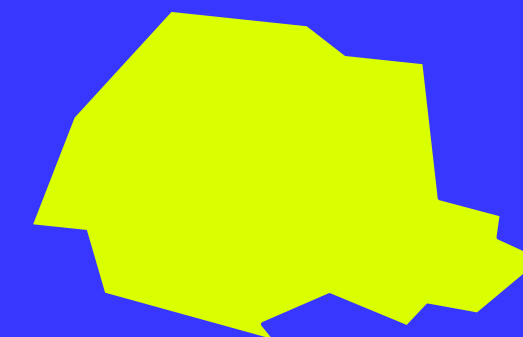




“PROA helped me recognize my strengths more clearly.”

AMANDA AMARAL  
FONSECA

22 YEARS OLD



PARANÁ

## 4 PROA PLATFORM

Amanda joined PROA because she needed to find a way out of where she was: She was 22 years old, unemployed, facing a delicate period of mental health, and spent her days sending out resumes without receiving any responses. It seemed like all doors were closed for her at that moment, but one door opened through social media: She found the profile of the PROA Institute and discovered the PROA Platform. Despite being suspicious at first, she had nothing to lose, so she decided to try it out.

Amanda was born in Itapeva, in the interior of São Paulo, but lived in Fazenda Rio Grande, Paraná, and saw the course as an opportunity for a fresh start. The online format was challenging; but the PROA student was able to keep up with the content and absorb important lessons for her personal and professional life. She believes that the format's flexibility is an important advantage for young people with busy schedules who are trying to balance work and studies.

Among the most significant lessons learned, Amanda mentions self-knowledge and realizing her own worth. During the course, she reflected on boundaries, work relationships, and mental health, and came to understand that not every opportunity is worth the emotional strain. "If I don't know myself well, I'll accept jobs where I'll be undervalued." The experience helped her identify her strengths, recognize what she needed to improve, and better understand the environments she wants to be in, or not.

PROA also helped her broaden her perspective on the job market. Amanda learned how to better organize her resume, prepare for job openings, and analyze opportunities more consciously. More than just tips for her interview performance, the main impact was the change in her perspective on herself: "PROA helped me to better recognize my strengths."

She now works at Max Atacadista, in Fazenda Rio Grande. Although she recognizes the importance of the opportunity and professional experience she has been building, she feels she is still searching for a space where she can develop her full potential. "I feel I am capable of much more."

Before PROA, Amanda had already enrolled in higher education. She started a course in Criminal Investigation at UniCesumar but had to interrupt her studies due to difficulty maintaining consistency in the distance-learning format and an exhausting work routine. Nevertheless, she did not give up on her studies and intends to continue growing through courses on the PROA Platform. She hopes she can secure an opportunity where she feels more valued and recognized for her own efforts in the future.

Amanda believes that the PROA Institute was an opportunity for change and a beacon of hope at the end of the tunnel. Hope allows her to dream of a future with more stability, independence, and possibilities.

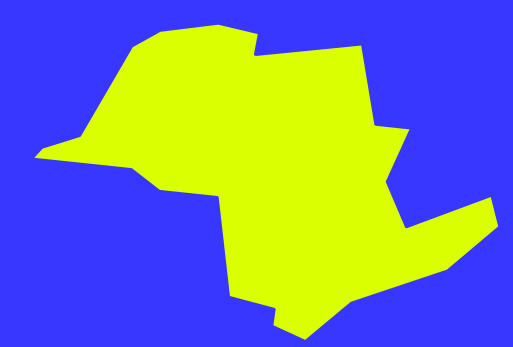




“PROA helped me improve skills I already had.”

ISABELLA  
FERNANDES BEZERRA

17 YEARS OLD



SÃO PAULO

# 4 PROA PLATFORM

Unlike many young people her age, Isabella always had an idea of what she wanted for her future. While still in high school, she was looking for ways to prepare for her first job and achieve financial independence. “I wanted to start earning money and investing in myself.” Then, while searching for online courses, she found PROA.

Her experience on the PROA Platform strengthened a path that was already underway. During the classes, she consolidated her basic knowledge and deepened her understanding of other areas important to her entry into the job market. Among the course content, the self-awareness module played a central role in her journey by helping her better understand herself and her interests and make her choices with greater clarity.

After becoming more analytical and conscious in her decisions, she noticed changes in her attitude: “Now I think more before making decisions.” Thus, she developed skills such as responsibility, organization, and communication into her routine, both in her studies and at work.

Shortly after graduating, the PROA student landed her first professional opportunity at Accenture do Brasil in administration on projects related to the banking sector. Preparing for selection processes was crucial along this path. She now applies what she has learned to how she organizes herself, communicates with her team, and handles demands and deadlines in the corporate environment, helping her adapt to the job and develop in the role.

Meanwhile, she continues investing in her education by pursuing a technical degree in Administration at ETEC, as a step toward her larger goal: enrolling in Veterinary Medicine school.

Isabella, who already saw what her future might look like, is now more structured and consistent in her planning: “PROA helped improve things I already knew.” She continues with the goal of completing her studies, growing professionally, and achieving her independence, moving forward with greater clarity about the next steps.

Through the PROA Institute, she found a learning and supportive environment that encouraged her professional and personal development. The experience helped broaden her understanding of the job market and, above all, solidified the path she chose to follow.





“PROA helped me mainly with interview skills and the way I present myself.”

SAMUEL  
HENRIQUE

21 YEARS OLD



MATO GROSSO DO SUL

# 4 PROA PLATFORM

Samuel was finishing college when he decided to enroll in PROA. He was a Computer Science student seeking an internship. He needed something more to enter the job market: "I needed work urgently and saw PROA as a chance to get some kind of opportunity."

While balancing the final stretch of his undergraduate studies with his job search, Samuel began studying on the PROA Platform. He had a disciplined routine and accessed the platform daily until he completed all the activities. His initial expectation was simple: To learn the basics about selection processes and increase his chances of entering the job market.

