Simón

# IMPACT REPORT 2026

S1 2026 January - June 2026



# Our Theory of Change



Simón

## AI-powered microlearning platform built for frontline teams across Latin America.

With personalized mobile training, we help employees build role-specific skills and put them to work right away on the job.

## AS A RESULT:

### BOOST PRODUCTIVITY

**> 50%**

vs. those who don't use Simón.

### THEY INCREASE THEIR INCOME

**> 10%**

per year.

### STAY LONGER WITH THE COMPANY

**<30%**

in active user churn.

Over time, Simón aims to become an operational intelligence engine that changes users' lives—accelerating their career growth, expanding opportunities inside and outside the company, and strengthening professional confidence.

**THAT'S THE MODEL WE'RE BUILDING WITH SIMÓN 3.0.**

# Context: the challenge Simón tackles




Frontline workers deal with a built-in mix of high turnover, fluctuating pay, and training that doesn't always translate to day-to-day work. We track productivity, earnings, and turnover because these three metrics most directly determine whether someone can stick with the job during those first few months:

### PRODUCTIVITY

It's not an abstract idea: it determines whether someone keeps their job, earns commission, or becomes replaceable.

### PAY RAISES

They rarely get there without first proving performance, independence, and consistency.

### LACK OF CLARITY

Operational confusion in the first few months often leads to mistakes, frustration, and early exits.

4 EDUCACIÓN DE CALIDAD

8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO

10 REDUCCIÓN DE LAS DESIGUALDADES

## THE 3 ARE CONNECTED

All three converge at a critical point: learning to do the job well is what makes the difference for an employee between earning commissions sooner and staying, or leaving the company; **that's where Simón comes in.**



# Our users

Simón's typical user is a young adult facing financial vulnerability and within their first three months on the job. This snapshot confirms that our platform steps in at the precise point of highest operational risk—serving as a stabilizing anchor for work and finances when employees are at their most vulnerable.

## GEOGRAPHIC PRESENCE



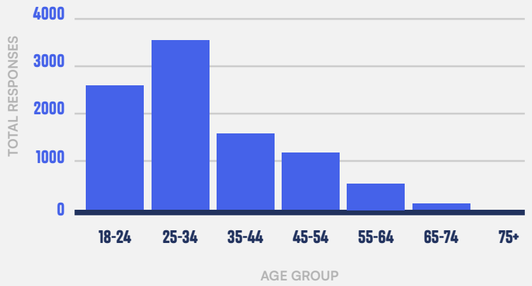
## MONTHLY ACTIVE USERS (MAU):

**1,263**

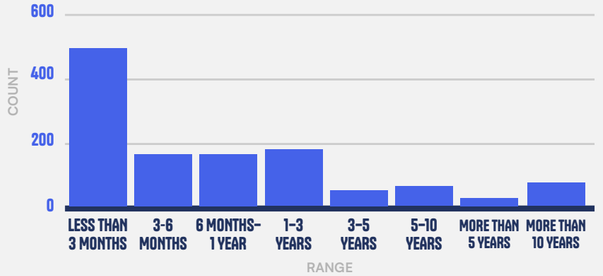
Men: 54%

Women: 46%

## AGE:




## TENURE AT COMPANY:




## SECTORS JANUARY-JUNE 2026

| Food & Beverage | Financial Services | Technology | Public Sector | Retail |
|---|---|---|---|---|

# What we changed this semester



## THE STARTING POINT

Previously, users shared their responses to our impact surveys through Google Forms. While that channel worked, it created friction by pulling them out of their learning environment, limited our visual identity, and kept us from providing more personalized support.

## WHAT WE CHANGED FIRST: BETTER QUESTIONS

Before optimizing the delivery channel, **we designed better questions** so we could understand each team member more deeply—their growth expectations and their financial reality—from day one:

### Retention prediction

- Do you feel the company invests in your development?
- Do you understand how to grow within this company?

### Financial situation

- About how much do you earn in a typical month (gross)?
- In recent months, your income has been...
  *(scale from very variable to always the same)*

