

Entrepreneurship for children and teenagers

Empowerment, making
dreams come true, equal
opportunities, innovation
and gamification



Impacting thousands of children and teenagers in Brazil and worldwide



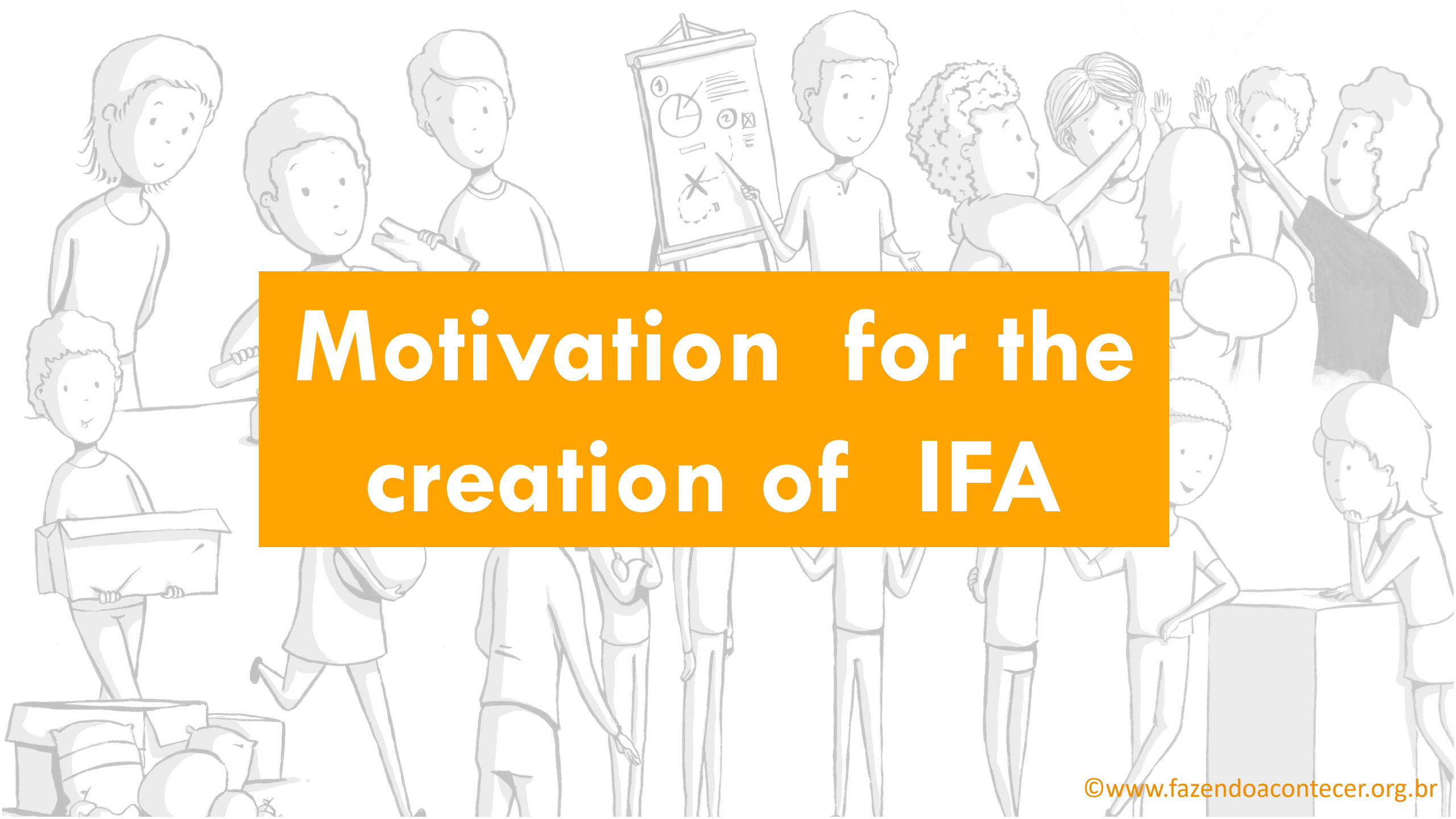
FAZENDO
ACONTECER



FAZENDO ACONTECER

Instituto Fazendo Acontecer - IFA

Nonprofit organization, whose goal is to develop the abilities and support the entrepreneurial initiatives of **children and teenagers**, through **entrepreneurial education**, on the basis of innovation and the creation of social value.



