



# HIGH LEVEL NEWS

ED. 02



# HIGH-LEVEL MINDS

Top specialists from various fields will gather at the next conference in Cambridge, Massachusetts, to share high-level knowledge in the inspiring setting of the iconic Harvard Square.

## **EDUCATION IN THE U.S.:**

Scholarships and funding opportunities available for studying in the United States.

## **CAREER:**

Strategies to build a strong positioning at a high level in the American market.

## **ENTREPRENEURSHIP**

From dream to profitable business in 2025.

**SPECIAL:** Trump's inauguration and the impact of this historic change in the U.S. and worldwide.

# The Secret to Success? Knowing the Right Time to Plant and Harvest!



One thing we all learn over time is that life follows a cycle: first, we plant, then we harvest. And at High Level News, it's no different! We are cultivating knowledge that empowers people to transform their careers, businesses, and futures—helping them navigate their journey to success in the United States.

For those who have already embarked on this journey with us, it's clear: this magazine was created to inspire and elevate professionals from all backgrounds. Each article is a carefully planted seed, each success story a source of motivation for those looking to take the next step in their professional and academic journeys.

Now, the question is: Are you ready to seize the opportunities we've prepared for this edition?

- » Thinking about studying at a university in the U.S.? Learn how to access scholarships and funding opportunities.
- » Want to accelerate your career? Discover the industries in high demand and strategies to stand out in the competitive U.S. job market.
- » Looking for ways to advance professionally? Stay updated on the most valued certifications and skills in today's evolving workplace.
- » Have an entrepreneurial mindset? Learn how to build a strong business, attract investors, and expand your network.
- » High Level News is more than just a magazine—it's a guide to new opportunities, growth, and success.

*If you're here, know that it's not by chance. You are meant to thrive! 🚀*

**Let's grow together on this journey!**



**With  
appreciation,  
Dani Seixas**

credits

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# ALESSANDRA CRISANTO:

## *Innovation, Education, and Borderless Opportunities*

By Dani Seixas

Alessandra Crisanto is a visionary entrepreneur who is revolutionizing access to education and the job market in the United States for Brazilians. As the founder and CEO of Study & Work USA, she connects international students with academic and professional opportunities, offering a unique advantage: the possibility of working from day one of the program through immediate CPT (Curricular Practical Training) — an innovative solution for those seeking career growth without having to wait until graduation.

### **A Successful Global Journey**

A trajetória de Alessandra no cenário internacional  
Alessandra's trajectory in the international arena began long before she arrived in the United States. Her entrepreneurial spirit and passion for education

have taken her across various countries, where she built solid expertise in law, international business, and educational consulting.

*"I lived for years in Australia, where I built my professional foundation and launched successful companies before deciding to expand into international education in the United States,"* says Alessandra.

Her global experience, along with her background as a sworn translator and educational consultant, gives her a broad understanding of the challenges involved in immigration and academic access across the world.



## Transforming Lives Through Education and Work

At the helm of **Study & Work USA**, Alessandra developed an innovative advising model for international students—focused on the strategic integration of education and employment in the U.S. Her standout feature is offering access to American university programs that allow immediate CPT, enabling students to legally join the job market right at the start of their courses.

*“Our mission is to help Brazilians and other foreigners access opportunities in the U.S. in a safe, structured, and well-planned way. Education opens doors, but work is essential to sustain the journey and gain valuable experience in the American job market,”* she explains.

### Her services include:

- » **Personalized educational consulting** – guidance in selecting the ideal course and university;
- » **International career planning** – strategies for students to maximize their time and opportunities in the U.S.;
- » **CPT and OPT advising** – assistance with obtaining work permits during and after studies;
- » **Mentoring and full support** – help with cultural adaptation, networking, and job placement.

***“My role is to transform those dreams into actionable strategies so they can build solid and successful careers here”***

**Alessandra Crisanto**

## Impact and Recognition

Alessandra’s commitment goes far beyond academic advising. She has become a recognized leader in the Brazilian market for STEM programs that offer work authorization, ensuring students can start their careers from the very beginning of their studies.

*“Many Brazilians arrive in the U.S. full of dreams but without a clear plan. My role is to transform those dreams into actionable strategies so they can build solid and successful careers here,”* she emphasizes.

Her work has already impacted hundreds of students, many of whom are now employed at major companies across the U.S. What sets her apart is the combination of legal expertise, global perspective, and effective networking strategies, all of which help students access better opportunities abroad.



### Expectations for the High-Level Conference USA – Boston, MA

Participating in the High-Level Conference USA in Boston marks an important moment for Alessandra.

*“Events like this are essential for networking and exchanging knowledge. Connecting with people who share the same vision motivates me and strengthens my belief in the power of education to change lives,”* she says.

With a strong international career and growing impact in the education sector, Alessandra Crisanto continues to expand horizons and create borderless opportunities for Brazilians who dream of building a bright future abroad.



# ANGÉLICA OLIVEIRA:

## *When Faith Overcomes Fear and Transforms into a Bold Journey in the USA*

 [angelicaoliveira.official](https://www.instagram.com/angelicaoliveira.official)

By Dani Seixas

The story of an immigrant is usually marked by challenges, careful planning, and a dream to be fulfilled. But **Angélica's journey in the United States began in a completely unexpected way.** During a trip to attend a course she took annually, she had an audible experience with God—a clear calling to go to the United States. Even without understanding the reason, and while facing the fear of the unknown, she decided to obey.

*"It was something I couldn't explain at the time. I heard a voice telling me I should go to the United States, without knowing why. I was taken over by a sense of faith and certainty, even though I didn't fully understand the path ahead."*

The decision wasn't easy. She was at the peak of her career in Brazil, enjoying a moment of great professional growth. Still, she left everything behind and landed on American soil with her mother and son. In less than a week, she was hired by Febracis in Orlando, working in her area of passion. However, her happiness was soon tested: just three weeks later, the world came to a halt with the pandemic. Doubts, uncertainties, and challenges multiplied—but in the midst of chaos, she realized that her journey in the U.S. wasn't just about a geographic relocation. It was a mission.

*"I never imagined the pandemic would hit so soon, but once it did, I realized my mission here wasn't only personal. It was something much greater—something with the power to impact many lives."*

Moving to another country is a challenge—and becoming an entrepreneur is even more so! The culture, language, and market are all different. Even with experience, building credibility in a new environment takes time. Her journey in the United States began in her area of expertise, but she quickly realized that adapting wouldn't be enough—she needed to create opportunities.

***"When the pandemic came, I realized that my mission here wouldn't be just personal, but something much bigger, something with the purpose of impacting many lives."***

**Angélica Oliveira**

*“Adaptation was just the beginning. I knew I needed more. That’s when I started paving my own path—connecting with other women who, like me, were seeking their place and success here.”*

**The journey wasn’t easy:** a different culture, language barriers, and the unexpected arrival of the pandemic were just a few of the obstacles she faced. But she turned every challenge into learning, and little by little, she built her brand.

Today, her work has established her as a **behavioral strategist** in the United States, impacting thousands of immigrants who are pursuing their dreams in America. Her influence goes far beyond titles or the nine awards she has won in the last two years—it’s measured by the transformation she helps generate in people’s lives.

*“Seeing transformation in the lives of those around me is what motivates me the most. Each story of resilience and success is proof that we’re on the right track.”*

With that purpose, she founded the movement **Negócios Sobre Saltos**, which empowers and equips immigrant women entrepreneurs in the United States. Its first major milestone was the launch of the book *Negócios Sobre Saltos – Volume I*, which brought together **44 businesswomen from 12 American cities, generating over \$36 million in revenue in 2023**. The event welcomed 250 guests and received support from the Brazilian Consulate, Chamber of Commerce, Radio Florida, and Mercedes-Benz.



