



IOS - Connecting
dreams and opportunities.



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1 IOS AND ITS ESSENCE

Since 1998, the Social Opportunity Institute (IOS) has believed that education and work are two fundamental pillars that sustain and transform society.

IOS was created to plant this seed: to open real paths for those pursuing their dreams, offering free training, psychosocial support, and concrete opportunities for entry into the world of work, with a focus on socially vulnerable youth.

More than just training professionals, IOS cultivates career paths, strengthens communities, and boosts the future of thousands of Brazilian families. Because when the seed of opportunity is well-tended, it flourishes.

and transforms not only the present, but generates a cycle of transformation for future generations.

Mission



Promote social inclusion through education and employability.

Vision



To be a national reference in free, quality training, aligned with market demands and the construction of a more just society.

Values



Social commitment, ethics, innovation, equity, excellence and collaboration.



2 OUR HISTORY

AND PERFORMANCE

IOS was created in 1998 as Instituto Microsiga (former name of the company that is now TOTVS, the largest technology company in Brazil). At that time, terms like ESG or social responsibility weren't yet part of the corporate agenda. The initial goal was simple and powerful: to provide digital inclusion to children and young people in the communities surrounding the company, in the North Zone of São Paulo.

Over time, the project expanded. And a crucial reflection marked a new step: **what happens when you open the doors of digital education to a young person?**

The response led us to broaden our horizons: from digital inclusion to productive inclusion. In 2008, we established our own headquarters and became an independent organization, operating as the IOS—Institute of Social Opportunity, with a national presence. Since then, we have helped thousands of young people transform their lives through education, work, and hope.

The Institute offers 100% free training in Business Management and Technology, aimed at young people aged 15 to 29 who are studying or have completed high school, preferably in the public school system.

