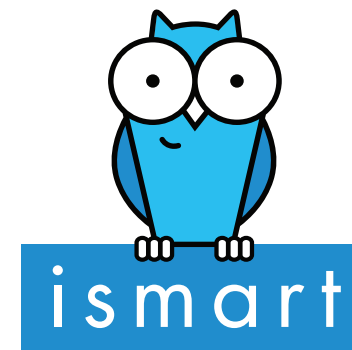


INSTITUTO SOCIAL PARA MOTIVAR,  
APOIAR E RECONHECER TALENTOS

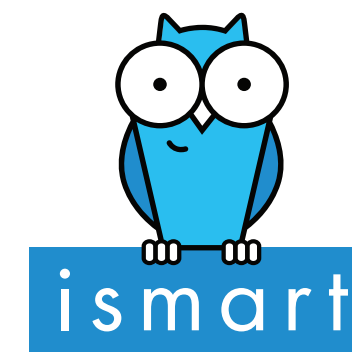
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# Activity Report

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## 2015/2016



Activity  
Report

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**2015/2016**



## \_MISSION

To reach the full professional potential of talented low-income students through programs based on excellence, ethics and productive creativity.

## \_VISION

To assure the development of 250 young Ismart students into leadership positions within their professional careers by 2020.

## \_BELIEFS AND VALUES

- Different forms of talent are distributed across all the social brackets.
- Talent can only be realized through personal effort.
- Good examples have a multiplying effect.
- Excellence is the foundation for desired results.
- Good opportunities catalyze social promotion.
- The definition of success is the result of a productive activity, of social responsibility and personal fulfillment.

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# LETTER FROM THE BOARD

Ismart's work is driven by strong values that guide every member of the organization. This Activity Report gives you the opportunity to know (or to remember) our beliefs and how they are reflected in our daily practices, so that we can accomplish the mission of giving young low-income talents a center role in the future.

Ismart was founded in 1999 based on the idea that different forms of talent are widespread across all social classes. We have chosen to support academic talent because we believe that the access to good education enables youngsters to dream higher and go further. However,

talent is not enough: a lot of dedication and effort, as well as a profound commitment to excellence, are required from our students to overcome adversities.

Each year we carry out a screening process that attracts thousands of low-income youngsters. They, and their families, believe that education is the best way to transform their lives, gain opportunities and write themselves a different future.

When we grant them a scholarship, the students have access to excellent private schools that will prepare them to major Brazilian universities. The outcomes demonstrate the success of the partnership between Ismart and the schools: nearly 100% of our fellows are approved in the courses they chose.

Motivated by Ismart's fellows who dreamt big and were granted full scholarships by universities such as Harvard, MIT and Stanford on their own merit in the past years, we have observed a growing

will for opportunities abroad for both graduate and post graduate courses. This shows that it is possible for a low-income youngster to have access to the world's best in terms of education.

Furthermore, we are using technology to generate more development opportunities for low-income talents. We created Ismart Online in 2014 and, since then, we have benefited 525 additional students. At Ismart Online, they have access to a digital study platform and take part in online activities and inspiring instructional events. Our objective is to prepare them to the challenges they will face in high school. This project gives us a chance to get to know better a group of potential students. The ones that stand out are given the opportunity to become fellows of our off-line scholarship programs.

When our fellows reach higher education, our role is to help them get prepared for the job market through activities that promote self-awareness, establish connections with outstanding professionals and build a network among students themselves. Our aim is to support them in the transition between university and the professional lives. We strive to see our youngsters using their talents in the workforce and having the same opportunities that are given to upper classes students. After all, one of our objectives is to change the Brazilian intellectual elite so that it truly reflects our country's diversity.

Brazil cannot waste the talent of youngsters with such potential. They need a chance to evolve and reach adulthood with good instruction, robust social and cultural repertoire and ready to take on leading roles at the job market. We want them to be able to improve their families' lives as well as their own and wish they give back the opportunities they received to the society. We can only achieve our goals because we rely on the support of a great group of partners.

We appreciate and thank everybody who supports our cause!

**Claudio de Moura Castro**  
**Juan Manuel Vergara Galvis**  
**Marcel Herrmann Telles**  
**Vicente Falconi Campos**



# TALENT

Ismart believes that different forms of talent are distributed across all social brackets. The institute seeks to contribute to the society by identifying and supporting young academic talents and fulfilling their potential.

**Thalita Santos**  
Newcomer at Alicerce Project, she used to be called a "geek" and "Miss Perfect" at the public school where she studied before entering Ismart.





# KEY PLAYERS OF A BETTER FUTURE

**A** newcomer at Alicerce Project, Thalita Ferraz dos Santos was both anxious and excited during Ismart's 2015 selection process. She stated, "I wanted to know how my future classmates would be like. The idea of meeting people like me makes me really happy." At the age of 13, she is on 8th grade at a public school in São Paulo and also attends Ismart's prep course at Colégio Bandeirantes. She mentioned she used to be called a "geek" and "Miss Perfect". "I would get a 10 at a test and, then, would notice that even my best friend was uncomfortable with this and would not know what to talk to me about. I wanted to grow up, to evolve. I felt I needed to be better and to know more. Ismart is a way of achieving this."

15-year-old Nicholas Ribeiro Omena is currently an Ismart fellow and a high school freshman at Lourenço Castanho School, in São Paulo. He has always enjoyed studying. A winner of two bronze medals at the Brazilian Mathematical Olympiad for Public Schools (Obmep, in Portuguese), he strives to perform well on his studies. "I always had very high grades at the public school and I am keeping this performance at Lourenço", he says. Motivated and per-

## EVERY YEAR, ISMART SEEKS NEW ACADEMIC TALENTS AMONGST LOW-INCOME YOUNGSTERS AND GRANT THEM ACCESS TO DEVELOPMENT AND ORIENTATION PROGRAMS

sistent, the student ensures that, by the end of the year, his school outcomes will be even better - this was his first trimester as a fellow and he was still adapting. "If I know I can get a 10, I'll do my best to do so."

Stories like Thalita's and Nicholas' abound among Ismart's students. The institute was founded in 1999 based on the cornerstone that different forms of talent are distributed across all social brackets. Ismart's mission is to identify, each year, new academic talent amongst low-income youngsters and grant them access to development programs - whether giving them scholarships at private schools of excellence or providing access to Ismart Online, a project that uses technology to broaden educational opportunities.

Lourenço Castanho's student Nicholas Omena is always after a perfect 10

## Get to know Ismart's projects

- **Alicerce Project.** Candidates must be enrolled in 7th grade and be 13 years old or less. During 2 years, students who are approved at the selection process study double shifts: they keep attending the public school and, at the other school period, they attend a prep course for the admittance tests from Ismart's partner schools.

- **Bolsa Talento (Talent Scholarship).** Candidates must be enrolled in 9th grade and be 15 years old or less. Students who are approved at the selection process become Ismart's fellows at partner high schools.

- **Ismart Online.** Students who demonstrate high potential at the selection process but do not meet all the performance criteria have a second chance. Ismart Online has a proprietary study platform, group missions and inspiring instructional events.

- **Ensino Superior (Higher Education).** Targeted at Ismart's fellows who finish high school and are approved on prestigious courses and universities, according to Ismart's requisites. The supported students have access to tasks with a focus on professional development and on entering the labor market.



Student pays tribute to his teacher, who referred him to Ismart



*At my school, everyone knows Ismart. Students want to learn when they will be able to apply for the projects*

**Luis Carlos da Silva Gomes,**  
school principal at Odilon Braga City School  
(Rio de Janeiro)

them received scholarships. He was honored with the title of Ismart “Embassador” in 2016 for his dedication to promoting the project.

“At school, all teachers are acquainted with Ismart. Is runs in our blood”, he says. According to him, the faculty gathers at the beginning of the year to select the students to refer. Every staff members engages in the task.

To Erica, the educators are the most capable of identifying students with the right set of skills to take part in the selection process because they are present in students’ everyday lives. “Besides, they have a critical role in helping prep the candidates. For most, that will be the first time they participate in a selection process involving exams, interviews and group dynamics”, she says.

Luis Carlos details each phase of the process in depth to the students and makes a point of having current fellows speak with the candidates. “The youngsters who are already at Ismart motivate our students. They get to understand how the project works and realize it is possible to get there.”



1.

1. Prof. Mario Sergio Cortella's talk in São Paulo

2. Audience at the educators' summit in Rio de Janeiro

3. A "Practical Guide" describes the educators' role in the selection process

4. University freshmen pay their tribute to the teachers from their public schools

5. Philosopher Julio Pompeu's talk for educators in Rio de Janeiro



2.



3.



4.



5.

# A SPARKLE IN THEIR EYES

According to Ismart manager Erica Ruiz, a youngster with the potential to be an Ismart student does not only stand out academically, have great grades and show interest in his/her studies. “They need to be motivated, independent, persistent and communicative”, she says. Erica says that students with “a sparkle in their eyes” stand out from the crowd in the selection process as it shows their will to learn and to be the authors of their own stories. One of the strategies to find such special boys and girls goes through the hands of public school educators. Luis Carlos da Silva Gomes

## BESIDES TALENTED, CANDIDATES MUST BE TRULY INTERESTED IN ISMART'S OPPORTUNITIES

is Odilon Braga City School (Rio de Janeiro)'s principal and is a partner that trusts the work we do at Ismart. He has referred several students to the selection process since 2009 and seven of

# EDUCATORS IN THE SPOTLIGHT

“DEIXE SUA MARCA” IS A PARTNERSHIP PROGRAM WITH PUBLIC SCHOOL TEACHERS LAUNCHED IN 2014 WITH THE AIM TO CARRY OUT EVENTS AND GIVE OUT AWARDS

### Events

The institute carries out yearly summits with educators in São Paulo and Rio de Janeiro. There are three goals: explain what Ismart is to the audience; guide them on how to refer candidates to the selection process; and recognize the educators who are more engaged in the project's cause - giving opportunities to talented students to develop their potential. The summits are now part of Deixe sua Marca (Leave your Mark) and keep the tradition of providing high quality content to educators, pedagogical coordinators and school principals. In 2015, the speakers at the summits were Mario Sergio Cortella, in São Paulo, and Julio Pompeu, in Rio de Janeiro.

### Awards

Awarding Ismart partner teachers has already become a tradition. When educators are first recognized for their engagement with the project, they get a bronze pin in the shape of an owl. When their engagement lives on throughout a second year and they refer students to the selection process, they get a silver pin. The most important “owl” is the golden one, given to the teacher that becomes an “Ismart Ambassador”. This way, Ismart recognizes the educators' roles in preparing the candidates for the scholarship selection process and inspiring other teachers to do likewise, hence broadens Ismart's reach to more talented youngsters.



# WAYS TO GET THERE

PLAYING CHESS, DEVISING WORKBOOKS AND WATCHING VIDEO LESSONS ARE SOME OF THE CANDIDATES' STRATEGIES

**T**halita dos Santos is an Alicerce Project's fellow and was referred for the selection process by a teacher, who accompanied her throughout all phases. In addition to the support from the teacher and her family, Thalita went after resources of her own to get prepared. She worked on series of exercises and watched video lessons on YouTube. Bolsa Talento's fellow Nicholas Omena also used social media. "Since the exams were to happen during school holidays, I could not speak with my teachers. So, I studied the content and watched video lessons for Language and Math", he says. To exercise his logical thinking, he played chess with his brother.

Their strategies proved successful: Thalita and Nicholas were among the 214 approved students at the 2015 selection process - the

amount of candidates totaled 11,030. They are now part of a group of 1,107 Ismart active fellows - Ismart Online adds another 281 students to the sum. Thalita's and Nicholas' efforts and dedication will pave their way to great universities, open the doors for the job market and, most importantly, help them fulfill their dreams.

To Thalita, studying at a well-recognized school is a great accomplishment on its own. She is now thinking of the next steps. "I would like to graduate in Chemistry or Biology, I have not made my mind yet. I also dream of going on an interchange program to work and study abroad", she says. In his turn, Nicholas wishes to be on the Top 5 students of Lourenço Castanho School. In the future, he wishes to study Astrophysics or Geophysics abroad and come back to Brazil "with great ideas". "We need to showcase science's beauty to Brazil", he says.

## Selection

The selection process for the scholarships granted by Ismart comprises five eliminatory phases: the first two are cognitive and test candidates' knowledge, while the other three aim to assess behavioral aspects.

### Online Test

20 multiple-choice questions (10 - Language; 10 - Math).

### In-Person Test

100 multiple-choice questions (20 - Language; 20 - Math; 60 - questions to assess candidates' learning potential).

### Personal Interview

We seek to identify the candidates' interest in becoming a fellow and their ability to overcome challenges, amongst other behaviors related to motivation, autonomy, persistence and communication skills.

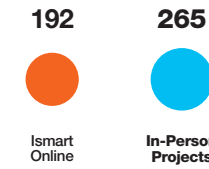
### Home Visit

We visit the candidates' home seeking to understand how the family values learning, among other things. Ismart's staff also verifies the families' documentation and living standards to ensure they are compatible with the income declared in the application. To take part in the selection process, the per capita income of the candidate's family must be of a maximum of two Brazilian minimum wages per month (roughly US\$ 540/month).