*“Publishing Volume I was just the beginning. The impact we generated together was incredible, and I knew Volume II would open even more doors for those ready to take the leap.”*

Now in 2024, Angelica is leading the selection process for **Volume II, this time with a global perspective**. The book will be published in **Portuguese, English, and Spanish**, with distribution across Brazil, Europe, and the United States. She is selecting women who are revolutionizing entrepreneurship in the U.S. More than just a publication, *Negócios Sobre Saltos* is a **movement of connection, growth, and opportunity**.

*“We’re creating a movement of women entrepreneurs who want more. It’s not just about the book—it’s about generating new connections, sharing experiences, and creating real opportunities for everyone.”*

The challenges of an entrepreneur never stop. For 2025, Angelica’s goals are ambitious: the release of Volume II, the expansion of events, and the **launch of a podcast**. Her focus is to strengthen her digital presence and deliver more valuable content to immigrants who dream of building something big in America. Angelica also recognizes a growing market for professionals who blend **strategy with human development**. Her mission is to empower and unlock the potential of these entrepreneurs **through mentorship and high-performance programs**.

*“I believe the market for women entrepreneurs in the U.S. is growing fast. The opportunities are there—and my mission is to help unleash the full potential of every woman who is dedicated to achieving success.”*

Now, she is thrilled and truly grateful to be part of the High-Level Conference USA, taking place in the iconic Harvard Square, in Cambridge, MA.

“This is a unique opportunity for connection, development, and growth. Being among top professionals, sharing strategies and experiences, strengthens the mission I’ve developed over the last few years: helping immigrants thrive in the United States.”

**“Entrepreneurship is more than a business—it’s a legacy. And this one is just getting started!”**

**Angélica Oliveira**

**“Attend the High-Level Conference USA Boston and come be inspired by stories like this, that inspire, transform, and show the power of determination and faith!”**



# DANIELA PIVIDORI LOPEZ

CEO VALIDA USA

## *A Journey of Overcoming and Success in the USA*

 @validausa\_orlando

By **Dani Seixas**

As highlighted in this edition, building a new life in another country is never an easy path. For many, the decision to leave Brazil is driven by the desire for growth, stability, and new opportunities. That was exactly what motivated Daniela Pividori to come to the United States.

A businesswoman and former civil servant, she faced unexpected challenges upon arriving in the country — but she also discovered her true mission: to help other professionals validate their degrees and find their place in the American job market.

### **A Challenging Fresh Start**

*“Due to the political and economic situation at the time, as both a businesswoman and a civil servant, I faced several financial difficulties. Because of that, my only option was to start over in America.”*

Daniela arrived in the United States bringing not only her professional background but also her family. *“It was a complicated transition, especially for my children, but we knew it was a necessary step toward a better future.”*

*When she arrived, she quickly realized that the adaptation process would be much more difficult than she had imagined. “Many people I spoke with before coming never mentioned how challenging it can be to adapt if you arrive in the U.S. without a solid plan or preparation.”*

### **Turning Challenges into Opportunities**

Daniela had already built a solid career in Brazil as a biomedical professional and public servant, but the reality in the U.S. was completely different. *“I found out I couldn’t immediately work in my profession. My options were limited, and I had to reinvent myself.”* With determination and faith, she started to explore a new path, learning about the professional validation process and recognizing a huge unmet need in the market.

*“The biggest challenge was learning how to validate my degree and earn my license on my own — all without speaking fluent English. After all, years ago, there was no ‘Dani’ to help me through it.”*

# Building an Impact-Driven Business

From her own experience, Daniela founded **Valida USA**, a company specializing in diploma validation and career-building guidance for professionals in the United States. Today, more than 300 diplomas have already been validated through her guidance — opening doors for Brazilian and Latin professionals seeking recognition in the American workforce.

What sets the company apart is its human-centered approach. *“We work directly with each client, taking into account their culture, family, and values. There’s no one-size-fits-all solution. I bring the truth to my clients and focus on shortening the process to reduce their suffering.”*

Through this commitment, Daniela has transformed the lives of hundreds. *“By validating diplomas and supporting career development, I help clients access opportunities that once seemed out of reach.”*



## The High-Level Conference Boston and the Power of Networking

The High-Level Conference – Boston marks a significant milestone in Daniela Pividori’s career. *“This event is a unique opportunity to expand my professional network, share experiences with top leaders, and learn from experts in various sectors.”*

For Daniela, participating in the conference goes far beyond just networking. *“I look forward to gaining valuable insights, identifying new trends, and exploring business opportunities that can elevate my company to the next level.”*

The event also represents a powerful moment of connection with other immigrant entrepreneurs who, like her, are pursuing growth and recognition. *“Sharing experiences is essential to prove that we, as immigrants, can achieve much more when we support each other.”*

## A Message to Those Seeking Success in the U.S.

Daniela Pividori’s journey is living proof that with resilience and strategy, it is possible to turn challenges into meaningful opportunities. *“Every day is a new chance. Take yours today!”*

If you’re seeking professional recognition, growth, and real opportunities, let this story inspire you to take action. The United States is fertile ground for those who are willing to work hard and build their own path. \*

**Follow Daniela Pividori at the High-Level Conference USA – Boston and discover how her story can inspire your own career journey!**



### Expansion and Goals for 2025

» **Valida USA expansion:** Establishing the company as a leading reference in diploma validation and career services.

» **Strategic partnerships:** Collaborating with companies and institutions to expand service reach.

» **Innovation and development:** Launching new tools and solutions to assist immigrants in their professional journeys.

» **Latin market outreach:** Strengthening the company’s presence among Latin audiences and amplifying its impact.

*“We’re planning major investments in technology and marketing to streamline processes and create new business opportunities. The American market offers countless possibilities, especially for companies that deliver innovative solutions. I see a world of opportunities — and in that world, we can help many people thrive.”*



# MARLON CAMPOS:

## *Success Is for Those Who Are Ready to Act*

By **Dani Seixas**

Life in the United States offers immense opportunities, but the truth is simple: only those with vision and the courage to act can turn dreams into reality. Starting over in a new country is not easy – it requires determination, discipline, and the ability to make things happen. But those who face this challenge grow and thrive.

This was exactly the journey that led Marlon Campos to become one of the leading names in the solar energy sector in the U.S. A Brazilian who left his country driven by a family need, but with an entrepreneurial mindset, he turned this transition into a strategic moment to reinvent himself and generate the same impact he already had in Brazil: transforming the market.

*“When I arrived, the options for Brazilians seemed limited to manual labor, like construction or cleaning. But I knew I had something to offer. I decided to use my knowledge to go further. That’s how I found my path and built my career in the solar energy market.”*

### **Solar Energy: An Opportunity Beyond Economics**

Marlon not only entered the solar sector, he redefined this market for immigrants. He saw this industry as a model for a stable, profitable career that also had a purpose — caring for the planet and reducing electricity costs. With his own method, he shows that it’s possible to become an entrepreneur even in a technical field, by connecting innovation with tax benefits and carbon credits.

**“Success in the U.S. isn’t just about working hard, but about working smart.”**

**Marlon Campos**

## Beyond Business: A Life Transformation

But the impact of his work goes beyond financial. Many immigrants arrive in the country facing barriers — language, lack of connections, low wages. Marlon shows there's an alternative path, where it's possible to build a stable, flexible, and highly profitable career.

Today, he shares his knowledge through mentoring and training, shaping a new generation of high-performance solar entrepreneurs and professionals.



### High-Level Conference Boston: A Milestone on the Path to Prosperity

In 2025, Marlon will experience one of the most important moments of his journey: his participation in the High-Level Conference Boston, which will take place in Harvard Square. For him, this event is more than just a lecture — it's a milestone of recognition for his vision and his business on a whole new level.

*"Being on such a prestigious stage means solidifying my path of success at a major event. It's an opportunity to deliver a transformative message to Brazilian immigrants in the U.S. and show that there is a successful path in the energy field."*

Marlon owns the content he shares — it's something he studied, tested, and validated in the field: "I will be standing alongside top-level speakers and leaders, representing solar energy professionals and showing that it's possible to build a prosperous career even in a technical market. That is the mission of our company and the Solar Expert Academy."



