



MAKER GENERATION

Year 5 – Issue 1/2024

ESSENTIAL SKILLS OF BNCC

Get into the dynamic universe of contemporary education as we uncover the essential skills needed to prepare students for new challenges.

And more...

TECHNOLOGY

The Evolution of Artificial Intelligence

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BRAND EXTENSION

MKR Group and MBA Kids & Teens

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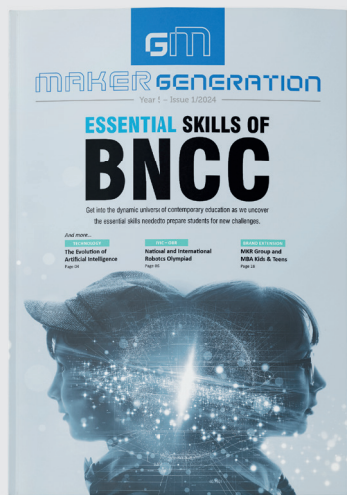
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The New Times...

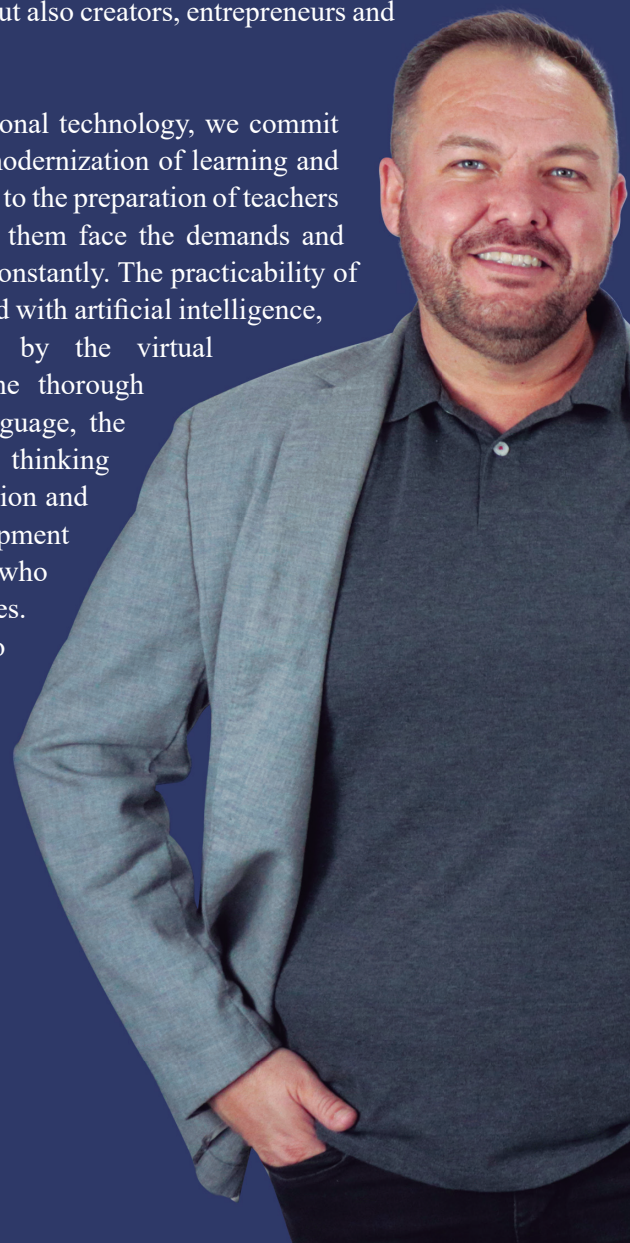
Educational Technology is one of the most important achievements of our times. As the world advances, technological innovations are reshaping the traditional teaching and learning methods. Within this panorama, technological education emerges as an essential resource, which benefits both the teacher and the student with the necessary tools to face new educational challenges which make the teaching methodology be successful.

The importance of aligning the teaching methodologies with the technological education transcends traditional boundaries inside the classrooms, which reflects directly on the demands of the job market and on the new entrepreneurs' development. We have been experiencing an era in which the digital fluency and the ability to adapt to new systems and tools are the most valued skills in almost all fields.

In this context, the educational institutions should not only integrate the technology as a facilitator in education, but also provide the students wide knowledge which allows them to understand and discuss about the implications of technology in several contexts, whether they are economic, social or cultural contexts. This reflects on an educational philosophy which considers the technology as a means to an end, as well as a field for vital study, able to empower students in order to make them not only consumers, but also creators, entrepreneurs and reflective leaders.

When we invest in educational technology, we commit ourselves not only to the modernization of learning and teaching processes, but also to the preparation of teachers and students so as to help them face the demands and opportunities that emerge constantly. The practicability of software which are designed with artificial intelligence, the immersion provided by the virtual and augmented reality, the thorough study of programming language, the mastery of computational thinking and the stimulus to innovation and creation foster the development of educators and learners who are aware of social changes. These people are able to boost new perspectives and solutions, preparing themselves to lead, innovate and consume in a conscious and entrepreneurial way.