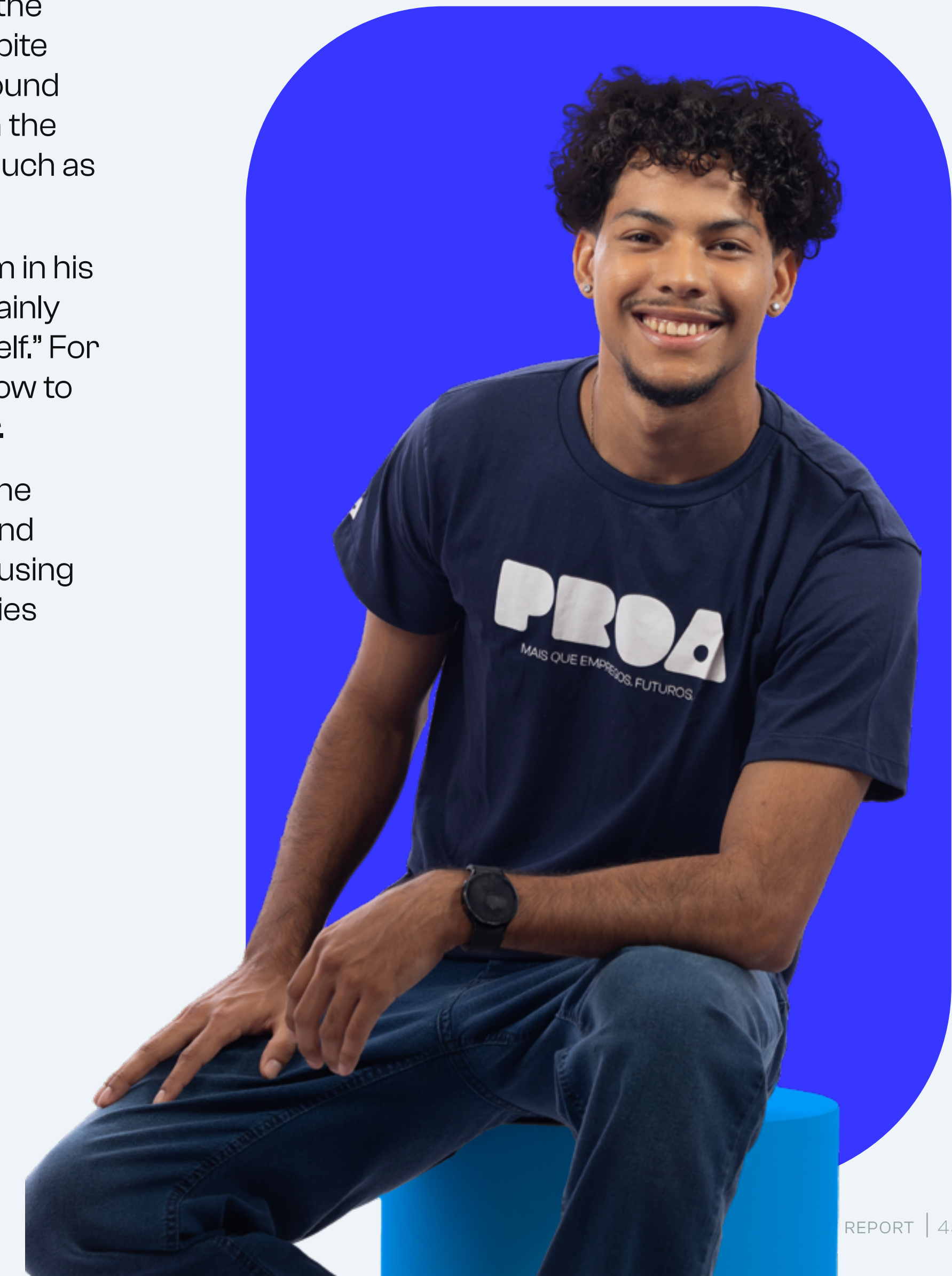
As the course progressed, the main benefit for him was precisely the more direct contact with the reality of the job market: "I had this idea that I would work for a large company from the start, but the PROA Institute made me realize the truth." From this change in perspective, he came to understand that building a career takes time and requires developing fundamental skills in daily professional life.

Among these, teamwork had a direct impact on his routine. He used to see dealing with group dynamics as a challenge. Upon completing the activities of the PROA Platform, he gained a better understanding of his role within a group, learned to listen to different points of view, and to collaborate more actively—a skill increasingly valued in the market and present in his daily life.

After graduating, the PROA young man entered the job market as a risk analyst at Banco Bradesco. Despite having a background in software development, he found an opportunity for entry and growth in the field, with the possibility of migrating to other areas in the future, such as Data Science, which is his goal.

Samuel recognizes the role of the PROA Platform in his preparation for the job market: "PROA helped me mainly with the interview process and how to present myself." For him, the experience brought greater clarity about how to present himself and take the first steps in his career.

By adopting a more realistic view of the market, he developed new plans, took more strategic actions, and invested in development in the Technology area, focusing on gaining experience and expanding his opportunities within the sector.



# 4.1 PROA PLATFORM IN FIGURES

## 1 SELECTION PROCESS

95.902

YOUNG PEOPLE REGISTERED

36.216

YOUNG PEOPLE APPROVED IN THE SELECTION PROCESS

12.219

YOUNG PEOPLE GRADUATED

## 3 EMPLOYABILITY

61%

YOUNG PEOPLE EMPLOYED

▼ Connection with job opportunities

▼ Instructions



3 YEARS

OF EMPLOYABILITY

▼ Coaching

▼ Events

▼ PROA Alumni Network (former students)

## 2 DEVELOPMENT AND TRAINING

7,500+

YOUNG PEOPLE EMPLOYED IN 2025



GENERATING AN INCOME OF  
**142 MILLION**

PER YEAR

20,000+

YOUNG PEOPLE FOUND JOBS THROUGH PROA THROUGHOUT ITS HISTORY GENERATING AN INCOME OF

**350 MILLION PER YEAR**

### ESSENTIAL TRAIL:

1. Self-knowledge
2. Professional Project
3. Logical Reasoning
4. Communication

🕒 100H CLASS HOURS

### TECHNICAL TRAILS:

Administration (P&G)  
Excel and Power BI (Microsoft)  
Financial Education (Dhalia and Bloomberg)  
Sales Promotion (BRF)  
Logistics (P&G)  
Retail (Casas Bahia Foundation)  
UX Design (Accenture)  
Customer Service (Marina & Flávio Guimarães Institute and BMG Group)

🕒 50H CLASS HOURS

PROA  
MAIS QUE EMPREGOS.  
FUTUROS.



# 5 COMMITTEE OF AMBASSADORS

The PROA Ambassadors Committee was born in 2025 as a direct result of young people's experience during the PROA Platform or PROPROFISSÃO. While access to training, career guidance, and job opportunities during the course facilitates entry into the job market, this process does not end after graduation; on the contrary, it continues and gains strength when driven by the very young people who have lived this path.

The Committee comprises alumni invited based on their engagement and active participation in the PROA Institute activities, such as graduation ceremonies, mentoring, events, training programs, and online classes. It brings together young people from different regions of the country. It has several goals: To strengthen the Alumni network, expand the reach of PROA initiatives, and help more young people follow similar paths. However, this group is motivated by more than representation; rather, by recognition.

Revisiting their own journeys allows the ambassadors to clearly identify what has changed in their lives: the discovery of interests, the development of communication, the expansion of knowledge, and, above all, the construction of new perspectives for the future. For some, this process begins with self-knowledge, understanding what makes sense and which path to follow, and unfolds into concrete choices, such as entering a professional field or even creating their own business. For others, the PROA Institute is a guiding force amidst uncertainty, opening doors that were previously impossible.