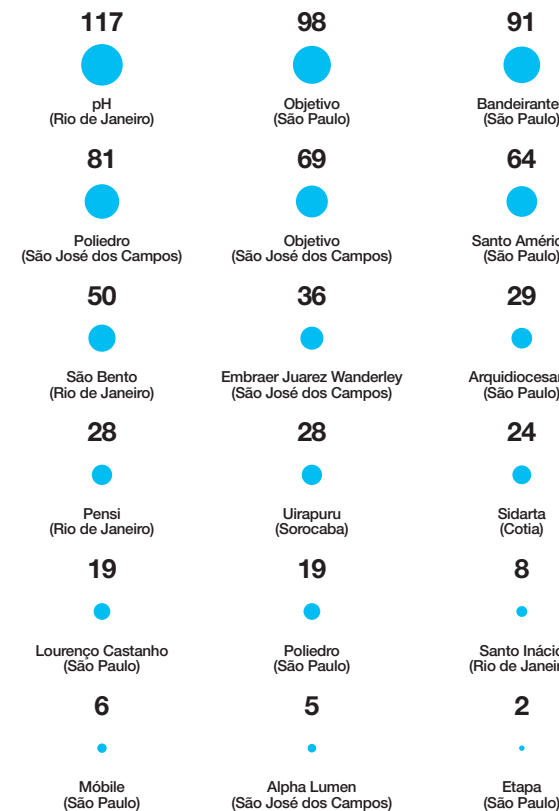
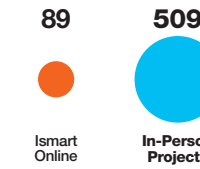
### Groups Dynamics

Activities that aim to assess elements such as creativity, communication, initiative and socialization.

### Primary Education (8th and 9th grades)



### High School



\* University/Courses with the same number of students

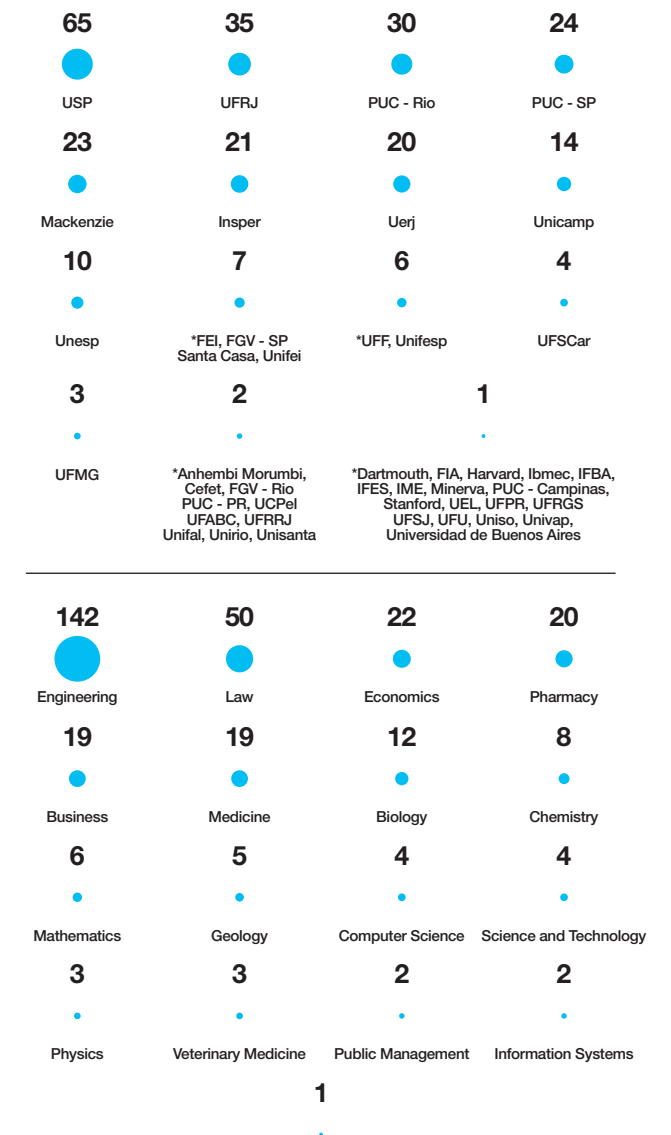
### Pre-College Preparatory Course

6

Students who already finished high school and are being prepared to apply for medical schools

### Higher Education

327



\*Biomedicine, Human Sciences, Molecular Sciences, Public Policy Management, Liberal Arts, Industrial Chemistry



After 2 years at Ismart Online, Lourena Almeida entered Colégio Pensi



#### Turning tables

**L**ourena Lourenço Seabra Almeida lives in Rio de Janeiro and learned about Ismart when her older brother was approved at the selection process. “I noted he grew a lot and that sparked my interest in the project”, she said. She was determined to be part of Ismart as well—and she made it. She started with the first Ismart Online group, in 2014. “I had extra Language and Math classes for 2 years, as well as activities that help me grow and better interact with others.” She started studying more, learned to control her anxiety before tests and lost her stage fright. “I realized I could go way beyond I thought I was capable of”, the student said. She finished secondary school at República do Peru City School and, in 2015, gained an opportunity at Ismart’s Bolsa Talento Project. She is currently 15 years old and is enrolled in the first year of high school at Colégio Pensi. Moreover, she was also approved for Colégio Pedro II and for Instituto Federal do Rio de Janeiro (IFRJ). “I chose Ismart because they offer support and opportunities to their students.”

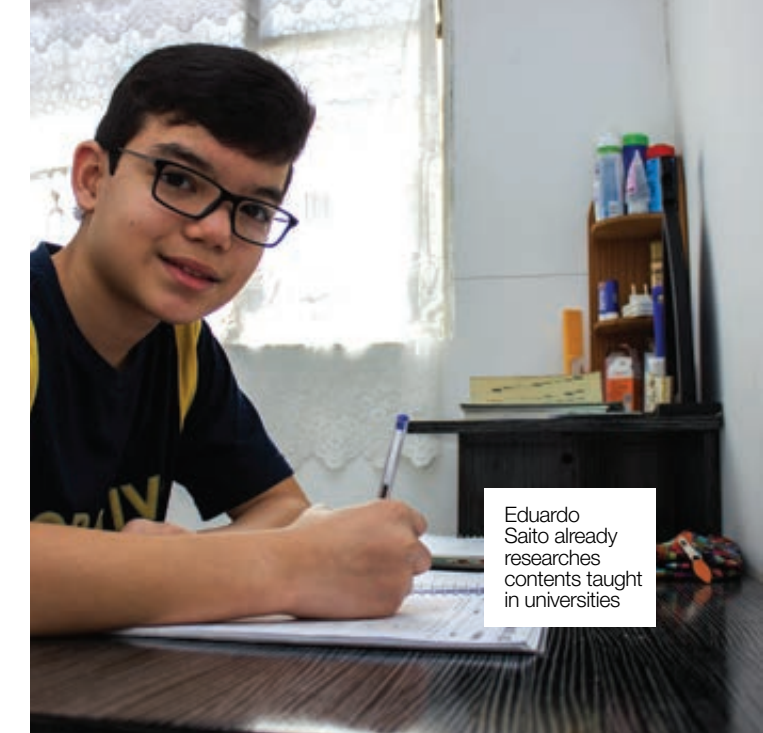
# A WHOLE NEW LIFE

GET TO KNOW SOME STUDENTS WHO HAVE JUST ENTERED ISMART

#### Fun is a sure thing

**13**-year-old Eduardo Aparecido dos Santos Saito has always considered studying an entertaining activity—so much that the content taught to kids his age, on 8th grade, is not enough. He tackles on high school course books and looks for Math exercises published by prestigious universities over the internet. Biology is one of his favorite subjects and his list of role models illustrates his varied taste: Albert Einstein, Isaac Newton, Thomas Edison and Pythagoras. “I am thinking

of studying Physics Engineering”, he says. He was approved in 2015 for the Alicerce Project and, now, attends João Cursino State School in the morning and Colégio Objetivo in the afternoon. “I called both my grandmother and my Language teacher after each phase of the selection process. Everyone supported me and encouraged me to keep going”, he says. In order to achieve his goals, Eduardo claims he will make use of a well-known strategy—he will study a lot.



Eduardo Saito already researches contents taught in universities



André Marinho started to reflect more upon his future

#### Knowledge begets transformation

**W**ell-articulated and communicative, 13-year-old André Luiz Furtado Marinho easily explains why “Petrus Logus - O Guardião do Tempo” (no title in English) is his favorite book: “it conveys the message that knowledge is humanity’s greatest weapon.” As the main character of his favorite story, André loves to read and to study. He leverages this trait to prepare for Ismart’s 2015 selection process. He reviewed his Math and Language notebooks and was able to solve most of the questions found in the online test and in-person test. He also stood out in the following phases, where Ismart assesses the candidates’ profiles. “It was very cool to participate in the group dynamics, where I was able to interact with people who went through similar things and to get to know how they got there”, he says. He was accepted at Alicerce Project. Now, he attends the 8th grade at Orlando Villas Boas City School and Ismart’s prep course at Colégio de São Bento, in Rio de Janeiro. He claims that he started reflecting upon his future. “Ismart is an opportunity that can give me much more than I ever imagined.”



# EFFORT

A combination of autonomy, motivation, and persistence, along with Ismart's and their family's support, help students overcome challenges and become the writers of their own future.

**João Pedro Rocha**  
He is an Alicerce Project fellow, so he attends two schools to get prepared for high school



# CHALLENGE ACCEPTED

22

Ismart Online students obtained scholarships for Alicerce Project (9th grade) for 2015

STUDENTS DEDICATE THEMSELVES TO PROVING ISMART'S BELIEF THAT TALENT CAN ONLY BE REALIZED THROUGH PERSONAL EFFORT

**G**abriella Batista dos Santos, 15, almost missed the chance of becoming one of the most prominent Ismart students in Rio de Janeiro. She failed the 4th phase in the 2013 selection process (Home Visit) because she lived far from the school for whose scholarship she applied. Fortunately, that year saw the advent of a new project—Ismart Online. Gabriella was called for the first group of this new project. "She got really close to getting the scholarship, so Ismart called us and told us about the new project", her mother, Mônica, says.

But there was a problem. Gabriella did not own a computer, and she and her mother came to find out that most of Ismart Online activities were done over the internet. This did not dishearten her - she plucked up her strength and decided to take on the new opportunity. "The Ismart Online welcome meeting was inspiring. I realized that could be my chance to fulfill my dream of studying in the USA", she says.

Gabriella did the activities over her friends' or her cousin's house. At a certain point, however, she

was once again faced with a challenge: all the other participants at Gabriella's group gave up the project. Her mother was there to encourage her, the same way she did when she failed the selection process. "I told her we have to grab the opportunities with both hands and never let them go", Mônica says. "Parents need to go to bed knowing they did everything on their power for their children."

Gabriella kept on going. Because she did not

own a computer, she created her presentations on her cell phone. In 2014, Ismart Online proposed a challenge for students to develop a cell phone app. Gabriella developed Health World, which gave tips on how to prevent childhood obesity. She received several compliments from the examining board. Due to that and to her excellent performance on the math and language tests at the digital platform, Gabriella was awarded a spot at Alicerce Project in 2015.

The result was one and only - Gabriella did her best to tackle the double shift, attending public school in the morning and Ismart's prep course at Colégio pH in the afternoon. By the end of 2015, she passed the admittance test and the profile assessment performed by the project's team. She is now a high school freshman at pH and holds a second scholarship to attend English classes at Sociedade Brasileira de Cultura Inglesa. "I have changed a lot since I started at Ismart. I feel more independent and responsible", she says.

Gabriella Santos created a mobile app and had good grades at Ismart Online's platform



Students from Rio de Janeiro that entered Ismart in 2016



Inês, from Ismart, speaks to students in S. J. dos Campos

# RECIPE FOR SUCCESS

TALENT AND DETERMINATION CREATE CONDITIONS FOR STUDENTS TO REACH FOR THEIR DREAMS

**T**he example of Gabriella's mother, Mônica, demonstrates the importance of students' families in their development. According to Ismart's Basic Education Manager, Inês França, "families must embrace the partnership with the project". This is achieved by creating a propitious environment for studying, by supporting the child in difficult times and by taking part in the activities organized or proposed by the students' follow-up teams, including meetings and discussion groups.

Such support complements the one promoted by Ismart during both the in-person and online projects. In the case of Alicerce Project and

Bolsa Talento, besides granting full scholarships (that cover the school tuition, uniforms, course books, meals and transportation), the institute's team keeps a close look at students' development. "We help the fellows adapt to their new routine through a development program that promotes activities such as individual or group talks and actions with their parents", Inês says. The Basic Education team consists of educators and psychologists; they touch-base with the partner private schools' teachers at a regular basis.

However, Inês draws attention to the fact that a critical component for the students' success in the project lies within themselves: the ability to overcome challenges constantly. "We address this right at the welcome meeting held for the new fellows. We make clear that they have not been given a scholarship - they earned it through their own effort", Inês says. "Academic talent is like the flour for the cake, but determination is the yeast that truly makes it grow."



Fellows and their families in São Paulo



# EXTRA ENERGY

STUDENTS DO NOT GIVE UP IN FACE OF OBSTACLES AND SHOW THEY ARE CAPABLE OF GOING AFTER THEIR GOALS

Students must be able to show a lot of stamina to achieve their goals, regardless of the Ismart project. In the case of Ismart Online, they seem to have even a bigger challenge, as they study over the internet - there are many research studies that address the low engagement rate observed at distance learning courses.

