

IARA

AI Copilot for Personalized Learning

GENERATIVE AI

EDUCATION

BRAZIL

AT SCALE

IARA turns generative AI into a governed academic capability - combining personalized learning, faculty support and measurable institutional value at ecosystem scale.

THE CHALLENGE

Higher education faces challenges in engagement, retention and personalization. Students navigate content overload across formats, while faculty spend significant time on repetitive assessment creation and correction. Ânima identified the opportunity to use AI to increase personalization and efficiency while preserving academic validation and student wellbeing.

THE RESPONSE

IARA - Inteligência Artificial e Resignificação da Aprendizagem - was developed as an AI learning copilot based on AWS Bedrock and validated knowledge bases. It supports personalized, multimodal learning for students and AI-assisted assessment workflows for faculty, always preserving faculty validation.

34K

students reached*

**BRL
1.5M**

SaaS contracts
eliminated

BRL 1M

assessment cost avoided

6 months

breakeven

>100%

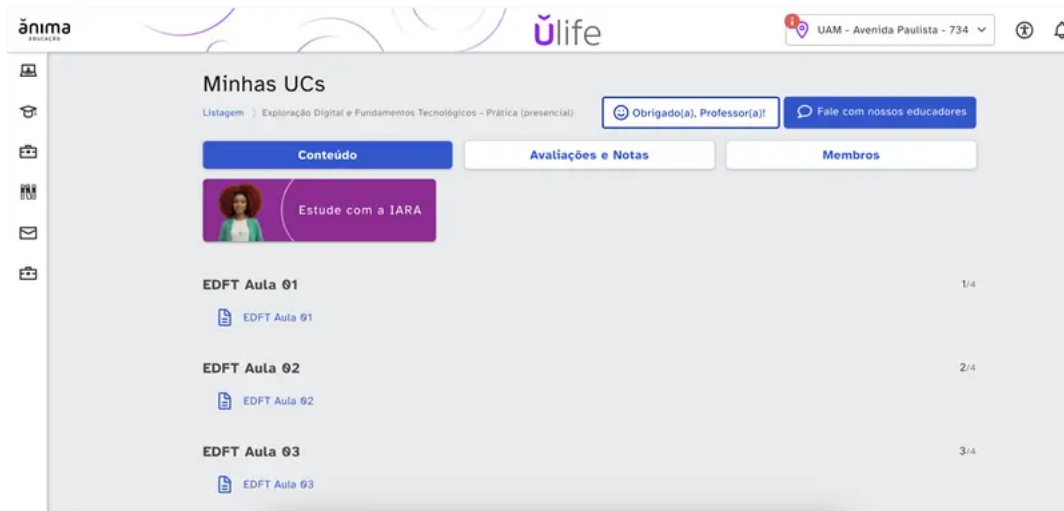
estimated 2025 ROI

*34,000 students reached by IARA's course-content conversational experience.

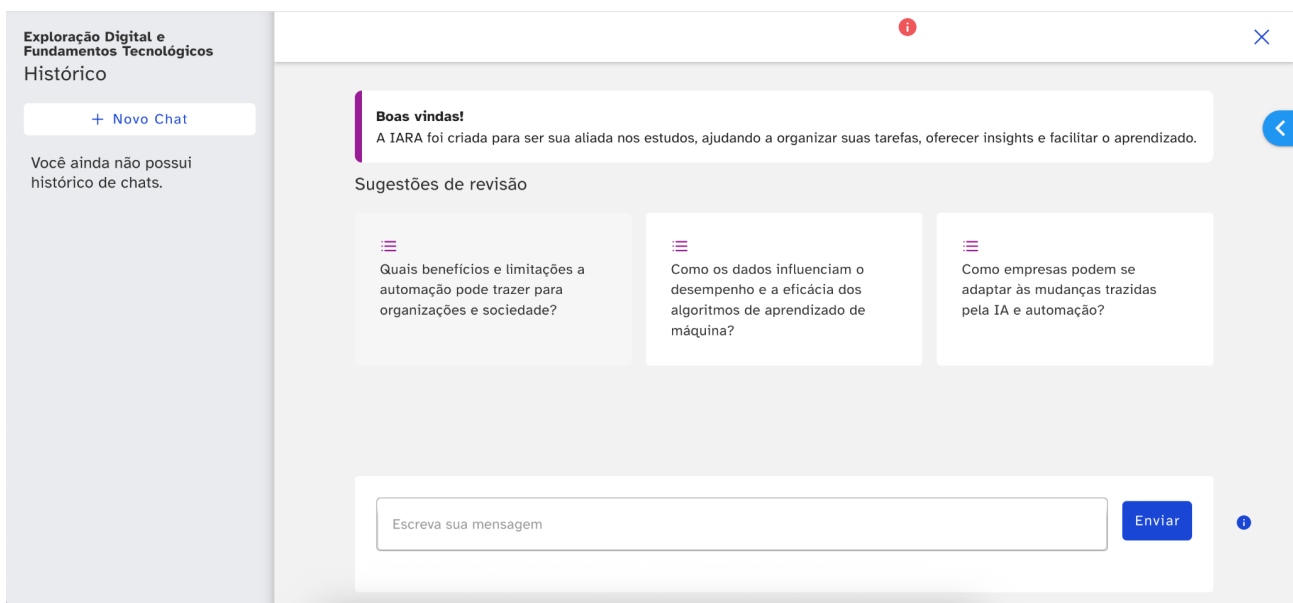
IARA is documented as being used at scale across the Ânima ecosystem, transforming GenAI from an isolated experiment into an institutional capability.