### The Future Belongs to Those Who Prepare Today

The renewable energy market in the U.S. is booming, and the opportunities in the coming years are directed toward entrepreneurs and professionals who anticipate trends and seek to understand future advantages.

Among his goals for 2025, Marlon plans to expand his brand and influence in the industry by launching new investment models, such as solar farms and carbon credit monetization.

*"You don't need prior experience or large investments to get started — what you need is the right mindset, vision, and the courage to act at the right moment."*

**For those seeking professional and financial growth in the U.S., the message is clear: success belongs to those willing to see opportunities and act before the majority. The time to step in is now!**



# **DRA. GRAÇA MELO ARAUJO:** *Transforming Families and Impacting Lives with Purpose and Prosperity*

By **Dani Seixas**

The story of **Dr. Graça Melo Araujo** is a powerful example of how purpose, when aligned with dedication and knowledge, can transform lives and shape future generations. Born in Brazil, Dr. Graça has always seen her mission as contributing to the holistic development of families, understanding that the success of future generations is built upon a strong, value-centered foundation at home.

With over 15 years leading **IASEIE – the International Association of Science Education, Innovation and Entrepreneurship**, Dr. Graça has become a tireless advocate for families, educators, and communities, helping them thrive in every area of life, with a

focus on **integrated health, neuroscience, and spiritual principles**.

In 2012, her international journey took a significant turn when she was invited by a group of American university professors to organize the 3rd IASEIE International Congress at the International Leadership Institute in Arlington, Virginia. This milestone marked the beginning of her professional legacy in the United States, where she established herself as a respected leader in science and faith-based education, serving as president and CEO of IASEIE and organizing international symposiums and congresses.

*“Coming to the U.S. was a turning point in my life and career. I knew that in order to contribute meaningfully, I needed to understand the local culture, build strong alliances, and work with multidisciplinary teams who shared the same vision,”* Dr. Graça shares. With that purpose in mind, she founded the first IASEIE branch in Virginia in 2016, with the mission of expanding the organization’s global reach and hosting impactful international events.

In October 2025, she will lead the 6th IASEIE International Congress in Florida, focused on the theme “Purpose and Prosperity in the Family” — bringing together professionals from diverse fields to positively impact thousands of families worldwide.



Dr. Graça is also the author of the transformational book **“Purpose and Prosperity in the Family,”** a practical guide for parents and educators to help build a solid foundation for the emotional, spiritual, and financial success of the next generation. *“This book is the result of decades of experience, blending science, neuroscience, and spiritual values with a mission to support healthier, happier families,”* she explains. In its pages, Dr. Graça offers wisdom on how to create a harmonious family environment, build children’s self-esteem and resilience, and guide the next generation toward a life filled with purpose and prosperity.

***“I believe our mission doesn’t end with the knowledge we acquire, but with the impact we make on families and on the generations to come.”***

**Dra. Graça Melo Araujo**

For more than four decades, Dr. Graça has impacted thousands of families around the world through her work as a pediatric neurologist, early childhood educator, academic leader, and philanthropist. **“I believe our mission doesn’t end with the knowledge we acquire, but with the impact we make on families and on the generations to come,”** she emphasizes. Her efforts span not only the clinical and educational fields but also a vast number of community-based and global philanthropic initiatives, all aimed at empowering families through education, science, and faith.



As a speaker and thought leader, Dr. Graça is deeply committed to sharing her journey and inspiring others. She will once again be a featured presence at the High Level Conference, where she previously delivered a powerful session at the UCF campus in Florida.

*“I am deeply grateful for the opportunity to share my experiences and knowledge with the High Level Conference community. Just like we did at UCF, we’ll host an even greater event in Harvard Square, Boston-MA. I invite everyone to join us — it will be a unique opportunity for growth, learning, and connection with high-level professionals who will share transformative stories and insights.”*

*Dr. Graça Melo Araujo is a true beacon of purpose-driven leadership, showing that when values, vision, and education come together, families can be transformed, communities uplifted, and legacies built — one generation at a time.*



# DR. LUCAS ROCHA & STEFTANIE BITTENCOURT:

## *Transforming Lives Through Health, Well-Being, and Innovation in the USA*

 @drlucasrocha |  @sthef\_nutri

By **Dani Seixas**

The pursuit of health and quality of life goes far beyond the mere need for medical care. In today's fast-paced world, modern life demands not only productivity, but also physical and mental well-being. That's where Dr. Lucas Rocha and Steftanie Bittencourt come in with a fundamental mission. As specialists in weight loss, they promote quality of life, emotional and mental health, and a healthy body that goes far beyond aesthetics, something essential for personal productivity and professional success.

*"When we decided to move to the United States, our initial goal was to study and update ourselves on new technologies for treating obesity and sarcopenia—areas in which we specialize,"* says Dr. Lucas, a gastroenterologist with a solid medical career in Brazil. He and his wife, Steftanie, a standout nutritionist, knew they could expand their impact and contribute to innovation in this field.

The couple arrived in Florida with a clear purpose: besides studying, they wanted to adapt to the American market and seize the opportunities the country offers. *“I came with my wife and our two children, Lucas Emanuel, 7, and Josué, 4. The transition was challenging, but very enriching. We found a public here eager for health solutions, especially in addressing overweight and obesity,”* recalls Lucas.

***“When we decided to move to the United States, our initial goal was to study and update ourselves on new technologies for treating obesity and sarcopenia—areas in which we specialize”***

**Dra. Lucas Rocha**

## Professional and Entrepreneurial Journey

Adapting to the U.S. market wasn't easy. *“Besides becoming fluent in English, we had to learn the local culture, eating habits, and the healthcare system's functioning. The market here is highly competitive, so we had to position ourselves strategically, which was an initial challenge,”* explains Steftanie.

That effort turned into a great opportunity. *“Here, we have the chance to work with cutting-edge science and be part of a globally recognized network. It's a hub of innovation, and results come faster when you master the best technologies for treating obesity and sarcopenia,”* she adds.

Dr. Lucas and Steftanie didn't settle for simply observing what was happening around them. They immersed themselves in the continuous world of therapeutic innovations and always aim to provide the best solutions for their patients. *“We believe we now have the chance to specialize even further, using the most advanced technologies in nutrition and medical care focused on weight loss,”* affirms Dr. Lucas.



## Achievements and Impact

The impact of their work goes beyond their own careers. *“I believe one of the most significant results was increasing my professional authority, especially in Brazil. My patients know I’m living in a developed country, seeking the best technologies and treatments,”* says Lucas. According to the couple, their main mission is to transform lives responsibly, based on scientific evidence and personalized protocols.

*“Our work is not just about weight loss. It’s about restoring quality of life and well-being to our patients. We’re helping people feel better about themselves—more energetic, more confident. And that, in turn, directly impacts their professional performance and personal lives,”* explains Stheftanie.

***“We’re helping people feel better about themselves—more energetic, more confident. And that, in turn, directly impacts their professional performance and personal lives”***

**Stheftanie Bittencourt**



## Goals and Outlook for 2025

Looking ahead, Dr. Lucas and Stheftanie have bold plans. In addition to advancing their specialization, they aim to expand their influence. *“We want to host many events, create more networking opportunities, and participate in congresses and symposiums. Every experience exchange is valuable for our growth and improving patient care,”* says Dr. Lucas. One of their top goals is obtaining a U.S. medical license, allowing them to broaden their scope of practice. *“We know there’s a major shortage of healthcare professionals in this country. With increasing demand, we see great opportunities in the U.S. healthcare market over the next few years,”* adds Stheftanie.

## Expectations for the High-Level Conference Boston

Dr. Lucas and Stheftanie’s participation in the High-Level Conference USA in Boston represents a strategic opportunity to strengthen their authority and exchange knowledge with professionals from around the world. *“High-Level has elevated our positioning, and this edition in Boston further expands our reach in the U.S. and globally,”* says Dr. Lucas.