# 5 COMMITTEE OF AMBASSADORS

This impact is also evident in the accounts of the young people themselves. Gregory, one of the ambassadors, describes this moment as a turning point in his career: "PROA came into my life as a guiding light. I was not sure what I wanted to do, and it was there that I began to learn about my own interests and to engage with technology and other people. This opened doors for me. Now, I work, teach, and remain involved with PROA as a mentor. When I think about what has changed, I can say that everything did."

Despite their distinct trajectories, the accounts of the PROA students have one thing in common: They say it goes beyond training to change their mindsets and perspectives on the future they can build. This translates into how they see themselves. Young people who used to see leadership positions or corporate environments as a distant possibility begin to consider these spaces as possible and, progressively, attainable. This shift becomes concrete in the words of Isadora Guimarães, one of the ambassadors of the PROA Institute: "I always felt that certain places were not made for me. Visiting companies, entering an office... it all seemed too far removed from my reality. PROA showed me that I can get wherever I want, regardless of where I came from. And today I am out there, occupying those spaces."

Experiences that once seemed unattainable cease to be the exception and become part of the realm of possibility. And it is precisely from this that the role of the ambassador arises. In practice, the Committee works to mobilize new students, organize regional meetings, and strengthen the Alumni

network in different territories. It also plays a key role in listening and bringing to the PROA Institute insights, suggestions, and lessons learned from direct contact with other young people.

There is also a less visible, but perhaps even more powerful, dimension to this Committee: By taking on this role, the ambassadors transform experience into a benchmark. They share their stories, building trust and helping close the gap for those who are still on the other side.

This is what ambassador Angelo Almeida reflects on when thinking about his role in the ambassadorial program: "We use our own history to show that it works. When a young person sees someone like them saying they succeeded, they begin to believe that they can do it too." In contexts where free opportunities are often met with distrust, hearing from another young person that this opportunity is real can be the missing piece to take the first step.

This identification is further built through language, proximity, and how other young people are approached. This is not institutional communication; rather, it is a direct exchange between peers, in which personal experience becomes both an argument and an invitation. By sharing how PROA contributed to their choices, their entry into the job market, or the resumption of interrupted plans and dreams, these young people help others to see possibilities that may have been forgotten.

# 5 COMMITTEE OF AMBASSADORS

This movement also carries a clear sense of responsibility. By recognizing the impact on their own journeys, many ambassadors begin to see themselves as active participants in building new stories, as Sonia Ochoa says: “Being an ambassador, for me, is about giving back to PROA for everything it has done for me. Someone once showed me this path, so now I feel it is my responsibility to show other young people that this is possible.”

What was once seen as an opportunity becomes a commitment to expand, share, and ensure that more young people can follow similar paths. The idea that “if it changed my life, it can change the lives of others too” guides the actions of the young ambassadors.

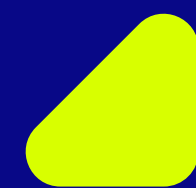
This logic is reinforced by the Committee’s diversity of territories represented. Comprising young people from different states, the group recognizes that the challenges are limitless, as are the strategies needed to overcome them. Mobilization adapts to each context: in some regions, ambassadors connect with new young people in schools; in others, in public spaces, at events, or through digital actions. In all cases, there is a common effort to adapt to local realities and to find more effective ways to connect and mobilize.

At the heart of this initiative is a simple conviction: Impact grows when it is shared. The PROA Ambassadors Committee embodies this idea by transforming experience into action and a career path into a starting point for others, not as an automatic

continuation, but as a conscious choice by those who understand that getting somewhere implies paving the way for those who come after us.

What begins as an individual opportunity unfolds into a collective movement, strengthening a network that grows, supports each other, and continuously expands the reach of the transformation.

**The PROA Ambassador Committee comprises young people from different regions of the country, selected for their engagement and leadership within the Alumni network:**



