

**ANNUAL IMPACT  
REPORT 2024 | 2025**

*Generation*  
BRASIL

**5 YEARS**

**CHANGING LIVES**



# 5 YEARS TRANSFORMING LIVES THROUGH EMPLOYMENT

In 2024, Generation Brasil celebrated five years of operations in the country. Five years connecting people to the world of work, promoting high-quality productive inclusion, and closely following the profound transformations shaping Brazil's employment landscape.

Despite some progress in the economic scenario, the labor market still poses significant challenges, especially for young people. The unemployment rate among those aged 18 to 24 remains more than twice the national average.

In addition, the growth of informal and precarious occupations reinforces the urgency for solutions that combine relevant training, career mentorship, socio-emotional support, and strong connections to the labor market, so that real opportunities for insertion and professional growth can be achieved.

With this commitment, we have impacted thousands of lives across the country over the past five years. Since 2019, more than 3,600 talents have graduated from our programs, achieving high employability rates and sharing transformation stories that inspire us every day. Our model combines cutting-edge technical training, employability and career mentoring, and behavioral skills development, always focused on the durability of impact, because a job is only the beginning of a journey toward social mobility.

In 2024 and 2025, we took another step forward. We continued to invest in innovation and portfolio diversification, expanded partnerships with companies, institutes, and foundations committed to diversity and social impact, and strengthened our evidence collection on the long-term outcomes of our work. One example: according to our global research, 90% of alumni remain employed two to five years after graduation, and 69% are able to save money - data that shows we are on the right track.

None of this would be possible without the collaboration of employers, funders, volunteers, and so many others who share our belief in the power of work to transform lives. Celebrating five years means recognizing how far we've come — and, above all, renewing our commitment to building a fairer, more inclusive, and more sustainable future for Brazil's youth.

We move forward together — because together, we go further.

— **Andrea Matsui, CEO, Generation Brasil**



# MESSAGE FROM THE BOARD

Five years ago, Generation Brasil was founded with a clear mission: to promote the productive inclusion of young people who, despite their talent and will to succeed, faced closed doors in the labor market. Today, as I look back at the journey we've taken, I feel deeply proud of the impact we have achieved.

More than 4,000 people have already participated in our programs, reaching consistently high employability rates. These numbers represent stories of resilience, professional growth, and social mobility - young people who landed their first formal job, changed careers, increased their income, and began building a more dignified future for themselves and their families.

What sets Generation apart is the combination of technical excellence, behavioral skills development, and a sharp understanding of market demands.

We are also distinguished by our results-driven management approach, which ensures efficiency in the use of resources and clarity about the real impact generated in participants' lives. Our impact measurement model is based on three key pillars - reach, depth, and durability - allowing us to assess not only how many people are reached, but also how long and how intensely this transformation endures.

In addition, the strength of our global network - present in 17 countries - broadens horizons, fosters valuable exchanges, and enables us to bring internationally recognized best practices to Brazil, always adapted to our local context.

We believe that employment is one of the most powerful forces for social transformation. With that conviction, we will continue our work in the coming years - boldly, with a focus on lasting results, and with the certainty that inclusion means growth.

— **Lissa Colins, Chair of the Board, Generation Brasil**



# WHO WE ARE

## EMPLOYMENT CHANGES LIVES

Generation is an independent employment-focused education NGO present in 17 countries, supporting people in achieving economic mobility and a better life.

### MISSION

We promote economic mobility through employment by training, supporting, and placing people in transformative careers that would otherwise be inaccessible.

### VISION

A meaningful career and sustained well-being for every person, anywhere in the world.

“ Our mission is to promote economic mobility through education for employment. We measure the impact and transformation in the lives of the people we serve in Latin America and around the world through three equally important pillars: breadth, depth, and durability. ”

— **Gabriela Paranhos, COO Generation LatAm**

# OUR GLOBAL IMPACT

Results as of December 31, 2024

## BREADTH



17

countries



+135K

graduates since 2015



+33 PROFESSIONS

in tech, healthcare, services,  
green jobs and skilled trades



+4,500 EMPLOYERS

in 2024 (over 20K since 2015)

## DEPTH



83%

of graduates employed  
within 6 months



89%

placed in jobs directly related  
to their training



\$1.8 BILLION

in wages earned by  
graduates to date

## DURABILITY



76%

continue to be employed  
after 2 to 5 years



71%

can meet their daily financial  
needs



36%

are able to save money

# OUR HISTORY

## 5 YEARS IN BRAZIL

Generation is founded globally by McKinsey & Company as an independent, nonprofit organization.

**2014**

Generation launches in Brazil with the Junior Java Developer program in São Paulo and Recife.

**2019**

**2020**

With the pandemic, Generation Brasil's programs transitioned to an online format - a model that continues to this day, allowing greater reach to people from different regions

We launched our second tech program, Mobile Developer, and expanded our presence to the city of Campinas.

**2021**

**2022**

We launched the .NET and JavaScript Developer programs and expanded to Rio de Janeiro, marking our first partnership with the public sector.