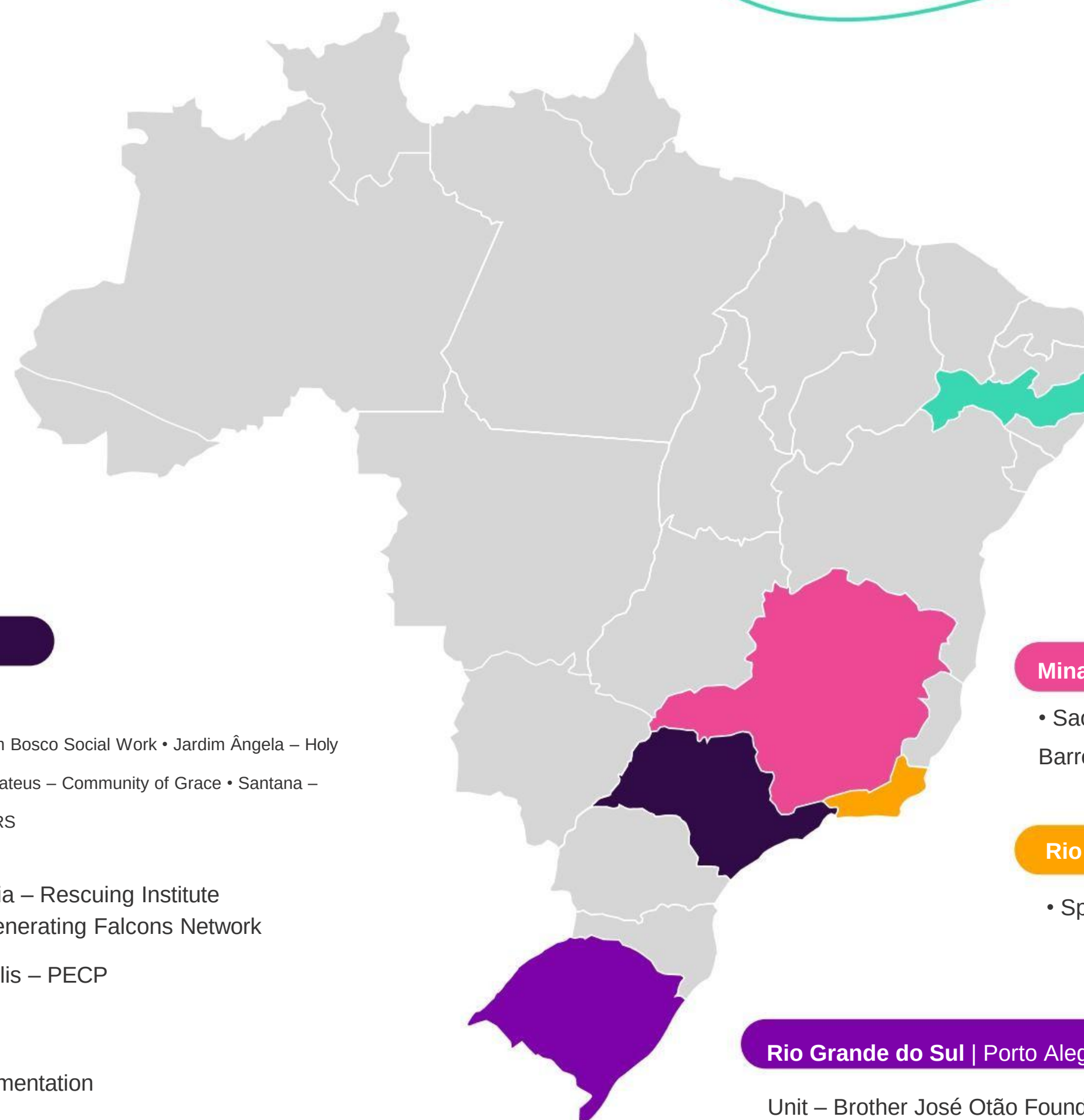




We currently have service units operating in five Brazilian states:

- **São Paulo**
(capital, metropolitan region and interior)
- **Pernambuco**
- **Minas Gerais**
- **Rio de Janeiro**
- **Rio Grande do Sul**

Furthermore, we are in full expansion, see the map on the side:



São Paulo

São Paulo

• Itaquera – Dom Bosco Social Work • Jardim Ângela – Holy Martyrs • São Mateus – Community of Grace • Santana – HEADQUARTERS

• Vila Dionísia – Rescuing Institute
Lives – Generating Falcons Network
Paraisópolis – PECP

Barueri •

Under implementation

Hortolândia •

Boa Esperança Garden – ADRA Center
Come to Me

Pernambuco | Recife

• Boa Vista (UNICAP)

Minas Gerais | Belo Horizonte

• Sao Gabriel – PUC MG •
Barreiro – PUC MG

Rio de Janeiro

• Special Project

Rio Grande do Sul | Porto Alegre • POA

Unit – Brother José Otão Foundation
Neighborhood: Parthenon

We always offer courses that combine the development of technical skills **(hard skills)** and behavioral **skills (soft skills)**, supporting connections between young people and real opportunities for transformation.

Hard Skills:

- Productivity tools: Microsoft Office, Google Workspace;
- Management Systems: ERP TOTVS Protheus;
- Customer service and digital communication with suite (Zendesk);
- Web development and Power BI;
- IT support.

Human Skills:

- Worldview of work and citizenship;
- Communication, collaboration and teamwork;
- Problem solving, logical reasoning and creativity;
- Responsibility, respect and initiative;
- Life project and personal development.

IOS's commitment doesn't end with the end of the course: we support

each young person for up to three years after graduation, encouraging continued study, offering psychosocial support, and connecting them with opportunities for learning, internships, formal employment, and access to higher education.

We also support companies that want to hire with purpose. IOS offers free recruitment and selection support, making it easier to fill vacancies with skilled and engaged young people.

IOS is constantly aware of the changing world of work and the needs of our partners. Therefore, we are developing new cross-

curricular pathways that will further strengthen the training of the youth and educators we work with.

Among the themes that are already starting gaining space in our courses and will be expanded in the coming years cycles are:



Artificial intelligence and Cybersecurity:

Preparing young people for the challenges and opportunities of the digital age, with a focus on responsible and safe technology.



Sustainability and Entrepreneurship:

Developing socio-environmental awareness and encouraging the protagonism of young people and communities to create sustainable solutions.