**Ângelo Almeida,**  
PROA Platform (2025)

**Isadora Guimarães,**  
PROA Platform (2023)

**Thalyson da Silva Pereira,**  
PROA Platform (2025)

**Sonia Ochoa,**  
PROPROFISSÃO (2024)

**Gregory Klauss,**  
PROPROFISSÃO (2024)

**Fabiana Tenório,**  
PROA Platform (2025)

**Bruno Bernardes,**  
PROA Platform (2023)

**Cleberson Almeida,**  
PROA Platform (2025)

**Lara Geralda,**  
PROA Platform (2024)

**Gabriela Sinka,**  
PROA Platform (2025)

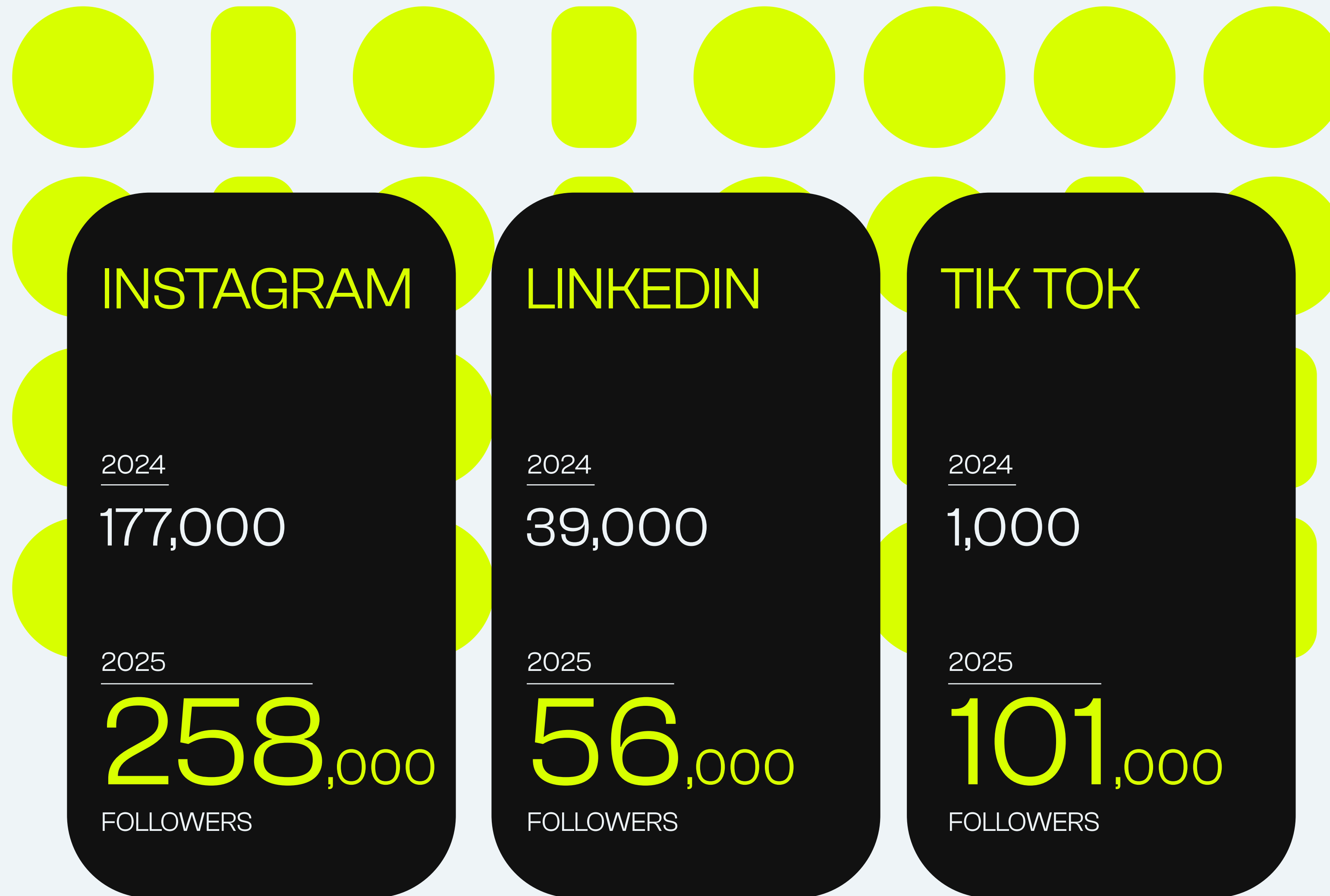
# 6 A SEA OF CONTENT

PROA's social media profiles are becoming a space for connection, guidance, and access to opportunities for young people throughout Brazil. These channels bring people closer and aim to help turn potential into concrete development paths.

This movement gained even more momentum in 2025. Our Instagram community grew from 177,000 to 258,000 followers, reflecting young people's interest in content about career, education, and development. On LinkedIn, we reached the milestone of 56,000 followers, strengthening our dialogue with the job market and expanding our connections with companies and partners. On TikTok, this growth was even more significant: we went from 1,000 to over 101,000 followers, expanding the reach of our direct, accessible content aligned with young people's language.

This progress reflects a communication strategy grounded in clarity, empathy, and the transformation of information into real possibilities. It also reflects the convergence between the job market and young people's reality, without losing human connection.

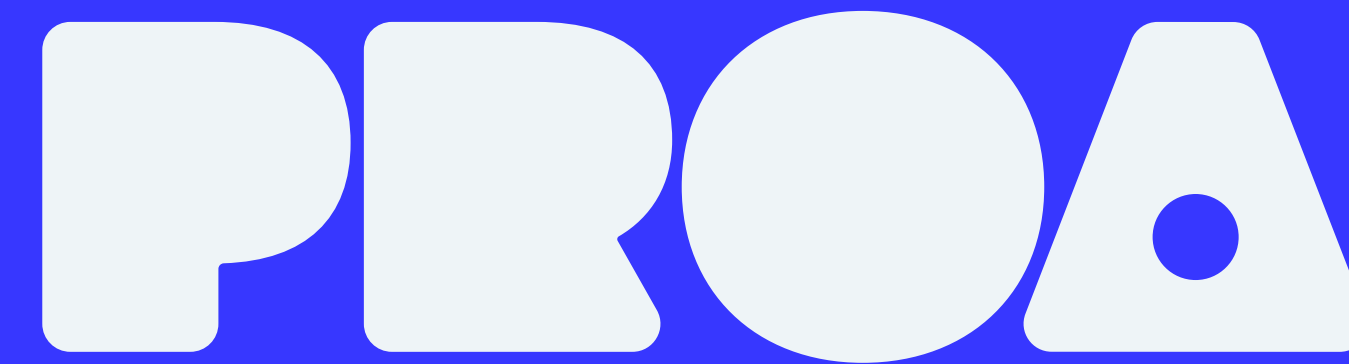
With each piece of content published, PROA reinforces its role as a bridge between the potential of young people and the opportunities that can transform their paths. Thus, it remains close to reality, expanding access, developing talent, and supporting the construction of possible futures.



# 6.1 THE PROA REBRANDING

The growth of the PROA Institute in recent years has created a new challenge: to ensure that the way we communicate keeps pace with the transformation happening in practice. This evolution took shape in 2025 through a rebranding planned over more than a year and a half, with the support of Accenture. This process went beyond updating our visual identity to represent a deep dive into who we are, the impact we want to generate, and—above all—how we want to connect with young Brazilians.

This rebranding was created to bring PROA closer to new generations and talk about the future with more humanity, accessibility, and sincerity. What is more, it reflects an organization that has grown, digitized, and expanded its reach without losing what has always been at the heart of its operations: believing in the potential of young people and helping them build real opportunities. Thus, we went beyond aesthetics to strengthen how we tell our stories, create a sense of belonging, and transform connection into impact.



PROA

MORE THAN JOBS. FUTURES.

## 6.2 THE FUTURE OF YOUTH EMPLOYABILITY

In the 2025 edition of the event “The Future of Youth Employability,” the PROA Institute discussed a theme redefining the job market: the role of artificial intelligence in productive inclusion and in preparing young people for a rapidly transforming market.

The event gathered over 250 participants and asked experts, partner companies, and young people to think not only about what is changing, but also about what needs to be built upon these changes.

Opening remarks were delivered by Alini Dal’Magro, CEO of PROA, setting the tone for discussions throughout the event. Next, Professor Martha Gabriel, one of the leading names in innovation and digital thinking in Brazil, presented a practical analysis of the use of artificial intelligence in corporate environments, translating real-world applications and their direct effects on work dynamics.

From this perspective, the discussion moved on to the ethical and social challenges of technology, with Agapito Troina, partner at Visagio and advisor to the PROA Institute, broadening the view on the role of AI in the productive inclusion of young people.

This discussion went even deeper in the “Preparing young people for the jobs of the future” panel, with Alini Dal’Magro, Tatiana Kocerginskis, Talent and Organization Executive at Accenture, and Luciana Lutaif, Managing Director and leader of

the Talent and Organization practice at Accenture do Brasil. The debate highlighted the role of companies in developing talent and creating opportunities in an increasingly technology- and data-driven, skills-based environment.

The event reaffirmed the importance of spaces for collective construction that bring young people, businesses, and knowledge closer together. This initiative reinforces the PROA Institute’s commitment to productive inclusion in a constantly changing world.





# 6.3 GRADUATION CEREMONIES

With 26 graduation ceremonies held across the country, PROA celebrated decisive moments in its PROA students' journeys. Each ceremony brought together stories of overcoming challenges, dedication, and discovery, which, little by little, became new beginnings.

