

BOUNTY | Purpose-Driven Social Investment

We transform social investment into measurable, scalable impact aligned with your business goals. Bounty positions itself as the strategic ally for companies and organizations seeking to generate meaningful and sustainable social change. Through a comprehensive approach, we turn social investment into a driver of growth and development, addressing critical challenges such as the digital divide and the lack of qualified talent.

Why this is urgent?

Persistent Digital Divide

Only 28.1% of the population possesses basic digital skills. A **10% increase** in national digitalization could generate **over 400,000 jobs** and a **1.9% GDP growth**. These figures highlight the transformative potential of investing in digital skills.

Lack of Qualified Talent

32% of companies recognize the shortage of talent as a major barrier to their growth.

Our Proposal

"End-to-end" projects that ensure deep and lasting impact. Our focus is on building capacities, reducing inequalities, and promoting growth through strategic initiatives.

- **Reduce Gaps:** digital, social, and gender.
- **Talent Development:** skills and competencies that prepare people for future challenges.
- **Scalability and Sustainability:** we leave lasting installed capacity in organizations, ensuring programs and knowledge endure beyond our involvement.
- **Rigorous Impact Measurement:** we measure and communicate the impact of each project with the highest standards, providing clear, reportable data to our partners.

Focus Areas

Digital Skills & AI, Financial Education & Entrepreneurship, Diversity and Inclusion, Employability & Talent Development

Successful Stories

- **1000 Women in AI:** over 35,000 women enrolled across 5 countries, with 100% certification, in collaboration with Intel, UTN, and Positivo BGH.
- **First AI Lab in LatAm:** intensive training for youth in Buenos Aires, with certification endorsed by Intel, Lenovo, and the Buenos Aires City Government.
- **Intel Skills for Innovation:** 17,000 teachers trained in 6 countries, including an inclusion initiative in Antarctica, transforming global education.

Other initiatives

- EdTech pilots in Mexico for educational innovation.
- SBC itineraries in Spanish, adapting key content to the language.
- Specialized training in OpenShift & Kubernetes.
- Corporate skilling plans for continuous team improvement.
- Multi-sectoral events on employability and the future of work.

Bounty in Media

With more than 280 exclusive media features, Bounty has made a significant impact in national and international press.

A Committed Network

Over 50 strategic partners trust Bounty to deliver impact where it's needed most.