*“It’s a chance to build authority in our field and extend our impact. We truly believe this event creates the ideal environment to connect with*

*professionals from various sectors and build a strong, quality-driven network,”* Stheftanie adds.

Their story is a powerful example of how health and wellness go hand in hand with productivity, personal growth, and purpose. As professionals—and as human beings—Dr. Lucas and Stheftanie are dedicated to shaping a future where quality of life is the foundation for success.



***“We know there’s a major shortage of healthcare professionals in this country. With increasing demand, we see great opportunities in the U.S. healthcare market over the next few years”***

***Stheftanie Bittencourt***



## **Invitation to the High-Level Conference**

Dr. Lucas and Stheftanie are ready to share their knowledge, experiences, and insights on how to transform lives through health and well-being at the High-Level Conference Boston. This event is a hub for top professionals from various fields to connect and grow together.

***“We’re very excited to join the conference and show how our practices can change lives,”*** says Dr. Lucas. ***“We hope our story inspires other healthcare professionals and entrepreneurs, proving it is possible to thrive and succeed from the U.S.”***

If you’re looking to expand your network, strengthen your authority, and unlock new levels of professional growth, this is your moment. Dr. Lucas and Stheftanie will be with us at the High-Level Conference USA, and your place is right there with them.

# THE JOURNEY OF LEAO GROUP

## *A Story of Vision and Growth*

By *Dani Seixas*



*Dr. Cavour Caldas Dr. Leonardo Leão*

Leao Group has established itself as a leading name in legal services and consulting for Brazilians in the United States. The group's mission is to turn the dream of immigration into a reality by offering comprehensive support and strategic solutions to those seeking a successful and stable journey in the U.S.

With strategic vision and tireless dedication, Leao Group has become a highly respected firm in the American legal and immigration landscape. Under the leadership of **Dr. Leonardo Leão** and **Dr. Cavour Caldas**, the company has expanded its operations across multiple U.S. states, always maintaining its core purpose: **to open doors and create opportunities for qualified professionals who aspire to build a new life in the United States.**

## The Beginning of a Journey

Leao Group's story is marked by courage and determination. From the very start, **Dr. Leonardo Leão** took on the mission of delivering personalized and efficient service to those seeking a better future. With deep knowledge of immigration law and a keen understanding of his clients' needs, he founded Leao Group — a company focused on **global mobility**, which quickly gained recognition for its ethical and results-driven approach.

The arrival of **Dr. Cavour Caldas**, attorney and COO of Leao Group, brought even greater strength to the firm. A specialist in immigration law with broad legal experience, Dr. Caldas became instrumental in the company's expansion. Leao Group grew rapidly, offering top-tier support to professionals across multiple industries looking to build new careers in the U.S.

As the firm's structure strengthened, the need for strategic growth became evident. Dr. Leonardo Leão opened a **new office in Washington, D.C.**, bringing on board Dr. Montenegro, Esq., and further enhancing the group's legal expertise.

## Overcoming Challenges and Creating Opportunities

Expanding in the U.S. legal market came with many challenges. But Leao Group's commitment to excellence, ability to navigate bureaucratic hurdles, and the trust it earned from clients were key to establishing its reputation as one of the most respected immigration and international business law firms in the country.

Every case approval represents more than just a legal win — it's the realization of a dream, the beginning of a new chapter, and the chance to transform lives.



Dr. Leonardo Leão

**“Entrepreneurship in the U.S. is more than a challenge — it’s an opportunity to transform lives.”**

**Dr. Cavour Caldas**

## **Market Impact and Strategic Growth**

With an innovative, results-oriented approach, Leao Group continues to grow. In addition to operating across the U.S., the firm has become a strategic consulting partner for highly skilled professionals, working with talent in fields such as technology, engineering, healthcare, and business.

This specialized positioning has set Leao Group apart, securing its reputation as a leading force in the immigration space for qualified professionals.

Looking ahead, Leao Group is preparing for an even more promising future. Its partnership with the High Level Conference in Boston — set to take place this year — will be a significant milestone in the firm’s mission to broaden its reach. The event will bring together experts, entrepreneurs, and renowned professionals to discuss the impact of global mobility on the international market.



*Dr. Montenegro, Esq.*



## Future Perspectives

The year 2025 is poised to be one of exponential growth for Leao Group. With a stronger infrastructure and an expanded presence throughout the U.S., the firm will continue to support international professionals, simplify immigration processes, and deliver the best legal strategies to its clients.

**For Dr. Leonardo Leão, Dr. Cavour Caldas, and Dr. Montenegro, Esq., the success of Leao Group is directly tied to the success of each client — because for them, the firm is much more than a legal office. It is a movement — a transformation of lives through global mobility.**

**And that is their true mission: to grow, innovate, and leave a legacy for generations to come.**





# THIAGO FREITAS:

## *Energy, Innovation, and Opportunity*

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### *The Solar Market Revolution and Its Impact on Property Value*

 @thiago\_s\_freitas

By **Dani Seixas**

In the United States, success isn't just for those who work hard, but for those who work smart and strategically. While many still see solar energy simply as a way to save on their electricity bills, Thiago Freitas saw something greater: a path to prosperity, sustainability, and asset appreciation.

With a sharp business vision and deep understanding of both the real estate and energy markets, he discovered that the secret lies not just in the power of solar, but also in creating opportunities for investors, realtors, and entrepreneurs looking to maximize their earnings in innovative ways.

Now, he's preparing to share this knowledge with the Brazilian community in the United States, live, at the High Level Conference USA in Boston.

### **Solar Energy: Far Beyond Savings – What No One Tells You**

Many people think solar energy is just about saving a few bucks on electricity each month. But what few realize—and what Thiago emphasizes—is that this is a market that has already generated over 100 billion dollars in the last 25 years, with significant asset appreciation and a race for positioning.

*“There’s a cost to doing nothing. While some keep paying sky-high bills and devaluing their properties, others are one step ahead—investing in a more valuable and sustainable asset.”* explains Thiago.

If you still think solar energy is only about cutting costs, you might be missing the true value of this revolution. For realtors, investors, and property

owners, the solar sector stands as one of the best opportunities for wealth growth and asset protection in recent years.



## Opportunities for Realtors and Investors: Are You Ready?

With years of experience in both the real estate and sustainable energy markets, Thiago noticed a common issue: a lack of knowledge among professionals in the field.

Realtors, investors, and specialists are missing out on major opportunities simply because they don't understand how solar energy can be used as a powerful strategic differentiator.

***“The solar sector is one of the greatest opportunities of this decade, and the chance to position yourself is here, now.”***

**Thiago Freitas**

To tackle this challenge, Thiago is developing an exclusive educational program designed to equip professionals with the technical knowledge and solid foundation they need to guide their clients effectively. The goal is to ensure informed decisions—so no one loses money due to lack of information.

On top of that, he's set an ambitious target: to double his company's revenue. In 2023, sales reached \$12.4 million. The goal for 2025? To surpass \$30 million by strengthening teams, expanding training programs, and building strategic partnerships.

The market is changing fast. The question is: are you ready for this transformation—or will you be left behind?

## High Level Conference USA – Boston: The Turning Point

If there's a perfect time to learn from someone ahead of the curve, it's now. In 2025, Thiago Freitas will be one of the keynote speakers at the High Level Conference USA in Boston—an event set to connect the Brazilian community in the U.S. with real growth opportunities.

The conference will bring together special guests from Brazil and across the globe, creating a strategic environment for networking, learning, and innovation.

*“Those who understand this movement now will have a huge advantage in the future. The solar sector is one of the greatest opportunities of this decade, and the chance to position yourself is here, now.”*, destaca Thiago.

This is not just an event. It's a movement of transformation. For those seeking growth and new opportunities in the U.S., the message is clear: success belongs to those who see it before the majority—and act at the right time.