We launched the Cloud Support Practitioner program. In addition, we began operating in a new sector with the Sales Fundamentals program.

**2023**

**2024 /2025**

In response to new market demands, we are expanding our operations to Minas Gerais and Rio Grande do Sul, incorporating an AI Module into all programs, and launching new courses in our portfolio, such as Data Analyst.

# OUR IMPACT - BREADTH

We continually strive to expand the reach of our work to a growing number of graduates and partners.



**+1.000**

employer partners



**+4.400**

learners (822 in 2024) and 3,600+ graduates

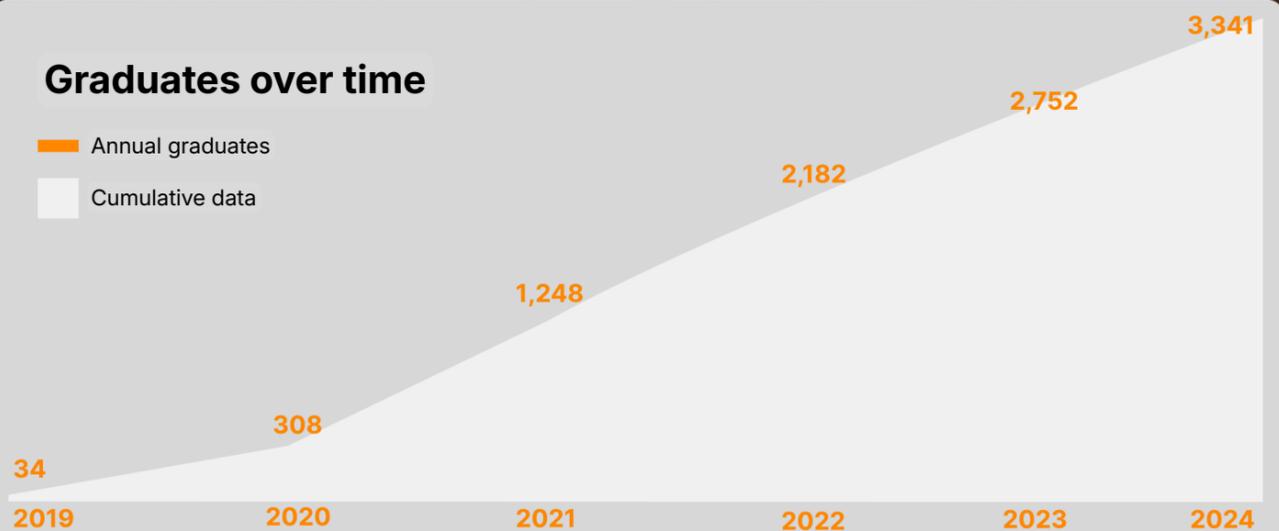


## Operations:

Tech Programs - 5 states - SP, RJ, MG, PE, RS  
Sales Programs - national

## Graduates over time

- Annual graduates
- Cumulative data



"You at Generation help us bring in skilled and well-prepared talent for the job market. And we provide the opportunity for them to continue developing."

— Paula Jannini, Head of Attraction, Programs and Diversity – Itaú

"Today there is a shortage of well-trained technology professionals. Having partners like Generation, who help us develop and train new talent, is extremely important — not only for the company, but for the market and society as a whole."

— Mauricio Martins, People Manager – NTT DATA

"When we approve someone in a selection process for an entry-level position, we have the opportunity to transform an entire family's life."

— Manuela Braga, IT Talent Acquisition LATAM – Mercado Livre



**7 professions**

Java, JavaScript, .NET, Backend, AWS, Sales, Data Analytics

# OUR IMPACT - BREADTH

## REGIONS WE OPERATE

**SALES**



**TECH**



# OUR IMPACT - BREADTH

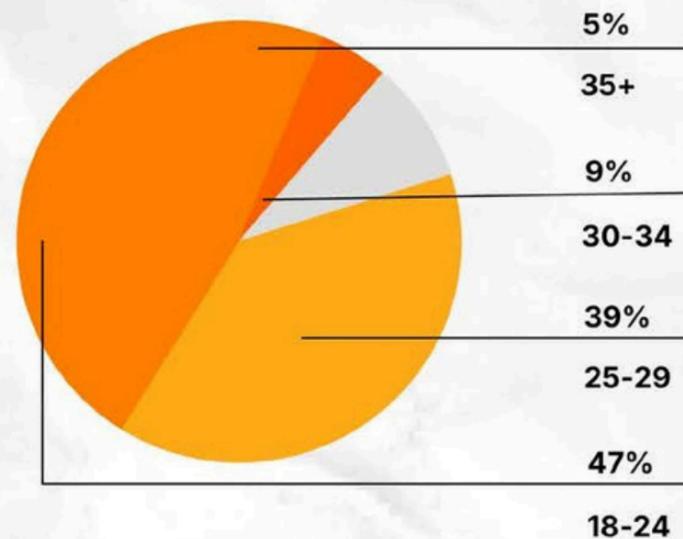
## WHO ARE OUR LEARNERS?