Graduation ceremonies mark the completion of a cycle and the preparation for the next steps, the result of the learning journey undertaken throughout the year. In these moments, everything the students learned takes shape, and their effort is recognized.

In each ceremony, the PROA Institute celebrates individual achievements and the strengthening of a network that believes in the potential of young people and in building real opportunities. From this point on, each PROA student moves forward with more knowledge, new possibilities, and confidence to build their future.

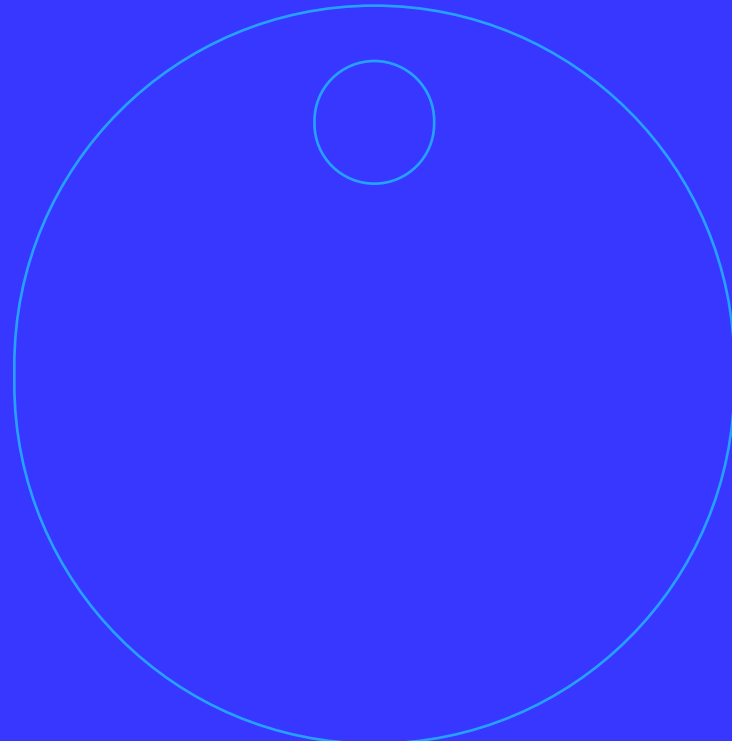
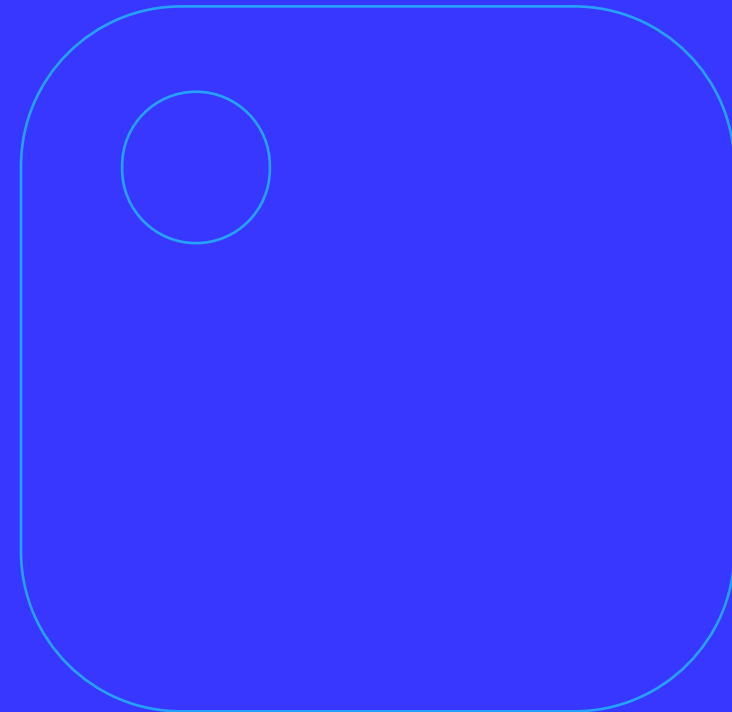




**PROA**  
MAIS QUE EMPREGOS. FUTUROS.

**PROA**  
MAIS QUE EMPREGOS. FUTUROS.

**PROA**  
MAIS QUE EMPREGOS. FUTUROS.



# 7 PARTNERS

## Connections that make our impact possible

The impact of PROA cannot be sustained on its own. It stems from a collaboration among institutions, companies, and a network that shares the responsibility for expanding opportunities for young people across different locations in Brazil.

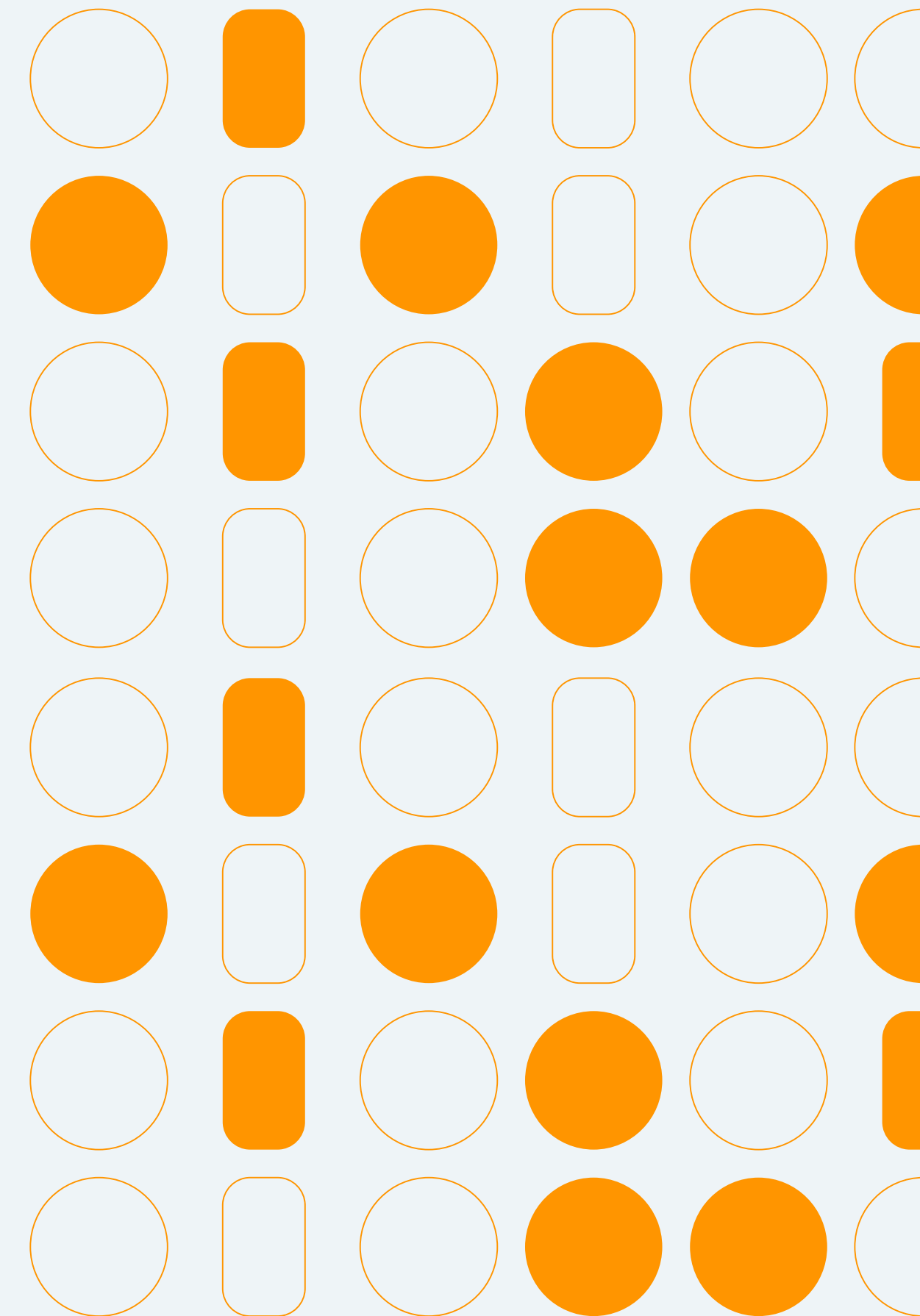
Each young person arriving at the PROA Institute has faced real challenges and searched for opportunities that are not always immediately available. This is where the role of our partners is key: It connects education, experience, and the job market.

