



**AFTER
IS COOL**

AFTERISCOOL, THE EPIC WAY
TO TURN KNOWLEDGE INTO
CREATIVE POWER.



**AFTERISCHOOL IS A TEACHING
METHODOLOGY IN THE CREATIVE
ECONOMY THAT PREPARES YOUNG
PEOPLE AND TEAMS FOR THE**

FUTURE

We combine gamification, digital culture,
and hands-on experiences to develop
skills that directly connect with
Generation Z reality.



HOW YOUR
COMPANY
CAN USE

**AFTER
IS COOL**

School of creative economy that prepares young people and teams for the future with innovative methodologies and gamification.



EDUCATIONAL INSTITUTIONS

- Use ready-made and gamified courses;
- Co-create learning paths with our team and fully customize them for your students;
- Implement the platform as part of the curriculum.



COMPANIES / BRANDS / HR

- Offer as an educational benefit, in training or onboarding processes;
- Create personalized learning paths with storytelling;
- Engage employees with challenges and goals.

SOME IMPORTANT DATA

74% of American companies consider digital transformation an organizational priority, according to Gartner.

MyHub Intranet Solutions

80% of leaders in technology-focused organizations state that digital upskilling is the most effective way to close skills gaps among employees, according to McKinsey research.

McKinsey & Company

The gamification market in education in the U.S. is projected to grow from USD 1.55 billion in 2025 to USD

Verified Market Research / Market Data Forecast

Edutainment platforms in the U.S. are expected to grow at a CAGR of 13.9% until 2034, driven by government investments and increasing demand for gamified learning.

Future Market Insights

Professionals with skills in storytelling, AI, and creativity are 3x more likely to be hired in digital companies.

Source: LinkedIn Learning Report, 2024

93% of American companies have adopted artificial intelligence technologies, but only around 50% of employees received proper training to use them effectively.

The Times of India

GENERATION Z AUDIENCE

 **WORLD 2024:** 
YOUNG PEOPLE AGED 15–25
1.2 BILLION

[16% of world population] UN

 **USA 2025:** 
YOUNG PEOPLE AGED 15–25
39.6 MILLION

[12% of USA population] FRED

In 2023, the creative economy represented US\$1,17 trillion of U.S GDP [4.2%].

BEA

51% of YouTube users say the platform is **very important for learning new skills.**

57% of Gen Z in the U.S. would like to become social media influencers if given the chance.

Morning Consult

86% of young Americans were open to **trying to be influencers.**

Morning Consult



WHY **AFTERISCOOL** WORKS?

OUR DIFFERENTIATOR IS THE COMBINATION OF:

EDUTAINMENT

Learning with real entertainment.

GAMIFICATION + STORYTELLING

Engaging, personalized gamified pathways.

PROBLEM-BASED LEARNING (PBL)

Students learn by solving real challenges.

IMMERSIVE DIGITAL ENVIRONMENT

Platforms, app, and interactive metaverse.

ULTRALEARNING

Self-directed, intensive learning approach focused on quickly acquiring skills and knowledge.



SUBJECTS WE DEVELOP

**TEMAS
ALINHADOS
ÀS NOVAS
HABILIDADES
DO MERCADO:**

DIGITAL CREATIVE ECONOMY

ARTIFICIAL INTELLIGENCE

ENTREPRENEURSHIP AND STARTUPS

DIGITAL MARKETING AND SOCIAL MEDIA

CONTENT PRODUCTION AND STREAMING

CRITICAL THINKING, PLANNING,
AND COMMUNICATION

SELF-KNOWLEDGE





METHODOLOGIES

While our base strongly appeals to young people, our methodology is designed for diverse audiences, from students to professionals in career transition, who seek to develop practical skills for the creative and digital market, regardless of age.

WHO ARE WE?

WE ARE A CREATIVE TECH

The strategic fusion between creativity and technology to craft unique and transformative solutions. At **EPIC Digitais**, this means using innovation to capture and keep the attention of new generations, creating digital experiences that entertain, educate, and inspire. We lead the creative economy market, with proven expertise in engaging Generations Y, Z, and Alpha. We don't just understand this audience: we live at the same pace, turning trends into real impact and authentic connections between brands and people.



LEADERSHIP DATA

DATA THAT PROVE OUR LEADERSHIP IN THE **GEN Z** **UNIVERSE**

7 MILLION

active followers
across our networks

+700

projects delivered
focused on Gen Z

+120

gamified platforms
developed

10 YEARS

creating experiences
with real impact

WHO TRUSTS OUR WORK?





SHALL WE BUILD THE EPIC TOGETHER?

Schedule a conversation with our epic team and discover how AfterIsCool can boost your company or institution!

[Click here to schedule via WhatsApp](#)

[Or visit our website to experience it as a student](#)