**85%** of our alumni were unemployed before Generation

**58%** of graduates don't have Higher Education Degree

**20%** of our learners have dependents

### LEARNER'S AGES



BLACK AND PARDO

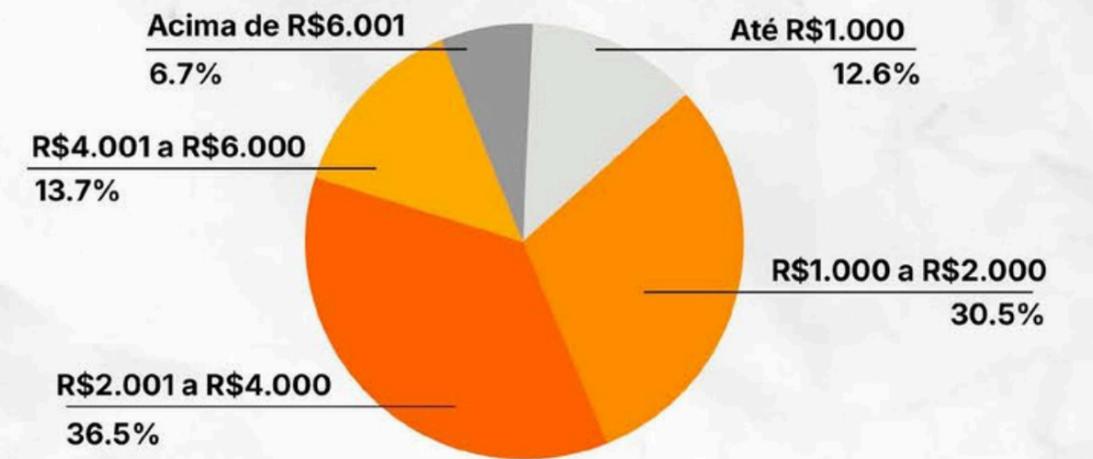


WOMEN



LGBTQIA+

### AVERAGE FAMILY INCOME PRE-GENERATION

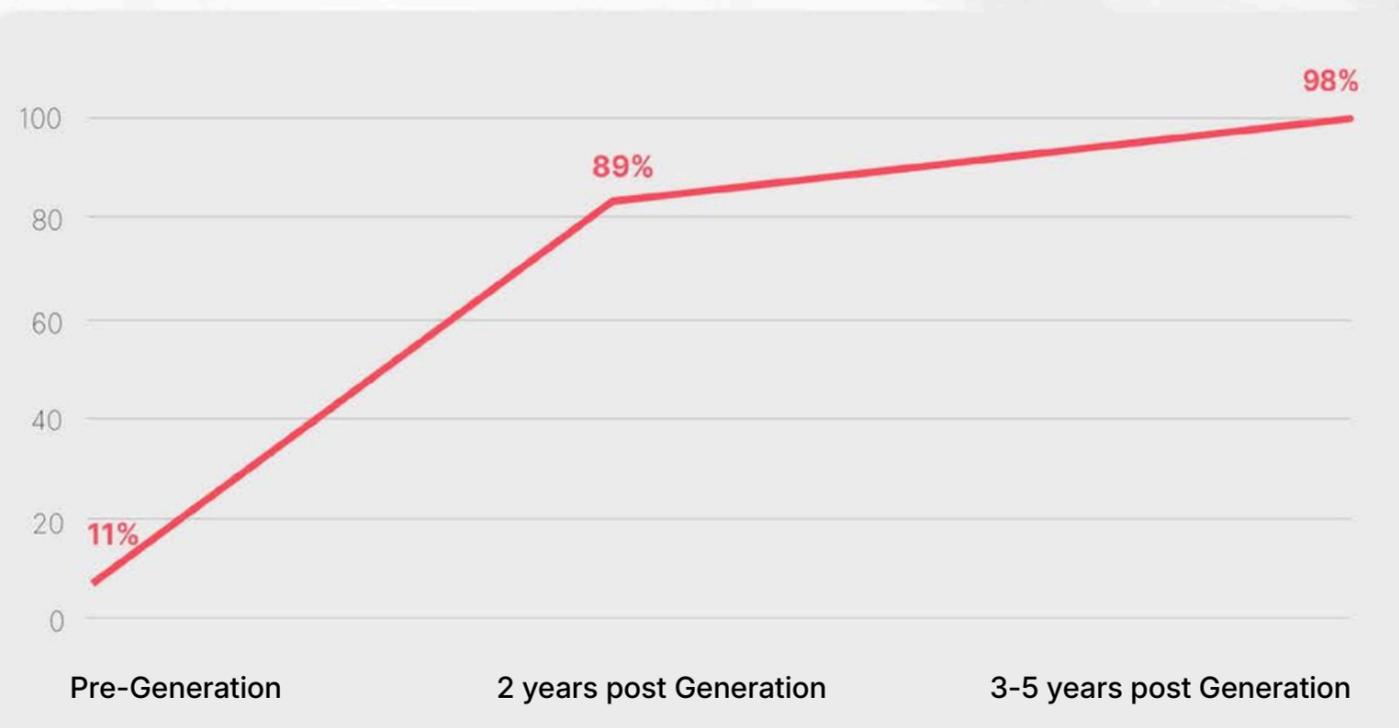


# OUR IMPACT - DEPTH AND DURABILITY

## EMPLOYMENT AND FINANCES

Generation graduates make significant progress in their economic mobility journeys.