“Students often communicate with Ismart’s team and take part in groups and in-person meetings, but they are essentially on their own throughout their journey”, explains Project Coordinator Beatriz Mantelato. “That is why they need to show an even bigger commitment.”

Like Gabriella dos Santos, some students do not own a computer at home and need to resort to libraries or relatives’ houses to get online. “This alone demonstrates their motivation”, Beatriz says. “These youngsters take time management, teamwork and autonomy to the next level.”



*I already had a scholarship at a private school but wanted to enter Ismart in search for better quality learning*

**João Pedro Rocha,**  
Alicerce Project fellow at Colégio Santo Américo

Keeping up the pace is also a challenge faced by Alicerce Project fellows. After all, they attend the public school in one shift and the prep course for high school at Ismart partner schools in the other. They tend to wake up very early (around 5 am), take the public transport to reach both schools and, at night, they need to do their homework. Moreover, they usually dedicate the weekends to their studies.

110

students who reached the end of the Alicerce Project in 2015 were approved at the entrance tests for high school scholarship (85% approval rate). 30 were amongst the top 10.

30

were amongst the top 10.

13-year-old João Pedro de Moraes Rocha agrees the routine is exhausting, but says he adapted and learned to be organized to handle all tasks. He comes from a successful academic background and already had a scholarship at Tancredo Neves private school, in Taboão da Serra, São Paulo metropolitan area, since 2nd grade. Now on 9th grade, he balances school and the prep course at Colégio Santo Américo, in São Paulo.

He tests his knowledge as often as possible: he participated at Olimpíada Canguru de Matemática (a math contest) and won the gold medal in 2015 and 2016. “I like to study and to face new challenges”, he says.

He would like to go to the university in the USA and has applied to Ismart’s selection process in order to get an education of excellence.

He will walk on the footsteps of other students who entered Ismart through the Alicerce Project. After 2 years of prep course, the institute assesses criteria such as evolution of school outcomes, performance at entrance tests at partner schools and the alignment between the fellow’s profile and Ismart values. The ones who meet all the criteria are granted a high school scholarship.

Another group enters Ismart through Bolsa Talento and students are enrolled at partner private schools in the 1st year of high school. For these students, academic and adaptation challenges are also relevant, especially because unlike their Alicerce Project fellows, they did not attend a prep course.

“Partner schools apply a diagnostic test to learn the groups’ background and to plan strategies to support them in their difficulties. Furthermore, they can count on our team’s help”, Basic Education Manager Inês França says.

At the end of high school, they can apply for a spot to keep on being an Ismart fellow at the university. At the assessment, Ismart considers their performance at the college entrance tests and their choices of institution and course, as well as their profile.

## ACADEMIC AND PERSONAL GROWTH

Marina Miury, a 21-year-old Ismart fellow, has put on a lot of effort throughout her journey within Ismart. She entered Alicerce Project, attended high school at Colégio Santo Américo and is currently studying at Santa Casa de São Paulo Medical School. She is a good example of the dedication needed during high school to balance extracurricular activities and studies, something of which Ismart always reminds their fellows.

In 2015, she was a sophomore and managed to attend academic activities full time, as well as to engage in several university actions. In addition to keeping pace with her fitness exercises, she organized the 4th Academic Japanese-Brazilian Symposium; she ran for secretary at the Student Council; she was part of the executive board of the Neurology League; she attended classes with the Plastic Surgery League during lunch time; and she was part of the organizing committee of Programa Expedições Científicas e Assistenciais (Scientific and Care Expedition Program), a 7-day voluntary program that provides humanized medical care at the São Paulo’s countryside. “I did all of this while I took the largest amount of tests and essays of my life, during one whole year”, she says.

She guarantees her efforts to maintain a great performance in all fronts were not in vain. “As an athlete, I got my first medal at Intermed (a university sporting event among São Paulo medical schools)”, she says. In its turn, the Neurology League saw a record number of participants. Nonetheless, what brought her the greatest amount of personal fulfillment was her participation at the Scientific and Care Expeditions in Palmital, where she worked side by side with



► Marina Miury is a medical student at Santa Casa in São Paulo

other colleagues and physicians of all fields of expertise from Santa Casa. To handle all those tasks, Mariana needed to get organized. She always has a monthly calendar, to do lists organized by priority/category and cell phone apps with notes and reminders on her. “I needed maturity to dedicate any free time to urgent and quick tasks”, she says. “It was a lot of work, but my efforts to pull all this off brought me academic and personal growth.”





# EXCELLENCE

The commitment to excellence allows students to obtain better academic and professional opportunities and to achieve their goals.

**Tamires Ferreira**  
After two years in Ismart Online, she was granted a full scholarship and now studies at Colégio Arquidiocesano in São Paulo



# COMMITMENT TO QUALITY

**18**-year-old Bruna Mayumi Kimura chose to study Computer Engineering, a course in which the female participation is still small. She is an Inper freshman and now lives in São Paulo, although being originally from Sorocaba and having graduated in high school in Uirapuru, an Ismart partner school in this countryside city. In 2012, a math teacher at the public school she used to go to referred her to the Ismart selection process. "She thought I fit the profile", Bruna says, who by then had already amounted to three honorable mentions at the Brazilian Mathematical Olympiad for Public Schools (Obmep, in Portuguese).

According to the student, entering Ismart was a "turning point" in her life. "I realized I needed to outdo myself in order to achieve excellence", she says. At Uirapuru, her interest in hard sciences did nothing but grow, and the choice towards Engineering came naturally. With her admittance to the university, Bruna is among the 117 Ismart fellows who have reached higher education at the turn of 2015.

The result evidences the students' efforts, who gave their best and proved their competence in a series of selection processes and exams - four students have even been accepted in American universities (more on page 31).

For Ismart, the commitment to excellence is the cornerstone for students to reach their goals. Every new day at the project reveals new stories of students who live by this value.

**ENCOURAGED BY ISMART, STUDENTS ARE ALWAYS SEARCHING FOR WHAT IS BEST IN EDUCATION, WHETHER FOR HIGH SCHOOLS OR UNIVERSITIES**

Ismart Online student Gabriela Bezerra, for instance, applied in 2015 to for an Etec (State Technical School)'s selection process, in São Paulo. Now, this 14-year old is a high school freshman at the Etec Getulio Vargas, one of the most traditional in the city, and studies Nutrition. "I realized I wanted a better school, and the Etecs are a benchmark in public education", Gabriela says.

Like Gabriela, 21 other Ismart Online students have entered technical schools in 2016. Thirteen students have passed Ismart's selection process for Bolsa Talento, and 33 have earned a scholarship at other private schools.

All of them have answered to the challenge posed by the project on 9th grade students: they should play the main roles in their stories and reach out for the opportunity to study in higher quality schools.

**187**

**attended Ismart Online in 2014 and 2015**

**35**

**were granted Ismart scholarships**

**33**

**were granted scholarships at private schools**

**22**

**entered technical schools**



*Being an Ismart fellow makes me want to do my best and show my capacity*

**Bruna Mayumi Kimura,**  
Inper's Computer Engineering freshman,  
in São Paulo



Bruna Kimura na biblioteca do Colégio Uirapuru, em Sorocaba, onde fez o ensino médio



# A LIFE CHANGING DECISION

## ISMART'S PROFESSIONAL GUIDANCE PROGRAM HELPS HIGH SCHOOL FELLOWS CHOOSE THEIR UNIVERSITY COURSE

**T**he career choosing process is usually complicated for youngsters. Due to that, Ismart addresses the issue right at the beginning of high school.

According to Basic Education Manager Inês França, the challenge lies on helping students know themselves better, understand the market and think about what they would like to do for their professional lives. In order to achieve that, Ismart offers group discussions, guidance workshops and visits to companies.

Gabriel da Silva Freitas, a 18-year-old freshman in Mechanical Engineering at UFRJ (Federal University of Rio de Janeiro), had Ismart's support when he was choosing which course to apply to in 2015. Focused, determined and hardworking, he was accepted at Colégio de São Bento through Alicerce Project and, back then, he considered going to Law school. "I thought I could apply to work for the City or the State and have a renowned career", he says. He developed a taste for math while in the prep course and, still in high school, physics and chemistry also became some of this student's favorite subjects.

**117**  
students were approved at universities' screening exams ("vestibular") at the end of 2015 (95% approval rate).

**56**  
were among the top 10 students.

Besides his fondness for the hard sciences, Gabriel says he only thought of Engineering as a career option after a workshop promoted by Ismart, where we came in touch with certain traits of his personality that, he found, could be used in different professions. The student was also encouraged to research more deeply into the careers. "We were instructed not to be afraid of changing courses, if it came to that."



Vitória Santos moved from São José dos Campos to Paraná, where she studies Medicine

Ismart's team assessment did not only show Gabriel his aptitude for the hard sciences, but also allowed him to discover his taste for public speaking. "The engineer is a professional who must be able to persuade people and lead teams", he says.

Ismart's support was critical for Ana Luiza Secco, a Law school freshman at FGV (Fundação Getúlio Vargas) in São Paulo, to align her expectations regarding the chosen course and educational institution. In addition to participating in professional guidance activities and group discussions, Ismart enabled her attendance at a seminar on Law at FGV when she was a senior in high school.

This talkative and interested 18-year-old student has always enjoyed taking part in extracurricular activities, especially the ones related to social causes. In high school, at Colégio Marista Arquidiocesano, she competed at a national olympiad about Brazilian history and participated in ONU's Human Rights Council simulations, and helped founding the school's feminist collective. She was also involved in Ismart's initiatives, such as the Literary Contest and Programa Uma Mão lava a Outra (Two-Way Road Program), in which fellows teach themed and tutoring classes to colleagues. Ana Luiza is currently part of an FGV project that provides legal assistance to refugees at a non-profit organization.

Just like Ana Luiza, Vitória Justino dos Santos, a 18-year-old student from São José dos Campos, also has a strong will to help others. This feeling was critical in her decision to study Medicine. She passed the test right off the bat. Vitória now lives in Londrina, in the state of Paraná, and studies at PUC-PR (Pontifícia Universidade Católica do Paraná). "My mom used to work at a hospital. When I was little and visited her, seeing all those people helping others really inspired me", she says.

She developed diabetes when she was 10 years old, and the support provided by an endocrinologist was decisive for Vitória to both overcome her illness and choosing the profession.

"Ismart never let that dream die. Without the project's support, I would not have had faith in my own potential, let alone the strength to battle every day in search for a position in such a competitive course", Vitória says. She knows that there is still a long way ahead of her. "The fight is not over, but I've got all I need to become a great professional. After all, excellence is the cornerstone for my goals."



Gabriel Freitas attended Colégio de São Bento and now studies Mechanical Engineering at UFRJ



Ana Luiza Secco attended high school at Colégio Arquidiocesano and was accepted at FGV-SP to study Law



# AIMING HIGH

A GROWING NUMBER OF FELLOWS WISHES TO STUDY ABROAD; ISMART SENDS THEM OFF TO SUMMER COURSES AS PREPARATION

ismart has perceived a growing trend in the past years: young talents' wish to go after education of excellence abroad. "Several students enter our project with this goal", Basic Education Manager Inês França says. To prepare them, Ismart makes use of a few strategies.

The first goes around control of the English language. Alicerce Project students, for instance, have access to a digital platform developed by Rosetta Stone for language learning. At high school, students with the best performances are awarded additional scholarships to attend English courses at schools like Cultura Inglesa (refer to chapter "Great Opportunities" for more information). "Knowing English is critical, regardless of studying in Brazil or abroad", Inês says.

When students demonstrate the wish to study abroad, Ismart assesses their profile and school performance and may refer them to specific prep courses to apply to American universities.

Another strategy is to invite high school fellows to attend summer courses in the USA, something Ismart has been doing since 2013. Between 2013 and 2016, 30 students attended



*Having attended a summer course at the University of Notre Dame encouraged me to study at an American university*

**Pedro Henrique Navarro,** recently admitted to the University of Notre Dame

those courses. Most of them (19) went to Yale University, while others went to Harvard, Stanford and Notre Dame.

Born in Sorocaba, São Paulo, Pedro Navarro attended a summer course abroad at his very first year as an Ismart fellow, in 2013. He went to the University of Notre Dame and had the chance to explore life at an American university

## Universities seek students with high potential

- Summer programs are short courses that take place at American universities. Students attend theoretical and hands-on classes conducted by professors or graduate students, as well as cultural and sporting activities. During the program, they stay at the campus dorms. The objective is to show students how the university works and "conquer the hearts" of youngsters with high potential, such as Ismart fellows.



Pedro, Marina, Gustavo and Keyla, Ismart students who were granted scholarships to study at American universities

for a few weeks. "That made me want to go back there", Pedro says. Three years later, he applied for (and was admitted to) Notre Dame for undergraduate studies. This future chemical engineer's classes (who is now 18 years old) started in August, 2016. "The examples of so many inspiring people at Ismart and my personal pursue for excellence are the main contributors to this accomplishment."

Just like Pedro, another three Ismart fellows were admitted to American universities in 2016. 18-year-old Keyla Carvalho started studying Journalism at the University of São Paulo (USP), but she has now moved to Chi-

cago to study at the prestigious Northwestern University. "Wherever I go, I always talk about Ismart. I want to enjoy my position as a future journalist to promote the importance of education."