Rafael Oliveira
Maker Group's CEO

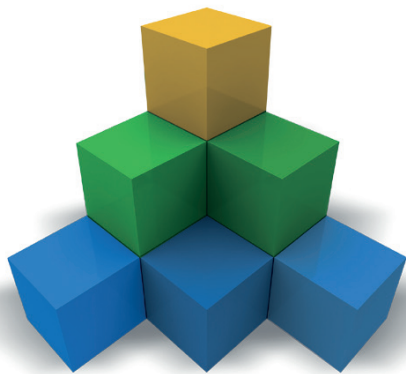


COVER

*BNCC ESSENTIAL SKILLS IN 2024

(*Common core curriculum in Brazil)

In 2024, the *BNCC essential skills take on greater importance in the educational context, by preparing the students for a digital and interconnected world. These skills, such as critical thinking, creativity and collaboration, are essential to the students' fully development, which make educational institutions, in a transversal way, incorporate these skills in their teaching methods with the support of technology. This ensures a more dynamic education and suitable to the demands of the twenty-first century.



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MKR Group and MBA kids & Teens

The advancement of Artificial Intelligence on replicating human behavior

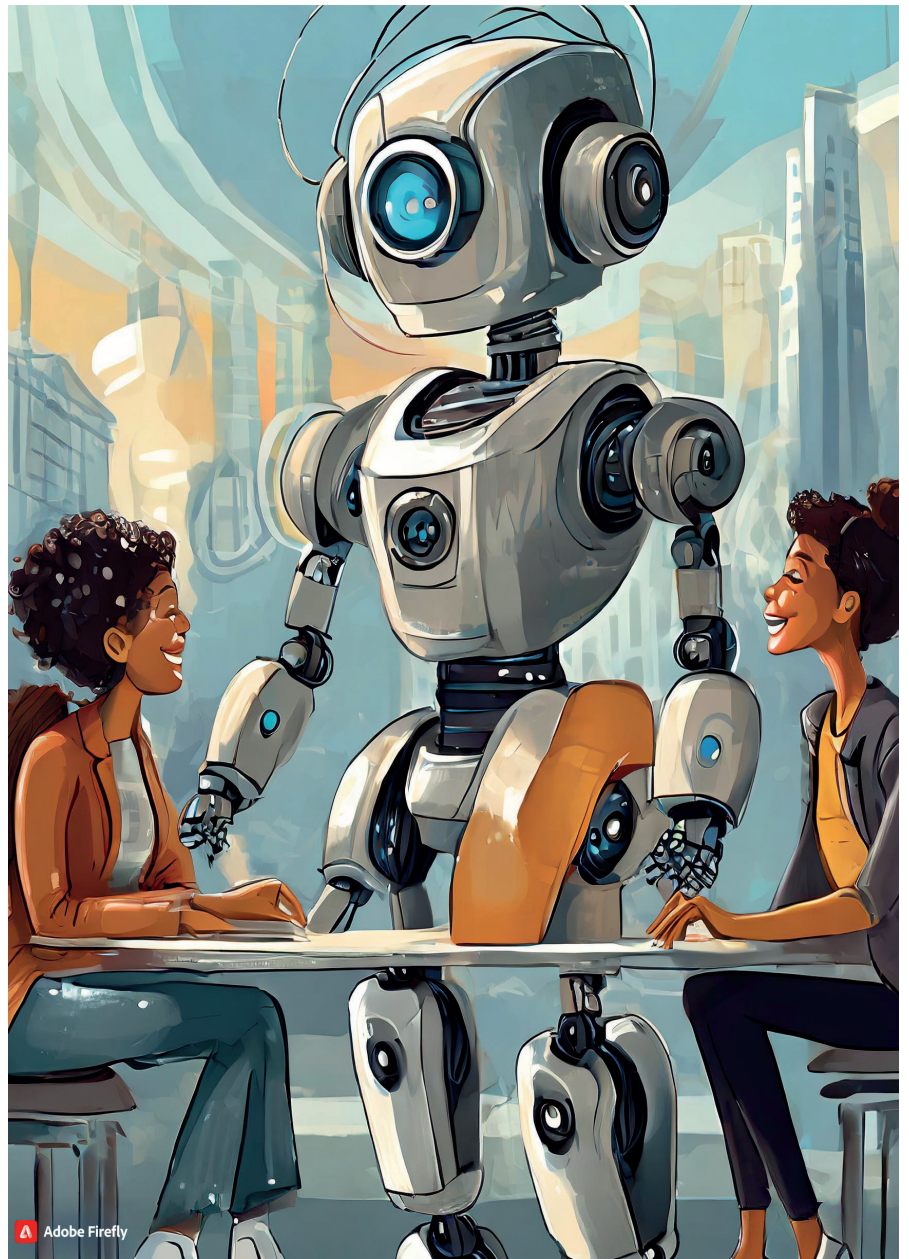
Artificial intelligence replicates patterns of human-like behavior through computational devices and programs.