### EMPLOYED GRADUATES EARNING ABOVE LIVING WAGE



### LIVING WAGE

Compensation that is sufficient to ensure, on a per-capita basis, a decent standard of living for a worker and their family. This includes food, water, housing, education, healthcare, transportation, clothing, and other essential needs, including provisions for unexpected events. Living wage estimates are determined outside of political processes and tend to be higher than the minimum wage. On average, a living wage is about 40% higher than the minimum wage, although the variation is wide.

Source: <https://wageindicator.org/salary/living-wage/workers-trade-unions>

Avg. Pre-Generation income

**R\$1.400**

% employed pre-Generation

**15%**

Avg. 2-5 years post Generation income

**R\$4.400**

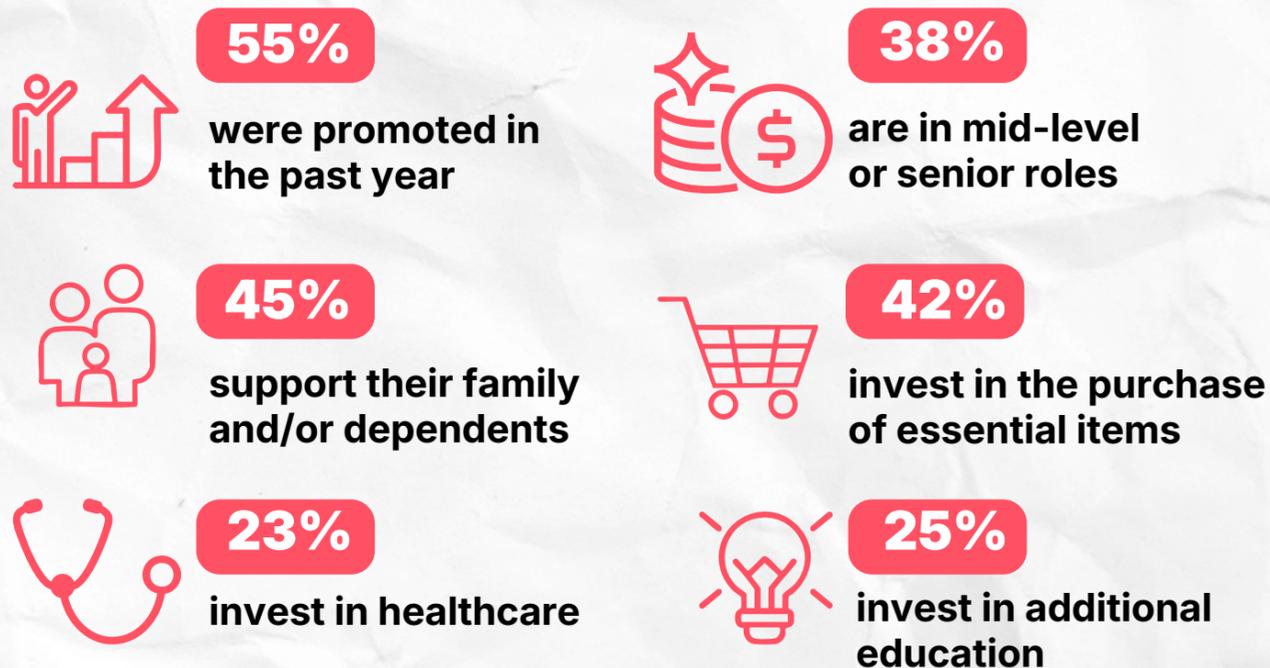
% employed 2+ years post-Generation

**82%**

# OUR IMPACT - DEPTH AND DURABILITY

## EMPLOYMENT AND FINANCES

Our alumni are earning transformative salaries, which they use to support themselves, invest in education, housing, and healthcare, support their families, and more.



\*Source: 2024 Brasil Alumni Survey, with data from alumni graduated 2-5 years ago

**“Generation came into my life as a ‘last hope,’ literally.”**

Before that, I watched the pandemic unfold while working as an airline attendant in Guarulhos, and I was overwhelmed with despair — as if the world were ending and I had only one chance left.

In the midst of that difficult period, I was accepted into Generation’s selection process, and I can say that it completely changed my life. It gave me more than a profession — it gave me the possibility to dream about a career, opening doors not only for me, but also for friends who also went on to thrive.



It was thanks to Generation that I was finally able to complete my higher education (and soon my postgraduate degree!), buy my car, purchase my own home, and, more recently, achieve my long-awaited promotion to Senior Designer | Product Manager I at Itaú. I am and will always be deeply grateful.”