Marina Sutija was accepted at Lehigh University, Pennsylvania. The 18-year-old student wishes to use the knowledge she will acquire at the college of Chemical Engineering to help clean up Brazilian rivers. Born in Carapicuíba, countryside of São Paulo, she has questioned the reasons for so much pollution at her city's river from a very young age. "Will it be possible to treat Pinheiros and Tietê rivers one day?", she

uses to question herself. Bringing external knowledge to Brazil was Gustavo Silva's dream. He is now 17 years old and is studying at Dartmouth, an Ivy League university. He was granted a scholarship that is directed to youngsters from developing countries and wishes to study political and social matters.

"Here I have funding to research, take part in internship programs at international agencies and meet people who are world references in their fields", he says. "I will be able to research about issues that are Brazilian-specific and about ways to act on them."



# MULTIPLYING EFFECT

Examples of dedication and perseverance, Ismart students transform their own lives and cause a positive multiplying effect on people around them.



**Brothers (and fellows)**  
Alexandre Lima has been a fellow since 2011 and encouraged his younger brother Rodrigo to apply for Ismart's selection process



Jessica Andreotti is now a junior at the Mathematics course from USP



## THE POWER OF A GOOD EXAMPLE

HOW THE ADMITTANCE OF TALENTED STUDENTS AT ISMART'S SELECTION PROCESS CHANGED THE LIFE OF AN ENTIRE FAMILY IN SÃO JOSÉ DOS CAMPOS, SP

Jessica Andreotti's life was not the only one that underwent a "revolution", as she herself puts it, when she entered Ismart in 2009 - the lives of the student's family also changed a great deal. Her mother, Vanessa, went back to her own studies and Jessica's younger sister started dedicating herself more to school in search for better opportunities.

Vanessa was 16 years-old when she gave birth to Jessica and she faced a lot of hardship to finish high school. She worked as a cleaner in São José dos Campos in order to make ends meet. Jessica grew up and, when on 7th grade, her performance led her school principal to refer her to Ismart. "I could not even turn a computer on at the time",

Vanessa, who is now 36 years-old, says.

Jessica was accepted at Alicerce Project and became an even greater source of inspiration for the whole family. Vanessa says that sitting down to study with her daughter made her feel the urge to get a graduate degree. Feeling motivated, she applied for Enem (a national exam applied to high school students in Brazil) and reached the score to study Pedagogy at a private university. She was able to secure a scholarship from Programa Universidade para Todos (ProUni, a federal program that provides subsidies for low-income individuals to pay for the tuitions of private universities).

When asked about her career option, Vanessa explains that she "realized the power of education in one's life by observing how my daughter's studies opened doors for her". She did not stop there. After graduating and attending a post-graduation course, she took the Enem again to attend the Language course at São Paulo Federal University (Unifesp).

Now, Vanessa is a public school teacher at a low-income community known by its high crime rates. "Teaching at this school was a personal choice", she says. One of her priorities in the classroom is to make her students comprehend the power of studying as a life-changing opportunity. Due to that, she promotes Ismart at her school. She was thrilled to see one of the school students be approved at the last selection process.

Jessica's younger sister, Jennifer, who is 16-year-old, was also influenced by Jessica's admittance to Ismart. Determined to study at a better school, Jennifer started attending the prep course for Colégio Embraer Juarez Wanderley, which is an educational benchmark in the city. She landed a spot and is now a high school sophomore.

What about Jessica? She is currently a junior at the Mathematics course from the University of São Paulo (USP) and works as an intern at a consultancy firm. She still believes that there is always room for improvement for those with will power, regardless of their financial conditions. She says: "Ismart has the power to make people get away from their comfort zone to change their own lives".

# THE ATTITUDE OF A PROTAGONIST

ACADEMIC PERFORMANCE AND ENGAGEMENT IN SOCIAL PROJECTS ENABLED THESE COLLEGE STUDENTS TO LIVE INTERNATIONAL EXPERIENCES

It is very common to identify cases where Ismart fellows encourage their younger brothers and sisters to apply for the selection process. Alexandre Lima, a 19-year-old Mechatronics Engineering student, entered the project in 2011. He is a major inspiration to his brother Rodrigo, recently approved for an Ismart scholarship at Colégio Objetivo, where he will be attending the 8th grade. However, Alexandre did not stop there. Responding to his urge to impact more young talents, he engaged in social projects, which opened doors to several opportunities for personal and professional growth.

One of Alexandre's first extracurricular activities was as a volunteer teacher at Bem Gasto, a not-for-profit project that provides financial instruction to youngsters and adults. He was also an intern during his holidays at a microcredit company for entrepreneurs; his role was to support small businesses' owners in Paraisópolis.

He is currently ahead of Descobrimdo o Sonho Jovem, a project created in 2013 by Gustavo Torres and João Araújo (Ismart fellows themselves). "I knew Gustavo and João from before and was aware of the good job they did", Alexandre says. "Then, I concluded that I did not need

Alexandre Lima studies Engineering at Insper São Paulo



48

Ismart fellows are brothers and/or sisters

to start a new project from scratch - instead, I could join them on their existing one."

The project assists over 100 youngsters. They gather regularly at a venue in Capão Redondo, in the outskirts of São Paulo. They work in groups, on a circle, and use design thinking techniques. "We want them to find ways to fulfill their dreams and accomplish their goals".

Alexandre's school history and engagement with social projects opened doors for him. In 2016, he was amongst the five young Brazilian talents who were selected to spend a month in the USA for a cultural immersion program sponsored by the Department of State. "I came back to Brazil with a very different take on how the public sector can impact people's lives and I keep on thinking of how I can contribute to the matter."

He was also amongst the four "ambassadors" selected for Brazil Conference - over 2,000 candidates applied for the spot. The event was organized by Brazilian students at Harvard and MIT and addressed the problems currently faced by the country. The "ambassadors" must share the knowledge acquired during the conference in the USA with their peers in Brazil.



# EXCHANGE OF KNOWLEDGE

INSPIRED BY THE MULTIPLYING EFFECT, ISMART FELLOWS CREATED A SOCIAL PROJECT THAT PREPARED OVER 1,000 STUDENTS FOR KNOWLEDGE OLYMPIADS

Oswaldo Pimenta Junior, currently a Mechanics Engineering student at Universidade Estadual Paulista (Unesp, State University of São Paulo), was directly impacted by Ismart's multiplying effect. His history with the institute started in 2009 in his hometown, Santa Isabel, in the São Paulo metropolitan area. This is the year he entered the project Olímpicos de Santa Isabel (OSI, Olympiad Members of Santa Isabel), a course specialized in preparing students for academic contests. Oswaldo's teacher and OSI founder Marco Antonio Pedroso was an Ismart fellow at Colégio Etapa. "Entering OSI was a major revolution in my life. My plans were very limited till then", Oswaldo says. By the end of 2009, he applied for (and obtained) an Ismart scholarship.

Upon Marco Antonio's admission to MIT and his moving to the USA, Oswaldo took over OSI's leadership. Nowadays, the course has 12 teachers - all of which are former students. Most of them are Ismart fellows. "As our students become more mature, they come back to the course as teachers. This is part of OSI's DNA", Oswaldo says. The project has benefited more than 1,000 young talents since its foundation.



*OSI was founded by an Ismart fellow and has revolutionized my life*

**Oswaldo Pimenta Júnior,**  
Oswaldo Pimenta Junior,  
Mechanics Engineering Student at Unesp

According to Oswaldo, Marco Antonio created OSI based on his experiences at Ismart, where fellows helped each other. That motivated him to bring to life a similar initiative in his hometown. "I also fell in love with the idea when I entered Ismart and met the fellows' network", Oswaldo, who is now 21 years old, says. "I see people making a huge impact in their communities."

## 'We wish to see students taking on more protagonist roles each day'

• Basic Education Manager Inês França, who was involved in Marco Antonio's selection for the project, says the fellows' will to propagate the opportunities and the knowledge gained at Ismart is virtually "automatic". She nevertheless emphasizes that some students may need some time before taking to action, and that this is understandable. "Our objective is to see them more engaged and taking on more leading roles each day, both at Ismart's internal activities and in the many journeys they are yet to go on during their lives."



Julia Silva invited Ismart's and college friends to teach at a prep course

## 'The will to give back is really strong'

• According to Higher Education Development Program Manager Celina Costa Pinto, Ismart college fellows demonstrate a lot of gratitude for the opportunities they had and feel empowered to bring their ideas to life. "They all talk about their wish to reciprocate and to provide others with what they have received from the institute", she says.

to build a social project in her community, but she was afraid of failing. "I attended Ismart's coaching program and was convinced to put my plans into action."

With the help of other Ismart fellows, she founded a course for preparing students for Enem in 2015. She taught English and corrected students' essays. "I felt like I made a real difference for students that persevered", she says. "Having some of students accepted at universities is the greatest feeling in the world."

Anna Carolina Oliveira is a 33-year-old who attended the prep course and was approved to study Languages at the Federal University of Rio de Janeiro (UFRJ). "I had difficulties writing an essay in the style required by Enem, but, with Julia's support, I was able to overcome them", Anna says. She had given up her studies at the age of 20 after giving birth to a baby girl.

# FOCUS AND PERSEVERANCE

Juliana Fernanda Silva is a 20-year-old college student and an Ismart fellow who lives in Vidigal, a low-income community in Rio de Janeiro. She decided to propagate the knowledge she acquired at Ismart. After Julia entered the University of Rio de Janeiro Law School, she wished

ISMART FELLOW CREATES A PREP COURSE IN VIDIGAL COMMUNITY AND HAS A LOW-INCOME STUDENT APPROVED AT UFRJ





*Ismart has changed my life and made me want other young talents to have the same opportunity*

**Bárbara Zaccarias,**  
Business Management student,  
visited 32 public schools in 2015



**101**

**fellows visited public schools to promote Ismart's opportunities**

**297**

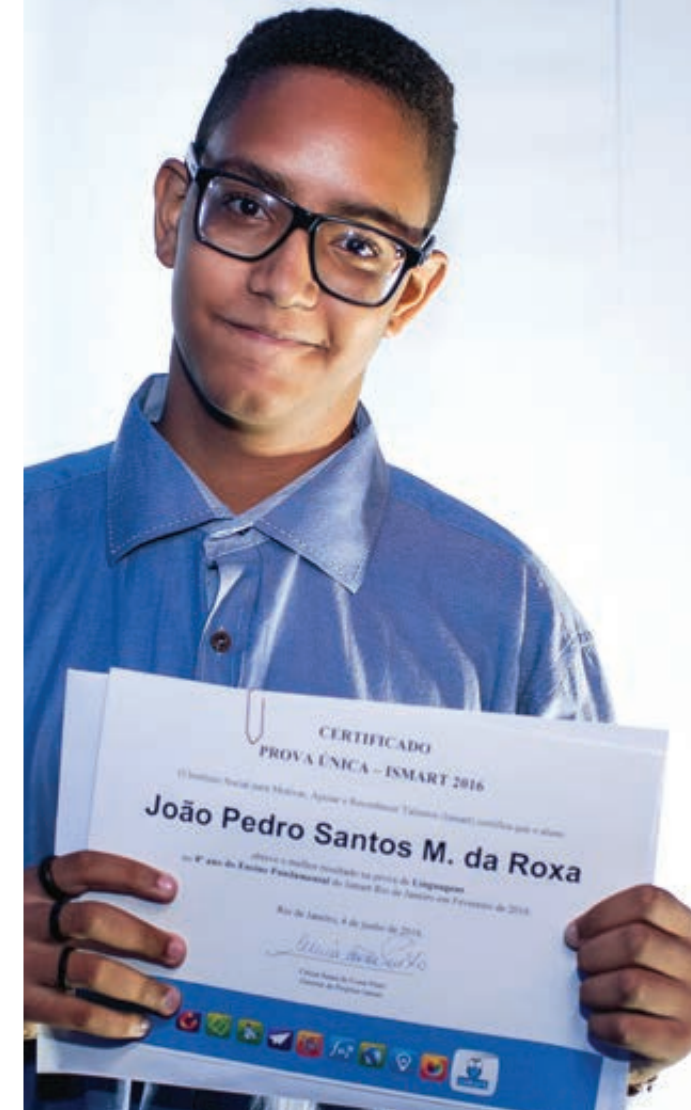
**public schools were visited**

**3.421**

**candidates came from the visited public schools**

**73**

**students who were accepted in the 2015 selection process came from schools visited by the Liga do Futuro**



## JOINT ACTIONS

**PROJECT ENCOURAGES FELLOWS TO VISIT PUBLIC SCHOOLS AND SPEAK ABOUT THE SELECTION PROCESS, OPENING ONE MORE CHANNEL FOR PROMOTING ISMART'S OPPORTUNITIES**

In order to encourage students to become multiplying agents, in 2014 Ismart created a project called Liga do Futuro (The Future League), which promotes several volunteering activities and helps raise awareness on the sense of community and protagonism in young talents.

The League's flagship action is visiting public schools to promote Ismart's selection process. Students who participate in the activities get points for each school they visit. The points (called "ligabytes"), in their turn, can be exchanged for awards, such as movie tickets and gift cards from bookstores.

In 2015, 101 students visited 297 schools. Bárbara Mayumi Zaccarias, a student from São Paulo, was the most engaged one - she visited 32 schools during the year she was taking the universities' entrance exams. "Since I had the chance to change my life because of Ismart, I thought it was important that other people to hear about the project", she says. She is currently a freshman at the Business Management course from Mackenzie University.