AI where learning already happens

IARA is embedded in the academic environment, giving students direct access to the learning copilot from their course experience.



IARA entry point inside the Ulife academic environment.

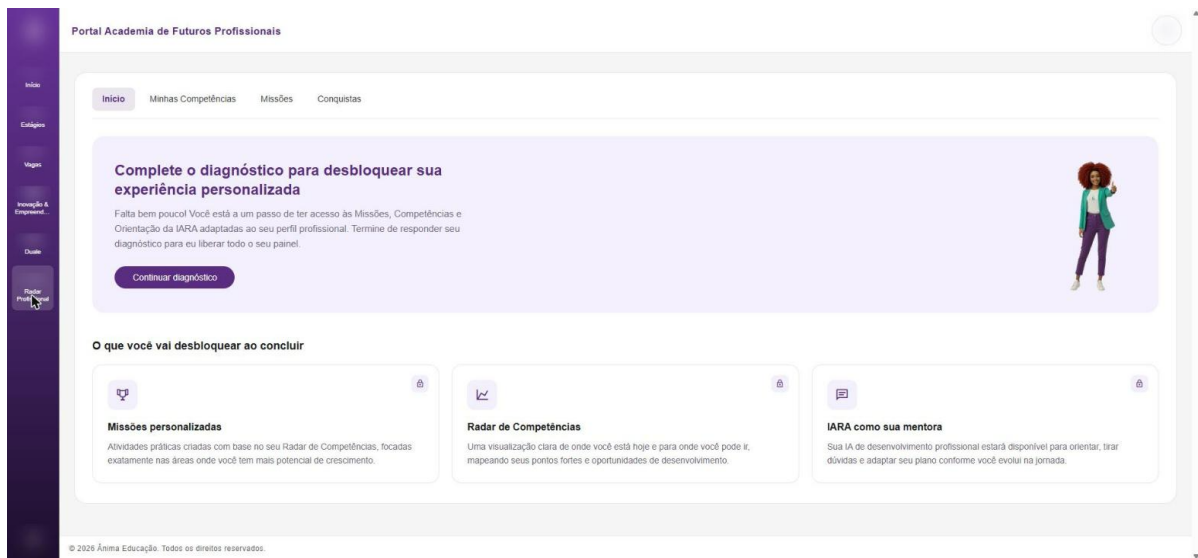


Student-facing IARA experience with contextual study suggestions and conversational interaction.

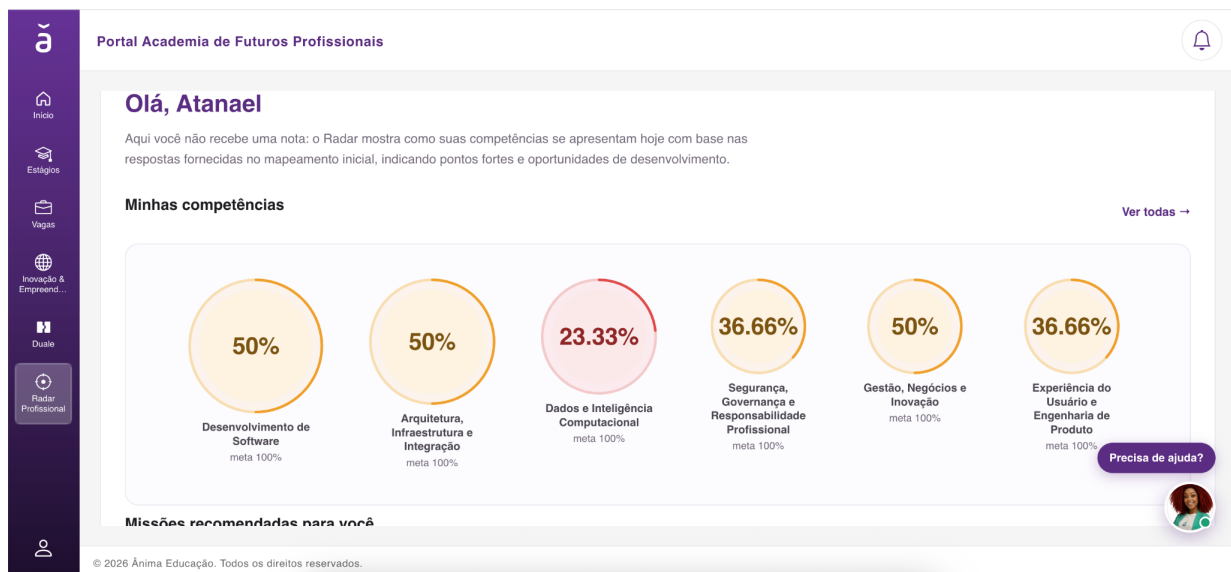
34,000 students have been reached through IARA's course-content conversational experience.