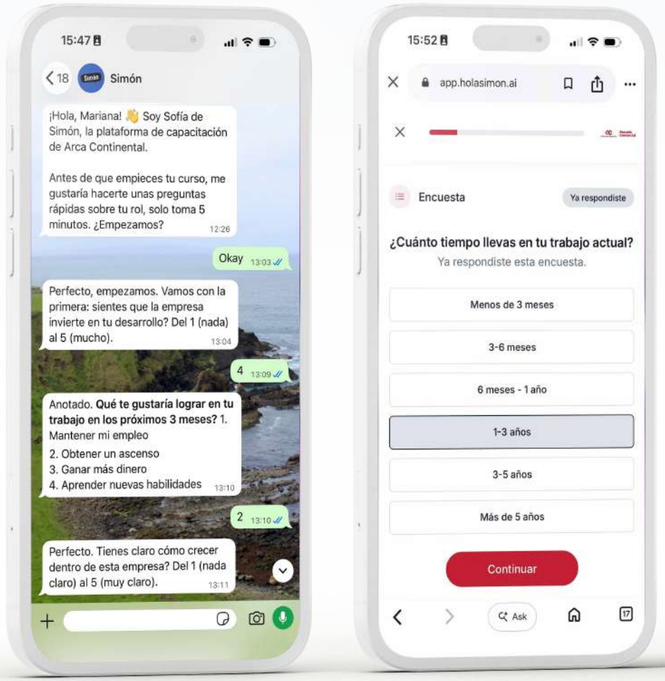
This is the first time we've systematically captured a pre-Simón income baseline. In previous checkpoints, we could only talk about the first commission after the onboarding course.

**NOW WE'LL BE ABLE TO TALK ABOUT INCOME CHANGE.**

## WHICH CHANNEL PRODUCES BETTER DATA?

To make answering these questions feel easy and seamless, we evaluated different delivery channels. We tested two options against the traditional Google Forms format (30% response rate):

## WE PILOTED TWO OPTIONS:




WHATSAPP SIMÓN

embed the surveys directly in the Simón platform and send them through an interactive WhatsApp chat agent.

**Preliminary results:**

The early concern that answering surveys within Simón's flow could hurt graduation rates or the user experience didn't materialize. Participants adapted to the change naturally:

**INITIAL RESPONSE RATE**

**43%**

**USER SATISFACTION**

**95%**

**ARE IN LINE WITH OR ABOVE THE CHANNELS EVALUATED.**

# What Are We Measuring, and How?

**The analysis is based on surveys administered at two points in time:** at the start and at the end of the course.

**These three indicators are the levers in the social mobility cycle Simón aims to set in motion:** higher productivity speeds up commissions, boosts earnings, and supports retention.

**Period:** January - June 2026



# USERS INCLUDED THIS SEMESTER:

## Productivity

"Do you feel your job performance improved thanks to this training?"

**412** USERS

## Skills application

"In the past week, did you use any skill from the course?"

**830** USERS

## Signals of employee retention

"Do you have a clear path for growth?" +
"Do you feel the company invests in you?"

**107** USERS

## Earnings

(First Financial Sector Company commission)

**115** USERS

surveyed at ~90 days after joining.

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# KEY DEFINITIONS:

**Active User:**
An employee who has logged into the platform and engaged with at least one video.

**Skill Mastery:**
The ability to carry out complex tasks and/or teach others.

**We acknowledge self-perception bias, graduate bias in end-of-course surveys, and income sample-size limitations, which are detailed later.**

# IMPACT RESULTS

## Impact on Productivity

The platform's impact on productivity is measured across **four critical dimensions:** self-rated performance, immediate knowledge transfer, growth in skill mastery, and shifts in career aspirations.

**THE ANALYSIS INCLUDES:**

**1,276**
CLOSING SURVEYS

**1,318**
KICKOFF SURVEYS

## KEY RESULTS:

### Performance Improvement

**93%** of employees report improved job performance after completing the courses **(N = 428).**

### Skill Application

**86.7%** put at least one newly learned skill into practice during the week after the course. Of those, **42.3%** say they use them almost daily, while **44.4%** do so once or twice a week.

### Skill Proficiency

Advanced proficiency increased from **81%** to **83%** (a net gain of **+2 percentage points**).

*(Note: This metric is based on self-perception; Simón 3.0 will include a system to measure it objectively).*

### Goal Shift (Pre vs Post-Course)

| 3-Month Goal | Pre-Course | Post-Course |
|---|---|---|
| Keep my job | **7.1%** | **10.6%** |
| Get a promotion | **14.2%** | **23.3%** |
| Earn more money | **38.9%** | **15.6%** |
| Learn new skills | **39.8%** | **50.6%** |

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## INTERPRETING THE IMPACT ON PRODUCTIVITY

These results **point to shifts in self-reported workplace behavior and greater user autonomy.**

The most telling insight this semester was a meaningful mindset shift. By weaving personalized learning into employees' day-to-day routines, we helped their goals move from immediate financial pressure toward building a sustainable path forward.