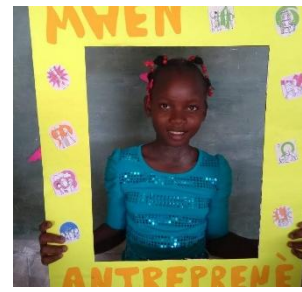
Motivation for the creation of IFA

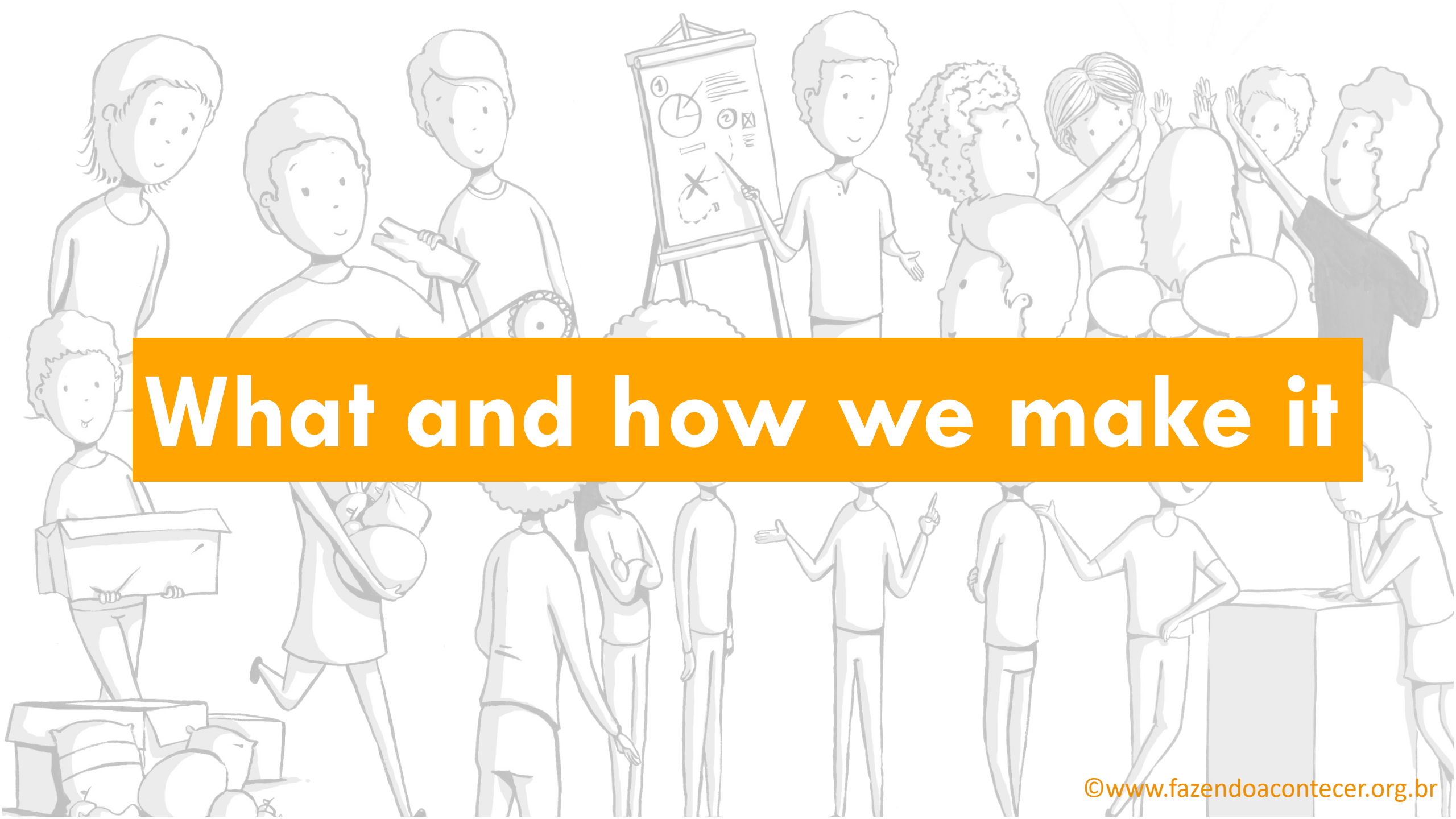
“**Entrepreneurship** is the act of carrying out our **dreams**, transforming ideas into opportunities, and taking action to put goals into practice, creating **value for society.**”

José Dornelas (2001)
IFA Founder



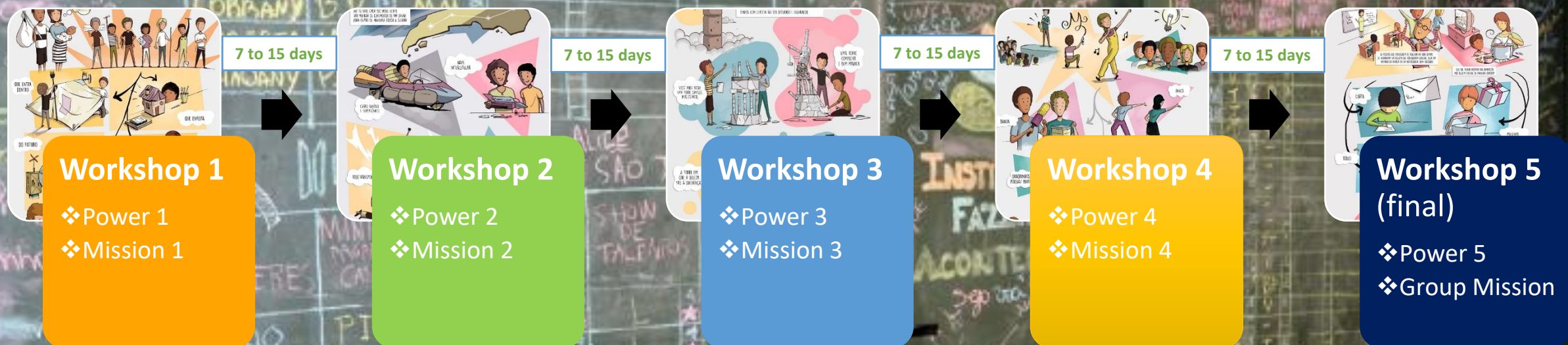
We stress the importance of having **dreams**, reference models, and the understanding that **everyone can make it happen.**





What and how we make it

Campaign Mode (5 meetings with groups of 10 to 30 participants)