In the PROA Institute's initiatives, this presence translates into experiences that bring young people closer to the professional environment, broaden their horizons, and open paths to development and entry into the job market. These are relationships that help transform training into a journey and the journey into continuity.

In this context, the role of partners also strengthens the joint development of solutions. Actively listening to companies, engaging in dialogue with organizations, and being open to testing new approaches all contribute to

improving how PROA structures its programs and responds to current demands. This relationship is established as shared responsibility: On one hand, PROA trains and prepares young people; on the other hand, partners broaden the conditions for this process to connect with real opportunities. When these fronts converge, the impact shifts from idea to reality.

The result is a network that supports the entry of more young people into the job market and strengthens their retention, development, and evolution over time.



# 7.1 CORPORATE SPONSORS

CRUISE SHIP



SHIP



BOAT



CANOE



# 7.2 INDIVIDUAL SPONSORS

Aloysio Miranda Azambuja

Ana Maria Diniz

Ana Paula Queiroz

Beatriz Cunha Botelho Hime

Bernardo Cavour

Candido Bracher

Christina Beatrice Simonius

Claudio Haddad

Fabio Ermínio de Moraes

Francisco Ribeiro de Magalhães Filho

Guilherme Afonso Ferreira

Guilherme Potenza da Veirano

Gustavo Pierini

Inês Isabel Entrecan

Marcelo Barbará

Marcelo Medeiros

Marcio Eichenberg Bento

Maria Isabel Palhares de Paula Machado

Maria Mendes Fernandes

Maurício Luchetti

Nelson Try

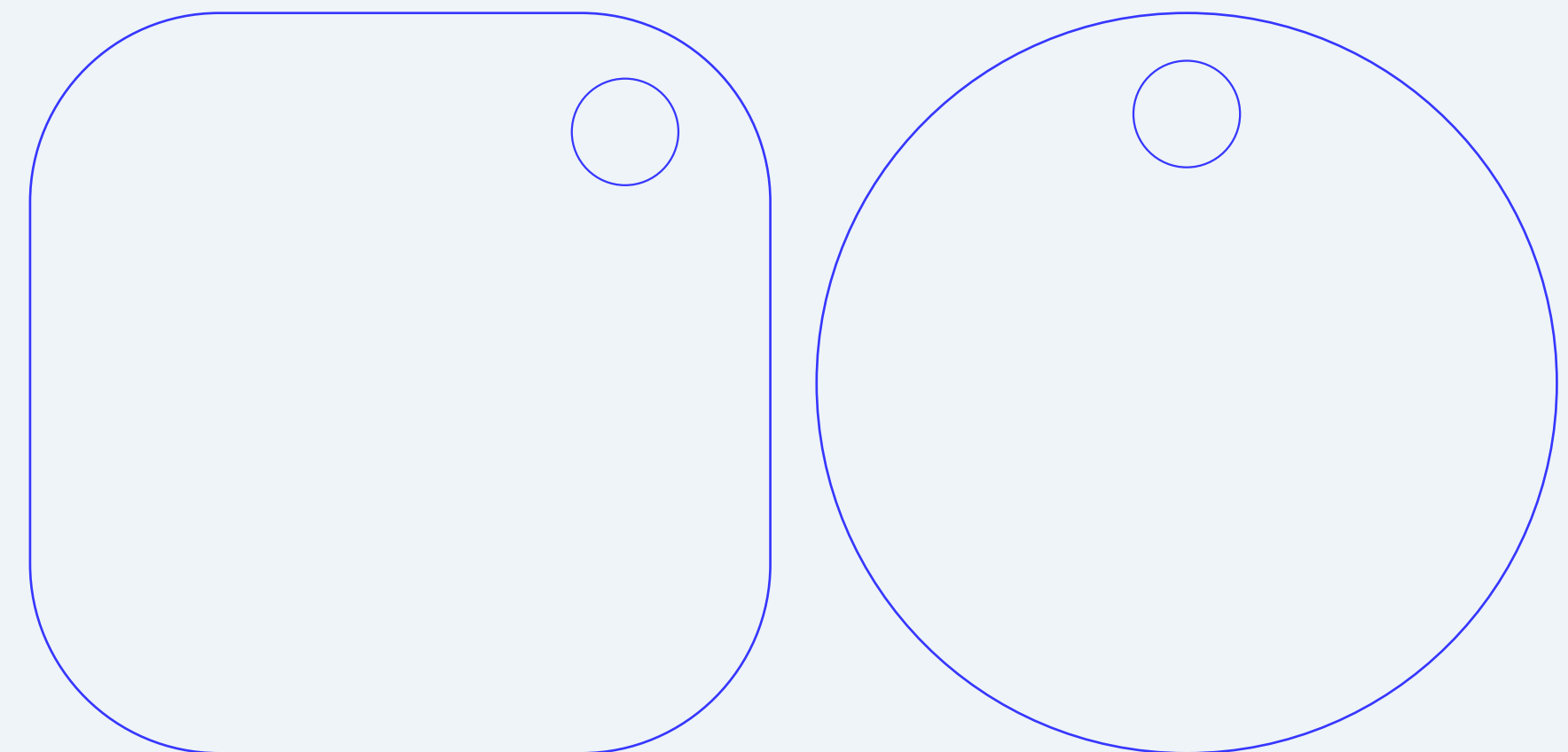
Paula Bobrow

Paula Godinho Pereira Lieberba

Paulo Eric Haegler

Rodolfo Villela Marino

Thiago Cozzi



# 7.3 EMPLOYERS

Grupo Casas Bahia

Grupo Fleury

TIM

Rede D'or Luiz

Pernambucanas

Amil Assistencia Medica

Grupo Notredame Intermédica

ML Gomes Advogados Associados

Itaú

CSP tech

Keeggo

Apsen

Cyrela Brazil Realty

Sem Parar

JLL

Teleperformance

BeOPS

Fiotec - Fiocruz

Fiserv do Brasil Instituição de Pgto LTDA

Hortifruti Natural da Terra

Rede Cidadã

Bravo Corp

Etapar

LIVELO S.A.