**Matheus Müller, alumnus – Java Cohort 6, Senior Designer @ Itaú**

# OUR PROGRAMS - TECH



**101**

cohorts launched (17 in 2024 and 2025)  
+41,600 hours of instruction delivered



**90%**

graduation rate



**+3.900**

enrolled learners (~750 in 2024  
and 2025)



**77%**

employability in 180 days



**+1.200**

learners supported with laptop loans



**Professions:**

Java, JavaScript, .NET, Backend, AWS, Data Analyst + A.I.  
Module in all programs since 2025

Data Analyst is a new program, with the first cohort scheduled to begin in November 2025.



**“Generation was a turning point in my life and in my technology career.**

It was through this program that I found the support, training, and confidence I needed to take my first steps in the field after a challenging career transition. In addition to developing essential technical skills, Generation provided me with a human and practical learning experience that prepared me for the demands of the job market.

Thanks to this transformative journey, I secured my first role as a developer and began a new professional chapter with renewed purpose and motivation.”



**Giselle de Souza, alumna – Java Cohort 62,  
Solutions Analyst @ Capgemini**

# OUR PROGRAMS - SALES



**16**  
cohorts launched  
1,040 hours of instruction delivered



**71%**  
graduation rate



**+550**  
enrolled learners



**+150**  
employers



**83%**  
employability in 180 days



**77%**  
unemployed before Generation

"Whenever I mention that I took this course — and that it was free — no one believes me. This course was the best thing that ever happened in my life; it changed my career. I used to spend nights out on the streets, working 14-hour shifts, and now I have my first formal job.

Without you, I wouldn't be where I am today. I thought about giving up many times during the course, but Generation was always there to support me. I wouldn't be working at Ambev if it weren't for the course and for all of you. I was hired as a Business Representative I and, in less than a year, I was promoted to BR II — a huge personal achievement!"



**Josy, alumna of Sales Cohort 3,  
Business Representative II @ Ambev**

# EXPANSION AND INNOVATION

We have focused on expanding our reach and impact, either by entering new territories or by diversifying and tailoring the verticals of our programs.

## GEOGRAPHIC EXPANSION

**MG**



**Countryside  
Implementation in Sept/25**

**Partner:**  AngloAmerican

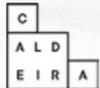
Training of ~80 people in the Tech and Sales programs, with the goal of reducing local skills gaps for employability and supporting sustainable employment.

Region: communities surrounding Minas Rio (Conceição do Mato Dentro, Serro, Alvorada de Minas, Dom Joaquim, Congonhas do Norte)

**RS**



**Porto Alegre  
Implementation in Oct/25**

**Partner:**  

Training of ~45 people in the JavaScript program + AI module, formalizing our entry into the capital of Rio Grande do Sul.

**Countryside  
Implementation in Sept/25**

**Partner:**  

Training of ~80 people in Tech and Sales programs, recruiting participants from the Solar Community Hubs (managed by CAI/Dell).

Region: community of Eldorado do Sul (the efforts will be carried out in partnership with the local organization Gerando Falcões)

**SP**



**Piracicaba  
Implementation in Sept/25**

**Partner:** 

Training of an exclusive cohort of ~40 women in the Java program + AI module, ensuring hiring priority for the graduates through PwC DTS.

# EXPANSION AND INNOVATION

We have focused on expanding our reach and impact, whether through entering new territories or through the diversification and customization of our program verticals.

## PORTFOLIO EXPANSION

### Data Analyst – new profession Implementation in Nov/25



Launch in Brazil of a curriculum already consolidated in the Generation Global portfolio

~305 hours of synchronous and asynchronous content

Technical skills: Fundamentals of Data Analysis, Applied Statistics, Machine Learning, Big Data, among others

+ Socio-emotional skills, Mentorship, and support from the Well-Being team

### AI Module



Inclusion of a new Generalist AI Tech module in the technology programs, and Generalist AI in the Sales programs.

The module provides general knowledge, fundamental skills, and practical tool application. It equips participants with essential skills to use AI responsibly and productively within their respective professions.

# OUR 7-STEP METHODOLOGY

Generation's seven-step methodology delivers strong outcomes in employability and income, encompassing a wide range of student profiles, professions, and countries.



# THE POWER OF THE NETWORK

# OUR PARTNERS

## EMPLOYERS

Top 20 Employers Since 2019 & Leading Employers in 2024 and 2025



## FUNDERS



## SUPPORTERS



# THE POWER OF THE NETWORK

## PARTNERSHIP FORMATS

### EMPLOYER BRAND & CORPORATE VOLUNTEERING

- Strengthen the employer brand's reputation through a strategic partnership focused on social impact and inclusion.
- Priority access to an exclusive pool of diverse and highly qualified talent, enabling faster and more assertive recruitment processes.
- Institutional visibility and corporate engagement aligned with the organization's ESG guidelines.

### EXCLUSIVE COHORT

- Funding of cohorts in Tech and Sales, promoting productive inclusion with a focus on employability and diversity.
- A social strategy connected to real opportunities for people in vulnerable situations.
- Training of qualified talent in high-demand areas.
- With customized cohorts, this partnership strengthens more inclusive value chains, drives diversity in the job market, and contributes to concrete social impact and ESG goals.