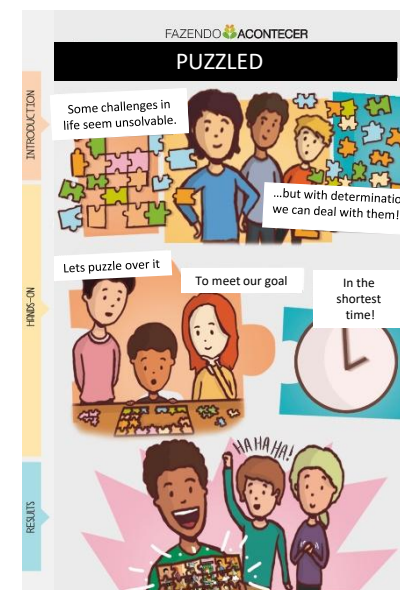
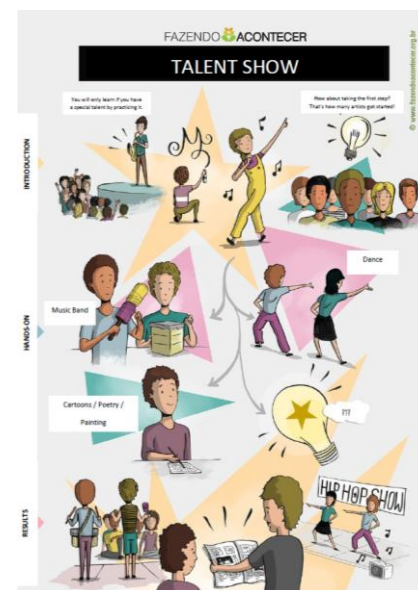
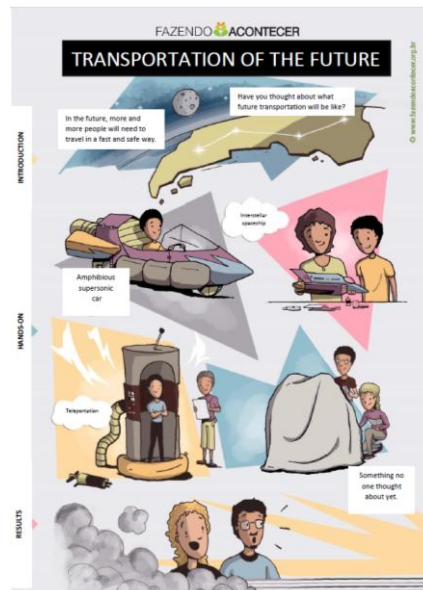
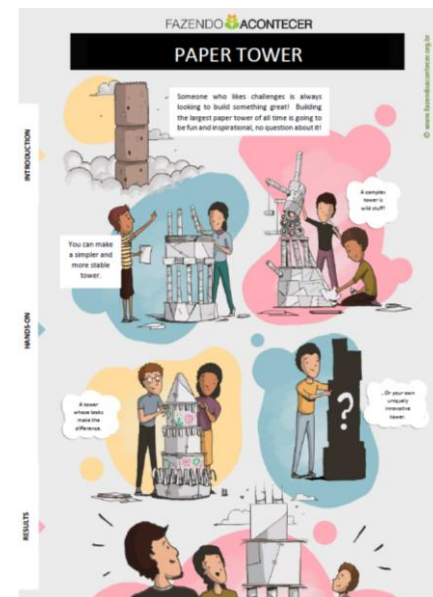
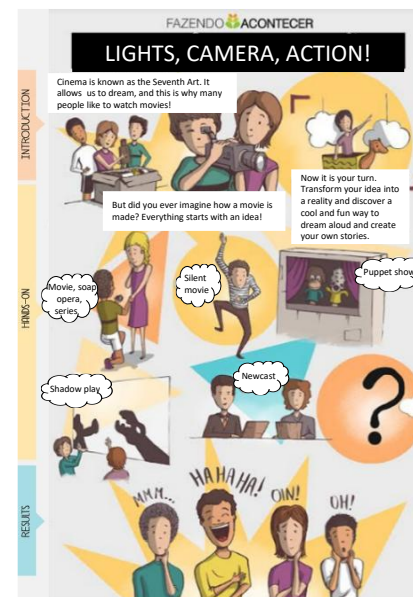
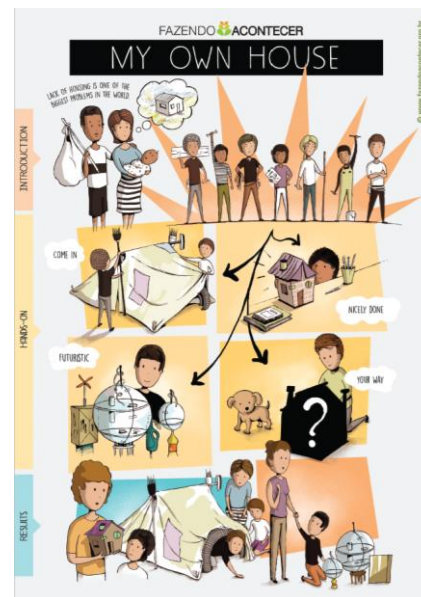
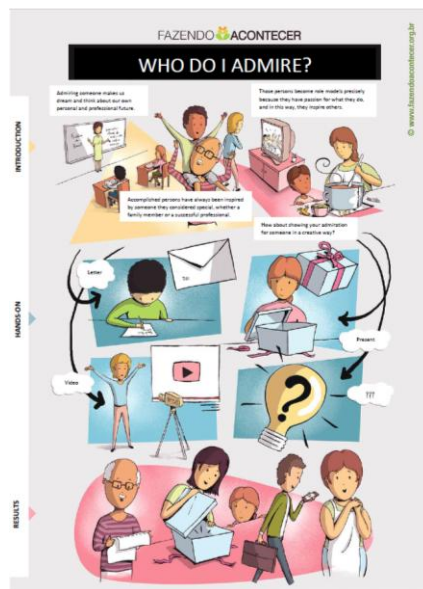


8 different workshops
10 entrepreneurial powers
150 actual missions with a focus on solving local problems (UN SDGs)
Children and teenagers as protagonists of their own future



8 Playful Workshops

Recycled materials
Financial education
30 minutes
Teamwork
Results!