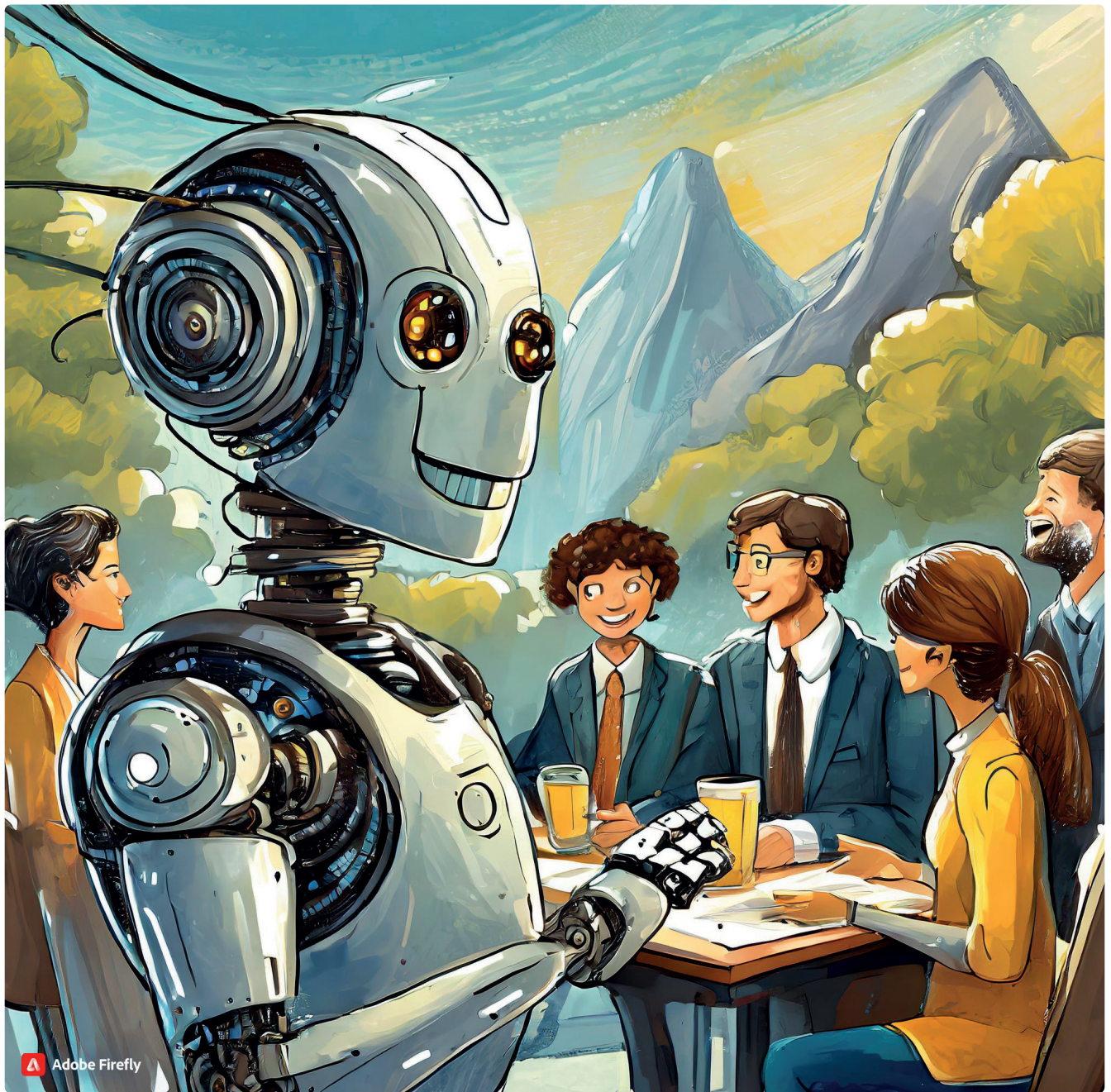
In the current panorama of technology, Artificial Intelligence (AI) emerges as a transformative force able to replicate and even surpass human abilities in several areas. One of the most intriguing aspects of this technological advancement is AI's ability to replicate human behaviors through computational devices and programs. This phenomenon, driven by significant progress in machine learning algorithms and natural language processing, is shaping the future of human-machine interaction.

The ability of AI to replicate and understand human behavior is evident through a variety of contexts. From facial recognition systems to intelligent virtual assistants like Siri and Alexa, AI demonstrates increasing proficiency in interpreting and responding to human stimuli. For instance, in voice recognition systems, advanced algorithms can recognize nuances of intonation and expression, which enable a more natural and fluent interaction between humans and smart devices. Besides, AI is becoming more and more adept at replicating complex behavioral patterns in fields such as robotics and the simulation of virtual agents.

In simulation environments such as video games and military training, AI-controlled agents can learn and adapt strategies based on past

experiences, by simulating human behaviors in dynamic and challenging situations. This ability is fundamental for the development of autonomous and robotic systems that can interact with humans in a safe and effective way in real-world environments.





One of the most impressive milestones in replicating human behavior with AI is the development of advanced natural language models like GPT (Generative Pre-trained Transformer). These models can generate coherent and contextualized text on a wide range of topics, by convincingly replicating the style and structure of human writing. For example, GPT-3 has been used to create poetry, generate news articles, and even develop programming code, by demonstrating remarkable versatility in replicating human linguistic abilities.

