



EON REALITY | EON AI VENTURES

# The Sovereign Human Initiative

# LATIN AMERICA

*Orchestrating Latin America's Great Retraining Through Immersive Intelligence,  
the Global Diploma Alliance, the Venture Builder Economy & the VAR Network*

## **Dan Lejerskar**

Chairman & CEO, EON Reality Inc.

Chairman, EON AI Ventures

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# Latin America's AI Displacement Challenge

Latin America faces a compounding crisis: the region's largest generation of educated professionals enters the workforce at the exact moment AI automates the knowledge-economy roles they trained for. With 660M people, a median age of 31, and chronic underemployment, the displacement wave threatens the region's hard-won middle class.

## THE K-SHAPED ECONOMY



**Tech Hubs (SP, CDMX, Bogota) +11.5% productivity**



**Broader Workforce — 40% white-collar tasks automatable**

Multinationals deploying AI across LATAM report record productivity. But the workforce reductions that follow hit hardest in the professional middle class — the accountants, analysts, and administrators who anchor the region's consumer economy.

# 660M

LATAM population  
6th largest economy

# 31

median age — youngest  
major workforce globally

# 40%

white-collar tasks  
automatable now

# 56%

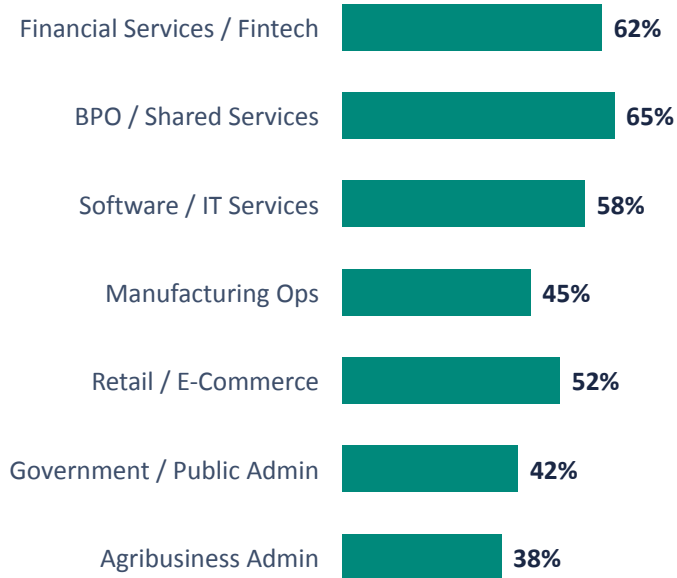
informal employment  
across the region

Source: IDB, ECLAC, Goldman Sachs, WEF Future of Jobs 2025, ILO LATAM

# The Professional Middle Class at Risk

From Sao Paulo fintech analysts to Mexico City marketing managers — Latin America's best-educated, highest-earning professionals face structural AI displacement at the moment the region most needs a stable middle class.

## AI Task Exposure by LATAM Sector



### USD \$800–2,500/mo Salaries

Exposed professionals carry LATAM's highest household costs: mortgages, private school, healthcare



### BPO Offshoring at Risk

LATAM's \$12B+ BPO sector — serving US/EU clients — faces direct AI substitution. 2M+ jobs exposed



### Youth Unemployment Crisis

LATAM youth unemployment at 18%. 10M+ NEETs (neither in education nor employment). Brain drain accelerating

Source: Anthropic Economic Index, IDB, ECLAC, ILO LATAM Labour Overview

# The Nearshoring Promise Meets AI Displacement

Latin America's historic nearshoring opportunity — relocating manufacturing and services from Asia — arrives at the exact moment AI automates the knowledge roles these investments were expected to create. The region risks building factories that need fewer workers and service centres that need no people at all.

## LATAM'S ECONOMIC MODEL

- Commodities + manufacturing exports drive growth
- BPO/nearshoring as path to knowledge economy
- Large informal sector absorbs displacement
- Model assumed: gradual industrialisation pathway

VS

## 2026 AI DISRUPTION REALITY

- AI automates 40% of white-collar tasks across the region
- BPO/shared services sector — LATAM's fastest growth engine — faces direct AI substitution
- Nearshoring investments bring automation, not just jobs
- Informal sector cannot absorb knowledge-worker displacement

*EON's 90-day retraining pathway is not a feature — it is survival infrastructure for Latin America's professional middle class.*

THE SOLUTION

# The Only Platform Built for This Moment

*Six integrated capabilities — one platform. Purpose-built for Latin America's workforce transformation.*



## Virtual Campus

90-day intensive pathways at <1% the cost of LATAM university education. Spanish & Portuguese native.



## Career Compass

AI-driven matching across 9,000+ roles. Maps LATAM workforce skills to AI-resilient career pathways.



## EON Genesis

Converts decades of institutional knowledge into immersive AI training in hours, not years.