**Simón doesn't just help people perform better; it drives a reshaping of workers' aspirations.**

# Income Impact



This semester, the analysis focuses on a single account: **a Financial Services Company with a variable, commission-based compensation structure.**

## Financial Services Company case study:

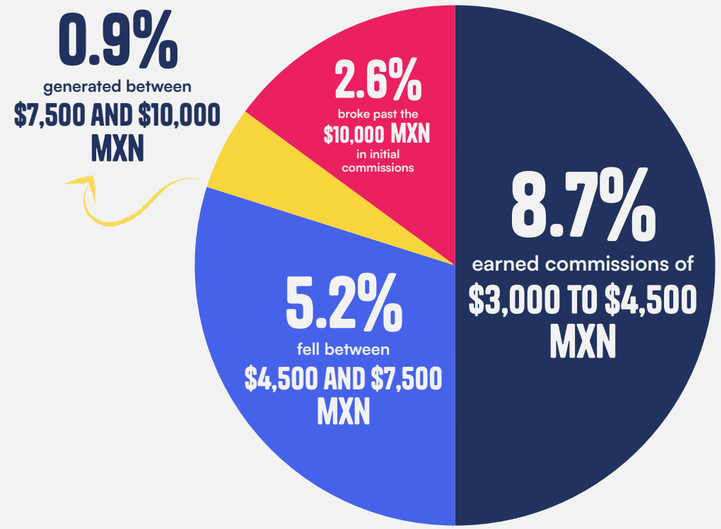
## Activation of Early Commissions.

**KEY RESULTS:**

Graduate cohort of
**APRIL–MAY 2026**
with **115** VALID RESPONSES

**82.6%**
of users were able to activate their first commission within the range of:
**$1,000 TO $3,000**
Within their first **90** DAYS

**Top-Performing Cases:**




**INTERPRETATION**

**Immediate variable income (Financial Services Company case):** It acts as a catalyst that accelerates sales learning, enabling employees on commission-based plans to start generating additional income.

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# TESTIMONIALS



# ANA

## She’s been at MAJA for 6 months.



She’s paid on commission, so her income depends on what she sells. The Simón course she took focused on product patterns, delivered as short videos.

She gave a specific example: a customer who was interested in a thermos. Ana explained where the design came from and the story behind it—and that’s what sealed the deal. Before, she didn’t have conversations like that; now it’s part of how she sells.

After finishing the course, Ana logged back into the platform on her own, but saw that the new patterns available in the store still aren’t available there.

**FOR SIMÓN, ANA’S CASE SHOWS THE SYSTEM WORKING IN ITS MOST STRAIGHTFORWARD FORM: PRODUCT KNOWLEDGE CARRIED INTO THE SALES CONVERSATION, AND THEN INTO THE CLOSE. HE ALSO POINTS TO WHAT THE NEXT COURSE NEEDS TO BE.**

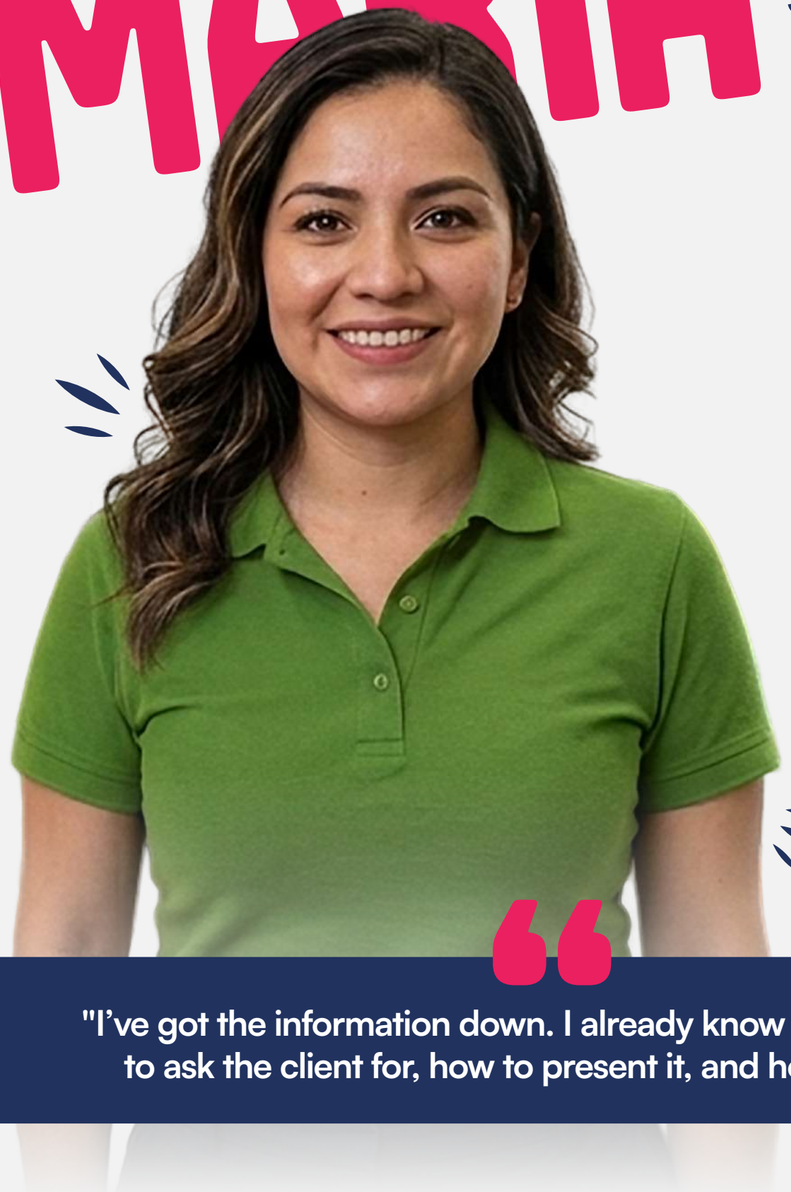
> “It definitely helped me close the sale so they’d take the item home.”