Despite the impressive advancement, the replication of human behaviors by AI also presents challenges and important ethical concerns. The proliferation of deepfakes, for instance, raises issues about media manipulation and the spread of misinformation. Furthermore, excessive reliance on AI systems to replicate human tasks could lead to job losses and increased economic inequality. Therefore, it is crucial that developments in AI are accompanied by regulatory and ethical measures that ensure its responsible and beneficial use for society as a whole.

In a few words, AI's ability to replicate human behaviors represents a significant advancement in the field of technology, by offering amazing opportunities and complex challenges. Upon exploring and understanding the limits and potentials of this ability, we can take advantage of the benefits of AI while we mitigate its negative impacts. However, it is fundamental that this exploration is conducted ethically and responsibly, by ensuring that AI keeps on serving as a powerful tool for human progress.

IYRC / OBR

Educational Robotics
Olympiad

Brazilian Robotics
Olympiad

Holding robotics championship and Olympiad in Brazil plays a fundamental role in advancing education in several fields. Here are some reasons why these events are important:

Stimulating Interest in STEM (Science, Technology, Engineering, and Mathematics): Robotics competitions provide a practical and exciting way to engage students in STEM disciplines, which are essential for developing technical and analytical skills needed for the modern economy.

Practical and Applied Learning: Participants in these competitions gain hands-on experience in creating, building, and programming robots. This complements theoretical learning in the classroom, which allows students to see how academic concepts are applied in practice.

Development of Socioemotional Skills: Besides the technical aspect, robotics competitions promote skills such as teamwork, communication, problem-solving, and critical thinking. Participants learn to collaborate, cope with challenges, and persevere in the face of difficulties essential skills for success in life and career.

Encouragement to Innovation and Creativity: The challenges faced in robotics competitions encourage participants to think in a creative way and find innovative solutions to complex problems. This helps develop an entrepreneurial mindset and prepares students to face real-world challenges.

Networking Opportunities and Exposure: Participating in robotics competitions provides students with the opportunity to interact with peers, mentors, and industry professionals, expanding their network and exposing themselves to different perspectives and career opportunities.

Promotion of National Pride and Technological Identity: Robotics events may inspire a sense of national pride by highlighting the achievements of Brazilian participants in international competitions. This helps promote a positive technological identity and encourages more young people to engage with STEM disciplines.





5TH EDITION INTERNATIONAL YOUTH ROBOT COMPETITION 2023 *in Brazil*



In short, organizing robotics championship and olympiad in Brazil plays a crucial role in promoting education, developing essential skills, and preparing students for the challenges of the 21st century. These events not only provide a platform for hands-on learning but also inspire and motivate students to explore their full potential.

Nowadays, in Brazil, there are two major events. One is the traditional Brazilian Robotics Olympiad (OBR), and the other is the Educational Robotics Olympiad, also known as IYRC In Brazil.

The Brazilian Robotics Olympiad (OBR) is an annual event aimed at promoting robotics and technology education among Brazilian students. Organized since 2007, the OBR includes several categories with students from elementary school through high school, as well as a university category.

The competition consists of several stages, including theoretical and practical tests, programming challenges, and the construction of autonomous robots. Participants have the opportunity to develop skills in fields such as computer science, engineering, mathematics, and teamwork.

The IYRC In Brazil is the national version of a World Championship, the IYRC (International Youth Robot Competition), which is an international robotics competition designed to engage the youth from around the world in the amazing field of technology.

IYRC covers a variety of challenges and categories, each designed to test different aspects of participants' skills. Challenges may include tasks such as autonomous navigation, object manipulation, puzzle-solving, and even social interactions between robots.

In September 2018, the first international edition of IYRC was held in the city of Leme, São Paulo, Brazil. This first edition of IYRC IN BRAZIL gathered 846 students from municipal public schools, 111 students from private schools, along with parents, guardians, educators, and local authorities, totaling approximately 4500 people in a two-day event. The championship offered all participants an incredible experience, which enabled the sharing of constructive ideas, technological solutions, engagement with other cultures, and plenty of entertainment.

A group of winning students from this stage organized a trip to participate in the World Stage of IYRC in Seoul (Daejeon), South Korea, on August 2 and 3, 2019. The event received participants from 25 countries, and these students achieved 2nd place in the Humanoid category. Since then, the event has achieved incredible numbers in both regional qualifying stages and the latest editions of the National finals, which were hosted in the cities of Piracicaba, São Paulo (2019); Brasília, Federal District (2022); and Nova Odessa, São Paulo (2023). These events have received an average of 1500 competitors and over 5000 spectators.

Promoting these competitions by using technology is very important for the country's development, and a bill (PL 1106/2023) has been part of the Chamber of deputies, authored by deputy Luiz Carlos Motta from São Paulo. The bill highlights the importance of robotics, proposing it as a competitive sport and encouraging its inclusion in the educational system as an extracurricular and optional discipline.

The bill has already been approved by the Chamber and a final report from the speaker is expected.







