pupa
educação digital

Our three products in flow

Digital skills for a world in motion, through learning journeys with strategic vision.

PUPA EDU

For schools, educators, families and young people

1. **Discovery** — Family sessions, teacher workshops and open content on AI and digital education.
2. **Entry** — AI use policy for schools and self-paced courses with asynchronous materials.
3. **Deep dive** — Thematic learning paths with live sessions and guest experts.
4. **Continuity** — Radar Pupa newsletter, reading tips, news and trend analysis.

PUPA MAX

For companies, teams and institutions

1. **Diagnosis** — Express Diagnosis with an executive session on the team's digital maturity.
2. **Design** — Tailored journeys built around the language, data and context of the business.
3. **Execution** — In-company training and workshops with applied AI and an action plan.
4. **Impact** — Report with measured results and recommendations for next steps.

PUPA LAB

For brands, territories and events

1. **Curation** — We define theme and agenda with your brand, based on a reading of public debate.
2. **Build** — Exhibitions, AI lab and activity scripts ready for your venue.
3. **Activation** — Workshops, conversation circles and hands-on activities with lasting impact.
4. **Legacy** — Content, records and data from the activities stay with the brand.

pupa educação digital

Entry points

Short formats to start the journey, scoped to each institution.

Format	What it includes
Online talk	60 to 90 min, tailored to the audience and the event
In-person talk	60 to 90 min, with interaction and support materials. Travel and lodging quoted separately
Family session	60 to 90 min on screens, AI and Brazil's ECA Digital in family routines, online or in person
Teacher or team workshop	3 hands-on hours, up to 30 people, with applied AI and fact-checking
AI use policy	Guidelines aligned with Brazil's ECA Digital, validated with leadership
Express Diagnosis	Survey, interviews, executive session with leadership and team, and a report with 3 priorities

Investment on request, according to audience, number of participants, location and customization. Proposals sent within two business days. International events and full journeys quoted on request. Contact: brito@pupaedu.digital | pupaedu.digital