## Global Diploma Alliance

Internationally recognised credentials. Portable across LATAM, US, and EU labour markets.



## Venture Builder

Transforms displaced professionals into AI-powered entrepreneurs serving LATAM's 30M+ SME market.



## VAR Network

Localised deployment across LATAM territories. Country-specific VARs for Brazil, Mexico, Colombia, Argentina, Chile, Peru.

# Collapsing the Cost of LATAM Education

## TRADITIONAL LATAM EDUCATION

**\$3,000–15,000 / YEAR**

- 3–5 years for degree completion
- Quality varies dramatically by institution
- \$9K–45K total cost (private universities)
- Graduates trained for roles AI will automate
- Rigid curricula disconnected from employer needs

VS

## EON VIRTUAL CAMPUS

**<\$500 / YEAR**

- 90-day intensive pathways available now
- Spanish & Portuguese native AI delivery
- Global Diploma Alliance accreditation
- AI-resilient skills via Career Compass
- Accessible from any device, any location

*LATAM spends \$150B+ annually on education · EON targets 95%+ cost collapse with globally portable credentials*

# 9,000 AI-Resilient Pathways for LATAM

Career Compass maps each professional's existing skills against 9,000+ AI-resilient roles, creating personalised 90-day retraining pathways aligned with LATAM's growth sectors.



## Skills Assessment

AI analyses current competencies against LATAM market demand and nearshoring opportunities



## Pathway Matching

Maps to highest-value AI-resilient roles in fintech, agritech, green energy, and digital services



## 90-Day Programme

Immersive retraining via Virtual Campus with Spanish/Portuguese AI delivery



## Credential & Placement

Global Diploma Alliance certification + employer matching via local workforce networks

Sample Pathways: BPO Agent → AI Customer Success Mgr | Bank Analyst → Fintech AI Consultant | Factory Supervisor → Smart Manufacturing Lead

# EON Genesis: The Intelligence Ingestion Engine

EON Genesis converts institutional knowledge into immersive, AI-powered training modules. What took months of curriculum development now takes hours.



## EON Brainy

AI tutor fluent in Spanish & Portuguese. Adapts in real-time to each learner's pace, cultural context, and professional background.



## Knowledge Ingestion

Upload any institutional content — Petrobras procedures, Mercado Libre operations, banking protocols — and Genesis creates immersive training.



## Spatial Computing

XR-native delivery via Apple Vision Pro, Meta Quest, and mobile. Train in 3D environments replicating LATAM industrial sites.

**136M+ platform users · 4,400+ institutional customers · 80+ countries · Spanish & Portuguese AI delivery**

# The Global Diploma Alliance: LATAM-Ready at Scale

Internationally recognised credentials portable across LATAM borders and into US/EU labour markets.



## Cross-Border Recognition

Credentials recognised across LATAM — Brazil, Mexico, Colombia, Argentina, Chile, Peru — plus US and EU portability.



## International Portability

Global Diploma Alliance spans 80+ countries. LATAM professionals gain credentials that travel with them — reducing brain drain.



## Employer-Validated

Co-developed with LATAM employers: Mercado Libre, Nubank, Globant, Rappi, and major multinationals across the region.



## Government Integration

Designed for integration with national workforce agencies: SENAI/SESI (Brazil), CONALEP/SEP (Mexico), SENA (Colombia).

# From Displaced to Proprietor: LATAM's Venture Builder Economy

*EON's Venture Builder is the Shopify of the Intelligence Revolution — adapted for Latin America's 30M+ SME market.*

Displaced BPO Manager →

**AI Customer Success Platform**

**USD  
8K/mo**

25 SME clients × \$320/mo. 15 years of client management expertise + AI automation. Formerly \$2,500/mo salary.

Displaced Bank Analyst →

**AI Fintech Compliance Service**

**USD  
12K/mo**

Latin American fintech compliance automated. AI processes KYC/AML, human expert reviews. \$400/client × 30.

Displaced Agri Manager →

**AI Precision Agriculture SaaS**

**USD  
10K/mo**

40 farm cooperatives × \$250/mo. Decades of agribusiness expertise productised for smallholders.