In Rio de Janeiro, 14-year-old João Pedro Roxa learned about Ismart in 2015 when his school received the visit from an Ismart fellow. He got in-

terested in Alicerce Project, applied for the selection process and was approved. He is currently enrolled in 8th grade of Miguel Ângelo City School and attends Ismart's prep course at Colégio de São Bento. "I had never heard about Ismart before and was very surprised that such a project existed", he says. "When the older fellow visited my classroom and spoke about Ismart, I decided I wanted to have the same opportunity she did."

João Pedro compares Ismart students to 'miners' - "The new fellows who we discover are raw gems that Ismart polishes in order to turn them into beautiful, valuable diamonds."



*I only heard about Ismart because a fellow came to my school to promote the selection process*

**João Pedro Roxa,**  
Alicerce Project student at Colégio de São Bento





Bruna was Matheus' tutor in 2014, when he entered Ismart

# SENSE OF COMMUNITY

LIGA DO FUTURO ALSO ENABLES STUDENTS TO EXCHANGE ACADEMIC KNOWLEDGE AND PUT THE "ISMART WAY OF BEING" INTO PRACTICE

Liga do Futuro also encompasses mutual aid programs created to enhance the sense of community amongst fellows and enable the exchange of knowledge. The program called Aluno Tutor (Tutor Student) is an example of that. The institute pairs up fellows to share experiences about the "Ismart way of being"; to create a contact network within the community; to exchange information about school topics, universities' entrance exams, high school entrance exams, study methods and the like; and to develop skills such as speaking in public, attentive listening and cooperation.

Bruna Torrano is an Ismart fellow enrolled in the 2nd year of high school at Colégio Objetivo, in São Paulo, and she remembers who was her tutor from 2013, when she entered the project. "She was my first role model in the Ismart way of being", she says. In 2014, on 9th grade, Brunna decided to be a tutor and took on the responsibility to help a younger colleague with academic difficulties. "It was a valuable experience, because I channeled all the pressure towards myself rather than on him. I wanted to give my best to help him."

Bruna's tutee was Matheus Machado, who is a high school freshman. "She reassured me when I got bad grades, as this is quite common among the project fellows at the beginning, and helped me catch up with the content from some disciplines I had more difficulties with", he says. "Bru-

76

fellows taught consolidation classes and thematic lessons at Uma Mão Lava a Outra in 2015

306

students attended the lessons

na also gave me tips on behavior and interpersonal relationships, which made me grow."

Another Liga do Futuro's mission is Uma Mão Lava a Outra (UMLO, Two-Way Road). At this program, fellows teach consolidation classes to young students, as well as thematic lessons that address different topics of the monitors' personal interest. The goal is to enable the exchange of knowledge among students from different schools and Ismart projects.

In 2015, UMLO attracted 76 monitors and 306 attendees. College student Janaina Souza de Oliveira studies Production Engineering at PUC-Rio and taught a class on time management. "I had read three books on the topic and thought of sharing what I had learned with younger Ismart fellows."

## A two-way road

• Ismart students are agents of transformation in their families and communities when they foster dreams and new perspectives. Furthermore, within the network itself, they are used to helping each other, sharing knowledge and encouraging peers to excel.

The good examples brought about by fellows tend to cause impact even at the private schools they attend. After all, those are students who go above and beyond to make the best of their opportunity of receiving education of excellence.

"Ismart students are awe-inspiring", Basic Education Manager Inês França says. "When they enter the partner schools, they become references of persistence and dedication."



*When I entered the project, my tutor was my first role model about what being an Ismart student really meant*

**Bruna Torrano,**  
A fellow at Colégio Objetivo who attended Ismart's Aluno Tutor program





# GREAT OPPORTUNITIES

In order to stimulate the social promotion of young talents assisted by the project, Ismart relies on the support of dozens of partners; the idea is to open doors so that students have access to great opportunities.

**Cultural repertoire**  
Bolsa Talento fellows Bárbara, Dominique and Paulo watched concerts at Sala São Paulo thanks to an Ismart's partner



# RECEPTION AND DEVELOPMENT AT THE SCHOOLS

Ismart can only successfully accomplish the goal of transforming talents into protagonists of the future due to its extensive network of partnerships. For instance, the institution counts on financial supporters, who contribute to the maintenance of fellows at Ismart Online, and on organizations that donate products and services or offer venues for events.

It is also important to mention the support from the secretaries of education, school principals, pedagogical coordinators and teachers, as this network enables the promotion of opportunities at public schools. There are also operational partners - individuals, companies and institutions that aid in the development of the institute's activities.

The private schools that receive the fellows are amongst the major project's partners. There are currently 18 institutions offering high-quality education to primary and secondary school Ismart students in Cotia, Rio de Janeiro, São José dos Campos, São Paulo and Sorocaba.

One of the first Ismart's partner private schools in São Paulo, Objetivo currently has 98 fellows enrolled, both from Alicerce and Bolsa Talento projects. The partnership with the school started in 2005. According to Maria Luiza Guimarães, General Coordinator of High School and Principal of Colégio Objetivo Integrado and of Centro Interescolar Objetivo - Avenida Paulista, the rea-

## ISMART STUDENTS ARE CURRENTLY DISTRIBUTED AMONG 18 PRIVATE SCHOOLS WHERE THEY HAVE ACCESS TO HIGH-QUALITY EDUCATION

sons for the successful and long-lasting partnership are the common goals combined with the ethical and serious work done by Ismart team.

"The fellows' selection is very well done. We feel confident about that. Besides, there is a constant follow-up after the student enters the partner school", Maria Luiza says. "The school provides the scholarship and the class material. Ismart, in its turn, provides psychological support, contact with the families and funds for transportation and meals."

As the main outcomes of the partnership, Maria Luiza highlights the acceptance of students at top-notch universities and the awards conquered at national and international knowledge contests. "For an Ismart student, academic challenges are not enough. They always want more: more books, more classes. The school only needs to keep up with their expectations", she says. Ac-



Ana Beatriz Barros is amongst the 91 Ismart fellows at Colégio Bandeirantes



*Academic challenges are not enough for an Ismart fellow. They always want more: more books, more classes*

**Maria Luiza Guimarães,**  
General Coordinator for High School and Principal at Colégio Objetivo Integrado and Centro Interescolar Objetivo - Avenida Paulista

According to her, many fellows attend extra classes organized by Objetivo with a focus on preparing students for knowledge contests.

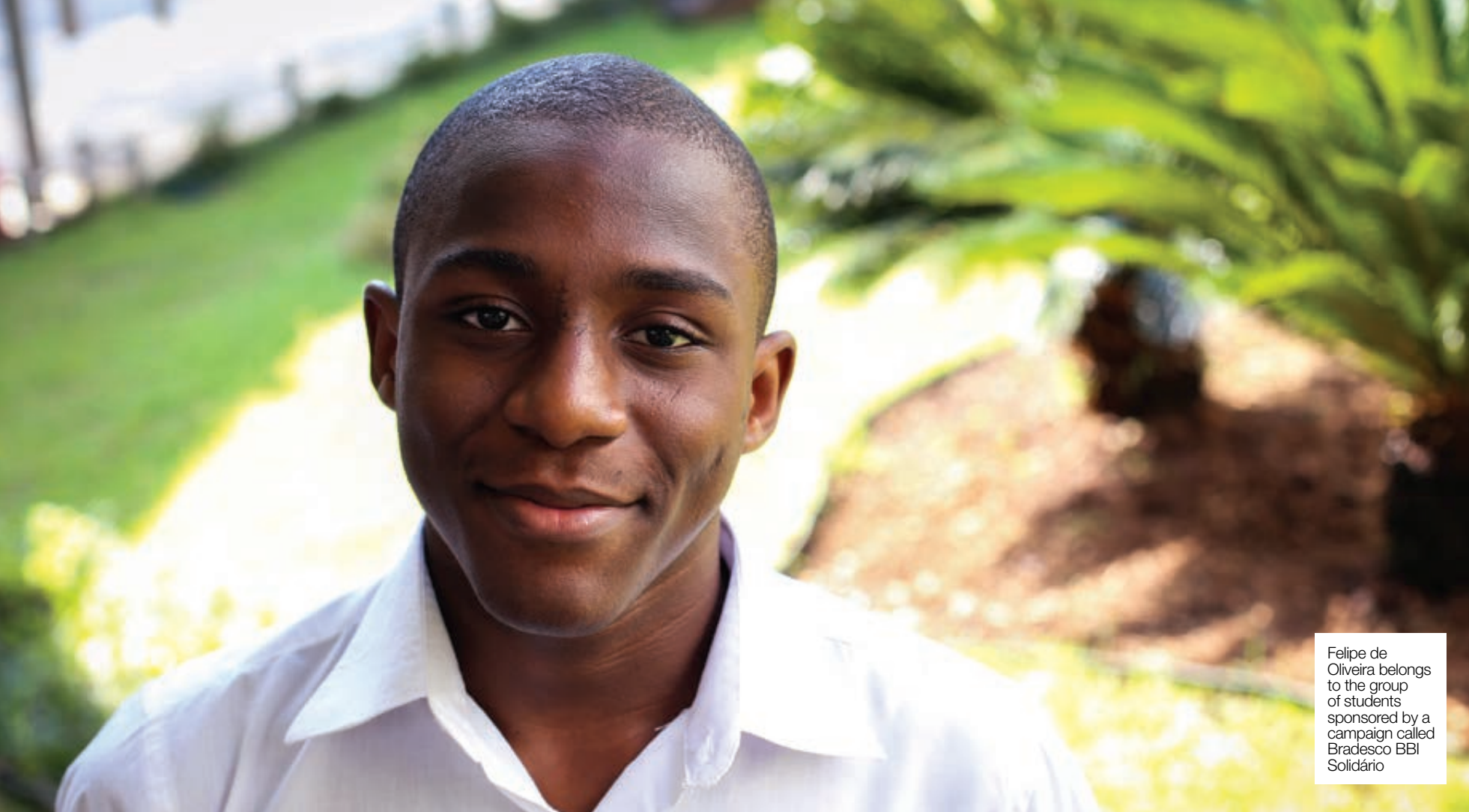
The President of Colégio Bandeirantes, Mauro Aguiar, also celebrates the outcomes from their partnership with Ismart in São Paulo. "Many students have successfully concluded their studies at Bandeirantes and entered excellent universities. Some of them have even been accepted at American universities. This is very rewarding."

He also highlights the influence of fellows over other students from the private schools - youngsters from high middle class who, according to Mauro, come to appreciate the value of dedication. "With much fewer material resources, Ismart students are amongst the best in the school."

The educator highly compliments the 91 fellows currently enrolled at Bandeirantes between the 8th grade and the senior year of high school. He says they are "intelligent, extremely diligent and humane" and adds that they "reciprocate the love and attention they receive very well."

For Mauro, the cornerstone of the partnership between Ismart and Bandeirantes are the common values shared by both institutions. "We highly identify with the project's proposal, which is to help transform Brazil through education, giving opportunities to talents based on meritocratic criteria", he says.





Felipe de Oliveira belongs to the group of students sponsored by a campaign called Bradesco BBI Solidário

# SOCIAL INVESTMENT

The sponsors' support for fellows is critical for Ismart's activities. Thanks to partners' resources, Ismart can enhance the work done and increase the project's reach, changing more young talents' lives and thus expanding the positive impact over society.

In 2015, the bank Bradesco BBI supported 10 students from the senior year of high school at Colégio Bandeirantes in São Paulo through their campaign called BBI Solidário (Solidary BBI), in which the bank's employees voluntarily raise funds to invest in social projects. In 2016, the

## FINANCIAL SUPPORTERS CONTRIBUTE TO THE MAINTENANCE OF FELLOWS AND THE EXPANSION OF ISMART ONLINE

bank expanded the sponsorship and supported other 18 college students.

According to Bradesco BBI Executive Director Renato Ejnisman, the bank chose to invest in Ismart because the bank's staff values education and is willing to cause a concrete impact in society. "We see Ismart as a chance to contribute to kids who excel at their studies and to focus on those who have the potential to propagate the benefit", he says. He also says that, besides the sponsorship, they intend to contribute to the institute's activities—for instance, receiving visits from fellows so that they get to know the routine of working at BBI.



*We see Ismart as a chance to contribute to kids who excel at their studies and to focus on those who have the potential to propagate the benefit*

Renato Ejnisman,  
Bradesco BBI Executive Director

The World Bank became Ismart's partner in 2015 through a similar action. The employees from the organization in Brasília raised funds voluntarily through a global campaign called Community Connections. The funds were donated to the institute. The bank set a target for the campaign: if employees' participation rate reached 55%, the bank would double the donated amount. The target was met and hence the value donated to Ismart was duplicated.

"Since the bank's name is on the campaign, the institutions must showcase proven reputability. Ismart contemplates kids, youngsters and education, all of which are highly valued by our employees, and is a reputable institution", Juliana Brescianini, Assistant for the Board of Directors' Projects of World Bank in Brazil, says. For her, Ismart is a "beautiful and deep" institution that "works on small actions that have a ripple effect

through the entire society".

The World Bank's donation was destined to the structuration of Ismart Online. In its turn, the resources invested by Roberto Miranda de Lima, from Autonomy Investimentos, in 2015, were applied in similar fashion. "Ismart has developed an impressive methodology to identify talents", he says. "Everything these kids have already accomplished, given their history, is remarkable. What we truly enjoy is that Ismart Online reaches a greater range of students. I believe this is critical to make a difference."

Roberto considers the institute's work as "essential" for Brazil. "Due to all our inefficiencies, a lot of great talent is lost on the way. Ismart allows these kids to evolve and contribute to the country in the future."