Teacher and Educator Training:

Training public school teachers and social organizations with innovative methodologies and content that connects education and productive inclusion.

IMPACT FROM IOS ALONG OF THE YEARS

+ 15 thousand students employed since 2009

+ 47 thousand students formed since 1998

59% of average increase in family income after the formation

65% is the average rate of employability after the formation

16% is the average of evasion, we reduced this number by 10 percentage points in the last 3 years

22.4 million of reais are moved on average in the national economy per year, after the employability of graduates

Source: Social Opportunity Institute – data collected and updated in 2024.

3 OUR PILLARS

At IOS, we work with **six strategic pillars** that support our work and direct our efforts to generate a real impact on the lives of young people and their families.

Each of them reflects our commitment to education, inclusion and sustainable development:



Free Education for Youth:

We guarantee free access to professional training and educational, combating inequalities and empowering young people and their families.

Inclusion Productive:

We connect educational training with real employability opportunities, generating economic and social impact.

Transformation Digital:

We integrate emerging technologies, such as Artificial Intelligence, Cybersecurity, and Data Science, into educational training.

Education Innovative:

We modernize teaching methodologies with creative and technological solutions that increase the engagement and the effectiveness of learning.

Partnerships Strategic:

We established alliances with companies, CSOs, universities and public authorities, promoting integrated solutions for training and employability.

Sustainability Financial:

We diversify revenue and optimize management to ensure the institution's longevity, the transparency and sustainable growth of our actions.

4 HOW TO SUPPORT IOS

There are many ways to support IOS and ensure that free, quality education, behavioral guidance, and real job opportunities continue to reach those who need them most. Each contribution is crucial to enabling infrastructure, a trained team, updated content, and expansion into new regions, impacting the lives of thousands of powerful young people every year.



Maintainers

Social Impact Maintainer

Being a sponsor of IOS means assuming an ongoing commitment to the training and productive inclusion of young people in situations of social vulnerability. It means ensuring that quality education reaches those who need it most with structure, staff, content, and real job opportunities.

Education is the most effective way to break the cycle of poverty, promote social mobility, and build a future with more opportunities and equity.

The maintainer enables:

- Complete infrastructure (rooms, internet, food, materials);
- Remuneration of teachers, monitors, pedagogues, psychologists;
- Development of updated, innovative and connected content to the market;
- Support for operations, technology, management and productive inclusion;
- Expansion to regions with high vulnerability.

To become a maintainer, **the company must make a minimum 2-year commitment to IOS**, regardless of the support category chosen.

Founding Supporter



A company that participated in the creation and structuring of IOS. It is a member of the Advisory Board, influences guidelines, and is permanently recognized as a founding member.

Flight Maintainer



ABOVE 8.5% OF
IOS ANNUAL REVENUE

Technologies

This category symbolizes the decisive impulse that allows young people to break barriers, gain autonomy and reach new horizons through the knowledge, qualifications and opportunities created with IOS.

These are companies, like Dell, that contribute with high impact, have strategic performance and constant institutional involvement. This significantly strengthens the operation and sustainability of IOS.

Counterparts:

- Accountability reports;
- Co-creator of training for IOS;
- Volunteering action at IOS;
- Mentoring project with IOS students and alumni;
- Invitation to events and visits to IOS units;
- Visibility of the logo in the units and at events with partners institutional;
- Annual social impact report (GRI) mentioning the contribution of the company.

▷ Around **R\$1,300,000.00** (one million and three hundred thousand reais) per year or **US\$240,000.00** (two hundred and forty thousand dollars) per year.

Path Maintainer



BETWEEN 2.0% AND 8.49% OF
IOS ANNUAL REVENUE

This category symbolizes those who pave the way for the future of young people, creating opportunities through education and productive inclusion.

The name has a metaphorical meaning: it represents progress, transformation and social mobility.

These are companies that make a substantial contribution, supporting IOS classes, educational initiatives, or programs on a recurring basis. These sponsors provide important support for the sustainability of operations and demonstrate an ongoing commitment to the Institute's mission.