**So the question is:  
Are you ready to take  
this step?**



# ROSÂNGELA MARTINS:

## *Entrepreneur, Visionary, and Life Transformer*

 @sourosangelamartins

By Dani Seixas

*Rosângela is an inspirational figure for anyone seeking to achieve financial success on a global scale. Her journey, which began in Brazil and led her to the United States, is marked by resilience, continuous learning, and a passion for transforming the lives of her clients and the broader community.*

### **Coming to the United States**

Rosângela had always dreamed of expanding her horizons and embracing new learning experiences. She traveled to several countries, but it was during a visit to the United States that she realized she could take a bigger leap in both her personal and professional life.

*"I realized, during one of my trips, that I was already thinking in English. I came as a student, lived with a host family, and after a year, I understood that it would be much more interesting to expand my business to the United States," she explains.*

Arriving alone, Rosângela approached the transition with careful planning, which allowed for a smooth adaptation. Her international experience and participation in various courses provided a strong foundation to face challenges—such as learning the language—and confidently take the next step in her journey.

### **Professional and Entrepreneurial Journey**

Rosângela began her career in Brazil as a dentist but soon discovered a deep passion for entrepreneurship. Before moving to the U.S., she was already active in the cryptocurrency market and quickly recognized that the American business environment—more open and innovation-friendly—offered greater opportunities.

*"I didn't face barriers here. The market in the U.S. is much more open than in Brazil. The challenges I faced in Brazil were much more limiting," she says.*

However, the language barrier remains a personal challenge. One of her goals is to give lectures in English, something she is still working to achieve. What she didn't expect was that, beyond the crypto market, her company would also become known for its customer loyalty and *consistent results*.

## Achievements and Impact

Thanks to her innovative approach, Rosângela has achieved impressive financial success. *“We’ve generated millions of dollars, which has allowed me to significantly elevate my financial life,”* she says. But what truly sets her work apart is her ability to simplify complex financial concepts for her clients—especially in high-risk areas such as cryptocurrency. *“We don’t sell promises. We deliver results. We offer a safe, structured path for those who want to grow financially without depending on just one job.”*

Her clients, recognizing the quality and security of her work, have become her most powerful promoters. *“Our business grows through referrals. We have fully loyal clients because we deliver real, measurable outcomes,”* Rosângela emphasizes.

*“We offer a safe, structured path for those who want to grow financially without depending on just one job.”*

**Rosângela Martins**

## Goals and Vision for 2025

Rosângela is entering 2025 with bold plans. In addition to speaking at the High-Level Conference USA in Boston, she is preparing for the launch of her book, scheduled for July 21. She also plans to increase her company’s revenue, with ambitious targets and new projects in development.

*“We’re working on a project to tokenize real estate, which will create thousands of opportunities. The crypto market is entering a new growth phase, and I’ll be at the forefront, generating real value for society,”* she shares confidently.



## Expectations for the High-Level Conference Boston

For Rosângela, participating in the High-Level Conference at Harvard Square in Boston will be a major milestone.

*“It’s like reaching a new level. My mindset and business shifted after the immersion at Harvard—and now speaking there will feel like achieving the next phase,”* she says with excitement.

She also sees the conference as an important opportunity to boost the visibility and credibility of her company. *“Participating in this event will help strengthen the trust in my business and brand,”* she adds.

Scheduled for March 2025, the event promises to be a transformative gathering. Rosângela is eager to share her experiences and insights with other professionals and entrepreneurs committed to transforming their careers and companies. *“This conference is a unique opportunity for growth. Take advantage of it to learn—and more importantly, apply what you learn as fast as possible,”* she encourages.

**Don’t miss the chance to hear Rosângela live and be inspired by her journey of success at the High-Level Conference at Harvard Square, Boston – MA, in March 2025.**



# RODRIGO LUCAS:

## *Leadership, Purpose, and Connections for Entrepreneurs Starting Over in the U.S.*

 @fenixsmartclean

By **Dani Seixas**

Rodrigo Lucas, a prominent name in Florida's business scene, is living proof that starting over is not only possible — it can be transformative. Born and raised in Brazil, Rodrigo, like many immigrants, faced the fear of the unknown and the many challenges that come with changing countries and rebuilding a career. The journey wasn't easy, but he knew that this shift was essential to achieve his dreams.

He arrived in the U.S. with a clear goal: to build a company that would stand for innovation, quality, and commitment. That's how he founded Fênix Smart Solutions, a company specializing in residential and corporate smart solutions that has since become a recognized brand throughout Florida. From the beginning, Rodrigo understood that true success wasn't just about reaching

financial goals — it was about creating genuine connections with people and strengthening the community around him.

As an immigrant, Rodrigo faced the same hurdles many Brazilians encounter abroad: adapting to a new culture, mastering the language, and rebuilding his professional credibility in an unfamiliar market. But rather than seeing these as setbacks, he viewed each challenge as a growth opportunity.

*"Starting over in the U.S. isn't easy, but every step forward is a victory. The key is to have faith, perseverance, and a clear vision of what you want to achieve,"* says Rodrigo.



In addition to his role at Fênix Smart Solutions, Rodrigo is also one of the visionaries behind the Amigos EUA event — a gathering designed to connect entrepreneurs, investors, and professionals seeking to share experiences and create new business opportunities. He believes growth happens when you're surrounded by people who share your vision and are committed to helping each other succeed. **“Connecting people is one of the greatest assets we can build — especially in a new country, where a support community is essential,”** he says.

**“Being an entrepreneur in the United States is more than starting a business — it’s opening a new chapter in your life”**

**Rodrigo Lucas**

**LIDE<sup>®</sup>**  
ORLANDO

Thanks to his success in building connections and his natural strength in relationship-building, Rodrigo was recently appointed Director of Expansion at LIDE Orlando. With a strategic vision for leadership and growth, he is helping expand the organization’s impact by connecting executives and business leaders while encouraging entrepreneurship and economic development. **“To me, business growth must be collective. When one entrepreneur thrives, it opens the door for many others,”** he adds.

Behind Rodrigo’s achievements lies an unshakable foundation: his family and his faith. His wife, Vanessa, has always been his business partner and greatest source of strength. Together, they are raising their children, Rafael and Bruna, and now eagerly await the arrival of baby Daniel. **“My family is my biggest source of motivation. It’s for them that I face obstacles with courage and keep going, believing I can leave behind a legacy of success and inspiration,”** he shares.

Now, with seven years of experience in America, Rodrigo is ready to take the next steps in his journey. In 2025, he plans to expand his digital presence, strengthen his business connections, and continue supporting other immigrants who, like him, are working to rebuild their lives and businesses in the U.S.

**“Being an entrepreneur in the United States is more than starting a business — it’s opening a new chapter in your life. To anyone just starting out, my message is clear: don’t give up. Trust the process, because every challenge is a chance for growth and fulfillment,”** he says confidently.

Rodrigo Lucas is living proof that with determination and purpose, it’s possible to start over and achieve great success — no matter where you are in the world.



**“I’m deeply grateful for the opportunity to share my story and deliver valuable content at the High Level Conference. Just like we did at UCF, we’re taking the next step with an even bigger event at Harvard Square in Boston, MA. I invite everyone to be there — it’ll be a space filled with high-level people, ready to transform their journeys and their businesses.”**



# Trump's Inauguration: *The Impact of a Historic Change on the U.S. and the World*

by Dani Seixas

On January 20, 2017, Donald Trump was inaugurated as the 45th President of the United States. For many, this was a historic milestone—not only because of his victory at the polls, but because he disrupted the traditional structure of American politics. At the inauguration ceremony, the country stood deeply divided, and the world watched closely. The slogan “Make America Great Again” symbolized his promise to return the U.S. to a past he claimed had been lost over recent decades.

To his supporters, the event marked the triumph of an outsider—a figure who represented “the people” and stood in opposition to the political establishment. Trump was seen not merely as a politician, but as a symbol of

resistance to an elite perceived as disconnected from the real needs of the American population. His agenda was clear: restore U.S. economic strength, prioritize domestic policies, and challenge international agreements he deemed unfavorable.