### INSTITUTIONAL SUPPORT

- Flexible investment that enhances social responsibility, promotes productive inclusion, and supports socioeconomic mobility for people in vulnerable situations.
- Alignment with the sustainability agenda.

# THE POWER OF THE NETWORK

## 1ST EDITION – IMPACT EMPLOYERS AWARDS

In March 2025, during the Generation Day SP event, we presented the 1st edition of the Impact Employers Awards — a recognition given to the 5 companies that have hired the most Generation-trained talent since 2019.



**1st PLACE**  
Itaú Unibanco



**2nd PLACE**  
Mercado Livre



**3rd PLACE**  
NTT DATA



**4th PLACE**  
Ambev



**5th PLACE**  
Capgemini



Check out the event and awards video here

# THE LIVES WE TRANSFORM



LARA DANIEL, JAVA COHORT 38,  
ALONGSIDE HER MOTHER ELIANE SOUZA, SALES COHORT 15

## MOTHER, DAUGHTER — A STORY OF COURAGE AND NEW BEGINNINGS

*“ Generation placed her in the job market, believed in her. And that changed everything. You have no idea the impact you make. From her very first months at work, she started bringing home things we no longer had ”*

# THE LIVES WE TRANSFORM

The story of Eliane and Lara invites us to rethink the paths we take. A mother and daughter who, at different moments in their lives, chose to face the unknown, opening doors they never imagined existed.

Lara was only 22 when the pandemic hit. A student of Art History at Unifesp in Guarulhos, she watched everything she loved simply come to a halt.

"I've always loved studying. I had imagined I could pursue an academic career," she says. But the doors to the cultural sector were the first to close. "I started losing hope. Withering," she recalls. Without an internship and with an increasingly uncertain future, Lara decided to recalculate her route. It was during this moment of transition that she found Generation.

"I thought, 'I'll give it a try.' And to my surprise, it worked. I passed the selection process and soon I was already in the Java bootcamp," she says with excitement. But the Tech Employability Program was more than a technical course. There, Lara found support, attentive listening, and real possibilities. "Less than a month after graduating, I had an interview and was hired."

The job brought not only financial stability — it brought something even more valuable: restoration. "From her first months at work, she started bringing home things we no longer had," says her mother, Eliane, with tenderness. The family had been facing a steep financial decline, and it was Lara's brother who was covering the essentials. But now Lara could offer small, meaningful luxuries.

Lara rented a house in Porto Epitácio, where you can see the most beautiful sunset in Brazil. And we spent New Year's there. It's close to Presidente Prudente, but it was something I had never experienced."

Lara recalls that moment with sparkling eyes: "When you start earning money, you start fulfilling the desires of your inner child. Renting a house with a pool was the peak for me." The following year, they dared to go even further: they traveled together to Salvador.

But that wasn't the final chapter — it was, in fact, a new beginning, this time for Eliane. Inspired by her daughter and realizing she still had time to reinvent herself, Eliane enrolled in Generation's Sales Employability Program.

In her early fifties, facing age discrimination in the job market and her own self-doubt, she discovered that new horizons were still possible.

That's when she took a leap of faith. "I was earning R\$ 1,500 at a real estate office, splitting a lunchbox with a friend just to afford lunch. I no longer had a car. It was only my son's salary that kept our home running. And then Lara would show up with a new desk for studying, traveling, getting promoted. That kept me going.

I thought, 'She's flying, and I'm crawling,'" Eliane shared, her voice filled with emotion. "Generation placed her in the job market. If it were up to me, she would still be chasing a university degree. But Gen believed in her. And that changed everything. You have no idea the impact you make

Today, after graduating, Eliane is beginning her career at MCG Farmacêutica. And what drives her forward is precisely this deep bond with her daughter — a bond that goes beyond blood and speaks of legacy, respect, and mutual admiration.

"I'm very happy to be back here and to tell this wonderful story. A story that hasn't ended, but in which we have overcome many challenges," says Lara, her eyes still bright with gratitude. "Today we face new challenges — they're not the same ones anymore. And it's very rewarding to remember everything we've lived, because in the everyday rush we often forget to celebrate the small and big victories."



Lara and Eliane with the Generation team at the in-person event "Conexão Impacto."

# THE LIVES WE TRANSFORM



Antonio Cordeiro, Cohort 1 - Sales

## WHEN PERSISTENCE IS THE ONLY OPTION

“ I spent my whole life just living, without planning for the future. Now, I can dream. ”

# THE LIVES WE TRANSFORM

The first time Antonio Cordeiro heard about Generation Brasil, he wasn't interested. "Another sales course? I've taken so many...", he thought. It was 2019, and he was living one of the most challenging moments of his life. After thirty years as an entrepreneur, the pandemic left him with no options. He found himself without income, without prospects, and working as a delivery driver for Zé Delivery.

It was nearly midnight when, without much conviction, he filled out the application for Generation's Sales program. "It doesn't hurt to try," he told himself. Little did he know that this decision would change his life.

