

# SENAI-BIBB-Start-up Initiative 2025/2026

## Information on the selected projects

In 2025, the Brazilian Service for Industrial Training (SENAI) and the German Federal Institute for Vocational Education and Training (BIBB) launched an international call for start-ups in TVET education technologies. Five start-ups were selected for proof of concept (PoC) implementation in the TVET school context in Brazil. They had the opportunity to pilot their applications in real educational contexts at SENAI Regional Departments, with expert advice from BIBB and SENAI. This document provides additional information on the digital solutions and summarises the activities carried out during the implementation phase. Please note that the level of detail varies depending on the project.

### 1. TeachersPRO (Finland)

**TeachersPro** is a training platform from Finland with more than 50,000 users (according to the company's own statement). It is designed to help educators improve their professional skills through structured competency frameworks, peer feedback, learning analytics, and AI-supported mentoring. The peer review structure enables teachers to give and receive feedback on real teaching practices. Via learning analytics, institutions can monitor progress and identify areas where teachers need support. AI mentoring is the third central pillar of the platform — an automated guidance system that helps teachers reflect on their practice and choose relevant learning challenges. AI plays a significant role in personalisation and mentoring. However, the platform also relies heavily on human peer review and institutional analytics. According to TeachersPro, the AI features enable “continuous, self-directed professional development without requiring constant human facilitation”. In other words, if no human peer review is available for specific content, the platform automatically provides AI-generated feedback.

TeachersPro's PoC was carried out in cooperation with SENAI Minas Gerais. As TeachersPRO was, according to the company itself, already well tailored to the of TVET and Higher Education, the adjustments were limited to translation and linguistic localisation.

Before, during, and after the pilot, TeachersPRO carried out several surveys among the users to assess the success of the implementation. As a result, no significant usability issues or major challenges were reported during the PoC. However, users commented that they wished for even more personalised guidance and support during the learning process, practice, and implementation phases. Based on this feedback, the start-up decided to expand the role of AI in future versions of the platform.

### 2. Seppo (Finland)

**Seppo** is a game-based learning and authoring platform from Finland. It enables teachers and trainers to create interactive learning games with AI, including multimedia content, real-time assessment, and simulations without coding. Users can upload your educational material such as PDFs, PowerPoint presentations, Word documents, web links, or simple text prompts. Seppo uses its own AI tool called SAIGE (Seppo AI Game Engine, a RAG system, Retrieval-Augmented Generation). SAIGE analyses the uploaded material and suggests appropriate learning objectives and a game narrative to increase learner engagement. It also generates the game tasks and the digital game board. The generated material can then be edited manually through an AI-assisted chat interface. Multiple-choice and similar tasks are assessed automatically, but open-ended tasks (writing or recording a video) are assessed by teachers. The start-up states the clear advantage of this app is the time it saves when creating educational games: whilst it takes days or even weeks to produce such materials manually, the AI feature takes just a few minutes.

The PoC was conducted with SENAI São Paulo. The start-up already had experience of launching the product in foreign markets (including Brazil, Bolivia and Aruba). Furthermore, there was already an existing Portuguese-language version of the application. Thus, the solution was ready to be implemented immediately. During the pilot, SENAI suggested several adaptations for the tool to work even better in the SENAI context. SEppo, in collaboration with SENAI São Paulo, carried out a usage analysis designed to assess engagement, learning outcomes and alignment with the 'Metodologia SENAI de Educação Profissional' (MSEP). These tests resulted in a prioritised list of tasks, which SEppo began addressing as the PoC progressed. For example, the AI-generated feedback showed room for improvement: Sometimes the system identified mistakes but did not adequately explain how to correct them. This was adapted in the next release of the application. Another change request dealt with the feedback scheme itself. Seppo used to use only numerical assessment in scoring the games, whereas the MSEP requires skills-based assessment. Seppo pointed out that it will be easy to customize the Seppo platform to address this issue if SENAI chooses to continue with the partnership.

### 3. Redmenta (Hungary)

The AI-powered platform **Redmenta** from Hungary is aimed at teachers, trainers, learners and educational managers. The platform helps teachers to create, assess and adapt interactive worksheets, tests, learning materials and personalised learning activities, whilst also fostering learner engagement and providing institutions with a better overview of learning progress. Redmenta is designed to support the entire teaching and learning process – from planning and preparation through to assessment, individual learner support and institutional supervision. The PoC was conducted in cooperation with SENAI San Salvador da Bahia.