Counterparts:

- Accountability reports;
- Corporate volunteering action;
- Visibility of the logo in the units and at events with partners institutional.

▷ From **R\$ 300,000.00 to R\$ 1,299,000.00** (three hundred thousand to one million, two hundred and ninety-nine thousand reais) per year or from **US\$ 50,000.00 to US\$ 230,000.00** (fifty thousand to two hundred and thirty thousand dollars) per year.

Awakening Maintainer



This category represents the beginning of awareness about the importance of social transformation — it is the first step towards change, engagement, and impact.

Companies like Zendesk make notable contributions, collaborate on project execution, and help maintain IOS's activities. These supporters form an important support base and mark the beginning of a valuable relationship with the Institute.

Counterparts:

- Simplified accountability reports;
- Inclusion in institutional communications and newsletters;
- Public recognition on IOS digital channels (when applicable).

▷ From **R\$80,000.00 to R\$299,000.00** (eighty thousand to two hundred and ninety and nine thousand reais) per year or from **US\$15,000.00 to US\$55,000.00** (fifteen thousand to fifty thousand dollars) per year.



BETWEEN 0.5% AND 1.99% OF
IOS ANNUAL REVENUE

Pulse Maintainer

This category symbolizes life beginning to vibrate— still discreet, but with the potential to grow and generate impact.

These are companies or organizations that make regular, smaller contributions, but which are essential to diversify and guarantee the sustainability of IOS's cash flow.



Other ways to support iOS

IOS Ambassador

An individual who mobilizes their network of contacts, influence, and visibility to support the IOS cause. Acts as a strategic bridge between the organization and new supporters, expanding its reach and impact of our mission.

Contributes voluntarily and without pay, participating in specific meetings with the IOS team to define strategies and operational actions. Your engagement is essential to opening doors, inspiring partnerships, and strengthening the project's sustainability.

Institutional partner

Networking - organizations that strategically support the IOS, contributing resources, services, structure, or technical expertise to strengthen the institution's operations and sustainability.

These are alliances built with a focus on collective impact that enable the functioning of units, pedagogical improvement, process innovation, and the expansion of our operations.

Some successful examples: IBM, Google, Nubank, Isa Energia, among others.

Individual

Individuals who contribute voluntarily or financially to strengthen the IOS mission. They can participate in different ways, depending on their profile and availability:

- Support through financial donations, including through the allocation of Income Tax;
- Donate credits from the Nota Fiscal Paulista to IOS;
- Share knowledge, providing mentoring for IOS students and/or employees;
- Teach classes or workshops, contributing to the technical, behavioral and socio-emotional training of young people.

Social Impact: The direct participation of supporters expands learning opportunities, connects students to the market, and strengthens the institution's sustainability.

Class sponsorship

What it is: Fund the formation of classes of 25 to 100 students per semester in one or more IOS units;

Social impact: Enables the entire pedagogical structure, teachers, materials, behavioral guidance and socio-emotional support;

How it works: The price is flexible depending on the unit and the number of students.

Reference: from R\$100,000 per semester for a single class.
of 25 students.

Co-Branded Courses

What it is: Develop customized courses, co-created between your company and IOS, aligning technical and behavioral content with the demands of your business;

Social impact: Trains young people ready for your company's vacancies, with practical, up-to-date training that is market-appropriate;

How it works: IOS supports the entire process: planning, structure, implementation, and evaluation. Price available upon request.

Classes of all potentialities

What it is: Provide classes focused on audiences who, due to different social contexts, still face greater barriers to access to professional training. These initiatives value talent and expand the scope of opportunities offered by IOS;

Social impact: Contributes to reducing inequalities through education, promoting the development of technical and behavioral skills in young people from all walks of life and with great potential for transformation;

How it works: Courses can cover topics such as Soft Skills, Digital Tools, Programming Logic, and more. Course hours range from 40 to 300 hours. The investment depends on the project's structure and scope.

IOS Apprentice Program

What it is: Hire young people trained by IOS through the Apprenticeship Law (Law No. 10,097/2000);

Social impact: Practical experience, continuity in studies and productive inclusion in the formal job market;

How it works: IOS is a training entity, validated by the Ministry of Labor and Employment to offer professional training courses in the occupational fields of Administration and Technology.