In the first days of the course, Cordeiro realized it wasn't just another technical training. The approach was different — more human, focused on building a growth mindset. He was surprised by how Generation saw students beyond their résumés. "I quickly realized it was something special. They hold our hand and walk with us until the end," he recalls. But at that point, Ambev was not even on his radar. "I don't even drink — I never imagined myself working there," he jokes.

It was only when he started researching the company that something sparked inside him. "I looked at everything, studied Ambev's culture, listened to employees. The more I learned, the more it made sense to me."

The Business Representative position became a goal — an obsession. He applied once, twice, three times. He received one rejection, then another, then ten more. "Each rejection hurt, but I kept thinking: let's see who's more stubborn — me or them."

The journey was long. More than 30 applications, 12 interviews, and 12 rejections. But Cordeiro did not give up. Between attempts, he accepted a job as a sales promoter at a third-party company just to be closer to Ambev. "The salary didn't cover my expenses, but I saw it as an opportunity. I needed to be there, to be seen, to prove my worth." Generation stayed by his side. "If they hadn't held my hand, maybe I would have given up."

The day he got accepted felt like an avalanche.

He was in the store where he worked when he received the call. "I broke down right there. Hugged everyone. I cried, I laughed. It was one of the most important days of my life, after the birth of my son." For him, Ambev wasn't just a job — it was a new beginning.

"I spent my whole life just living, without planning for the future. Now, I can dream."

Today, as a Business Representative, he wakes up energized and motivated. "It's hard to explain to my manager how happy I am. I wake up singing, laughing — because I love my job." The change goes far beyond the professional realm. His son now studies at a private school, he has health insurance, and for the first time in a long time, he can plan vacations. "Before, it was just surviving day by day. Now, I can look ahead."

When asked what Generation means to him, Cordeiro doesn't hesitate. "It changed my life. And I just want to find a way to help more people see this opportunity."