COMMON CORE CURRICULUM IN BRAZIL

EDUCATION IS THE FOUNDATION

Education is the solid foundation upon which the future of a nation is built. To ensure that this foundation is robust and comprehensive, Brazil has adopted the Brazilian Common Core Curriculum (BNCC, as it's known in Brazil), a fundamental milestone that establishes the guidelines for the knowledge and skills that all students in the country should acquire throughout their educational journey.

What is the BNCC?

The BNCC is much more than a set of guidelines; it is a beacon that guides the educational trajectory of millions of Brazilian students. It is a document that determines the fundamental pillars of learning, outlining not only the content but also the essential competencies and

skills that must be developed at each stage of Basic Education, from Early Childhood Education to High School.

A Path to Equality

The BNCC plays a crucial role in promoting equality in the Brazilian educational system. By establishing a common set of learnings for all students, regardless of their social, regional, or economic background, the BNCC ensures that every child and adolescent has access to the knowledge and skills necessary to thrive and contribute to society



General Competencies: The Heart of the BNCC

At the core of the BNCC are the general competencies, a series of essential skills that transcend specific subjects and prepare students for the challenges of the 21st century. These competencies range from the development of critical and creative thinking to the promotion of ethics, citizenship, and respect for diversity.

Stages of Basic Education

The BNCC is structured into three distinct stages, each tailored to the needs and characteristics of students at their respective developmental stages:

1. Early Childhood Education: In this initial phase, the emphasis is on the child's holistic development, addressing physical, emotional, cognitive, and social aspects. The BNCC guides pedagogical practices to provide a welcoming and stimulating environment where the child can explore, discover, and construct their own knowledge in a playful and creative manner.

2. Elementary Education:

Throughout Elementary Education, the BNCC aims to consolidate and expand the skills acquired in Early Childhood Education, preparing students for active and responsible participation in society. Here, more specific content is introduced, and competencies such as reading, writing, mathematics, sciences, and understanding the world around them are developed.

3. High School:

In the final stage of Basic Education, the BNCC seeks to consolidate the comprehensive education of students, preparing them for the challenges of adult life and the job market. In addition to



deepening knowledge in various fields, High School also emphasizes the development of skills such as critical thinking, solving complex problems, and intellectual autonomy.

The National Common Curricular Base (BNCC) is an essential tool in promoting equity and quality in Brazilian education. By establishing clear and objective guidelines for what students should learn at each stage of Basic Education, the BNCC provides a minimum standard of educational quality across the country. This is particularly significant in a vast and diverse nation like Brazil, where regional and socioeconomic discrepancies can significantly influence the quality of education offered.

The BNCC is, therefore, a legacy we leave for future generations, a testament to our commitment to education as a driver of change and progress. May we continue to honor this legacy, working together to build a better and more inclusive Brazil for all.

Integrating the BNCC with TECHNOLOGY, STEM (science, technology, engineering, and mathematics), and ROBOTICS can be extremely beneficial for students, preparing them for an increasingly technological and digital world. Here are points that link the BNCC to TECHNOLOGY, STEM, and ROBOTICS:

- **Curricular Integration:** Identify opportunities to incorporate concepts of technology, STEM, and robotics into different subjects such as mathematics, sciences, Portuguese, and even areas like history and geography.
- **Interdisciplinary Projects:** Promote projects that involve various areas of knowledge and encourage students to apply concepts of technology, STEM, and robotics in solving real-world problems.

- **Project-Based Learning:** Implement project-based learning approaches that allow students to create, program, and control robots to solve specific problems, thus promoting the development of skills such as critical thinking, problem-solving, and teamwork.

- **Robotics Laboratories:** Create robotics laboratories in schools where students can experiment and learn about concepts of robotics, programming, and engineering.

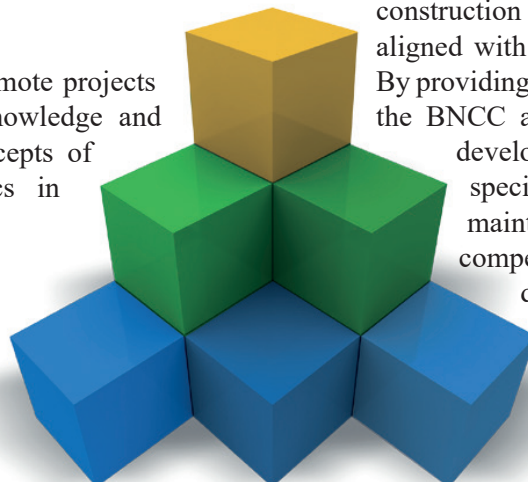
- **Teacher Training:** Offer continuous training for teachers, enabling them to effectively integrate TECHNOLOGY, STEM, and ROBOTICS into their teaching practices.

- **Digital Resources and Technological Tools:** Use digital resources such as simulations, educational apps, and online learning platforms to enrich the teaching and learning of concepts related to technology, STEM, and robotics.

- **Competitions and Challenges:** Encourage student participation in ROBOTICS COMPETITIONS and STEM challenges, providing opportunities to apply and enhance their skills in a context of healthy competition.

By integrating the BNCC with TECHNOLOGY, STEM, and ROBOTICS, schools can provide a more relevant education aligned with the demands of the 21st century, preparing students for the challenges and opportunities of the contemporary world.