IOS recommends the graduate student to work as an apprentice in your company free of charge.

Meet some official learning partners: TOTVS, C6 Bank, Rede Cidadã, Grupo Arizona & Visto Tecnologia, among others.

IOS + Future Program

Invest in the next stage of transformation: Access to higher education for young graduates.

IOS + Futuro is a support program that encourages young people to continue their education path after completing their vocational training course at IOS.

It is aimed at companies and individuals who believe that social transformation does not end with the first job, it is consolidated with the possibility of attending college, expanding horizons and continuing to evolve.

It promotes access to higher education, financial support, mentoring and continued personal and professional development.

How it works: You adopt a young person from IOS, contributing a fixed monthly or semi-annual amount. The investment covers transportation, food, tuition, materials, and psychosocial support.

Suggested values: **R\$600/month** per youth | **R\$3,600/semester** per youth

By supporting IOS + Futuro, you help ensure that the potential developed at IOS continues to flourish, now within the university.

More than training for the job market, this is training for life. Help a young person earn a higher education diploma.

Products with a cause

What it is: Your company can purchase products and gifts from the IOS store, such as t-shirts, backpacks and other gifts, and customize them with your corporate logo to use at events, internal campaigns or actions with employees.

Social impact: All revenue goes towards keeping courses free and expanding the impact of IOS.

How it works: Personalization strengthens your brand's visibility within the cause, demonstrating your company's commitment to social transformation.

Snack

What it is: Sponsor the daily meals of IOS students;

Social impact: Reduces dropout rates, ensures basic conditions for students to remain on the course and increases attendance;

How it works: One kit serves up to four classes of 20 students. Reference price: from R\$25,600 per semester per unit.

Transportation voucher

What it is: Covers the cost of student transportation so they can attend in-person classes;

Social impact: Removes one of the biggest barriers to attendance, ensuring that young people from peripheral communities can access training;

How it works: Base price: R\$200 per student/month. Reference price: from R\$45,000 per semester for a class of 20 students.

5 PROJECTS VIA LAWS TAX INCENTIVE

Investing in IOS-sponsored projects means transforming potential into real impact, using tax incentive laws to expand opportunities for young people.

Education remains the most effective way to break the cycle of poverty, generate social mobility, and build a more just future.

The incentivized projects allow:

- Creation and implementation of free courses aligned with the demands for productive inclusion;
- Increase in the number of vacancies and specialized care of youth;
- Expansion of services to communities in peripheral regions or vulnerable;
- Constant updating of content and methodologies.

Successful examples include courses delivered with resources

contributed by **FUMCAD** (Fund Municipality of Children and Teenager from the city of São

Paulo) and by **CONDECA** (Council State of the Rights of Children and Adolescents of the state of

São Paulo), in addition to working in other states and municipalities with children and adolescent rights councils.

Through these projects, you or your company can allocate part of your taxes to changing lives—generating a concrete, measurable, and transformative impact.



6 TRANSPARENCY

Credibility
IOS's reputation is also strengthened by the transparent way we manage resources, **monitor results** , and report to our partners.

We periodically publish **activity and impact reports**;

We provide detailed **accounting** for each project;

We maintain **solid institutional governance**, with an active advisory board;

Our practices are aligned with **ESG principles and the Goals Sustainable Development** (SDG/UN);