However, Trump's inauguration sparked significant unrest among his critics, who viewed him as a threat to core democratic values. His polarizing comments and controversial actions—such as attempts to restrict immigration from Muslim-majority countries and his inflammatory rhetoric toward minorities—ignited widespread protest. The Women's March, which mobilized millions across the country, was a powerful demonstration of a nation feeling endangered by its new leadership.

## **Trump's Impact on the U.S.: Division and Debate**

Trump's presidency became a period of intense political disputes and profound social and economic transformations. Economically, his focus on tax cuts and deregulation created a favorable environment for markets, with notable stock market growth in the early years of his term. Nonetheless, critics argued that the tax breaks disproportionately favored the wealthy, while the middle and lower classes saw few tangible benefits.



On immigration, Trump took one of the toughest stances in modern U.S. history. The proposed wall on the U.S.-Mexico border, a central promise of his campaign, became a symbol of his administration and its separationist policies. Trump promoted a more selective immigration system, favoring individuals with specific skills or high qualifications—scientists, entrepreneurs, and highly trained professionals. While this vision aligned with economic interests, it raised moral and ethical questions about exclusion and human rights, particularly concerning immigrants from less privileged backgrounds. Brazilian immigrants, among others, found themselves in a paradox: drawn by opportunity, yet unsettled by an uncertain and exclusionary climate.

## Trump's Global Vision: Redefining Alliances and Foreign Policy

On the global stage, Trump's "America First" policy dramatically reshaped U.S. foreign relations. He withdrew the U.S. from major international agreements such

as the Paris Climate Accord and the Iran Nuclear Deal—moves that diminished America's traditional role as a global leader. His nationalistic approach strained relations with longtime allies, including the European Union and Canada, while fostering unusual closeness with authoritarian figures like Russian President Vladimir Putin.

To many, this shift signaled a retreat from decades of American multilateral diplomacy. Yet for others, it was a chance to redefine U.S. interests, renegotiate deals more favorable to the country, and adapt to a global economy undergoing rapid transformation. Trump's strategy was controversial but underscored a global rebalancing of power and influence.

## What Does It All Represent?

As Trump rapidly implemented domestic and international reforms, his presidency ignited profound debates about democracy, capitalism, and America's global role in the 21st century. His rise paralleled the emergence of populist leaders worldwide, the erosion of democratic norms, and the

rise of nationalism—signs of an increasingly unstable global landscape.

The immigration debate, in particular, became central. Trump did not advocate for closing the borders entirely, but rather for a more merit-based system. He argued that the U.S. should be more selective, focusing on those who could make direct contributions to its economic development. This perspective offered opportunities for highly qualified professionals but also sparked a broader reflection on inclusion, diversity, and the social impact of immigration policy.

## What Does the Future Hold?

Looking ahead, the transformations initiated under Trump have left a lasting mark on U.S. politics and international relations. While nationalism and populism have gained traction, new models of international cooperation and negotiation have also emerged. Immigration will remain a key issue, particularly as nations seek talent to fuel innovation and growth in an age of disruptive technologies.

Ultimately, Trump's presidency forces us to confront urgent questions about leadership, global influence, and the balance between national interest and global responsibility. While he sought to reignite a sense of American pride through protectionist policies, his confrontational stance also triggered important global conversations about democracy, diplomacy, and the future of leadership in a connected world. \*



# Educational Trends for 2025:

## How American Universities Are Adapting to the New Digital Era

By *Isabela Moschioni*

### What's going on behind the scenes at American universities?

Imagine a world where physical classrooms are just an option, teachers are assisted by artificial intelligence, and degrees can be earned without even stepping foot on a college campus. That future, which seemed far away, is already happening now – and you may be about to experience it.

The most prestigious universities in the United States are reshaping their teaching methods to adapt to a scenario where digital is no longer an add-on, but rather the backbone of education. But what does this mean for those who dream of studying in the USA? And more: could this new model be the key to making American education more accessible to Brazilians?

**Get ready to discover the secrets that Harvard, MIT, and Stanford are already putting into practice – and how it can open doors for you.**

### The Education Revolution: AI, Blended Learning, and New Methodologies

If traditional education didn't make so much sense to you anymore, welcome to the new era of education. By 2025, American universities are investing heavily in artificial intelligence, augmented reality, and personalization of teaching to transform the way knowledge is transmitted.

Think of an environment where:

» Teachers and virtual assistants identify your difficulties before you even realize it.

» Virtual reality simulations allow engineers to test designs and doctors to perform surgeries in a safe and controlled environment.

» Smart platforms put together personalized curricula to accelerate your learning.

Harvard has already announced that its new AI-based learning system can reduce a student's graduation time by up to 30%, without compromising the quality of teaching. But, if that sounds impressive, wait until you see how universities are breaking down physical barriers.

## The new university campus: no borders, no limits

The days when studying in the U.S. meant moving to another country may be numbered. Hybrid and 100% online programs are making it possible for international students to access the same prestigious degree without having to leave their home country.

» MIT x PRO now offers advanced certifications and specializations entirely online, with global recognition.

» Stanford Online is transforming its in-person courses into interactive digital experiences with artificial intelligence.

» Harvard Extension School allows students from all over the world to study at a distance and secure a degree from one of the most renowned universities on the planet.

### But is it really worth it? Does the market accept this type of training?

The answer may be surprising. Companies like Google, Amazon and Tesla have already stated that skills and experience matter more than traditional degrees. That is, if an online Harvard course gives you the same knowledge as a face-to-face course, why spend hundreds of thousands of dollars on housing and food in the US?

## Scholarships and Funding: Elite Education at Your Fingertips

If studying in the U.S. still seems like a distant dream because of the costs, you may be missing out on incredible opportunities. The number of scholarships for foreigners has never been higher – and many of these scholarships cover up to 100% of expenses.

Did you know that there are more than 600 funding programs for Brazilians who want to study in the USA? Some opportunities include:

» Fulbright Scholarship – Full scholarships for Brazilians in various areas.

» STEM Education Fund – Focus on Science, Technology, Engineering and Math courses.

» The Gates Scholarship – For students with high academic achievement.

In addition, new student financing policies in the U.S. are allowing international students to pay their tuition after graduation, based on the salary they earn in the market.

What was once a financial obstacle can now be a stepping stone to your international career.



## The Future of Education Has Begun

If there is something that 2025 has in store for us, it is the certainty that the way we study will never be the same again. American higher education is increasingly accessible, innovative, and connected to the demands of the future.

The big question now is: **are you ready to be part of this transformation?**

The choice is in your hands – and maybe your next classroom is just a click away.\*



# Scholarships and Funding for Brazilians: How to Plan Your Education in the USA in 2025

Image: Vasily Kaloda / Unsplash



By *Isabela Moschioni*

If studying  
in the U.S.  
seems  
impossible,  
wait until you  
read this...

Imagine the following scene: you are sitting in an imposing auditorium, surrounded by students of different nationalities, about to attend an inspiring lecture by a renowned professor. The vibrant campus, state-of-the-art structure, and the exchange of ideas with brilliant minds from all over the world are part of his new routine.

Now, get back to reality. You may be thinking, *"This is not for me. Studying in the U.S. is too*

*expensive.*" But what if I told you that there are ways to turn this dream into reality without compromising your financial stability?

**The secret lies in scholarships and financing that many Brazilians are already taking advantage of. And the best: you can be next.**

## Scholarship Opportunities for Brazilians

The truth is, if you know where to look and how to structure a good plan, you can study in the U.S. without having to spend a fortune. Many American universities offer scholarships to international students based on academic merit, financial need, and even sports or artistic skills.

### » Graduation

If you're just starting your college journey, here are some of the best scholarship options:

■ **Emory University** (*Atlanta, GA*)  
Offers full and partial scholarships to international students, including the prestigious **Emory Scholars Program**. In addition to tuition coverage, some scholarships include housing and food.