## Expanding the repertoire

Besides providing access to high-quality education at top-notch private schools, Ismart is also concerned with the development of the fellows' socioemotional and cultural repertoire. In this sense, it searches for partners that enable access to venues the students are not used to visiting, such as concert halls, thus aggregating references and enriching the students' perception of the world around them.

In 2015, the institute approached Santa Marcelina Cultura (SMC), responsible for projects such as Guri - the initiative encompasses musical instruction and sociocultural inclusion for children and teenagers, mostly from low-income backgrounds in São Paulo metropolitan area. "Ismart's and SMC's missions are connected in the sense that both institutions are primarily focused on the formation of youngsters", SMC's Artistic and Pedagogical Director, Paul Zuben, says.

Once a month, SMC provides free tickets for Ismart students and their relatives to watch concerts from Tom Jobim, a music school from the state of São Paulo. "It is important to ensure the students build a repertoire. They must read books and go to concerts. Should they not receive proper cultural formation, their social life can be compromised", Paulo says. According to him, the partnership has borne yet other fruit. In 2016, SMC promoted Ismart's selection process among their young musicians. The exchange of knowledge between the institutions intensified and focused on indicators and best practices.





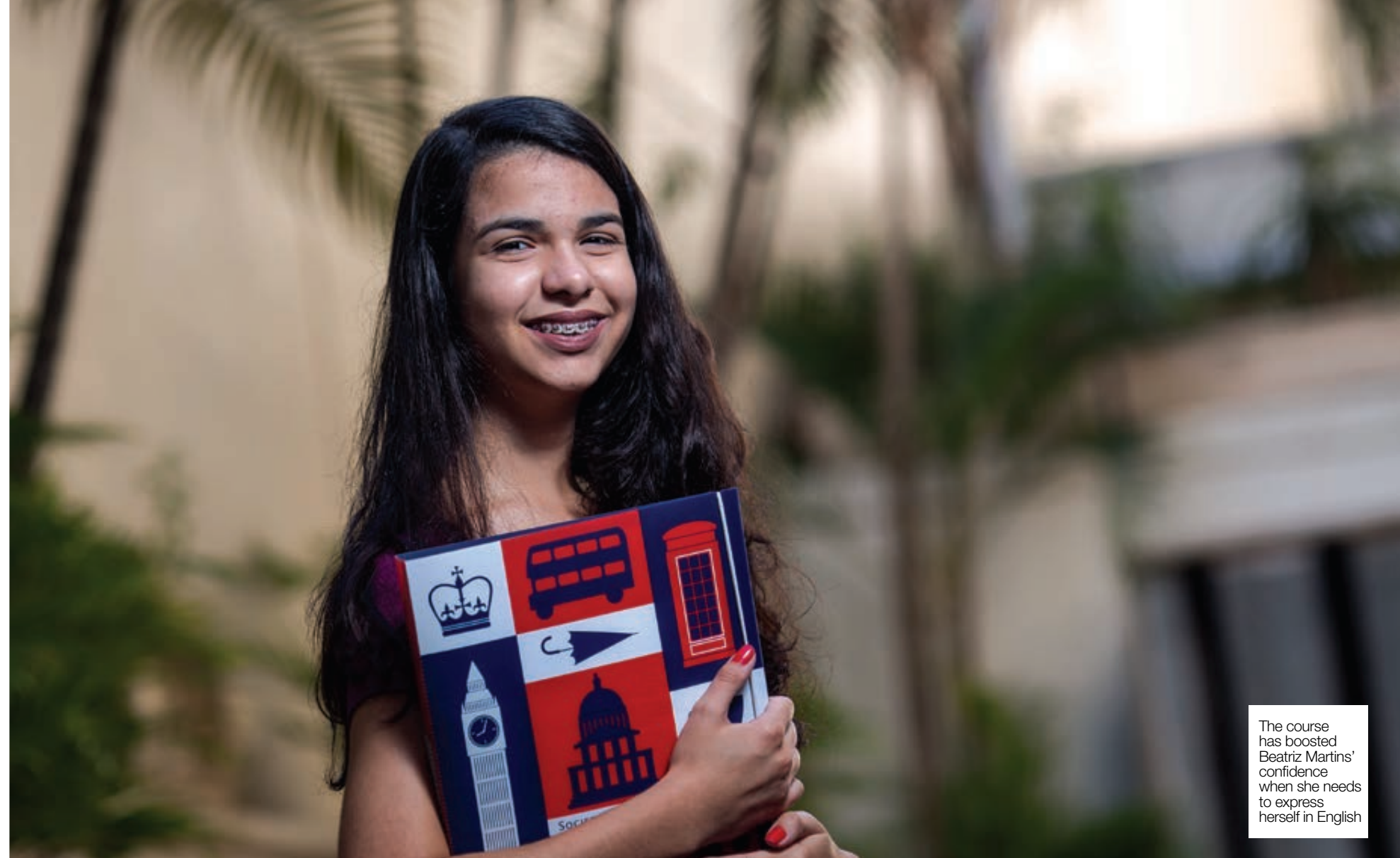
*I would like to take a post-graduation course abroad, and this is another reason why English is really important to me*

**Beatriz Garcia Martins,**  
A fellow at Sociedade Brasileira de Cultura Inglesa

LANGUAGE COURSES  
OPEN DOORS FOR ISMART  
STUDENTS TO LEARN TO  
COMMUNICATE IN ENGLISH

ismart has also established a partnership with language courses with the aim to enrich their cultural repertoire and open new opportunities to students. In São Paulo, the main supporter is Cultura Inglesa - the institution offered 125 full scholarships in the first semester of 2016. In Rio de Janeiro, 72 students have a full scholarship at Sociedade Brasileira de Cultura Inglesa (SBCI, in Portuguese).

According to Ismart's Basic Education Manager, Inês França, English is usually the subject with which students struggle the most. "They display some difficulty with it when coming from public schools and we stand up to resolving the issue",



The course has boosted Beatriz Martins' confidence when she needs to express herself in English

# ENGLISH AS A TOOL

she says. Every Alicerce Project fellow has access to Rosetta Stone, an online language learning platform. In their turn, high school and college students may be referred to complementary

scholarships in partner language courses. .

In the case of high school students, studying English allows them to prepare for summer cou-

rses and to dream of studying abroad. College students, in their turn, can leverage language knowledge for reaching higher positions in the job market.

Beatriz Garcia Martins, a 16-year-old student from Rio de Janeiro, benefits from these Ismart's partnership. She has been a SBCI's fellow for two years. "The course boosted my confidence, especially in speaking", the student says. She is enrolled in 2nd year of high school at Colégio pH and wishes to study Economics at the university. "I would like to take a post-graduation course abroad, therefore English is really important to me."



*Each one has decided for a unique path, and I help them use English to tell their stories*

**Anelisa Macedo,**  
Ismart fellows' English teacher

## GOING FURTHER

ISMART REFERS STUDENTS  
FOR COURSES THAT PREPARE  
FOR USA UNIVERSITIES'  
APPLICATIONS

When students demonstrate the will and the potential to undertake higher education abroad, Ismart assesses their profiles and school performance and may refer them to specific prep courses for applications to American universities, including Fundação Estudar's Prep Scholars and EducationUSA's Oportunidades Acadêmicas (Academic Opportunities). The latter is an official governmental agency from the USA that promotes higher education in the country.

In addition to that, there is a course specifically targeted to Ismart fellows, sponsored by an institute's supporter and taught at Colégio Bandei-

rantes, in São Paulo. Students learn to introduce themselves and to speak about their experiences. "I always say that they must illustrate who they are and tell stories that set them apart from others", their English teacher, Anelisa Macedo, says. "Each one decided for a unique path, and I help them use English to tell their stories."

The course has been offered by Ismart for 5 years and help students that are trying a spot in summer courses at the American universities - an experience that allows youngsters to know the routine of an American college in loco, build up their repertoire and live new stories to write about in their essays. Thirty fellows have already had the chance to attend programs like these.

According to Anelisa, her course at Bandeirantes allows students to enhance a set of skills, broadening their chances of getting scholarships in the USA. "Ismart students are determined and open to guidance. They do whatever is necessary to achieve their goals", she says. There are currently seven Ismart fellows enrolled in American universities and one has already graduated from MIT.



# CHOOSING A PROFESSION

In order to ensure college candidates make career choices that are connected to their life plans, Ismart created a program called Conexão Profissão (Professional Connection) in 2015. The program's success also relies on partnerships with individuals and organizations that may open doors to fellows.

At Conexão Profissão, students from the senior year of high school spend a day accompanying a professional of a field of their interest. By doing so, fellows may have an in-depth experience of the routine of a professional in that field.

Dr. Ho Yeh Li, an infectious disease specialist at the Hospital das Clínicas (HC) = part of the University of São Paulo Medical School - is one of the volunteers who welcome fellows interested in becoming physicians. "I take the students to accompany me in my activities at the intensive care unit during a whole day", she says. "In Brazil, we must choose our careers at a very early stage in life. Many build an image of the profession based on common knowledge, which can sometimes be idealized or even romanticized. Those concepts do not always hold true, which can frustrate many professionals in the medical field."

Suzy Yoshimira is the Director of Fundação Via Varejo, an Ismart's financial supporter. She also believes that choosing a university course is a tough task. Because of that, she welcomes students from Conexão Profissão. "A single course can pave the way for different career paths. For instance, a person who studies Administration can work at the Administrative Department or at

## PARTNERS OF ISMART'S GUIDANCE PROGRAM WELCOME COLLEGE CANDIDATES AND DEMONSTRATE THE ROUTINE OF PROFESSIONALS IN DIFFERENT FIELDS

the Human Resources Department. In their turn, individuals who study Advertising can work at an advertising agency or at a company", she says. For her, Ismart's program can even have an impact on the professionals sharing their routines with the students - "the employees may come to rethink the meaning of their job".

For Bruno Turra, Human Resources Director at the consulting firm called Falconi, being a Conexão Profissão partner is critical. "We are a company that values people and knowledge, and our vision of the future is based upon the formation of great individuals", he says. "Youngsters are very important to us. In the long run, Falconi will be formed by youngsters that will come to work with us."

Falconi's associates themselves accompany the young talents in their visit. "We introduce college candidates to our working methodology", Bruno says. "They have the highest vision one can have of the company. Not only do we want to educate people but also trigger their interest in applying for our selection processes in the future."

## Support in many fronts

- In addition to welcoming young talents from Conexão Profissão, Fundação Via Varejo sponsors fellows, provides financial support to Ismart Online and seeks to build synergy among the institutions in which they invest. The foundation already took Ismart students to the Museum of the Portuguese Language and to concerts performed by São Paulo Symphony Orchestra (Osesp).



*I take Ismart students who are interested in becoming physicians to accompany me during my activities at the ICU*

Ho Yeh Li,  
Infectious disease specialist  
at the Hospital das Clínicas  
de São Paulo



Law student Itamize Oliveira and her coach Claudia Pereira

# FOCUS ON THE CARRER

AT HIGH SCHOOL, ISMART'S FOCUS IS UPON PREPARING STUDENTS FOR CHOOSING THEIR COLLEGE COURSE AND BUILDING A LIFE PROJECT; WHEN THEY REACH COLLEGE, THERE ARE PROGRAMS TO COMPLEMENT THEIR FORMAL EDUCATION

Ismart has created programs to help students in their journey towards the job market. With the aid of partners, fellows have the chance to know themselves better during coaching; make contact with outstanding professionals in the field, who become their mentors; and to prepare for selection processes for internships, trainee programs and job positions.

The concept behind the program known as Programa de Desenvolvimento do Ensino Superior (Higher Education Development Program) is to expand the fellows' repertoire and world perspective so that they can feel prepared to compete against other youngsters at the job market.





The coaching process helped Itamize to get ready for an exchange program

# COACHING: SELF-KNOWLEDGE

**R**eleased in 2013, the coaching program's primary goal is to accelerate and/or enhance students' professional and personal development with the assistance of spe-

cialized professionals. Ismart intends to provide students with the possibility of knowing themselves better, increasing their performance and making decisions that are more connected to their life goals.

The program has provided support to 139 college students since its creation. They have learned to develop organization, focus, concentration, and objectivity skills to better manage their professional and personal lives. The coaching program lasts six



*Our partner coaches are professionals with strong qualifications and experience in corporate and/or academic careers. They have internationally recognized specializations and certifications in coaching methodology, besides vast experience in human development (particularly of young talents)*

**Celina Costa Pinto,**  
Higher Education Development Program  
Manager at Ismart

months, during which up to eight meetings - either in-person or via video calls - are held.

"Our partner coaches are professionals with strong qualifications and experience in corporate and/or academic careers. They have internationally recognized specializations and certifications in coaching methodology, besides vast experience in human development (particularly of young talents)", Celina Costa Pinto, Ismart Higher Education Development Program Manager, says

Claudia Pereira, a Consulting Manager for Grupo DMRH/Cia. de Talentos, took part in the program's formulation and, as a coach, provi-

ded support to 12 Ismart students. According to her, the fellows are rather hard on themselves and enter the coaching process to get to know themselves better and connect to the moment they are living.

Claudia says it is common for Ismart college students to be the first ones in their families or communities to achieve such a high degree of education. "That is why it is still difficult for them to see they can go the distance, and we help them realize that", she says. Another common topic discussion is the fear of shying away from their roots.