10 Entrepreneurial Powers



INVENTOR

Creative ideas all the time (those that really work).



HANDS-ON

Because whoever stays still is a pole.



DO IT YOURSELF

You make your own way.



VISIONARY

Seeing a better future.



LEADER

Follow me the good ones!



PERFECT PLANNER

Everything calls for a good plan!



TRANSFORMER

Using your head to save the planet.



TEAM PLAYER

The group is not the same without you.



DETECTIVE

To find out and find out about things, there is no one like you.



GOOD TALKER

The best conversation in the neighborhood.



There are **15 possible missions** for each power. Each mission encourages children and teenagers to use creativity in order to develop practical solutions to improve their local context, whether in their community, neighborhood, school, city, home, etc.



POWER: Detective



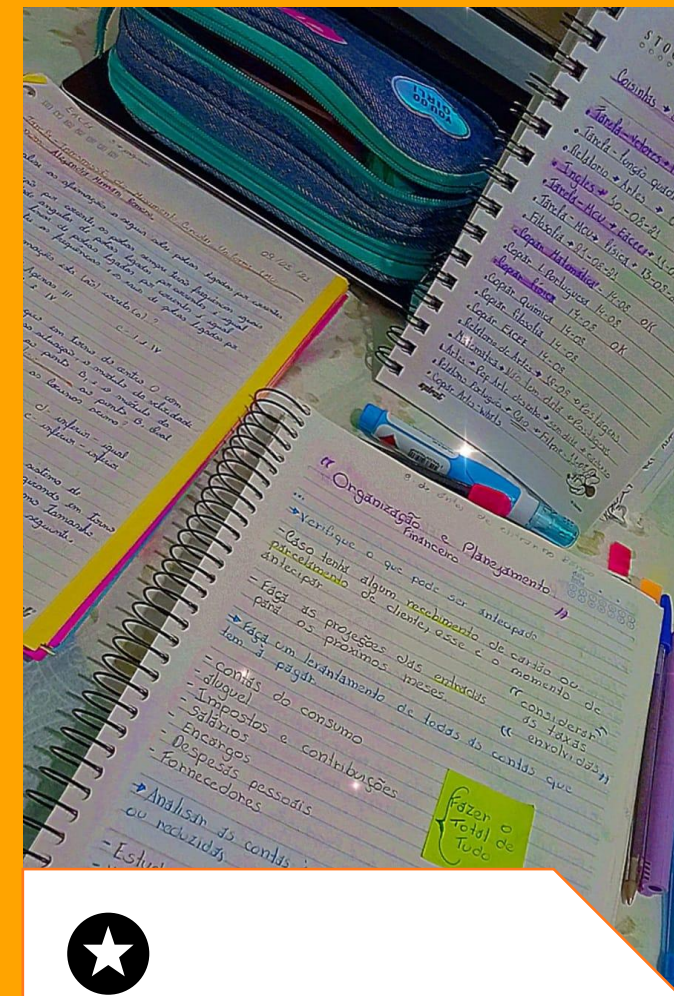
MISSION: Composting
(SDGs 11, 15)



POWER: Transformer



MISSION: Reusable gifts



POWER: Do It Yourself



MISSION: Healthy Lifestyle
(SDG 3)