■ **University of Pennsylvania** (*UPenn*)  
One of the Ivy League universities that offers financial aid based on student need, ensuring that talented students can study regardless of family income.

■ **Stamps Scholarship**  
Present in several American universities, this scholarship covers full tuition, in addition to offering funds for academic projects and exchanges.

### » Master's and Doctorate

If your goal is to advance your career with a graduate degree in the U.S., consider these options:

■ **Fulbright Program**  
One of the most well-known programs in the world, it funds full master's and doctoral degrees for international students, covering tuition, housing, and even travel expenses.

■ **Harvard University**  
It offers several scholarships for Brazilians, such as the **Lemann Fellowship Foundation**, aimed at those who want to work in social impact projects.

■ **MIT Sloan Latin America Office Fellowship**  
Exclusive to students from Latin America entering MBA programs and other areas of MIT.



## But how do I know it's possible?

The most recent success story is that of **Mariana Reis**, a Brazilian engineer who, until 2022, worked in the private sector in São Paulo. With the dream of pursuing a master's degree in the U.S., she spent months researching scholarships and submitting applications. In 2023, she received the news that would change her life: she was accepted to **Columbia University with a full scholarship**.

Mariana says that the secret was to have a solid plan, a good motivation letter and highlight her professional and academic trajectory. Today, she studies in the heart of New York and already has job offers for when she finishes her degree.

**If she did it, why couldn't you?**

How to structure your study plan without compromising your financial stability?

The first step to getting a scholarship or financing is to prepare in advance.

Here's a roadmap to get you started:

- 1. Research the universities and programs that suit you best** – Many scholarships are offered by specific institutions, so choose well where to apply.
- 2. Build a strong academic profile** – Good grades, extracurricular projects, and work experience increase your chances of approval.
- 3. Learn how to write an engaging motivation letter** – Your story and goals need to be clear and compelling.
- 4. Explore student financing options** – In addition to scholarships, some universities offer installment programs and low-interest loans for international students.
- 4. Focus on English** – The better your command of the language, the greater the chance that you will get good opportunities.

The time to start is now. Applications for scholarships and funding programs for 2025 are already open at several universities.

**So, are you ready to take the first step towards your future in the United States? \***

# The Most Sought-After Professionals in 2025

## *How to Prepare for the American Job Market*

By **Dani Seixas**



Have you ever wondered what it would be like to be ahead of your time? How to anticipate the changes that define the future of the job market? Building a successful career in the United States comes with many challenges, especially for those aiming to stand out in a competitive and fast-evolving landscape. In 2025, the American market will bring new demands and emerging areas—but it will also require a new level of preparation to remain relevant. Technology continues to lead the way, but other high-growth sectors deserve equal attention. So, how can you position yourself today to be ahead of the curve in the next five years?

### **The Trending Fields and Their Salaries**

Understanding the fields that are shaping the U.S. labor market is the first step. Civil Engineering, for instance, continues to grow—driven by the demand for sustainable infrastructure and urban expansion projects. Innovations such as 3D printing and automation are transforming the construction industry, opening

up opportunities for professionals who specialize in complex project management, green construction, and advanced engineering techniques. These experts are expected to earn competitive salaries in a promising market.

Healthcare is also thriving—especially in Mental Health, Palliative Care, and Telemedicine. The pandemic accelerated the digital transformation of healthcare, creating a significant

demand for professionals who can navigate this new environment. The integration of Artificial Intelligence into medical practices brings new complexity and innovation. Those who prepare to work with these emerging tools are investing not only in their present but also in the future of medicine.

## Technology: The Challenge of Continuous Innovation

Technology is a cross-cutting domain—it doesn't just grow; it transforms everything around it. What's trending today may be outdated tomorrow. More importantly, it is the engine behind change in every sector. Artificial Intelligence, automation, Big Data, cybersecurity, and emerging platforms are reshaping industries from engineering to healthcare. Professionals who can master these tools will be not just relevant—they'll be essential. The real challenge is staying updated and anticipating market needs. What are you doing today to remain relevant five years from now? How do you prepare for technologies that haven't even been invented yet?

## The Most Valued Skills Among American Recruiters

Regardless of industry, standout professionals in the U.S. share one key element: a powerful skill set. American recruiters are looking for more than degrees or certifications—they want professionals who can adapt quickly, who have strong technical expertise, and who bring an innovative mindset. Skills like critical thinking, complex problem-solving, and effective communication are increasingly valued. In a market that rewards flexibility, the ability to learn new tools and reinvent yourself is essential.



## Preparing for Interviews and Selection Processes

Interview anxiety is normal—but navigating the U.S. job market requires more than nerves of steel. It takes preparation and strategy. Understanding cultural expectations, common interview questions, and how to align your background with a company's future needs is key. The U.S. hiring process values not only what you've done, but also your potential—what you can do ahead of time. What trends are shaping companies? How does your profile fit into the future they are building? This forward-thinking mindset is what sets top candidates apart..



## What to Expect

**Opportunities in the U.S. job market continue to evolve, and staying ahead means being in constant motion.** If you still feel unsure about your next steps or how to stand out, you're not alone—that uncertainty is part of the journey. What matters is that you begin. The future will be built by those who are committed to learning, embracing innovation, and adapting to change. The American job market offers a world of possibilities. The question is: what will your path look like? \*



# International Career:

*How to Build a Top-Notch Positioning in the U.S. and Stand Out in the Global Market*

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By **Dani Seixas**



Have you ever thought about the power of your own voice—and the impact it could have on the world? In today's globalized world, opportunities are everywhere for those who know how to position themselves, build a solid personal brand, and develop a network that crosses borders. It doesn't matter where you are right now—what matters is where you can go. And for that, technical skills alone aren't enough. You need a well-defined career strategy to build an international presence that is both strong and relevant.

### **Start with the Essentials:** *Language and International Certifications*

How important is English fluency in your career? In the U.S., it's more than just a communication tool—it's a bridge to understanding, influence, and opportunity. Mastery of the language expands your reach. But beyond language, globally recognized certifications can serve as direct entry points into top-tier companies.

**Have you explored which certifications are most valued in your field?** If you're in IT, think CompTIA, AWS, or Google Cloud. In engineering, PMP or PE licenses are crucial. These credentials open doors—but which additional ones could give you a global edge? Which international certifications could elevate your career to the next level?



### **The World is Changing:** *What Else Can Complement Your Field?*

Technology is impacting every industry. Are you integrating these advances into your career? Whether you're in healthcare, finance, or engineering, understanding how automation, AI, and Big Data can enhance your work is essential.

Doctors using AI for faster diagnosis. Engineers mastering sustainable smart construction. These are the professionals thriving in the new global landscape. What tech tools can you apply to make your expertise stand out on the international stage?





## Building a High-Level Personal Brand

Your personal brand is not just who you are—it's the promise of what you deliver. In a global marketplace, that promise must be bold, clear, and valuable. Your digital presence is your professional storefront. Is yours working in your favor?

Start by optimizing your LinkedIn. Build a professional portfolio. Share your knowledge and experiences. But go further: launch a blog, a podcast, or a YouTube channel. Publish articles in your field. Engage with thought leaders. The goal is to become a recognized voice—a reference in your industry.

## Strategic Networking: Go Beyond Connection—Build Influence

Networking isn't just about meeting people—it's about forming relationships that can transform your career. Strategic networking means aligning with professionals who share your vision and can help you reach new heights.

Which global events, webinars, or conferences are gathering the voices that inspire you? Are you actively contributing to these conversations? Being visible is good—being valuable is better. Offer insights, ideas, and genuine interest in collaboration. This is how real opportunities emerge.



# Conquering Your Place in the World

What are you doing today to ensure your career is internationally recognized tomorrow? Are you earning the right certifications? Adapting to new technologies? Building a brand that reflects your true value?