During the PoC, Redmenta translated the platform into Portuguese and made minor adjustments to access and selected functionalities, making it easier for the project team and participating teachers to use. According to SENAI experts, the platform's pedagogical features aligned well with SENAI's TVET principles, based on the findings from the first phase of the PoC. However, further testing and customisation were required to validate the platform's integration with the institutional environments and systems already in use. Despite some limitations in the AI's image-generation capabilities, the solution demonstrated considerable potential to support teaching practice and personalise learning, particularly when used in combination with other tools and under the guidance of teachers, according to the SENAI experts.

#### 4. Seren (Brazil)

**Seren** is a browser-based platform for career guidance with more than 4,000 users per year. The start-up is based in Rio de Janeiro and works with several educational institutions in Brazil. The PoC was realised in cooperation with SENAI Rio de Janeiro. Seren's mission is to help young people find the occupation that best matches their interests and strengths and reduce dissatisfaction caused by wrong career choices. Seren's core flow centres on a self-discovery process, starting with a personality- and interest-based assessment (based on the psychological model DISC) and leading into career exploration, masterclasses, mentoring, and practical experiences such as facilitating internships.

The project's objective was to provide Seren to SENAI in a customized way, so that all SENAI students in Rio had access to the platform with mentoring for technical professions linked to SENAI's course offerings, along with other vocational tools such as an AI career tutor agent.

According to Seren's self-declaration, AI is not an add-on but the foundation of its product roadmap. This is demonstrated by the fact that Seren aims to become a global reference "AI Tech" in the Edtech Market<sup>1</sup>. On the occasion of signing an investor partnership with an Arab Emirates venture-capital builder, Seren highlighted its "excellent degree of [AI] maturity compared to other LATAM Edtechs"<sup>2</sup>. Seren's AI system centres on SerenDeep, a generative-AI career advisor. This specialized, career-focused version of ChatGPT provides detailed, data-driven answers about specific occupations, salaries by region, required competencies, regional job-demand indicators, etc., based on public-domain labour data combined with Seren's proprietary information. SerenDeep acts as a mentor that answers individual career questions, helps users compare career options, and simulates job interviews. This replaces traditional static vocational tests with a dynamic, conversational model.

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<sup>1</sup> See [Startup Seren partners with Faster Capital for AI program - Dubai Public Relations Hub](#), accessed 23/07/2026.

<sup>2</sup> Ibid.

AI is also used in Seren's idea of "experiência colecionada", exploring professions through practical experiences before choosing them. AI matches students with relevant mentors and recommends professional experiences. In its "Vocational X-Ray" assessment, Seren maps the user's interests to real-world professions. Generative AI video tools support masterclasses to show practical insights into occupational profiles.

As Seren was a Brazilian solution, no translation was required for the implementation in SENAI's regional department of Rio de Janeiro. As part of the PoC, the changes were mainly related to the design, to align it more closely with SENAI's branding, and to some features relating to the mentoring and the calendar.

In addition, several meetings were held with the BIBB team to present the app and the planned adaptations for the SENAI environment. BIBB also presented the German career choice app (see [Berufswahlapp](#)) and the career guidance service [zynd.de](#). The focus here was on mutual understanding. Accordingly, there were many questions about how each platform worked, its purpose and its background. The presentations and discussions in this "critical friend" role were intended to encourage mutual reflection on one's own offering and formed a parallel strand within the PoC. The actual PoC phase lasted for 5 months.

## 5. World of VR (Germany)

The German start-up [World of VR](#) offers virtual reality applications for training in the energy sector and the field of occupational safety. Virtual reality offers a number of advantages that make staff training more efficient, more effective and, above all, safer. A VR training platform allows users to complete VR training sessions both in groups and on their own.

World of VR conducted the PoC in cooperation with SENAI Santa Catarina. Together they selected a VR training programme that best suited in the SENAI context. SENAI Santa Catarina chose an application to operate a transformer station. This was then translated and tested within a training centre in Santa Catarina. Unlike the other start-ups, this project did not feature any AI capabilities. The possibilities for programming AI-supported VR training are currently still very limited. Current AI tools are not yet capable of generating VR training environments of sufficient quality. The webXR Web API used by World of VR requires programming directly in the code. AI was used solely for the localisation of the app, primarily for the translation of the instructions (whether plain text or text on a poster within the simulated workplaces). For the participating start-up, the experience was very instructive in terms of international expansion. The start-up already had some experience in market entry within the European Union, but this was the first project beyond the EU.