In this case, skills are trained in order to develop the ability to juggle and be flexible. "They must have the ability to talk to different people about different subjects. For instance, it is talking to dad about soccer on the weekend and also about serious matters in a work meeting." According to Claudia, fellows tend to have strong bonds with their families, and relationships become easier when they learn to be more flexible.

The coach explains that, due to being very proactive and involved in a number of activities, students often need guidance in order to learn how to organize themselves and coordinate their appointments. "Their sense of obligation with reciprocating the opportunities they have been given is strong. For that reason, when looking for an internship, they want to see meaning in what they do. They want something bigger than themselves."

Itamize Oliveira, a 21-year-old Law student at FGV (Fundação Getulio Vargas), had Claudia's assistance between the second semester of 2015 and the first semester of 2016. She has just boarded a plane for an exchange program at the University of Cantabria, in Spain, and says the coaching process helped her organize for the trip.

In addition, the program was crucial in order for Itamize to look for an internship to which she could relate more. "The coaching was a turning point in my life. I am more aware of what I want and I am now calmer and less anxious."

## Mentorship: Enriching Exchange

- The goal of Ismart's mentoring program is to assist students in their career development through the interaction with great professionals and the establishment of a relationship network in their area of interest—an exchange that can be enriching for both mentor and mentored alike.

Fernando Souza de Oliveira, who has just graduated from Production Engineering at the Federal University of Rio de Janeiro (UFRJ) and now is a trainee at DeMillus, a lingerie manufacturer, learned a lot by being a mentee. He was mentored by Gabriel Carvalho, a Burger King Manager, who is currently based in London.

"My mentor shared his work experiences with me", says Fernando, who is 23 years old. "I was able to broaden my view of the market through someone who works - and has a successful career - in the field I am interested in."

For Gabriel, the main role of a mentor is to "open the eyes" of their mentees. "Ismart students have a huge potential and sometimes cannot quite see that. Mentors help them find answers to questions about careers and which ways to go."

In the executive's opinion, the advantages of being a mentor are feeling useful, the personal accomplishment, and the opportunity to be updated about the academic world. "Fernando did his undergraduate thesis on restaurants, which is very connected to what I do. It was a great exchange, as he raised some interesting points about the business."



# 'YOU IN THE MARKET'

Also with the objective of preparing fellows for entering the job market, Ismart created the program *Você no Mercado* (You in the Market) in 2015, in a partnership with Asap human resources consulting firm. Students attend workshops on selection processes and receive tips about group dynamics. They simulate job interviews and get feedback on their résumés during individual meetings with the consultants.

Carlos Guilherme Nosé, CEO at Grupo Fesap (Asap controller), says the partnership makes possible for students to access the market and puts them in touch with the companies assisted by Asap. "They are youngsters who seek knowledge on a daily basis. They are relentless and feel very strongly towards studying and learning", he says. "On top of that, they roll up the sleeves and do not wait for things to come to them on a silver platter."

The program helped 21-year-old Diego Fonseca Ferreira to obtain an internship. He studies Physics at the University of São Paulo (USP). "When I applied, I intended to know a bit more about the business intelligence area, in which I wanted to work, and also learn how to behave in the corporate world", he says. According to the fellow, the consultants at Asap analyzed his résumé, proposed adjustments and suggested that, to each selection process, he typed a new document, tailored for the desired position. "They also give tips about how to proceed in interviews, what to highlight and what to leave out. This is really helpful for shy people like me."



Asap consultants guide university students at workshop about selection processes

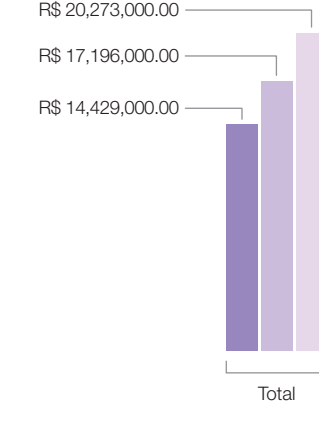
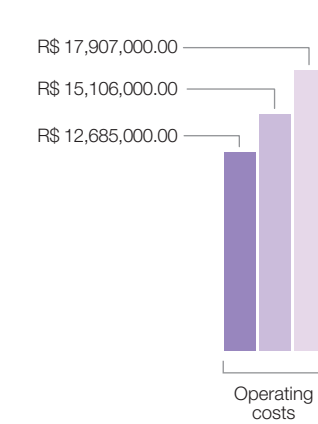
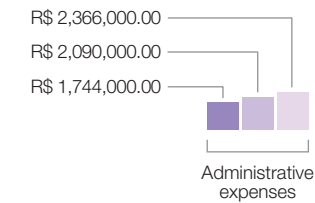
Diego was approved for an internship at Edelman Significa Public Relations Company in 2015. Later, he received two more proposals and currently works at the Internationalization

and Innovation area at Banco Itaú. "This is what I wanted to know about the market. It is super dynamic, not a single day the same as the day before", he says.

# ANNUAL BUDGET

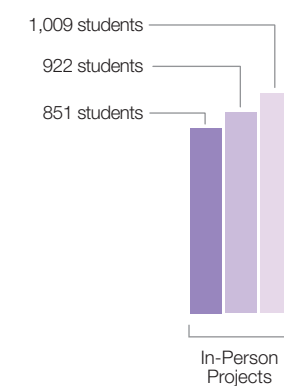
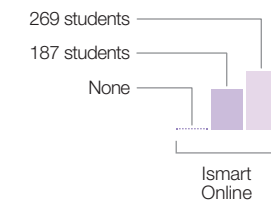
Operating costs and administrative expenses evolution

■ 2013 ■ 2014 ■ 2015



Number of students

■ 2013 ■ 2014 ■ 2015



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Sandra Blanco  
Sandro Brito



# SUCCESS

Ismart fellows reach outstanding positions at the job market, fulfilling personal and professional dreams without losing sight of social responsibility.

**Priscila Dantas**  
She graduated in Economics and now is a senior consultant at PwC





*I got out of my comfort zone and I could see my career differently*

**Ana Caroline dos Santos Accioli,**  
An Ismart fellow in Rio de Janeiro and intern at Ulhôa Canto Advogados law firm

**F**acing challenges, looking for the best opportunities and embracing changes are everyday tasks tackled by Ismart students, and they become even more evident when they get to university and the job market. This is what Celina Costa Pinto, Higher Education Development Program Manager, says. For her, earning the project's scholarship plays very well for young students. "They have already been through a process in which they were successful and thus are more prepared to overcome obstacles."

Because of her trajectory, Ismart fellow Ana Caroline dos Santos, from Rio de Janeiro, was hired as an intern at Ulhôa Canto, Rezende e Guerra, a major law firm in Brazil. "She presented a great resumé and I was glad to know she is supported by Ismart", the lawyer and the student's manager at the firm, Anna Paula Goés, says. "I have known the project for some time and I really believe in Ismart."

Anna Paula and Pablo de Almeida, the student's supervisor, spare no compliments towards Ana. "Her interest is a strength. She is always looking for new things, is eager to learn and brings new stories that help us with the cases."

At the age of 23, Ana Caroline is about to gradu-



Ana Caroline is about to graduate in Law from Uerj

## CREDENTIALS FOR THE **FUTURE**

ate from the University of Rio de Janeiro (Uerj). Before Ulhôa Canto, she did an internship at a different firm, a company and at the Federal District Court. In addition, she studied Law for six months at the University of Coimbra, in Portugal, with a scholarship from Banco Santander. "I got out of my comfort zone and I could see my profession differently", the student says. Now, she plans to go back to Portugal for a master's degree.

Ana Caroline joined Ismart in 2006, through Alicerce Project. She studied at Colégio Santo Inácio. Later, she chose Law to help society by working as a public defender. "Ismart's coaching program made me realize that there are different paths to follow in order to help others rather than the public sector", she says. This fellow has learned a great deal through practice and says she feels comfortable in the work environment

## HIGH-QUALITY EDUCATION AND PARTICIPATION IN ISMART'S DEVELOPMENT PROGRAMS PAVE NEW PROFESSIONAL WAYS FOR COLLEGE FELLOWS

at Ulhôa Canto. "They give me responsibilities and guide me at the same time."

Ana Caroline agrees with Ismart's definition of success. According to her, the personal and professional aspects of life walk hand in hand. "When I feel good at work, doing what I like the best way I can, I feel good about my personal life too."

# OPPORTUNITIES IN BRAZIL AND ABROAD

## COLLEGE STUDENTS REFLECT ABOUT THEIR NEXT CAREER MOVES AND ANALYZE THE ODDS OF HAVING EXPERIENCES IN OTHER COUNTRIES

**F**or Wallace Souza Silva, success is a synonym for balance. He says, "it is about having inner peace, being happy about your personal and professional life and helping others". At the age of 23, Wallace has been an Ismart fellow since 2006 and currently studies Automation and Control Engineering at the State University of Campinas (Unicamp). He also decided to study Computer Science.

He says CS is more aligned with his current field of work: mobile application development. Wallace works at Rapiddo, a startup whose app mediates contact between people, companies and motorcycle couriers to arrange delivery services.

Wallace now thinks about his next moves. He would like to work at a major technology company. If that does not work out, he plans to go abroad and do volunteer work. He has warm memories from his first international trip: in 2011, he participated in a Robotics Olympiad in Turkey. "Ismart made me wish to expand my horizons and repay the opportunities I have been given."

Fabio Seiti Yamada is a Civil Engineer student at Mackenzie University, in São Paulo, and has just returned from an experience abroad. He spent a year in South Korea supported by Brazil Scientific Mobility Program "Ciência sem Fronteiras", from

September 2015 through August 2016. "It was pretty hard back there. I had to study a lot", he says. Fabio entered Ismart in 2009 and is now 22 years old.

During his vacation at the beginning of the year, Fabio did an internship in a Hyundai Rotem R&D Center - a division from the South-Korean multinational company that manufactures trains, weaponry and electrical equipment. "Despite of not being exactly my area, I gained a lot of experience and had a great mentor", he says. "It was also important to know the local working culture."

On his second internship, Fabio chose to do research at Korea University, in Seoul, in order to get to know the country's reality of scientific production. Fabio's professor invited him to return for post-graduation course when he graduates in Brazil.



*Ismart made me wish to expand my horizons and repay the opportunities I have been given*

**Wallace Souza Silva,**  
An Ismart fellow since 2006 and an Automation and Control Engineering student at Unicamp



# A CAREER IN LIFE SCIENCES

STUDENTS IN COURSES LIKE PHARMACY AND MEDICINE INVEST IN EDUCATION AND FIND GOOD OPPORTUNITIES AT THE JOB MARKET

Life Sciences students also seek good positions at the job market. Jacqueline Lourenço, for instance, has put herself through four internships. She is a Pharmacy student at Anhembi Morumbi University and has worked at São Paulo Clinical Hospital assembling medication kits, at a drugstore and, more recently, at a company in the chemical industry. “Since was not my field of expertise, my boss would teach me a theoretical class once a week about what I was supposed to do”, she says. “I have learned a lot. It was really great there, but I decided to work in my area of expertise.”

Since March, this 20-year-old student has been doing an internship at Sanofi’s R&D center in Brazil - Sanofi is a French multinational pharmaceutical company. Jacqueline says that her daily activities involve doing research, manipulating raw material and “getting her hands dirty” at the lab’s workbench to check the behavior of the formulas. “It’s very dynamic. I face several different challenges every day.”

Mônica de Almeida Santos, on the other hand, is about to graduate in Pharmacy from the Federal University of São Paulo (Unifesp). This 25-year-old student career is on the rise. She was first an intern at Roche; then, she earned a position as Chemical Supply Analyst at Quintiles, a clinical research company, and is currently working as Project Coordinator at Thermo Fisher Scientific Brazil - a company specialized in the provision of scientific equipment.

Mônica is soon to take part in a project to encourage science in public schools. “Lab kits will be donated to schools, and the students will be able to visit our facilities”, she says. “This is a global project which is now coming to Brazil, and I will be part of its commission.”

Seeking self-improvement, the student has recently done a scholarship exam and earned a position for an MBA at Associação Brasileira de Comércio Exterior (Brazilian Foreign Trade Association). “I manage the importation of drugs brought to Brazil for clinical research”, Monica says. The course will last two years and its last module will take place in the USA.

## Nearly 100 students have graduated from college

• For Ismart Higher Education Manager Celina Costa Pinto, the graduate fellows are great professionals, but also great individuals. “They make us proud. The way they position themselves in life, at such a young age, is admirable”, she says. According to her, the nearly 100 Ismart students who have already completed their university degrees have excellent positions at the job market, with access to the same opportunities available to middle-class youngsters. “Some have been offered positions even before they graduated, and others have been approved in difficult trainee selection processes.”



Mônica Santos is a Pharmacy student at Unifesp and works for a scientific equipment provider

Another Ismart student with a busy schedule is 23-year-old Nicolas Rodrigues Ferreira da Silva. He is in his 5th year of Medicine at Santa Casa in São Paulo and is an intern at the university. “I take part in outpatient care, surgeries and shifts”, he says. He explains that the hands-on approach of the internship allowed for great academic, personal and professional development. “The experience of handling patients and having a professional routine with an

intense level of stress and several hours of dedication is an important preparation stage for life after college”.

After graduation, Nicolas intends to work in the Public Sector to provide better care for low-income people. He also dreams about setting up a foundation. “I have always been very keen on social matters. I volunteer at a shelter and do work for children at a church”, he says.