Additionally, the BNCC serves as a guide for the construction of more coherent school curricula aligned with the needs of students and society. By providing a flexible and adaptable framework, the BNCC allows states and municipalities to develop local curricula that meet the specificities of their communities, always maintaining the focus on the essential competencies outlined in the national document.





Curriculum

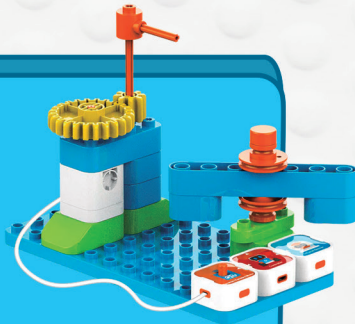
Early Childhood Education

Infants

(3-4 years old)

English, Spanish

Programming Blocks



Maker Thinker Kit

Creatively designed with vibrant colors, the kit includes various easy-to-assemble pieces, motors, sensors, and a pre-programmed controller.

2nd Grade

(7 years old)

English, Spanish

Programming Cards



Maker Kids Kit

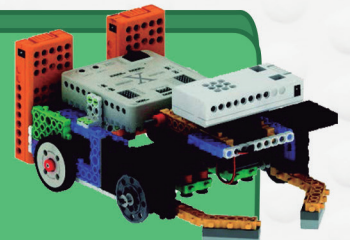
Includes large pieces, a set of wheels and gears, and various mechanical and electronic components. The kit features pre-programmed cards to facilitate programming tasks.

3rd Grade

(8 years old)

English, Spanish

Computer



Maker Code Kit

Includes a wide variety of gears, wheels, and sensors combined with 2 control boards, allowing for project creation and development of motor coordination and planning skills.

Infants

(4-5 years old)

English, Spanish

Programming App



Maker Brain Kit

Features easy-to-assemble pieces, motors, and sensors for building a variety of projects. Lesson topics include music, animals, sounds, and colors.

4th Grade

(9 years old)

English, Spanish

Computer



Maker Discovery Kit

Features over 400 pieces, including various gears, wheels, and sensors combined with 2 control boards. Offers extensive possibilities for project creation, developing fine motor coordination and planning skills.

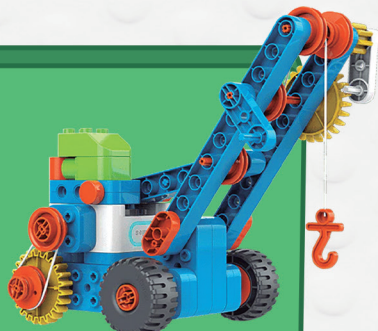
ELEMENTARY SCHOOL

1st Grade

(6 years old)

English, Spanish

Programming Cards



Maker Genius Kit

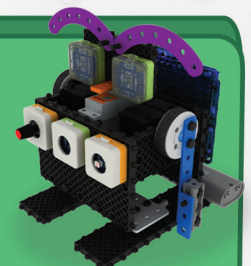
Contains pieces for building various robotics projects with themes such as music, animals, sounds, and colors. Features easy-to-assemble pieces, motors, and sensors.

5th Grade

(10 years old)

English, Spanish

Computer



Maker Mrduino Kit

Includes aluminum and plastic pieces for designing diverse ideas. Contains a complete controller and various sensors enabling a wide range of project automations.

MIDDLE SCHOOL

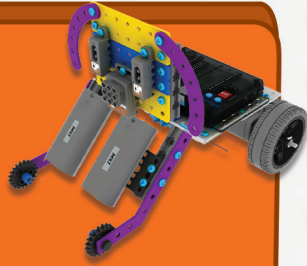
6th Grade (11 years old)

English,
Spanish

Computer

Maker Create Kit

Offers a unique experience with 2 control boards, 2 types of programming, and hundreds of pieces, sensors, and mechanical components for shaping various robotics and programming projects.



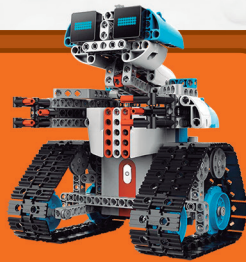
7th Grade (12 years old)

English,
Spanish

Computer

Maker Skills Kit

Features quality pieces for designing diverse ideas. Includes a complete controller and sensors enabling project automations. The programming language used is flowchart-based, enhancing understanding of the code path read by the robot.



8th Grade (13 years old)

English,
Spanish

Computer

Maker Skills OBR Kit

Transform your imagination into reality with Maker Skills! Packed with diverse pieces and sensors unlocking endless creation possibilities. Equipped with exclusive components, it was created to ensure learning and success in all stages of the US Robotics Olympics!



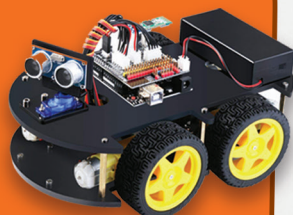
9th Grade (14 years old)

English,
Spanish

Computer

Maker Arduino Kit

Develops various skills focused on physics and mathematics, putting ideas and solutions into practice for everyday life. Programming is executed in C.



