

FOR IMMEDIATE RELEASE

A Revolutionary Approach to AI Familiarization for Corporations launches at Web Summit Rio

Mundi Game Experiences, an Edtech that develops gamified simulations that accelerate future competences and enhance workforce dynamics for the assimilation of new skills and mindsets, is thrilled to announce the launch of its latest product, **AI Game Experience**, at Web Summit Rio. This innovative experience is designed to address a critical challenge faced by corporations today: employee apprehension towards artificial intelligence (AI) integration.

In a world where AI is rapidly transforming productivity standards across industries, many employees feel overwhelmed and fearful of the changes it brings. AI Game Experience offers a unique solution by creating a safe and engaging environment for participants to explore the implementation of AI productivity tools. By simulating real-world scenarios in a game format, employees can interact with AI concepts and practices without the pressure of actual workplace stakes.

“Our award-winning methodology has consistently demonstrated its effectiveness in major corporations, achieving an impressive Net Promoter Score (NPS) of over 90 in other areas like innovation and sustainability programs,” said Fabiele Nunes, co-founder of Mundi and a speaker at Web Summit. Their game experience is part of different programs in clients like Accenture, Petrobras, Samsung, Pfizer, Yduqs etc. “With AI Game Experience, we aim to break down the barriers of fear and misunderstanding surrounding AI, allowing employees to develop confidence in navigating this new landscape.”

With learning paths based on decision-making, to PLAY individually or in teams, participants in AI Game EXperience will engage in interactive challenges that mirror the complexities of incorporating AI into everyday tasks. This immersive approach not only fosters a greater understanding of AI technologies but also cultivates a sense of collaboration and positive engagement among employees. By transforming AI from a source of anxiety into a memorable experience, corporations can reduce the barriers and accelerate adoption of new productivity tools within the workforce.

The launch event at Web Summit Rio will include live demonstrations of AI Game Experience and free tournaments for institutional PoCs. Allowing attendees to experience firsthand how gamification can facilitate learning and adapt to the evolving demands of future competences and organizational culture. Major clients have already expressed enthusiasm for the product, acknowledging its potential to support innovation programs and employee development.

“AI Game Experience is not just a product; it’s an amazing tool for the toolbox of the movement towards an AI-empowered future in the corporate world.” added Fabiele, who will be opening and hosting the AI Summit stage at the event.

Join Mundi at Web Summit Rio to discover how AI Game EXperience can transform your organization's approach to artificial intelligence and foster a culture of confidence and innovation among your employees.

Visit our website www.startupmundi.com to learn more and get involved.

For media inquiries or to schedule an interview, please contact marketing@startupmundi.com.br or at the event

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About Mundi Game Experiences

An award-winning methodology and Top10 Edtech in Latin America for 5 consecutive years, Mundi creates gamified simulations that accelerate future skills. Learning paths based on decision-making, to PLAY individually or in teams. Our simulations cover areas like innovation, entrepreneurship, sustainability and AI. As well as transforming companies' education needs into unforgettable custom-made experiences. The experiences are available in Portuguese, Spanish and English and can be played in F2F, remote or hybrid format.