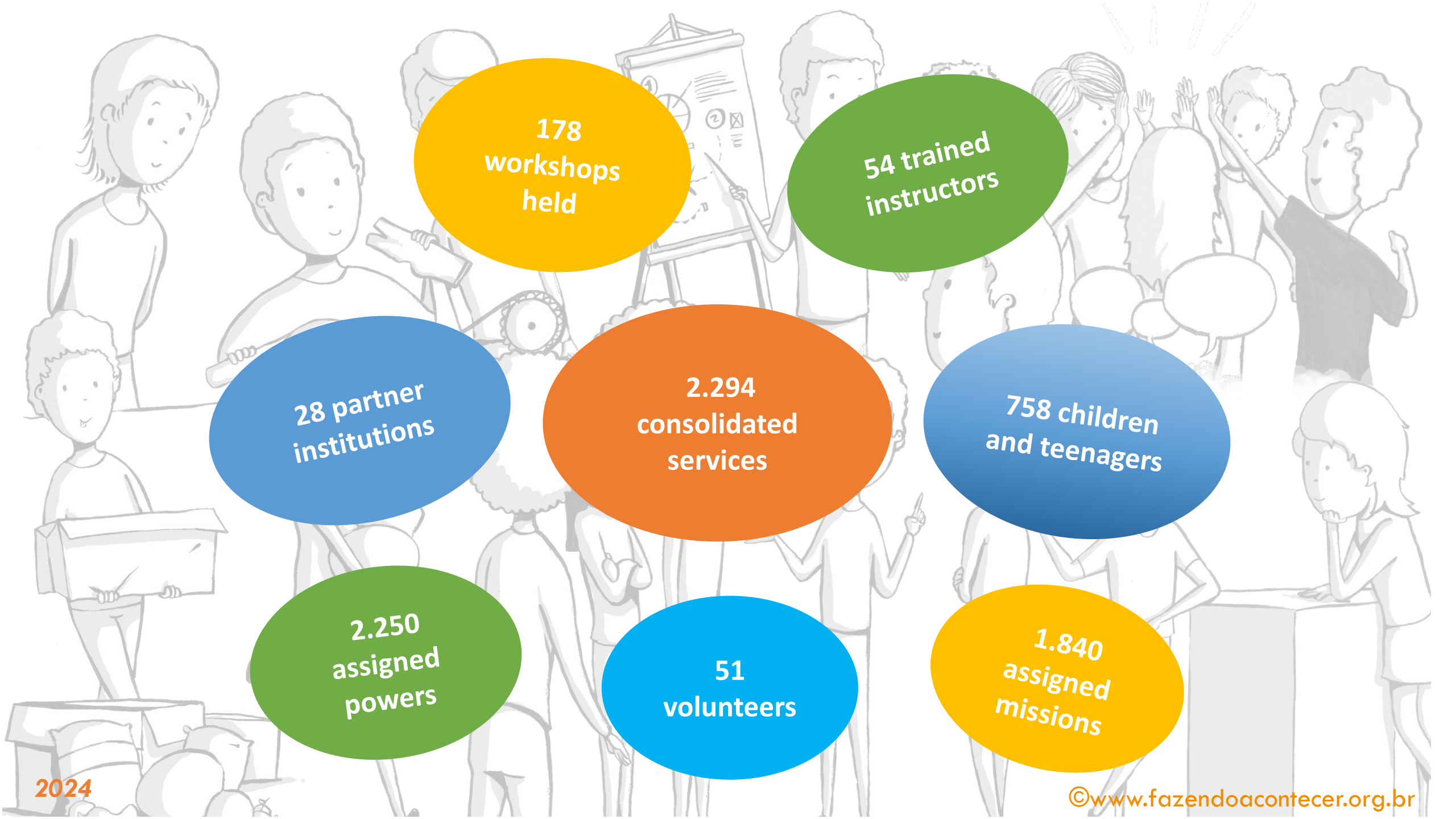


Innnnovation

- ★ Participants earn 3D-printed figures of IFA's entrepreneurial powers.
- ★ IFA's **free** app allows for easy scaling of the program.



Results 2025



178
workshops
held

54 trained
instructors

28 partner
institutions

2.294
consolidated
services

758 children
and teenagers

2.250
assigned
powers

51
volunteers

1.840
assigned
missions

Partner institutions in Brazil



CCA Luca



CJ São José



CCA Reino da Criança



CJ ACAS

International partner institutions



Fecane (Uganda)



Panorama de Colores (Colombia)



Malaika (Congo)



Kusha (Peru)

Consolidated Results
11 countries
402 partner institutions

Children in
socially
vulnerable and
low-income
situations



94.379
consolidated
services



5.829
workshops held



26.987
participating
children and
teenagers



1.628
trained instructors



91.988
assigned powers



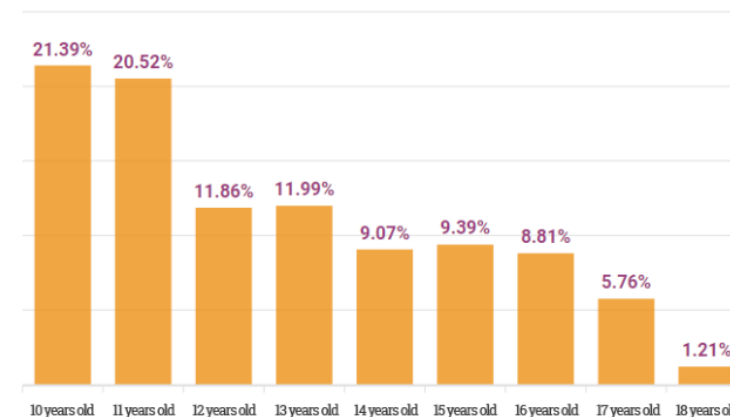
55.007
missions
accomplished

Ages



26.987
participating
children and
teenagers

2016 to 2025

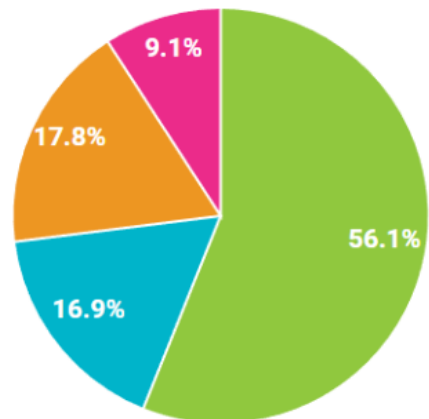


Impact on children and teenagers

How did your participation in the workshops help you to believe in your dreams?

(3957 responses)

Regaining the ability to dream

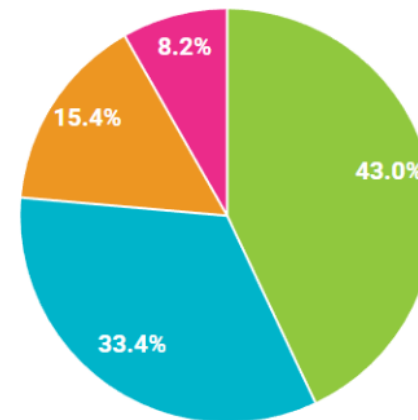


- I found that I have skills that can help me achieve my dreams
- The workshops haven't changed how I see my dreams
- I don't know, because I still have doubts about my dreams
- I do not know how to answer

Do you think the workshops helped you with your studies at school?