> “It helps us push the sale a little more, and that really does make a difference for our commission.”

> “An update would be great”

# MARÍA

## She’s been with Dimex for 40 days.



María has been at Dimex for forty days. She’s a mom, runs an online clothing business, and splits her days between her kids and whatever time she can carve out for prospecting. **She still hasn’t reached the program’s ninety-day mark.**

After finishing the course and receiving a positive pre-qualification, she got her first $1,000 deposit from dmX.

In the in-person group competition that followed the courses, **María placed fifth overall among all participants.** Not because she memorized more, but because she understood the logic behind the process.

**FOR SIMÓN, MARÍA’S STORY HIGHLIGHTS A CLEAR OUTCOME: THE TRAINING DELIVERS HANDS-ON, DAY-TO-DAY KNOW-HOW BEFORE VARIABLE INCOME KICKS IN. THE FIRST BIG COMMISSION STILL HASN’T ARRIVED. BUT THE PATH TO EARN IT IS ALREADY SECOND NATURE.**

> "I’ve got the information down. I already know what I’m going to ask the client for, how to present it, and how to close."

> “It was all thanks to Simón”

# ANGÉLICA

## She started by making cakes at home.



Today she caters weddings with hundreds of guests. She's completed 35 of the 52 lessons in Simón's finance course, alongside Mariana—her daughter-in-law—who helps her tackle the platform's technical challenges.

What pushed her to take action was the marketing module: she started posting on Facebook, grew her customer base, and began offering delivery to farther-out areas. With the added income, she's reinvesting in equipment—tools, molds, and cake boards.

**FOR SIMÓN, ANGÉLICA'S STORY SHOWS THE FULL PROCESS:**
**LEARNING ➔ ACTION ➔ FINANCIAL RESULTS.**





# What We Learned




This semester brought us two key takeaways that are reshaping how we measure impact for frontline workers:

## Our users are shifting toward short-term goals.

This mindset shift shows that training eases immediate financial stress by building technical confidence and a clear path for internal growth.

## Simón 3.0: Toward fewer perception surveys.

The technical goal of the new platform is to move from a model built on self-assessment surveys to one grounded in **hard operational intelligence.** Going forward, we won't need to ask where they stand on the skills required for their job; we'll know it from the platform's own data.

# Limitations & Mitigations




## DATA SCOPE

- **Local snapshots:** Our current data comes from specific points in time and particular cohorts. It should be read as a directional trend—not as behavior representative of our entire user base.
- **The causality challenge:** With the data we have today, we can point to a strong positive correlation between using Simón and staying employed—but we're still building the foundation to demonstrate a true causal link.

## THE HUMAN FACTOR

- **The employee perspective:** Right now, we rely on what users self-report about their skills and productivity. The next step is to validate that perception against real, external performance metrics in their day-to-day work.
- **Enthusiasm bias:** The people who finish courses and respond tend to be the most engaged users, so post-course success metrics naturally skew toward a more optimistic picture.
- **Retention or pre-existing disengagement?:** The low activity we see from people who leave the company could mean Simón didn't keep them engaged—or simply that they were already disconnected from any internal initiative long before they exited.

## SIMÓN'S EVOLUTION

- **A unified experience:** We refined the survey design under Simón's identity so users can answer naturally within their learning flow—improving both response rate and response quality.
- **Fewer surveys, more objective data:** The future of Simón 3.0 is automated measurement. We want impact to be proven through direct platform usage and hard operational data, reducing reliance on subjective questions.

# What’s next?

Simón’s value isn’t just in teaching—it’s in grounding the employee at the exact moment their decision to stay is on the line.

The next step is to strengthen long-term tracking—onboarding, retention, and skills mastery—across more accounts, and move toward skills measurement backed by platform data, not self-assessments.

**THIS REPORT SHOWS THAT THE FIRST LINK IN THAT CHAIN IS ALREADY WORKING.**