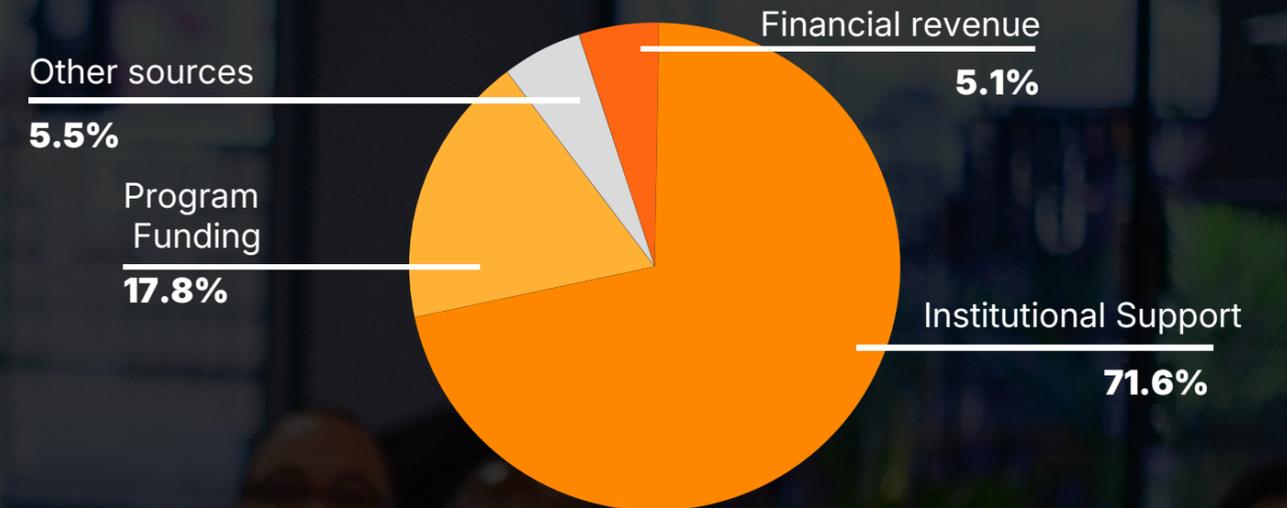


Antonio, alongside the Ambev team, during the Impact Employers Award

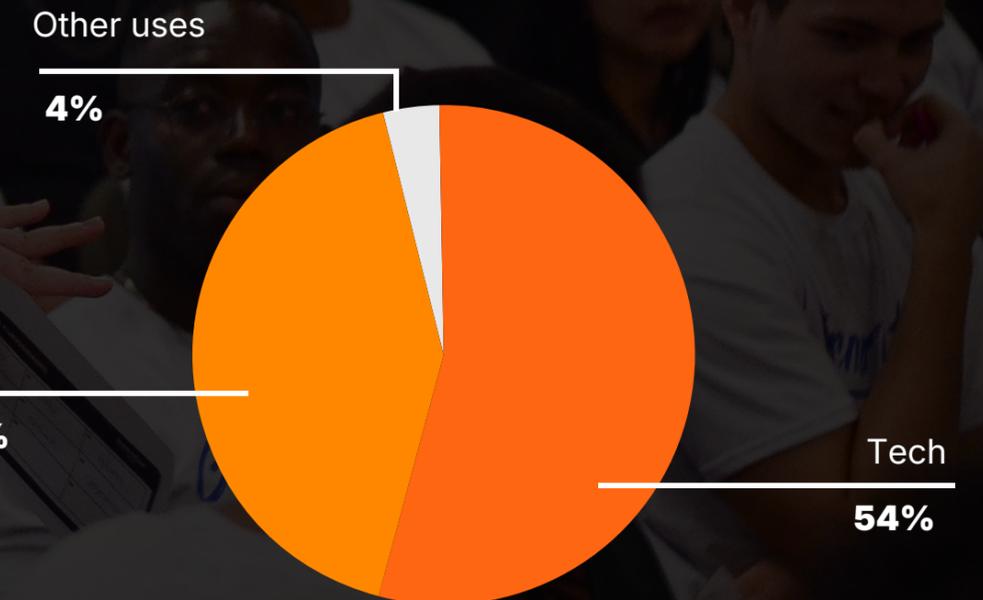
# LOCAL FINANCES

## JANUARY TO DECEMBER 2024

### 2024 – SOURCE OF FUNDS



### 2024 – USE OF FUNDS



**Source: R\$ 6.472.406,00**  
**Use: R\$ 6.171.870,83**

The audited financial statements are available on [our website](#), along with the previous year's financial statements.

# OUR TEAM

ANDREA MATSUI – CEO, GENERATION BRAZIL  
ANA BEATRIZ PEREIRA – EMPLOYABILITY ANALYST  
ANA BEATRIZ SOUSA – ENGAGEMENT ANALYST  
AMANDA PIMENTA – TECHNICAL SUPERVISOR OF SOCIAL WELL-BEING  
CAMILA EVANGELISTA – PROGRAMS ANALYST  
CAROLINA DELA PLATA – EMPLOYABILITY ANALYST  
CHRISLAINE SOUZA – CURRICULUM & INSTRUCTION MANAGER  
DENISE BITTAR – ADMINISTRATIVE AND FINANCIAL MANAGER  
EMILLY CORREIA – EMPLOYABILITY INTERN  
LAURA ORRICO – MARKETING INTERN  
LAURA VIEIRA – EMPLOYABILITY MANAGER  
LUANA ARAÚJO – SENIOR PARTNERSHIPS ANALYST  
LUCAS LOMELINO – PARTNERSHIPS MANAGER  
LUÍSA NAGLE – MARKETING MANAGER  
MARCELO BARBOZA – TECHNICAL SPECIALIST  
MARIANA ARAÚJO – ADMINISTRATIVE AND OPERATIONAL ANALYST  
NARA BRITO – ENGAGEMENT & PROGRAMS MANAGER  
PAULA DOMINGOS – ADMINISTRATIVE AND FINANCIAL ANALYST  
STHEFANYE PAULA – CURRICULUM & INSTRUCTION ASSISTANT  
TATIANA ALEIXO – SOCIAL WELL-BEING MANAGER  
TEREZA VASCONCELOS – PARTNERSHIPS COORDINATOR  
VICTÓRIA KALCKMANN – MARKETING ANALYST

# BOARD

## DELIBERATIVE BOARD



**Lissa Collins**

Chair of the Deliberative Board  
Employability Consultant  
Founding Board Member, Instituto Proa



**Gabriela Paranhos**

Regional COO for Latin America, Generation

## ADVISORY BOARD



**Vicente Furletti Assis**

Chair of the Advisory Board  
Emeritus Partner, McKinsey & Company  
Board Member at Itaúsa, Motiva, Copa  
Energia, and Randoncorp



**\*Reinaldo Fiorini**

Senior Partner, McKinsey & Company



**Regina Moura**

Communications Director, Roche



**Heloisa Callegaro**

Managing Partner McKinsey & Company

\* Reinaldo Fiorini was a member of the  
Generation Brazil Board until June 2025.

# LOOKING TO THE FUTURE

## MORE IMPACT, MORE INNOVATION, MORE INCLUSION

As it completes five years of operations in Brazil, Generation reaffirms its commitment to transforming lives through education and contributing to a stronger ecosystem of productive inclusion and employment. Throughout 2024 and 2025, we advanced on several fronts to expand our impact: we grew our geographic presence with programs in new regions such as Minas Gerais and Rio Grande do Sul, further diversified our portfolio with the addition of areas like Data Analytics, and incorporated Artificial Intelligence modules into existing programs, preparing our learners for the evolving demands of the job market.

We look to the future with ambition and responsibility. We will continue investing in the excellence of our program delivery, in the long-term outcomes achieved by our graduates, and in the continuous evolution of our pedagogical approach — always guided by data, evidence, and active listening to the communities we serve.

More than training professionals who are ready for the job market, we want to contribute to a stronger and more collaborative productive inclusion ecosystem. That's why we have strengthened our work in advocacy, research, and network collaboration, positioning Generation as a reference in social mobility and youth employability in Brazil.

In the coming years, we will continue to grow with purpose, connecting talent to real opportunities and building—together with our partners—a future in which everyone has the chance to thrive through work.