(3957 responses)

Helps increase school attendance



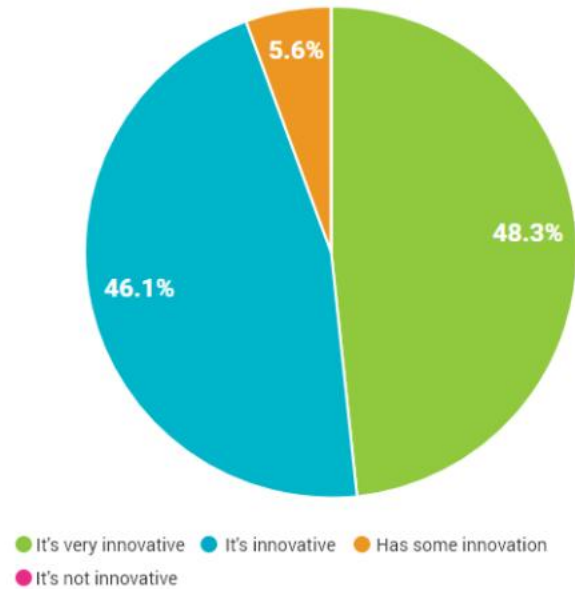
- Yes: I discovered skills that helped me in school
- Maybe: in some activities I started to get more involved
- No: I didn't notice a change in my performance in studies
- I do not know how to answer



Impact on teachers and educators

Regarding the methodology developed by the IFA to address the topic of entrepreneurship with children and adolescents, please assess its degree of innovation.

(89 responses)



“ The participation of the Organization's professionals was of great benefit, especially with a method of sharpening creativity and expanding resources to work with teenagers and adults. ”

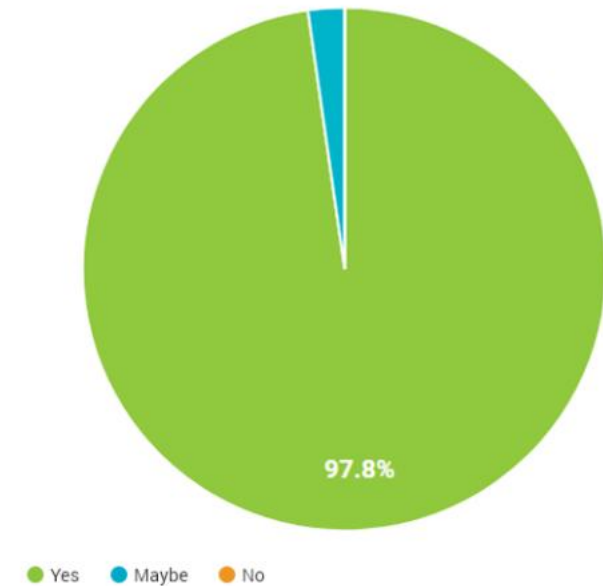
Alessandra Genovez da Silva - Ação Comunitária
Paroquial do Jardim Colonial Padre Emir Rigon

“ The IFA methodology opens doors for entrepreneurship based on the new. The playfulness that permeates the entire experience is enchanting and leads the student to reflect on entrepreneurial attitudes at all times. We are satisfied with the experience and intend to continue with the project. ”

MIRIAM BUENO AMORIM - E E PEDRO DE MELLO

Would you recommend the IFA methodology to other institutions and primary and secondary schools?

(89 responses)



“ Objective, intuitive and fun ”

Aluisio Sampaio Neto - UNIVASF



Recognitions and Qualifications



Recognition from Google for Nonprofits

Cultural plurality: USA, Congo, Haiti, Japan, Portugal, Uganda, Argentina, Colombia, Peru, Pakistan...

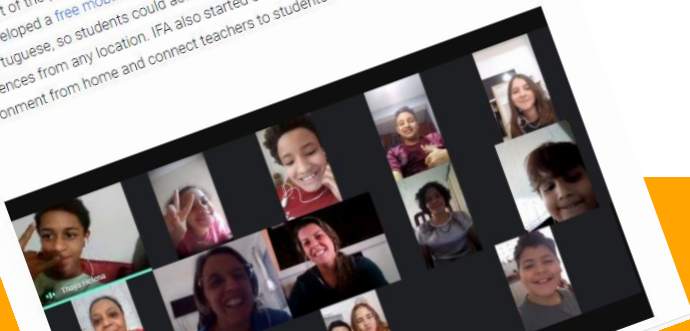
Innovation in the approach to entrepreneurship

