SoulCode Academy announces international expansion, launches groundbreaking corporate solution: Digital Inclusion and AI as a Service (IDaaS), and unveils its AI agent with a social purpose at Web Summit Rio 2025.

Brazilian edtech brings its social impact to Latin America, Africa, and Europe, and presents an innovative digital inclusion solution powered by AI for companies looking to train and hire non-obvious talent.

Rio de Janeiro, April 2025 – During its participation at Web Summit Rio 2025, SoulCode Academy, a Brazilian edtech that transforms lives through digital inclusion and artificial intelligence, announces its international expansion and new products and services that broaden its impact and reinforce its mission to prepare non-obvious talent for the future of work.

During the event, SoulCode will present the market's first-ever AI-powered Digital Inclusion as a Service (IDaaS) — a corporate solution designed for companies seeking to train and hire non-obvious talent while tracking all defined KPIs in real time through a customized dashboard.

SoulCode kicks off its international journey with a focus on AI-powered Digital Literacy, through a strategic partnership in Portugal with social entrepreneur Domingos Folque Guimarães, who will represent SoulCode globally. Additional projects are already underway in Bolivia, Mozambique, Cape Verde, and Timor-Leste.

"SoulCode's internationalization is a concrete response to the urgent need for digital literacy worldwide. Bringing AI to the most basic level of education ensures that digitally vulnerable individuals gain access to what is now essential for existing in the new economy," says Carmela Borst, CEO and co-founder of SoulCode Academy.

Using its exclusive methodology, the process begins with a personalized diagnostic: an analysis of the company's current state, its digital transformation goals, diversity and inclusion targets, and internal culture. Then, the cohort is curated with talents selected from underrepresented groups such as youth from underserved communities, women, people with disabilities, professionals aged 50+, and other often overlooked profiles.

The training is hands-on, with a focus on applied AI in career paths such as software development, digital marketing, data, automation, CRM, and generative AI. It also includes English for tech, soft skills focused on human development, and live mentorship with industry leaders. Students work in

squads on real business challenges, delivering solutions and MVPs as capstone projects.

The result: real impact, a ready-to-hire talent pool, and detailed social impact reporting.

Benefits for companies include, exclusive cohorts of 30–50 trained talents, Brand positioning as a leader in AI-driven digital inclusion, Workforce prepared with practical, market-aligned skills, Inclusive Company Seal, participation in events, livestreams, podcasts, content initiatives, and social impact campaigns

With over 130,000 users on its platform and 5,000 people graduated from free bootcamps, SoulCode operates where digital access is still limited — in favelas, rural areas, underserved regions, and even among employees of partner companies. It also delivers digital literacy to entrepreneurs in Northern and Northeastern Brazil, including in the Amazon region, empowering artisans, weavers, farmers, fisherwomen, shellfish gatherers, and quilombola communities, among others.

"Our mission is clear: to turn digitally vulnerable individuals into leaders of the new economy. This is only possible with quality training, support, and real opportunities for employment and digital entrepreneurship," emphasizes Carmela Borst, CEO and co-founder of SoulCode Academy.

SoulCode also announces the launch of Agent SoulCode, its AI agent with a social purpose. Acting as a digital co-pilot, Agent SoulCode will support students, professionals, and companies in their journeys through digital literacy, upskilling, and access to job opportunities.

The goal is to offer a humanized, empathetic, and functional AI, capable of communicating with non-obvious individuals in simple, accessible language — fostering learning, autonomy, and empowerment.

"Agent SoulCode is more than a technological tool. It's the extension of our purpose in the form of artificial intelligence. An AI that understands people, actively supports those who need it most, and was born to be a true ally in the fight for real, transformative digital inclusion," concludes Fabricio Cardoso, co-founder of SoulCode Academy.

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