

# .StartSe

## Case Study

How Latin America's Top Executive Education Platform Delivers Global Learning with Live AI Translation



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### 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 interpretation. 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

In March 2025, StartSe began using Wordly, the leading live 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 captioning and translation 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.

“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.”

## What’s Next: Expanding Multilingual Learning Across Borders

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.

## 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.

Wordly offers multiple ways to access translation in dozens of languages – on a phone, tablet, or computer. Read transcripts or listen to audio in your preferred language in real-time.



## Live Translation + Limitless Integrations

Wordly generates live, translated text and audio for events, webinars, or broadcasts, empowering attendees to engage seamlessly. Integrates with all major meeting platforms. RTMP, iFrame, and APIs available for custom setups.

## Multilingual Subtitles

Wordly is known for its best-in-class accuracy and translates English, Spanish, French, Portuguese, Japanese, and dozens of other languages to expand accessibility across diverse audiences. Export subtitles, captions, transcripts, and summaries in all relevant formats.

## Customizable Display Options

Admins can control font size, text color, and background color for in-room displays, monitors, and third-party caption overlays. Users can control text and background color on their phone, tablet, or computer.

## Post-Meeting Support

In addition to real-time features, Wordly helps teams stay compliant with asynchronous support. We offer post-event transcripts, subtitles / caption\* files, and summaries – all can be translated and mass exported in seconds.

Wordly's unified solution makes every touchpoint more accessible, engaging, and inclusive across every major language and meeting format. Listen to translated audio; read translated subtitles; read same language captions; access text transcripts and summaries. Wordly does it all for one affordable price.

Whether you're streaming a city council meeting, supporting school events, or having 1-1 customer discussions, Wordly ensures your is accessible to everyone.

In addition to powerful features, high scalability, and ease of use, Wordly has built strong security and privacy protection into our products and processes - including SOC 2 Type II and ISO 27001 compliance - and continuously test and optimize our infrastructure.

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## Wordly launched in 2019 and is the most trusted **AI translation** and **captioning** tool on the planet

Millions of  
Users

60+  
Countries

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