Driving the Future of Business Learning: How Latin America's Top Executive Education Platform Delivers Global Learning Through AI Translation

.StartSe

Challenge
High Translation Costs Were a Barrier to Global Expansion

StartSe is Latin America's leading executive education company, and the only one with headquarters in Silicon Valley. The company specializes in high-impact, international immersion programs that connect Brazilian executives and entrepreneurs to the world's top innovation ecosystems, including Silicon Valley, China, Israel, Portugal, and beyond.

These five-day immersion experiences offer hands-on exposure to disruptive technologies, cutting-edge business models, and the future of leadership. The program offers a minimum of 40 hours of live content per week. Most speakers present in English (or sometimes Mandarin), while participants are native Portuguese speakers.

Previously, StartSe relied on interpreters to deliver simultaneous translation. However, this method was costly, logistically demanding, and less scalable. As one of Brazil's most visible champions of emerging technologies, StartSe sought a more agile and innovative solution aligned with its tech-forward brand focused on AI.

Solution

Translation that Matches the Pace and Innovation of StartSe Programs

In March 2025, StartSe began using Wordly the leading AI translation and captioning platform, to power live multilingual interpretation at its global programs.

"We needed a translation solution that matched the pace and innovation of our programs," said Mariane Dib, Product Manager and Head of Global Immersions at StartSe. "Wordly was a perfect fit for being agile and fully aligned with our tech-forward identity."

Wordly provided the perfect solution: a browser-based platform that delivers real-time, AI translation and captioning directly to participants' smartphones. No downloads, no hardware. Just a simple link or QR code to access live interpretation.

Key Use Cases at StartSe:
- Five-day Silicon Valley Immersion Program: 15+ hours of live sessions with Wordly translating speaker content from English to Portuguese.
- Hands-on Sessions and Company Visits: Participants connect via their phones to listen or read real-time AI translations.
- Interactive Q&A: Portuguese attendee questions translated into English using Wordly.

"One of the biggest benefits is how effortless it is for our participants," continued Dib. "They're impressed they can access live AI translation just by opening a link on their phones."

The flexibility and ease of use made Wordly possible for StartSe to maintain its immersive, high-impact format without the complexity or cost of hiring human interpreters.
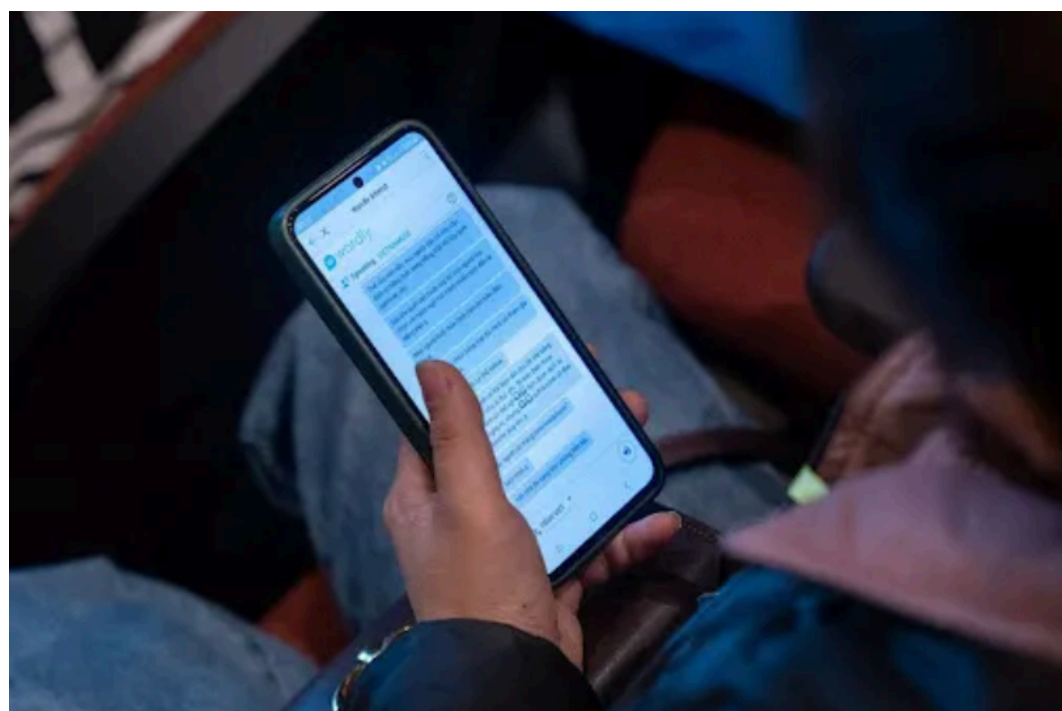
Results
Lower Costs, Better Experience, Stronger Brand

"Since we started using Wordly, participants have consistently shared how impressed they are with the real-time translation," added Dib. "They love the convenience and appreciate that we're using AI in such a practical, effective way. It reinforces our brand as tech-forward."

- **Cutting Costs Without Cutting Corners:** Switching from in-person interpreters to Wordly has resulted in approximately 80% cost savings while maintaining a high-quality experience. The platform also reduced logistical complexity, freeing StartSe's team to focus on content and execution.

- **Enhanced Experience:** Since implementing Wordly, participants have consistently shared how impressed they are with the real-time translation. They love the convenience of using their own phones and value StartSe's commitment to using advanced AI technology.

- **Brand Reinforcement:** The use of Wordly supports StartSe's position as a technology-first, innovation-driven company. Using AI translation aligns perfectly with StartSe's mission to lead by example in digital transformation and executive upskilling.

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AI Translation & Captions

About StartSe

StartSe is a continuing executive education company that has emerged from the finding of a mismatch between the traditional model of education and the labor market needs of the so-called New Economy. StartSe also functions as a digital platform designed to connect and strengthen the ecosystem of startups, investors and companies, providing the community with quality education and innovative content. StartSe is based in Brazil. For more information, visit: www.startse.com.

About Wordly

Wordly is the pioneer and leader in AI translation, providing a high-quality, secure, easy-to-use, and affordable live AI translation and caption solution for communicating across multiple languages. Wordly translates dozens of languages in real-time, making in-person and virtual meetings and events more inclusive, accessible, and engaging. Its SaaS platform meets enterprise-grade security & privacy standards and eliminates the need for human interpreters or special equipment. Millions of users across thousands of organizations - including corporate, nonprofit, government, education, and religious sectors - trust Wordly for their multilingual communication needs. For more information, visit www.wordly.ai.

Future

Next Stop: China and Multilingual Collaboration

StartSe plans to expand Wordly use into its China programs, which include sessions in both Mandarin and English. Beyond speaker translation, StartSe sees potential for broader applications of Wordly:

- Live multilingual support between participants and speakers
- Real-time translation during informal networking
- Facilitating Q&A and breakout discussions in multiple languages

"We see potential for broader use, not just for speakers, but also to help participants and guests interact in multiple languages," stated Dib.

As StartSe continues to expand its global footprint, Wordly will remain a vital part of its strategy to create inclusive, tech-enabled learning experiences for tomorrow's leaders.