From competency diagnosis to personalized development

The experience extends beyond conversation: IARA is connected to a competency-based journey that supports individualized development.



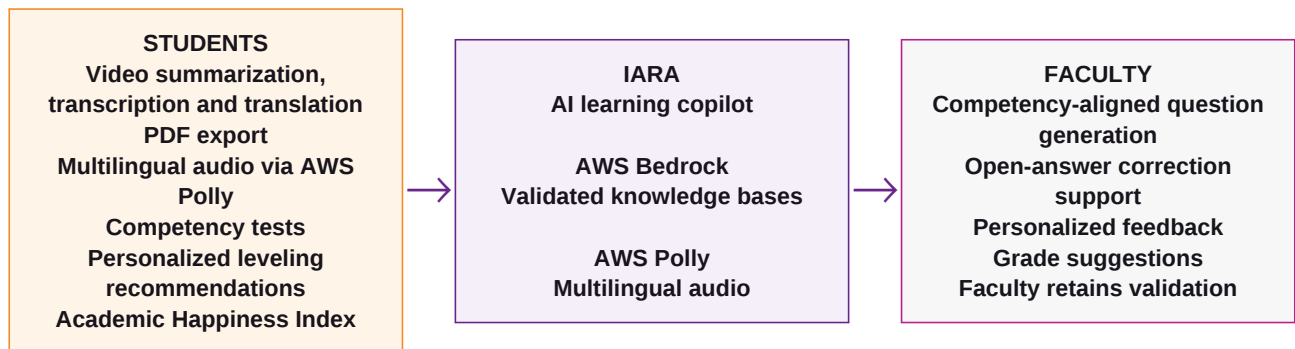
The experience connects the diagnostic journey to personalized missions, competency development and IARA as a professional-development mentor.



Competency radar showing the learner's current profile and development opportunities based on the initial mapping.

The documented case includes competency tests with personalized leveling recommendations; these screens provide visual evidence of that personalization journey.

One copilot connecting students, faculty and academic governance



Technology foundation

AWS Bedrock GenAI connected to validated knowledge bases	AWS Polly Multilingual audio capabilities	AI/ML + Big Data Analytics Applied to learning and experience use cases
--	---	---

Faculty validation remains part of assessment workflows, while validated knowledge bases and the competency framework anchor the academic experience.

Technology partners documented in the initiative: **AWS, CI&T; and Compass.**

Evidence across scale, value, experience and quality

SCALE	34,000 students reached by IARA's course-content conversational experience.
FINANCIAL VALUE	BRL 1.5 million in SaaS contracts eliminated in the context of exam-correction support.
COST AVOIDANCE	BRL 1 million avoided in assessment-tool implementation for the Competency Test and Academic Happiness Index.
STUDENT EXPERIENCE	NPS among veteran students participating in the 2025/1 pilot was 6 points higher than among non-participants.
QUALITY	Spelling errors and missing justifications were eliminated in generated exam questions.
RETURN	Breakeven in 6 months with estimated 2025 ROI above 100% .

Built around feedback

Student and faculty needs were identified through NPS, tool feedback and research. Institutional evaluation is conducted semiannually, while the student platform provides an always-on feedback mechanism. CSAT is collected in the tool and NPS semiannually, feeding product-improvement cycles.

The documented 2025/1 pilot result is comparative: veteran participants recorded NPS 6 points higher than non-participants.

Scaling GenAI without losing academic control

Implementation connected Technology, Academic/Education, Product/Innovation and Data teams, aligning architecture, pedagogy, experience design and measurement.

Technology AWS architecture, GenAI and integrations	Academic Pedagogy, competency framework and faculty validation
Product / Innovation Experience design and roadmap	Data NPS and usage metrics

Challenges overcome

Infrastructure High access volume at low cost	Pedagogical curation Response quality	Faculty enablement Adoption at scale
---	---	--

Risk was managed through wave-based rollout, continuous user feedback, market research, strategic development partnerships, and ongoing technical and pedagogical analysis.

What remains after implementation

Beyond the solution itself, the project generated production LLM know-how, confidence for new AI investments, stronger innovation culture, technology governance and pedagogical validation. The model is documented as replicable to educational institutions and new educational contexts.

IARA brings together GenAI at scale + pedagogical governance + measurable financial return + student-experience evidence + a replicable operating model.

The case has also generated invitations to present with multiple partners, particularly at national AWS events.