HIGH SCHOOL

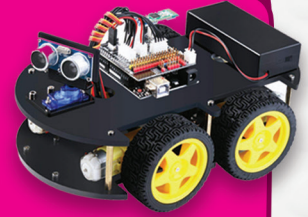
1st Year (15 years old)

English,
Spanish

Computer

Maker Arduino Kit

Develops various skills focused on physics and mathematics, putting ideas and solutions into practice for everyday life. Programming is executed in C.



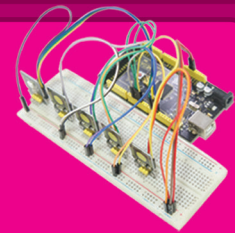
2nd Year (16 years old)

English,
Spanish

Computer

Maker Advanced AI Kit

Includes algorithms, Python language, C language, Raspberry Pi 4 B+, Linux resources, Data Processing, Data Forecasting, Data Manipulation, Webcrawler, OpenCV, Image Processing, Image Recognition, Voice Recognition.



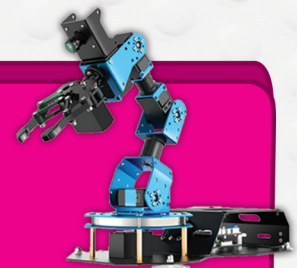
3rd Year (17 years old)

English,
Spanish

Computer

Maker Xarm Robot Kit

Enables automation of various projects, simulating various everyday and industrial situations. Features a set of suction cups and a gripper that sparks creativity for creating a robot performing tasks ranging from a checkers game to automated tasks for a production line. Text-based programming language enhances logical reasoning and action organization.



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Transformative Impact

Educators' Insights on the Importance of Robotics in Education.



Anie Bonel de O. Pereira
Technology Education Teacher
Jandyra School
Limeira – SP

Jandyra School aims to educate individuals conscious of their role in society, capable of scaling and reshaping their knowledge to contribute

to the common good, using intellectual and leadership abilities. The school proposes creating spaces for students' critical, creative, and ethical participation, guided by principles of human respect, towards full exercise of citizenship. Regarding Maker Culture and Robotics, the school values learning focused on research, discoveries, and prototype construction simulating everyday situations, aiding in STEAM (Science, Technology, Engineering, Arts, and Mathematics) processes. Through the Maker Robotics method, the faculty is equipped to encourage "technology production" rather than solely creating users of it. In the classroom, students can use creativity and critical thinking to question, modify, and understand technological processes in a balanced manner, contributing to their knowledge as engaged citizens in this new era we are experiencing.



Cibele Barbalho
Pedagogical Director
CEDESC School
Descalvado, SP

Educational robotics, in addition to developing skills for the 21st century, has a multidisciplinary nature that benefits various

areas of knowledge, enabling students to interact with reality and develop the ability to formulate and solve problems. Another key aspect of robotics is stimulating creativity through trial and error. This allows students to acquire knowledge through experiences with new technologies and tools.

Here at Cedesc School, our partnership with Maker Robotics also includes meeting the curriculum guidelines for basic computing and digital culture competence, both required by the Ministry of Education (MEC). Investing in educational robotics is a very positive step for schools, and for Cedesc School, Maker Robotics is the perfect partnership that combines learning, construction, and research.



Paula Rosana Acosta Grineberg Domingues
Maintainer
Primeiros Passos Early Childhood School | Leme, SP

Robotics classes in early childhood education play a crucial role in children's development by providing a practical and playful approach to learning important concepts. They stimulate creativity, develop motor skills, and foster social skills as robotics often involves team projects, through which students learn communication and collaboration. Primeiros Passos Early Childhood Education takes pride in offering robotics classes as part of our curriculum, in a longstanding partnership with Maker

Robotics, aiding in learning and enhancing the skills of our students from early childhood.

"People influence people. Nothing influences people more than a **recommendation from a trusted friend**. A trusted referral influences people more than the best broadcast message."

Mark Zuckerberg

Sailing the Fifth Industrial Revolution

How Technological Skills Shape Education in the Digital Age

In the era of exponential technology and the fifth industrial revolution, the way we interact with the world is undergoing an unprecedented transformation. In this scenario, education plays a crucial role in preparing individuals for the challenges and opportunities that arise. The National Common Curricular Base (BNCC) stands as a fundamental guide for building essential skills, including those directly related to technology and the digital age. In this article, we explore the intersection of technological skills, the fifth industrial revolution, and the BNCC, highlighting their importance in shaping the citizens of the future.

The Fifth Industrial Revolution and its educational implications: The fifth industrial revolution is characterized by the convergence of digital, physical, and biological technologies such as artificial intelligence, the Internet of Things, biotechnology, and cloud computing. These changes are redefining skill requirements in the job market, demanding an adaptation in the educational system to ensure that students are prepared for future jobs.

The importance of technological skills in the BNCC: The BNCC recognizes the need to develop digital skills from the early grades, integrating them into the school curriculum in a cross-curricular manner. This includes not only mastering technological tools but also the ability to think critically, solve complex problems, collaborate virtually, and adapt to an ever-changing environment.