GOOGLE FOR
NONPROFITS

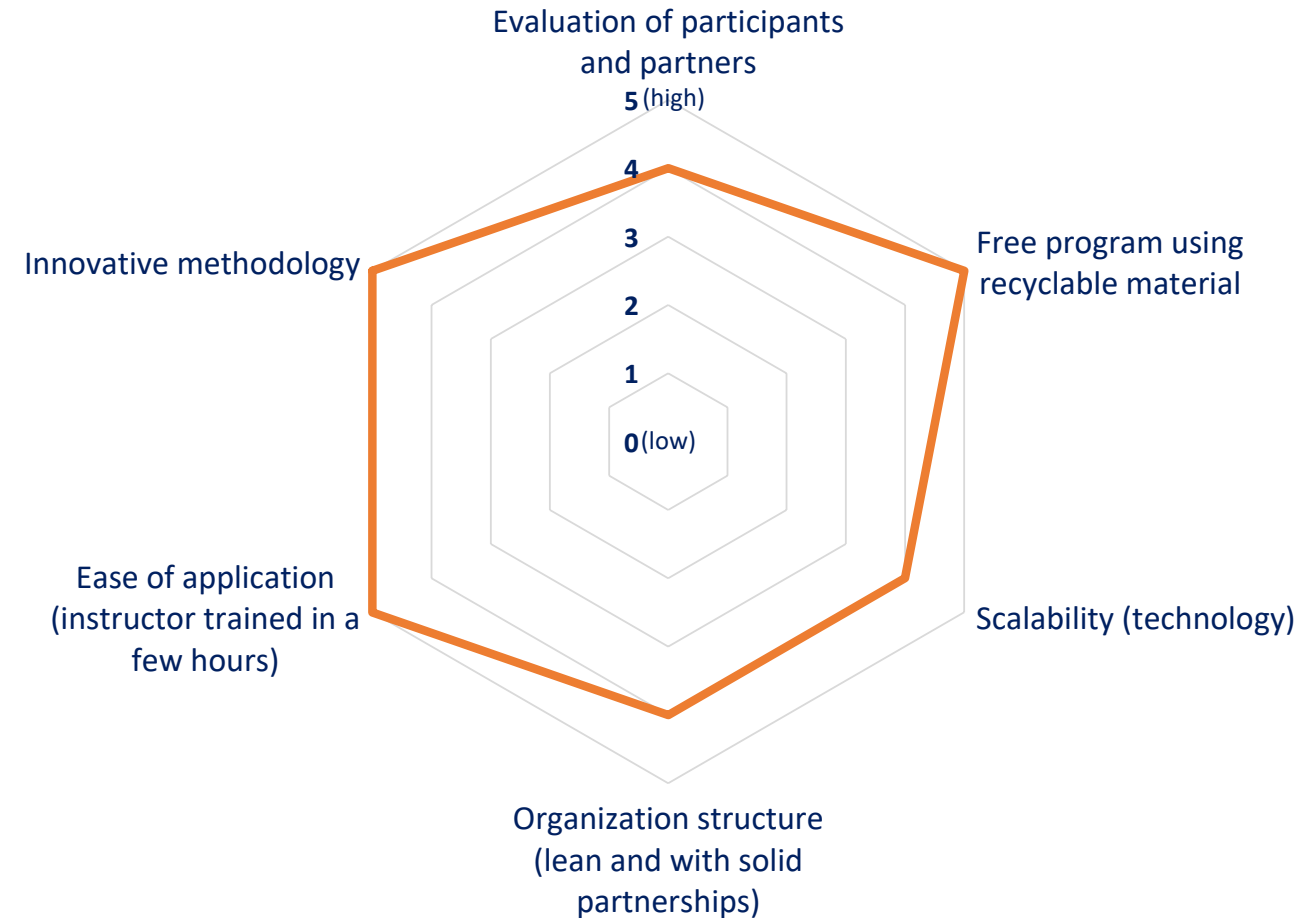
Providing workshops for budding entrepreneurs

Instituto Fazendo Acontecer (IFA) is a nonprofit based in São Paulo, Brazil which provides entrepreneurial education for vulnerable children and adolescents. Before COVID-19 became a concern, they ran eight types of in-person free workshops to prepare students for their professional futures and strengthen their roles as citizens, regardless of their backgrounds.

At the start of the pandemic, they worked quickly to move education programs online. They developed a **free mobile app** with their learning curriculum available in both English and Portuguese, so students could access workshops, educational games and training experiences from any location. IFA also started using Google Meet to create an interactive environment from home and connect teachers to students.



Competitive advantages of IFA





Our Vision

**Our Vision is to empower thousands of young people in
Brazil and the world
to make them believe in their dreams and become
protagonists of their personal and professional future.**



What our participants dream

“ TO BE RICH ”

IZAC MARINHO MACEDO - 10 years old

“ BE A MODEL AND BE RICH ”

Mariana Nogueira Coelho da Silva - 10 years old

“ to be a veterinarian. ”

Thaylla Bruyelle de Souza - 12 years old

“ My biggest dream is to have my own house
with my stuff ”

Beatriz dos Santos Carvalho - 11 years old

“ to be a firefighter ”

Kimberly da Silva - 12 years old



Become our partner

IFA's Purpose



- Encouraging dreams, especially of the most vulnerable ones
- Provide self-knowledge in a fun and effective way
- Free methodology (innovative and practical)
- Reinforce the role of citizen through entrepreneurship and empowerment

IFA's Value Proposition



- Entrepreneurship with a focus on the development of behavioral abilities
- To encourage "making it happen"
- Gamification and playfulness that lead to engagement
- Children and teenagers better prepared for their personal and professional future

We are looking for partners that share our purpose and value proposition.



AVAMEP CCA PEDREIRA
U.I. ABRAHÃO MARTINS CCAGAO
CJ CEPE ETEC JORGE STREET
EDUCARE CCA SANTA AMÉLIA
CIEE ESCOLA EMANUEL KANT
AQIA E.E. PEDRO DE MELLO
E.M. PEDRO NEIVA SEBRAE-MA
CJ CASTELINHO U.I. ZUILA VILLA
CCA COR U.E. ODOLFO AIRES
U.I. DR. AQUILES LISBOA
CJ SÃO JOSÉ E.M. EURICO SANTOS
U.E. GOV. NEWTON BELLO
CCA REINO DA CRIANÇA
E.M. ANGELA BENÍCIO DE OLIVEIRA
EM.SANTALUZIA CCA FORMANDO CIDADÃOS
CCA PQ. SANTO ANTONIO MAPLE BEAR U.E. DIRCEU ARRAES
U.E. AMÉRICO AYRES CENTRO PAULA SOUZA CCA ESTRELA NOVA
CCA JARDIM DAS ROSAS ETEC JUSCELINO KUBITSCHKE DE OLIVEIRA
CEDESP SÃO LUCAS U.I. MARIA EMIDIA BRANDES CALDA
INSTITUTO APAŠCENTAR E.M.E.F. LUIZ MIGUEL BUDARUICHE
E.M. THEOPLISTES TEIXEIRA CCA ASA GAETANO E CARNELA
CCA CORAÇÃO MATERNO E.M. EZON MOREIRA FERRAZ
I.E. CONEGO NESTOR DE CARVALHO CUNHA CCA FREI TITO
CCA CASA DOM MACÁRIO COOPEN – ESCOLA TÉCNICA
E.M. PRESIDENTE VARGAS CCINTER CLUBE DA TURMA