99 Jobs

Alife

ELETROBRAS

Newe Seguros

Pessoa e Pessoa

ScanSource Brasil

Universidade Veiga de Almeida

ABBVIE

Amanco - Wavin

Dia Supermercados

Elite Rede de Ensino

GPA

Grupo PlayCenter

LOJAS MARISA

Petlove

Plano & Plano

SPDM

Unimed Nacional

BMG

Bravo Coop

Grupo DPSP

Grupo Seres

Icomon Tecnologia

Kalunga

Liga Alvaro Bahia Contra A Mortalidade Infantil

Lojas Torra

Nestlé

Oracle

Phibro Saúde Animal Internacional LTDA

Sotero Ambiental

Supermercados Guanabara

TECHNIP FMC

Veste SA Estilo

Alpha Secure

Alterdata

ANIMALE

Assai

Atento

BFFC

Camorim Serviços Maritimos

CIATC

Cielo

Ecolab

# 7.3 EMPLOYERS

EY	Vila 11	Casa Coqueiro	FEBRAFAR
FEMME - LABORATORIO DA MULHER	Accenture	Celcoin	FGV
Funchal Negócios	Allcare Gestora de Saúde	CENTAURO	Fibrasa
Givaudan do Brasil	Allos	Chaincorp	Flash App
Grupo Cataratas	Alpargatas S.A.	CINEMARK	Flora Produtos
ISBET	Altio Tecnología	Civil Master	FORMIGAS-DE-EMBAUBA
Kopenhagen Brasil Cacau	BANCO BS2	Clínica Florence	Foundever
LM	Banco Fibra	Comercial Centermix	FUJIFILM DO BRASIL LTDA
Núcleo Engenharia Consultiva	BARTIRA	Comexport	Genial Investimentos
OMOTOR	BATTRE	Consultoria - Leticia Pimentel	Grupo ADTSA
Pátria Investimentos	Biscoitê	DAKI	Grupo Bosque da Paz
PETZ	CAMARADA CAMARÃO	Direcional Engenharia	Grupo Dass
QI Tech	Cana Mania Natural	Elecnor	GRUPO DNR
Sodexo	Carl Zeiss do Brasil Ltda	EPHARMA	Grupo Salta Educação
T4CH - Tools 4 change	Carol Bassi	ESPRO	Grupo Soma
TROX BRASIL	Carrefour	Estadão	HOSPITAL ALEMÃO OSWALDO CRUZ
Universia Brasil	Casa & Lazer	FARMARCAS	Hotel Tivoli Mofarrej São Paulo