Innovative pedagogical approaches: Faced with this scenario, educators are exploring new pedagogical approaches that effectively integrate technology into the teaching and learning process. This includes the use of digital resources such as simulations, virtual reality,



educational games, and online learning platforms to engage students and develop their technological skills practically and meaningfully.

Digital inclusion and equity: However, it is essential to ensure that all students have equal access to the opportunities provided by technology. This requires policies and investments that promote digital inclusion, ensuring that marginalized communities are not left behind in the digital transformation process.

As we move towards an increasingly digitalized and connected society, integrating technological skills into education becomes imperative. The BNCC provides an essential framework to guide this journey, ensuring that students develop the necessary competencies to thrive in the fifth industrial revolution. However, to fully realize the potential of this approach, a continuous commitment to pedagogical innovation and the promotion of digital inclusion at all levels of education is essential. Only then can we truly prepare the citizens of the future for the challenges and opportunities of the digital age.

Paulo Moraes
President of the Generation 5.0 Institute



The Fundamental Role of Emotional Intelligence in Personal and Professional Success

In today's fast-paced world, where emotional demands are as critical as technical skills, emotional intelligence emerges as an essential tool for navigating the complexities of personal and professional life. Understanding and managing one's own emotions, as well as those of others, is not merely a personality trait but a vital competency for success in various aspects of life.

Emotional intelligence, popularized by psychologist Daniel Goleman, encompasses a range of skills including self-awareness, self-management, empathy, and social skills. These abilities not only impact interpersonal interactions but also influence performance at work, relationships, and mental health.

One of the key pillars of emotional intelligence is self-awareness, the ability to recognize and understand one's own emotions. Individuals with high self-awareness have a clearer understanding of their strengths, weaknesses, values, and goals, enabling them to make more conscious decisions aligned with their life purposes.

In addition to self-awareness, self-management is another crucial skill. It involves the ability to control impulses, manage stress, and adapt to changes. People with good self-management are resilient in the face of challenges and capable of maintaining focus even under pressure, making them more effective in time management and goal achievement.

Lastly, social skills encompass a variety of competencies such as effective communication, conflict resolution, and leadership. Individuals with strong emotional intelligence are adept at building and maintaining positive relationships, which makes them more effective leaders and valuable team members.

In an increasingly interconnected and complex world, emotional intelligence becomes a competitive advantage both personally and professionally. Developing and enhancing these skills not only promotes individual well-being but also contributes to a healthier work environment, more fulfilling interpersonal relationships, and a more empathetic and compassionate world.

Investing in the development of emotional intelligence is investing in the future, empowering individuals to face the challenges of the modern world with confidence, resilience, and empathy.

MKR Group strengthens its educational presence with acquisition of MBA Kids & Teens, reinforcing education in robotics, entrepreneurship, and finance in Brazil and Latin America.

Strategic Expansion: MKR Group strengthens its commitment to education by adding MBA Kids & Teens to its portfolio in Latin America.

In a strategic move within the educational sector, MKR Group, a leader in educational robotics, announces the acquisition of MBA Kids & Teens, recognized since 2018 for its innovative approach to teaching entrepreneurship and financial education to children and teenagers, now expanding significantly under the leadership of MKR Group—a promising milestone for quality education in Latin America.

MKR Group, holder of prominent brands such as My Robot School, Maker Robotics, and RoboShop, intensifies its commitment to high-quality education through this new integration. Their scope now extends beyond robotics education and product commercialization, encompassing crucial areas like entrepreneurship and financial education. The merger with MBA Kids & Teens, notable for its innovative and effective methodology, aligns perfectly with the Group's goal of efficiently preparing new generations to overcome future challenges and become active agents in transforming society.

“The commitment is to offer learning opportunities that empower students to face the challenges of the 21st century, preparing them not only academically but also for practical life. This acquisition represents a significant step in our commitment to providing comprehensive and relevant education. We are excited to integrate MBA Kids & Teens into our brands, and we are confident that together we can transform how children and young people perceive learning.” - Rafael Oliveira, CEO of MKR Group.

“The integration with MKR Group is a milestone for MBA KIDS & TEENS, allowing us to expand our innovative approach to education and bring entrepreneurial education to a large number of children and teenagers throughout Brazil and Latin America,” said Maria Isabel Macegoso, CEO of MBA Kids & Teens.

MKR Group, through its brands My Robot School and MBA KIDS & TEENS, currently managing 75 franchises, plans to expand its influence in the educational field. With the support of its international headquarters in Paraguay, the group aims to extend its educational operations throughout Brazil and reach other Latin American nations.

For more information about this educational advancement and the programs offered, visit the MBA Kids website at www.mbakids.com.br and for more details about MKR Group, visit www.myrobot.com.br and www.makerrobotics.com.br.



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Mauricio

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store

A photograph of a MY ROBOT store interior. The store has a red wall with the 'MY ROBOT' logo in white. A reception desk is on the left. In the center, there are several colorful display units for educational kits, including one labeled 'maker'. A sign in the background says 'Campinas' and 'DEBEMOS POR NOS RECEBER'. People are visible in the background.

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