# The VAR Path: Deploy the Revolution Across Latin America

*Value-Added Resellers localise EON's platform for each LATAM country's regulatory environment, language, and sector priorities.*



## Brazil

SP/RJ tech hubs, agritech, fintech (Nubank, PagSeguro), SENAI integration



## Mexico

Nearshoring corridor, CDMX tech, Monterrey manufacturing, CONALEP/SEP



## Colombia

Bogota/Medellin innovation, BPO transformation, SENA workforce agency



## Argentina / Chile / Peru

Buenos Aires tech, Santiago fintech, Lima BPO, Pacific Alliance markets

Each VAR operates as a semi-sovereign business unit · Local ownership · Country regulatory compliance · Spanish & Portuguese native

# Three Paths Out of Displacement – One Platform



## GET EMPLOYED

*Land a new AI-resilient role*

- Career Compass identifies best-fit roles
- 90-day retraining via Virtual Campus
- Global Diploma Alliance credential
- Employer matching via local networks



## GET AUGMENTED

*Enhance your current position*

- AI co-pilot training for existing role
- EON Brainy personalised learning
- Department-level transformation
- Credential for AI-augmented competency



## GET ENTREPRENEURIAL

*Build your own AI venture*

- Venture Builder platform access
- EON marketplace listing
- Revenue infrastructure from day one
- From \$2,500/mo salary to \$10K+/mo

# The Science Is Settled: Immersive Beats Everything

76%

Higher retention vs. traditional lecture-based learning

*PwC / National Training Laboratories*

4×

Faster skill acquisition through immersive training

*PwC VR Training Study*

3.75×

More emotionally connected to material

*PwC Soft Skills Study*

275%

More confident applying skills post-training

*PwC Enterprise VR Report*

# Aligned with Latin America's Priorities



## Nearshoring Opportunity

EON retrains workers for nearshoring roles — ensuring LATAM captures manufacturing & services moving from Asia.



## Inclusive Growth Mandate

Addresses inequality by providing world-class training regardless of geography, income, or institutional access.



## Digital Transformation

Aligned with national digital agendas across Brazil, Mexico, Colombia, Chile, and Argentina.



## Cross-Border Portability

Credentials work across Pacific Alliance, Mercosur, and into US/EU markets. Reduces brain drain by creating local opportunity.



## Data Sovereignty

Regional deployment options. Compliant with Brazil's LGPD, Mexico's data protection, and national privacy frameworks.



## IDB / World Bank Alignment

Platform design aligns with multilateral development bank workforce programmes and funding mechanisms.

Enterprise: Mercado Libre · Nubank · Globant · Rappi · FEMSA · Vale · Governments across 20+ nations

# Partner with EON in Latin America: Six Models

## National Platform Licence

Governments deploy EON as national retraining infrastructure. Spanish/Portuguese native, on-premise options.

## Enterprise Workforce Partner

Corporations retrain displaced workers. Nearshoring employers integrate EON into workforce transformation.

## VAR Territorial Licence

Entrepreneurs operate EON in a specific country. Build a business while building the national workforce.

## University Integration

LATAM universities add EON's 90-day pathways alongside degrees. AI-resilient credentials for graduates.

## IDB / Multilateral Co-Investment

Development banks co-invest in EON's LATAM expansion. Aligned with inclusive growth and digital transformation mandates.

## Ministry Direct Partnership

SENAI (Brazil), CONALEP (Mexico), SENA (Colombia) embed EON in national workforce development programmes.

## EVIDENCE

# The Data Is Unambiguous

Anthropic Economic Index (March 2026): 75% task coverage for programmers, 70% customer service, 67% data entry — the exact roles LATAM's BPO and services sectors depend on

IDB: Latin America needs 50M+ new skilled workers by 2030 to capture the nearshoring opportunity. AI reduces demand for 40% of planned roles

Goldman Sachs: 300M+ jobs globally impacted by generative AI — LATAM's BPO/shared services sector faces disproportionate exposure

WEF Future of Jobs 2025: 92M roles displaced globally by 2030. LATAM's young, educated workforce faces acute exposure in knowledge work

ECLAC: 56% of LATAM employment is informal. Displaced formal-sector professionals cannot be absorbed by the informal economy

ILO LATAM: Youth unemployment at 18% across the region, with 10M+ NEETs. Entry-level roles disappearing to AI before graduates enter

McKinsey LATAM: The region's \$12B+ BPO sector — serving US and EU clients — faces 40–60% task automation within 3 years

World Bank: LATAM's Gini coefficient remains among the world's highest. AI displacement without retraining infrastructure deepens inequality

THE SOVEREIGN HUMAN INITIATIVE

# Latin America doesn't need more displaced workers.

## It needs sovereign human capital.

EON Reality and EON AI Ventures have spent 25+ years building the only platform that addresses the complete lifecycle of human capital transformation: from AI-driven career discovery, through immersive retraining, to credential issuance, venture creation, and market deployment.

Latin America's nearshoring moment demands a workforce that doesn't yet exist. EON's Sovereign Human Initiative creates it — at the speed and scale the region demands.

This is not a training programme. This is the infrastructure for a new economic era.

# Begin Latin America's Sovereign Human Initiative

## Dan Lejerskar

Chairman & CEO, EON Reality Inc. | Chairman, EON AI Ventures  
[dan@eonreality.com](mailto:dan@eonreality.com) | [eonreality.com](http://eonreality.com)

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