# 7.3 EMPLOYERS

Icomm Group

IMPD

Instituto Liderança

Instituto PROA

KELVION INTERCAMBIADORES

Kontik

LacLaw

Leapy

LIGHT

Logicalis

LUBRIZOL

Manpower Brasil

Matertest

Multiedro Soluções Cloud

NV

OWENS-ILLINOIS DO BRASIL

P&G

P3URB

Passarelli Engenharia e Construção LTDA

Provider

Qualy Farma

RD Saúde

RENAC

Renapsi

Reserva

Rio Ave

Sauer

SEGUE

SINOBRAS

STANLEY 1913

STECK

SUPERMERCADO ESTRELA AZUL

Supermercados Zona Sul

TALENT MATCH RECRUTAMENTO E SELECAO LTDA

TALENTFLIX

Teixeira Duarte

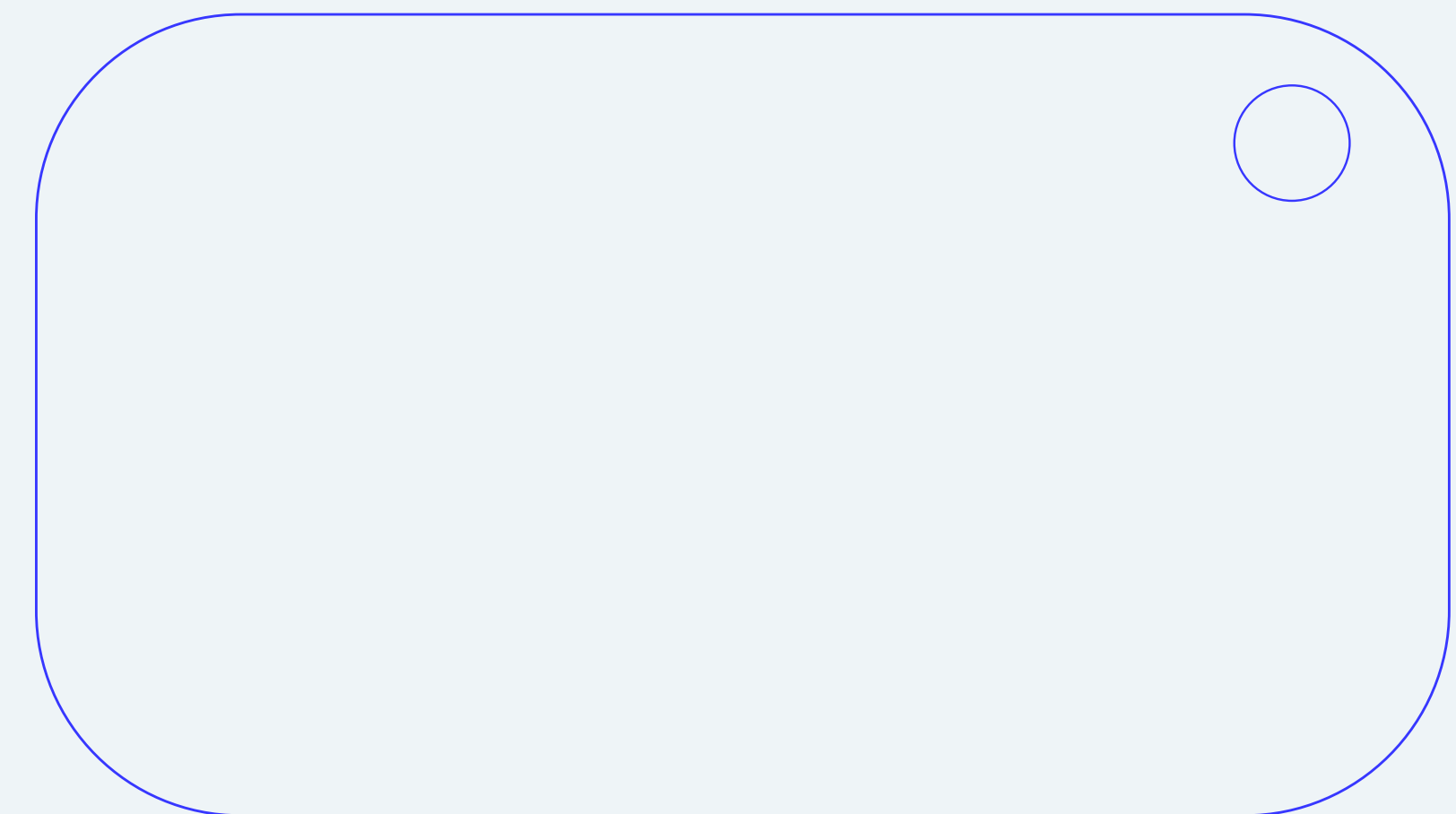
Turczyn Advogados Associados

UNIVAR SOLUTIONS

Volkswagen

VR BENEFÍCIOS

YOKOHAMA TWS



# 7.4 INSTITUTIONAL SUPPORTERS

AMPU - Associação do Parque União

Biblioteca Parque da Rocinha

Centro Cultural Isabela Sousa

Coordenadoria de Juventudes - Vespasiano/  
MG

Diretoria Estadual de Políticas para as  
Juventudes - Belo Horizonte/MG

Estação Primeira de Mangueira Escola de  
Samba

Estácio - Instituto YDUQS

FAAP

Fundação do Trabalho de Mato Grosso do Sul

Goethe-Institut

Igreja Porta da Paz

Instituto Evolux Morro dos Prazeres

Instituto Iluminando o Futuro

Instituto União Colônia Dona Luzia

Instituto Viver Mais

LeaderX

Nave do Conhecimento Complexo do Alemão

ONG África

Secretaria de Trabalho e Desenvolvimento  
Profissional - Estado do Rio Grande do Sul

Secretaria Municipal de Desenvolvimento  
Econômico, Trabalho e Renda - Prefeitura de Porto  
Real/RJ

Secretaria Municipal de Desenvolvimento  
Econômico, Trabalho, Renda, Ciência e Tecnologia -  
Prefeitura de Eng. Paulo de Frontin/RJ

Secretaria Municipal de Trabalho e Renda -  
Prefeitura do Rio de Janeiro/RJ

Superintendência de Políticas Públicas para as  
Juventudes - Betim/MG

Visagio



# 8 BEHIND THE SCENES

## Board

Lissa Collins  
President

Marcelo Barbará  
Vice-president  
Founder

Florian Bartunek  
Founder

Susanna Lemann  
Founder

Agapito Troina

Fernando Shayer

## Audit Committee

Frederico Albarran

Taiguara Alecio Oliveira

## PROA Team

Alini Dal'Magro  
CEO

Ana Laura Valerio da Silva  
Operations Manager

Andressa Fernanda  
dos Santos Lima  
Pedagogical Operations Analyst

Anna Luiza Souza Nunes  
de Andrade  
Marketing Manager

Beatriz Oliveira Peres  
Employability Assistant

Caroline Chagas de Oliveira  
Marketing Analyst

Darlene Nogueira  
de Lima de Medeiros  
Customer Service Coordinator

Izabelly Bueno da Silva  
Administrative Analyst

Jessica Bezerra Rocha  
Employability Analyst

Leticia de Mattos  
Human Resources Coordinator

Leticia Gabrieli Vieira  
de Oliveira  
Pedagogical Operations Analyst

Leticia Soares Nunes  
Employability Coordinator

Maria Julia Emanuely  
Silva dos Santos  
Data Analyst

Mayla Silva Alencar  
Employability Coordinator

Miliani Maria Greco Costa  
Partnership Analyst

Nataly Rodrigues  
Events Analyst

Pablo Ranfley Lima Costa  
LMS Systems Specialist

Regiane Tofanello da Costa  
Employability Officer

Renan Gurjão da Silveira  
Partnership Analyst

Ricardo Gonçalves Alves  
Pedagogical Operations  
Coordinator

Sofia Ramos Pompeo  
Marketing Intern

Tamires Silva Moreira  
Employability Analyst

Thiago de Oliveira Vieira  
Partnership Analyst

Tulio Freitas Gomes  
Product Specialist

Wesley Linares de Lima  
Operations Officer

## PUBLICATION CREDITS

Anna Luiza Andrade  
Coordination

Sofia Ramos Pompeo  
Coordination

Nataly Rodrigues  
Coordination

Manoela Cardoso  
Graphic Design

Potira Cunha  
Writing and Editing

Hayza Ramos  
Photography

Moose Mídia  
Photography

# 9 PROA FINANCES IN 2025

## ASSOCIAÇÃO INSTITUTO PROA

### INCOME STATEMENTS

FISCAL YEARS ENDED DECEMBER 31, 2025  
(IN THOUSANDS OF REAIS)

#### OPERATING REVENUES

Total Operating Revenues .....	BRL 12,873
Total Costs .....	BRL 11,240
Gross Surplus .....	BRL 1,663

#### OPERATING EXPENSES

Administrative and General Expenses (Volunteer work and free services) .....	BRL 2,097
Other Expenses .....	BRL 2,843
Total Expenses .....	BRL 5,102
Income before financial expenses .....	BRL 3,469



[Click here](#) or point your mobile phone camera and check out the full Audisa audit report.



1. In accordance with accounting standards, PROA measures revenue received from volunteer work, which is recognized in the income statement as operating revenue and, correspondingly, recorded in the same amount as operating expenses.

# THE FUTURE IS BUILT TOGETHER

The PROA Institute becomes stronger through collective construction. Each new partnership expands the reach of our initiatives and helps more young people advance in their education and entry into the job market.

When companies and organizations connect with PROA, training continues through experiences and opportunities that bring young people closer to job opportunities.

If your organization also shares this commitment, contact us and let us build new opportunities for the future together with PROA.

## CONTACT US

[contato@proa.org.br](mailto:contato@proa.org.br)  
[PROA.ORG.BR](http://PROA.ORG.BR)





MORE THAN JOBS. FUTURES.

## PROA Institute

WEWORK

AV. BRIGADEIRO FARIA LIMA 4055

4th FLOOR - ITAIM BIBI

04538-133 - SÃO PAULO - STATE OF SÃO PAULO

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