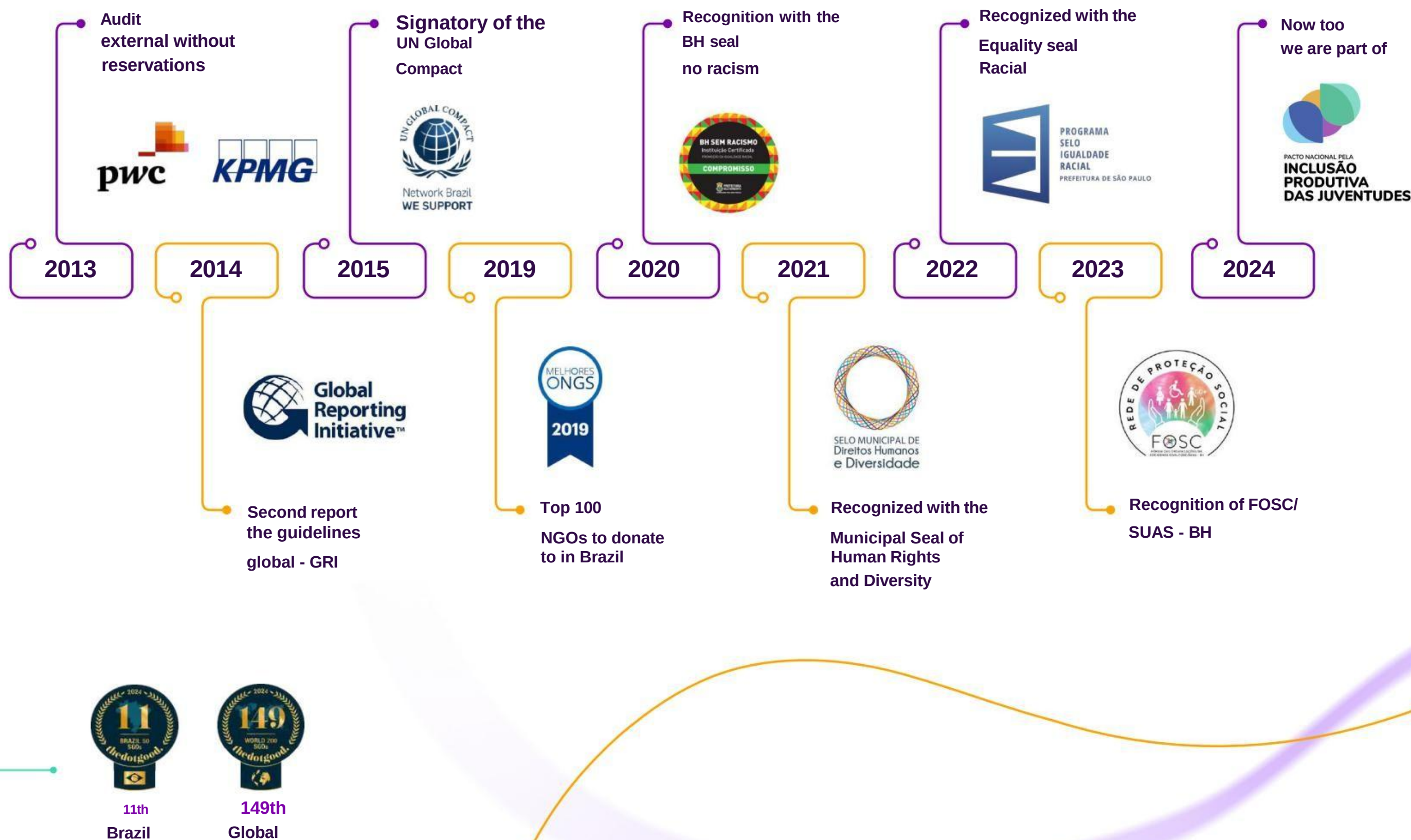
We have **national and international recognition**.





Transparency and Credibility + Acknowledgments

thedotgood.





Active listening and mutual recognition are essential parts of the relationship between IOS and its partners.

Below, we share two testimonials that reflect the strength and impact of these connections:



During a visit to Tech Central, I had the opportunity to meet Maria Eduarda, a former IOS student recently hired by Dell. This meeting reinforces the effectiveness of the partnership with IOS in developing qualified professionals.

The program offers technical training aligned with market demands, in addition to developing essential behavioral skills. Initiatives like this directly contribute to building a more diverse workforce, prepared for and connected to the future of technology.



Leonardo Tiarajú,
The Americas Philanthropy
Manager — Dell Technologies



Zendesk's involvement with iOS has been around for a long time. It goes beyond financial considerations and has become a true partnership. We meet quarterly for student mentoring and career discussions. We also participate in CriaTechs and graduation events.