*“I’m about to graduate and now I’m having the experience of handling patients and having a more professional routine”*

Nicolas Rodrigues Ferreira da Silva,  
A Medicine student at Santa Casa in São Paulo





Gustavo Torres in front of his dorm in Stanford

will even live in six other countries.”

Danilo has already completed his freshman year in Minerva and while he waited for classes to begin in Germany he came back to Brazil for an internship at Ambev, in São Paulo, where he worked in an innovative project related to education. “It is very rewarding to think I have worked at something that can change people’s lives, just like Ismart changed mine”, he says. In the future, Danilo wishes to find a way to work with technology and education.

Another Ismart’s international fellow who came to Brazil in the middle of 2016 for an internship was 18-year-old Stanford University student Gustavo Torres. He was raised in Capão Redondo, in the outskirts of São Paulo, and he entered Ismart through Alicerce Project in 2010. Gustavo graduated from high school at Colégio Santo Américo and then was accepted in five different American universities: Columbia, Duke, Harvard, MIT and Stanford.

On his vacation in Brazil, Gustavo taught a free introductory course on computer science, in partnership with a colleague from Stanford. They have selected about 20 youngsters for the classes, which took place at Google Campus’s recently opened building.

According to Gustavo, this course is yet another action aligned with his life’s purpose: empowering people. “Everybody has the power to change their own stories and what surrounds them, but only few realize that and fulfill this potential”, he says. Gustavo can actually be taken as an expert on the matter: when still in high school, he and a friend created “Descobrimdo o Sonho Jovem” (DSJ), a project aimed at helping teenagers from poor neighborhoods to build life projects. Nowadays, it is another Ismart fellow, Alexandre Fernandes de Lima (read more on page 35), who runs DSJ.

Gustavo is also supported by Fundação Estudar and intends to go back to Brazil in the future and repay the opportunities he has had. Success, for him, is associated with working in something you like, believing and creating a legacy.



Victor Domene graduated from high school at Colégio Bandeirantes and was admitted to Harvard

# FROM BRAZIL TO CALIFORNIA

STUDENTS GO TO UNIVERSITIES IN THE SILICON VALLEY AND GET A CLOSE LOOK AT THE REGION’S ENTREPRENEURIAL ENVIRONMENT

After graduating from high school at Colégio Sidarta, in Cotia, Ismart fellow Danilo Oliveira Vaz started studying Mechanical Engineering at the State University of São Paulo (Unesp). However, he got disappointed with the course and also the constant strikes, since Unesp is a public university. But Danilo had the courage to reinvent himself. He applied for Mi-

nerva Schools at KGI, which offers online classes and takes students to live in seven different cities throughout the course, starting at the institution’s headquarters in San Francisco (USA) and then going through Berlin (Germany), Buenos Aires (Argentina), Istanbul (Turkey), Bangalore (India), Seoul (South Korea) and London (England).

“I have found in Minerva a way to unleash my creative aspiration and a possibility to better connect my professional and personal goals”, Danilo, who is now 21 years old, says. In San Francisco, he shared accommodation with 130 people from 37 countries, aging between 16 and 26 years old. “I believe community is the university’s most valuable asset, which has made me grow in a way I cannot describe. I am very happy with this opportunity and for knowing that I

# DOORS TO AUTOMATIC

MARCO ANTONIO AND VICTOR DOMENE CHOSE MIT AND HARVARD, ON THE EAST COAST OF THE USA, TO LEARN COMPUTER SCIENCE

Marco Antonio Pedroso was Ismart’s first fellow to be admitted to an American university. After graduating from high school at Colégio Etapa, in São Paulo, he successfully applied for MIT. There he studied Computer Science and Electrical Engineering between 2010 and 2014. “In my opinion, the most enriching traits of MIT were the diversity of students’ repertoires, the abundance of work and research opportunities, and a routine focused on tasks and projects”, he says.

On his summer vacations, he worked at companies like Google and eBay and, after graduation, he completed a master’s degree also at MIT. It has been a year since Marco Antonio started working for the Amazon’s engineering team, in California. “It is a place that grants me good learning opportunities, both developing software and understanding the company’s business model.”

Marco Antonio founded Olímpicos de Santa Isabel (read more on page 36), a social project that has prepared over a thousand youngsters for knowledge olympiads. He says this was his most gratifying initiative.

This 25-year-old engineer sees success as a path to be walked, which is not always smooth and free of obstacles. “I realize my tumbles helped me grow more than my achievements. The first example that comes to mind is when I was

rejected by MIT the first time I applied, only to be admitted the following year.”

Marco Antonio’s example has inspired other Ismart students to dream about studying abroad. Victor Domene dos Santos followed Marco Antonio’s footsteps and was admitted to Columbia, Duke, Harvard, Princeton and Yale in 2014. He has chosen Harvard, where he now studies Computer Science and Mathematics. “But I have also taken classes in Economics, Writing and Psychology. You can always find new things here.”

On his vacations, Victor looks for internships - in 2016 he worked at Google, for example. After college, he intends to keep on working and studying in the United States. For now, he keeps touch with Brazilian students through the Prep Scholars program, at Fundação Estudar, in which he mentors and helps prepare students to study abroad. “Even though I am not in the country, I am still available for talking to those who wish to apply for universities abroad. I like sharing my time with people regarding this topic.”



MIT abounds in working and researching opportunities

Marco Antonio Pedroso, Ismart’s first fellow to study in the USA, graduated in Computer Science and Electrical Engineering





Luis Fernando is a PhD student at USP Polytechnic School

# MORE THAN ONE OPTION

**L**uis Fernando Oliveira and Bruno Resende Domingues exemplifies how an Engineering degree allows for a variety of working opportunities.

Luis Fernando graduated in Mechatronics Engineering from University of São Paulo (USP) Polytechnic School and worked at a consulting firm for four years. Simultaneously, he started to engage in research and teaching projects, and, as he grew fond of these, he decided to follow that path. Luis started his master's degree in Production Engineering and immediately went for the PhD degree in the same field also at USP.

For this 27-year-old engineer, academic research offers the chance to be in touch with the most innovating aspects of given fields of knowledge. "Besides, there is great freedom to create, to see what is being discussed and take a stand based on that", he says. "It is the chance to make a contribution for the field and to change other people's lives."

Education has made a difference in Luis Fernando's life. He was the first in his family to be admitted at a public university. With Ismart's support, he left São José dos Campos, in the countryside, and moved to São Paulo to study.

ENGINEERING IS THE COURSE WITH THE HIGHEST RATE OF ISMART COLLEGE FELLOWS DUE TO THE MYRIAD OF CAREER PATHS IT OFFERS



*I want to do an MBA abroad and prepare myself for leadership positions at the company*

**Bruno Resende Domingues**  
Graduated in Production Engineering from USP; he currently works at Ambev

Luis Fernando was feeling indecisive towards which professional path to follow and had help from Ismart's mentoring program after graduation. His mentor helped him think about the available options and the legacy he would like to leave behind. "When I think about the decisions I have made, I realize Ismart has helped me achieve a different world view and always challenge myself", the PhD student says. Luis Fernando also works as an assistant at Fundação Getulio Vargas' International Competitiveness Studies Center.

In his turn, 25-year-old Bruno Resende Domingues is working up his career at big companies.

He was an intern at Citibank when still enrolled in the Production Engineering course at USP Polytechnic School. Upon his graduation, he was offered a position and worked at the Planning, Market Risk and Asset Management departments. Later on, he was able to grasp an opportunity in Budget and Financial Planning department at Ambev. "My work is extremely analytical as I do projections using several variables."

According to Bruno, his work helps generate data for the company's Board decision making. For that reason, he feels a great sense of responsibility towards his job and plans to study even more in order to move up the ranks in terms of leadership and relevance at Ambev. "I want to do an Executive MBA abroad", Bruno says. He joined Ismart in 2006 and had a scholarship to study at Colégio Bandeirantes, in São Paulo.

Bruno is great at self-teaching and dedicates his free time for books on finances and work related subjects: "It is a habit I have had since the beginning of my career, and it has helped a good deal." He wishes to become an associate at the company, which is an extremely important step and involves great amounts of dedication. "I plan to outdo and motivate myself each day, always looking for the best results in order to achieve that."



*Studying in France has helped me find a job at a multinational company in the energy industry*

**Sara Izumi Nishimura,**  
A graduated student from USP, in Brazil, and from École Centrale de Lyon, in France

# PROFESSIONAL INTERCHANGE

**S**ara Izumi Nishimura is a 25-year-old graduated in Electrical Engineer from University of São Paulo (USP) Polytechnic School. She works for Eren, a French company, and took a lot of responsibilities there. "They decided to move to renewable energy independent production in the middle of my graduation year", she says. "I took over the bureaucratic and legal parts, started making financial models, understanding a bit more about environmental licensing and verifying matters of terrain, hydrology and geology."

She has a Business Development Assistant position and is part of a small team based in São Paulo. So she has access to career experiences that would likely not to be possible at a larger company. Sara celebrates her decision of joining a company that is only beginning to grow in Brazil: "I am free to make decisions focused on what I think is a priority, join and lead meetings. It is a big challenge and a big opportunity".

At USP, Sara had the opportunity to take part in an exchange program at École Centrale de Lyon, and graduated from both schools - which means that she can work in France. According to her, the French teaching methodology surmises holistic and quick learning, which has shown to be crucial for her current activities. "It has been of great help at the stage I find myself in right now, in which I have to adapt and multitask."

Sara's passion towards renewable energy came during college, when she specialized in Energy and Automation. She joined Ismart in 2007 and has always wanted to work with sustainable development, and Electrical Engineering seemed appropriate. "I wanted something motivating and to do good things for the world", she says. "I did the specialization and crossed paths with Eren by sheer luck."



# CONTINUING EDUCATION

## FORMER FELLOWS CONTINUE TO INVEST IN QUALIFICATION IN ORDER TO STAY COMPETITIVE IN THE JOB MARKET

**P**ricila Dantas, who holds a BA in Economics from Mackenzie University, in São Paulo, also links the meaning of success to productivity and responsibility to do what is good for society. “It is something in the making. Despite the hardships, you have to think you are going to get there”.

This 25-year-old economist has just been promoted to a senior position at PwC and is happy to work at a company where she contemplates growing opportunities. “I work at a place that allows me to grow fast and learn quick. It is everything I ever wanted”, she says. Priscila is part of Ismart’s first class of fellows in São Paulo: she joined in 2014 through Alicerce Project and completed high school at Colégio Santo Américo.

Priscila is hardworking and is now attending an Accounting course and plans to do a post-graduation course in the auditing area. One of her dreams is to found a not-for-profit organization after achieving professional maturity: “It will be the completion of what I believe success to be: professional and personal accomplishment with social responsibility”.

Rafael Tovo is 29 years old and just like Priscila he works at a leading company in its segment -

Embraer, an aircraft manufacturer based in São José dos Campos, in the State of São Paulo. Rafael graduated in Control and Automation Engineer and says that the taste for machines came from a very early age. “I liked watching robots on cartoons, shows and movies and I would disassemble things to see how they worked”, he says. Today, he uses his talent to help building aircraft. “My job is very challenging because each plane is much more advanced than the last.”

Rafael went on a long journey before joining Embraer. After completing high school—interestingly enough at Juarez Wanderley, a school maintained by Embraer’s employees— he entered the State University of Campinas (Unicamp) and became an Ismart fellow. Then he did an Engineering Specialization Program, a professional master’s degree offered by Embraer and the Aeronautics Technology Institute (ITA). From there, he joined the aircraft manufacturer, where he works with product development. “I like the company because it invests in its employees and we really learn how to work as a team.”



*My job is very challenging, because each plane is much more advanced than the last*

**Rafael Luiz Tovo,**  
A Control and Automation Engineer graduated from Unicamp who works at Embraer

Priscila Dantas graduated in Economics and now studies Accounting

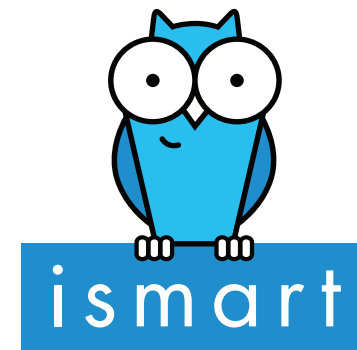
## One step at a time

**H**ugo Makoto Higashi is a 30-year-old chemical engineer graduated from the State University of Campinas (Unicamp) who works as a production coordinator at AkzoNobel, a leading global paints and coatings company and a major producer of specialty chemicals. He manages and develops teams in process production and internal logistics in Jundiaí, in São Paulo metropolitan area. After seven years in the company, he outlines managing people as his greatest learning experience. “We offer several trainings and opportunities to learn about the subject”, he says. “Motivated and engaged people work in a happier and more effective way.”

Soon after graduation, he did a course in Process Engineering Applied to Chemical Industries Projects at Instituto Pró Engenharia e Arquitetura (Pro-Engineering and Architecture Institute). His next steps include studying for an MBA in Industrial and Project Management and continuously grow professionally. In the future, he would like to achieve positions in management and at the Board.

He thinks Ismart’s support was critical for him to complete the major at one of the best universities in Brazil - Hugo joined Ismart in 2005, when he was admitted to Unicamp, and had Ismart’s support throughout the course. “Ismart allowed me and also my younger brothers to get motivated and put an effort into fighting for our dreams”, he says. “I have once read that everything we have or earn doubles in value when we have the chance to share with others. In summary, that is what I think about when I think about Ismart.”





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