



## Zup Drives AI Impact on Business at Web Summit Rio 2025

*Brand announces new positioning of its flagship multi-agent platform StackSpot AI and delivers engaging schedule of sessions, panels, and hands-on experiences to promote the application of AI in business*

**Rio de Janeiro, April 2025** – [Zup](#), a leading software development and technology company under the Itaú Unibanco group, will be showcasing its latest innovations at [Web Summit Rio 2025](#), taking place April 27–30 at Riocentro. The company is set to highlight the transformative role of artificial intelligence in digital innovation and business evolution. At the heart of Zup's presence is the unveiling of a new strategic direction for [StackSpot AI](#), its proprietary multi-agent platform designed to deliver better software—faster and smarter by the minute.

With StackSpot AI, Zup aims to demonstrate how orchestrated AI agents can help tech teams amplify their productivity and impact. In one of its key activations, the brand will offer a free trial allowing attendees to create and experiment with their own AI agents live at the event.

According to Zup CEO André Palma, the StackSpot platform was designed to take software development to the next level. “It’s all about boosting productivity, reducing time-to-market for digital products, and empowering people to unleash their creative and collaborative potential. Our mission is to democratize generative AI with high-speed, optimized multi-agents tailored for software engineering. After all, time well spent is invaluable—for people and businesses alike,” he highlights.

Palma will also join the panel **"SaaS Rewired: AI, Humans, and the LatAm Leap"** on April 30, alongside Mônica Hauck, CEO of Sólides, and journalist Bruno Rosa of *O Globo* newspaper. The discussion will delve into the evolving SaaS landscape in Latin America, highlighting how AI—and particularly StackSpot AI—has a pivotal role in shaping its future.

### Fueling Innovation at Web Summit Rio

Zup's presence will also include a dynamic booth experience, with several interactive panels on April 28 and 29 that will bring together Zup's tech experts, strategic partners, business leaders, and renowned journalists to explore AI's real-world challenges and opportunities.

Key discussion topics will include balancing innovation with efficiency, the risks and rewards of digital transformation, and the importance of governance when implementing new technologies. These open sessions will foster dialogue, knowledge sharing, and hands-on demos of StackSpot AI in action.



On April 28, Rosi Teixeira, Zup's Technology Director, will join executives from CUBO and Banco do Brasil to judge a panel of promising startups.

### **Zup's Event Schedule**

**April 28 | 11:00 AM - 11:20 AM | Interactive panel at StackSpot booth** (Booth 365, Pavilion 3)

**Topic:** AI as a Driver of Corporate Innovation: From Experiments to Real-World Impact

**Summary:** AI can be a major driver of innovation, but how can we make sure our experiments move beyond the "lab" to become viable impactful solutions both inside and outside the company? How can we create an environment that fosters continuous AI-driven innovation?

**Speakers:** Gustavo Brigatto (Founder and Editor-in-Chief at Startups), Nicole Davila (Back End Developer at Zup), Gustavo Pinto (Research Engineer at Zup)

**April 28 | 3:00 PM | Pitch Stage**

**Rosi Teixeira (Technology Director at Zup) as judge**

- Promising startups will be judged for innovation, scalability, and market impact.
- Panel members will include executives from major companies like CUBO and Banco do Brasil.

**April 28 | 3:30 PM - 3:50 PM | Interactive panel at StackSpot booth** (Booth 365, Pavilion 3)

**Topic:** Leadership in the AI Era – What Executives Need to Know (and Do)

**Summary:** AI is redefining what it means to lead. How can executives prepare to manage hybrid teams, encourage critical thinking, make data-driven decisions, and foster AI-led innovation?

**Speakers:** Bruno Lauterjung (Journalist at *TI Inside*) and Uderson Fermينو (CIO at Pague Menos)

**April 29 | 11:00 AM - 11:20 AM | Interactive panel at StackSpot booth** (Booth 365, Pavilion 3)

**Topic:** AI and Legacy Systems – Innovation Without Disruption

**Summary:** Tech upgrades are a challenge for large companies with complex infrastructures. How can they integrate AI without compromising the governance and reliability of their existing systems?

**Speakers:** Carol Valsecchi (Head of Technology Adoption) and Melissa Kfoury (Technology Director at Zup)

**April 29 | 3:00 PM - 3:20 PM | TBC**



**April 30 | 12:10 PM - 12:20 PM | Main Stage**

**Talk: "SaaS Rewired: AI, Humans, and the LatAm Leap"**

- André Palma (CEO of Zup) and Mônica Hauck (CEO of Sólides) discuss how AI has impacted the SaaS market in Latin America, with moderation by journalist Bruno Rosa (*O Globo*)

### **About Zup**

[Zup](#), a part of the Itaú Unibanco group, is a technology company focused on creating, modernizing, and evolving secure and scalable systems across different sectors. Its flagship product, **StackSpot AI**, is a pioneering multi-agent software development platform.

With StackSpot AI, companies can build, deploy, and share intelligent agents tailored to their software development lifecycle. Combining generative AI with deep contextualization, teams get precise insights, automate tasks, and deliver impactful results efficiently, reliably, and with higher quality.

Zup holds a comprehensive portfolio of security and application quality certifications, aligning with the highest industry standards and regulatory compliance requirements. The platform is certified with:

- **PCI-DSS** – for secure handling of credit card data
- **ISO 27001** – for a strong information security management system
- **HIPAA** – for protecting sensitive health information
- **SOC 1** – for effective controls over financial reporting
- **SOC 2** – for security, availability, processing integrity, confidentiality, and privacy.

### **About Stackspot**

[StackSpot](#), Zup's multi-agent software development platform, is designed to build, modernize, and scale secure, high-performance systems—driving growth across industries. By enabling teams to create, deploy, and reuse context-specific, high-quality code, it brings greater efficiency and reliability to even the most complex development environments.