From a curricular perspective, we created a new course within this partnership, focused on training Zendesk Consultants. This course provides qualified workforce for customers, partners, and the entire company ecosystem, thus completing the entire cycle of training, mentoring, volunteering, and employability.



Walter Persson Hildebrandi Filho,
CTO Zendesk LATAM

7 BE PART OF TRANSFORMATION

Transforming lives is what drives IOS every day. Through education, access to knowledge, and connection with the world of work, we see stories that break down barriers, redefine trajectories, and reveal the potential of those who often just needed an opportunity to flourish. Each student carries within them a universe of possibilities—and when these possibilities are embraced, encouraged, and prepared,

the result is powerful.



Below, we share some of the stories that inspire us and reaffirm why we do what we do:



Katia Melo

A student in the Institute's first classes, he found in technology and the pursuit of knowledge the keys to social transformation.

Today, she is a marketing manager at TOTVS.



Marco Marchi

An inspiring young man who works on social responsibility and volunteerism. Today, he leads projects on these topics at Dell Technologies.

Below are the **sponsors, partners and main supporters** who believe in and empower the Institute every day:



MAINTAINER
FOUNDER

MAINTAINER
FLIGHT

MAINTAINER
AWAKENING



COMPANIES AND ORGANIZATIONS SUPPORTERS



COMPANIES AND ORGANIZATIONS SUPPORTERS





INVITATION

END



The creation of IOS, Instituto da Oportunidade Social, in 1998, was a great moment for TOTVS, with the aim of investing in the professional training of young people in the areas of Information and Communication Technology (ICT), administration and business processes, and also offering behavioral training, support in Portuguese, mathematics and citizenship workshops. The objective is lasting social inclusion through training and personal development.



Laércio Cosentino
President of
Advisory Board,
Founder of TOTVS and
Co-founder of IOS.

9 OUR GOVERNANCE AND OUR TEAM



The force that moves IOS

IOS is made up of people who believe in the transformative power of education and combine talent, dedication, and purpose to generate social impact at scale. Our structure combines strategic expertise, qualified management, and excellent technical and pedagogical expertise, all to pave the way and create opportunities for thousands of young people in vulnerable situations.

IOS Governance

IOS's governance is formed by leaders who combine strategic vision, social commitment, and experience accumulated over decades.

- Laércio Cosentino

Chairman of the IOS Advisory Board, Founder of TOTVS and Co-Founder of IOS.
- Vivian Broge

CEO of IOS and Vice President of Human Relations and Marketing at TOTVS.
- Marcela Zitune Birger

IOS Superintendent.

Board of Directors

- Sergio Serio

Vice President Director
- Diana Rodrigues

General Director
- Mara Maehara

General Director
- Pablo Vinicius Oliveira Gatti

General Director

Supervisory Board

- Douglas Batista
- Mauricio Gonçalves
- Ricardo Guerino

Advisory Board

- Ariela Simoni
- Adriana Carvalho
- Carolina Videira
- Cristina Herszkowicz
- Leopoldo Jereissati

IOS Team

In addition to senior leadership, IOS has a diverse and highly committed team, made up of professionals from different areas and specialties who, together, bring our mission to life.

These teams work in management, coordination, administrative and operational support, pedagogical and psychological monitoring, classroom teaching, and all other areas necessary to ensure that our courses, projects, and initiatives operate with excellence.

Under every leadership, within every classroom and in every area of activity, there is a talented and committed team, who transform ideas into actions and make magic happen every day at IOS.



Executive Board: [Vivian Broge](#); [Sérgio Serio](#); [Diana Rodrigues](#); [Mara Maehara](#); [Pablo Vinicius Oliveira Gatti](#).
Supervisory Board: [Douglas Batista](#); [Mauricio Gonçalves](#); [Ricardo Guerino](#).
Advisory Board: [Laércio Cosentino](#); [Ariela Simoni](#); [Adriana Carvalho](#); [Carolina Videira](#); [Cristina Herszkowicz](#); [Leopoldo Jereissati](#).
Superintendence: [Marcela Zitune Birger](#).

Join this transformation.
Your company can also change lives.



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GRI
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