E.T.I. DEUSEDITH CORTEZ VIEIRA DA SILVA SEBRAE NACIONAL
CCA IRMÃ DERLY FABRES U.E. NOVA CAROLINA CCA CEJOLE
MALAIKA (REPÚBLICA DEMOCRÁTICA DO CONGO) CCA ALEGRIA
E.M. FRANCISCO SÁ SOBRINHO CCA PROJETO CONSTRUINDO O FUTURO
E.M.E.B. DR. CLEMENTE MARQUES MACATRAO CCA JARDIM IPANEMA
CPA PADRE BELLO ETEC UIRAPURU CCAGOTTI U.I. JORGE MOISÉS DA SILVA
E.M. CAMINHO DO FUTURO CCA PIRACUAMA ABRIGO SANTA FÉ
C. DESEMBARGADOR MOACYR SIPAÚBA DA ROCHA CCA PADRE JOSÉ
E.M. AGRÍCOLA PROJ. BOA VISTA CCA SANTA CLARA U.I. SÃO PIO X
NAN LEKOL ENSTITISYON LA GRAS (HAITI) CCA CLARET CCA SANTO EXPEDITO
CCA AQUARELA JARDIM UMARIZAL E.M.E.B. PROF. ERINA COSTA
E.M.E.F. DEP. ALEXANDRE COSTA CCA VALE DAS VIRTUDES CANOPUS
CCA CIDADE JÚLIA U.E. JORGE QUEIROZ ESPAÇO ALANA U.I. JOSÉ BONIFÁCIO
CCA SÍTIO DA CASA PINTADA IEMA
CCA SÃO JOSÉ E.M. ANÁLIA ROCHA
CENTRO DE ENSINO PORTO DO SABER
CCA JOCA CCA VILA CRIANÇA FELIZ
CCA STA TEREZINHA – SANTA CRUZ ADAPA
U.I. MARIA EDELVES BRANDÃO TORRES
ETEC MACHADO DE ASSIS CCA MORORO
CCA GERAÇÃO FUTURO WACKER
UFABC PROJETO EDUCATIVO MÃOS DADAS
EDUCATIVA SÃO CARLOS SEBRAE-PR
U.I. DEP. GALENO EDGAR BRANDES IA3!

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CCA SÃO JOSÉ E.M. ANÁLIA ROCHA
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U.I. DEP. GALENO EDGAR BRANDES IA3!



E.M. DR. SIMAO LUTZ KOSSOBUTZKI

ACAS CENTRO EDUCACIONAL POLEGAR ASSOCIAÇÃO BENEFECENTE VIVENDA DA CRIANÇA E.M. LEIA RAQUEL DIAS MOTA ETEC ELIAS NECHAR ETEC DE SUZANO CCA SÃO PEDRO E.M. SALOMÃO CARDOSO CCA CBAE CCA TODOS IRMÃOS ASSOCIAÇÃO JARAGUÁ E.M. VEREADOR RAIMUNDO FALCÃO COELHO CCA PERUS E.M. SÃO VICENTE DE PAULA CCA NS AUXILIADORA ETEC ADOLPHO BEREZIN CCA ALEGRIA E VIDA ETEC JOÃO GOMES DE ARAÚJO CCA ASA PÁSSAROS CCA PROF JOSE HERCULANO PIRES CCA ASA PRIMAVERA E.P. SÃO DOMINGOS ETEC ARAÇATUBA CCA FREI LEONEL CECCRA ADEMIR DE ALMEIDA LEMOS ETEC PIRITUBA CCA MÃE DO SALVADOR OBRAS SOCIAIS DO JARDIM CLÍMAX CCA NS DO Ó E.M. GENTIL FERREIRA BRITO ETEC PROF LUIZ PIRES BARBOSA AMAS CCA SÃO PATRÍCIO ASSOCIAÇÃO TIJOLINHO CCA PAULO FREIRE CCA SÃO JOAQUIM ETEC VASCO ANTONIO VENCHIARUTTI CCA LUCA CCA SANTA ROSA II E.M. BENEDITO CANUTO BRAGA CCA CONSTRUIR O AMANHÃ E.M. SÃO MIGUEL ETEC PROF PEDRO LEME BRISOLLA SOBRINHO ASSOCIAÇÃO OBRA DO BERÇO CCA VILA BELA E.M. JOAQUIM DE BRITO PARANAGUÁ JDEMITO CCA SAB SAPOPEMBA CEPC NS APARECIDA CCA JD SINHÁ CCA AMIGOS DO JD REIMBERG ETEC ORLANDO QUAGLIATO CCA VILA CUORE CCA SÃO FRANCISCO DAS CHAGAS SEPAS

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INSTITUTO ADVENTISTA PARANAENSE CCA MOV COM CRISTO LIBERTADOR CCA MIO SÓTIS

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