The future is being shaped now—and your role in the global market is yours to define. How will you stand out? What will your legacy be? The challenge has been launched: your seat at the table is waiting. Will you claim it? \*



# Professional Certifications in the USA:

## How They Can Boost Your Career in Engineering and Healthcare



In a competitive market like the United States, having relevant certifications in your area of expertise can be the differential that separates you from other professionals. In the case of two of the biggest areas of demand — engineering and healthcare — certifications not only validate your skills but also increase your job opportunities and salary growth.

Let's explore the most valued certifications in these areas and the step-by-step process to earn them, as well as understand how they can transform your career.

By **Dani Seixas**

### Engineering Certifications: Appreciation and Opportunities

Engineering is one of the most in-demand fields in the US, especially in fields such as civil, electrical, mechanical, software, and environmental engineering. With increasing innovation and infrastructure construction, professionals with the right certifications are constantly in demand.

#### 1. PE - Professional Engineer

##### ■ What is it?

PE certification is one of the most respected and sought after by engineers in the USA. To earn this certification, you need an accredited engineering degree, supervised hands-on experience, and passing state engineering board exams.

##### ■ Step by step to conquer:

- » Obtain an engineering degree accredited by a U.S. university.
- » Complete 4-6 years of supervised hands-on experience.
- » Pass the Fundamentals of Engineering (FE) exam.
- » Pass the Principles and Practice of Engineering (PE) exam.
- » Obtain certification in your state.

### ■ Career impact:

Earning PE certification opens doors to leadership, project management, and legal responsibility positions, allowing you to sign and approve engineering projects, as well as significantly increase your salary potential. Engineers with PE certification have a competitive advantage, as many employers require this certification for large-scale projects.

## 2. PMP - Project Management Professional

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### ■ What is it?

While not exclusive to engineers, the PMP certification is highly valued in engineering, as many engineering projects are complex and require management skills. The PMP certification demonstrates your ability to lead and manage projects effectively.

### ■ Step by step to conquer:

- » Acquire at least 3 years of experience managing engineering projects (or 5 years if you do not have a management background).
- » Complete 35 hours of project management training.
- » Pass the PMP exam.

### ■ Career impact:

PMP certification increases your chances of landing project management and leadership positions, which translates to higher salaries and more responsibilities. It is one of the most valued certifications, as it demonstrates that you have the ability to manage teams and resources to meet deadlines and budgets.



## 3. LEED - Leadership in Energy and Environmental Design

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### ■ What is it?

LEED certification is especially valuable for environmental or construction engineers working on sustainability and eco-efficiency projects. LEED is an internationally recognized certification that evaluates the sustainability of construction projects and the efficiency in the use of resources.

### ■ Step by step to conquer:

- » Complete a LEED preparation course (available online and in-person).
- » Gain hands-on experience in the field of sustainable construction.
- » Pass the LEED Green Associate exam, followed by the LEED AP (Advanced) exam.

### ■ Career impact:

Professionals with LEED certification have a huge advantage in a market that is increasingly focused on sustainability. Engineers who specialize in LEED can work on sustainable construction projects, ensuring a greener future, as well as enjoy higher salaries, due to the high demand for these skills.

## 4. CCM - Certified Construction Manager

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### ■ What is it?

CCM certification is essential for engineering professionals who want to excel in the field of construction management. It validates your skills in leading and managing construction projects, from conception to execution, with an emphasis on quality, safety, and meeting deadlines.

### ■ Step by step to conquer

- » Obtain an experience of 4 years in construction management.
- » Complete a certified training.
- » Pass the CCM exam.

### ■ Career impact:

The CCM certification is one of the most sought after in the construction industry and offers a significant advantage in leadership positions, with a high salary and good growth prospects in the area.



## Healthcare Certifications: Professional Growth and Career Opportunities

Healthcare is an area with a growing demand in the US, especially due to the aging population and technological advancements. Professionals with health certifications not only ensure their relevance in the market, but also become eligible for positions of high responsibility and salary.

### 1. RN - Registered Nurse

#### ■ What is it?

The Registered Nurse (RN) certification is one of the most essential for anyone who wants to work as a nurse in the USA. To obtain certification, a candidate must complete an accredited nursing program and pass the NCLEX-RN (National Council Licensure Examination for Registered Nurses) exam.

#### ■ Step by step to conquer:

- » Complete an undergraduate nursing program (Associate's Degree or Bachelor's Degree).
- » Pass the NCLEX-RN exam.
- » Obtain license to work in the desired state.

#### ■ Career Impact:

RN certification offers a wide range of opportunities in hospitals, clinics, and other healthcare institutions. Registered nurses have one of the highest employability rates and can expect competitive salaries and opportunities for rapid career growth, with the chance to advance to positions such as a nurse manager or specialist.

### 2. CCNA - Cisco Certified Network Associate

#### ■ What is it?

Although it is more IT-oriented, CCNA certification can be crucial for network engineers working in the healthcare industry. With the increasing digitalization

of the sector, the role of network engineers in healthcare has become fundamental.

#### ■ Step by step to conquer:

- » Study for networking topics, including protocols and configuration of routers and switches.
- » Pass the CCNA certification exam.
- » Continue studies for more advanced certifications if desired.

#### ■ Career Impact:

The CCNA certification helps position network engineers and IT professionals in the healthcare industry as experts in network security and infrastructure. With the increasing demand for healthcare data security, this specialized knowledge is highly valued, with high salary returns.

### 3. ABPP - American Board of Professional Psychology

you are a psychologist looking to expand your credentials, ABPP certification can be an excellent option. It validates your competencies in specific areas of psychology and strengthens your credibility in the field..

#### ■ Step by step to conquer:

- » Obtain a doctorate in psychology (PhD or PsyD).
- » Complete years of supervised practice.
- » Pass the ABPP certification exam.

#### ■ Career Impact:

Having the ABPP certification can lead to more advanced opportunities, such as leadership positions in psychology clinics, universities, or even consulting, with a great appreciation of the market.

## 4. BCBA - Board Certified Behavior Analyst

### ■ What is it?

certification is aimed at psychologists or health professionals who want to work with behavior analysis, a highly sought-after area in the treatment of disorders such as autism.

### ■ Step by step to conquer:

- » Obtain a master's degree in behavioral psychology.
- » Complete supervised experience.
- » Pass the BCBA exam.

### ■ Career Impact:

BCBA certification opens doors to work in schools, clinics, and hospitals, as well as enabling high salaries and a central role in the development of treatment programs.

## 5. Aesthetician - Esthetician Certification

### ■ What is it?

professionals who want to work in the field of aesthetics, especially in beauty salons or aesthetic clinics, esthetician certification is essential.

### ■ Step by step to conquer:

- » Complete an accredited esthetics training program.
- » Pass the state certification exam.
- » Obtain a license to practice in your chosen state.

### ■ Career Impact:

With certification, professionals can offer a range of skin care

services, facials, and body treatments, and extend their services to clients seeking high-quality results, with excellent earning potential.

## 6. Certified Psychiatric Nurse Practitioner

### ■ What is it?

This certification allows nurses to specialize in mental health, working directly with patients in psychiatric diagnoses and treatments.

### ■ Step by step to conquer:

- » Obtain a master's degree in nursing.
- » Complete the required clinical experience in mental health.
- » Pass the certification exam.

### ■ Career Impact:

With the NP certification, you can work autonomously or in multidisciplinary teams in hospitals and psychiatric clinics, with high salaries due to the high demand in the mental health field.

■ **Salary Increase:** Certified professionals earn, on average, between 10% and 30% more than those without certification. For example, an engineer with PE certification can expect salaries well above the market average.

■ **Increased Employability:** Certifications show that you have the knowledge and ability to meet the required quality standards, making you more attractive to employers.

■ **Opportunities for Growth:** Certifications open doors to leadership positions and greater responsibility within your area of expertise, whether as an engineer or health professional..

## Conclusion: The Journey to Earn Your Certifications

Now that you know the main steps to obtaining certifications in the fields of engineering and healthcare, it's time to decide which path to take. Each certification not only validates your skills, but it can also be the key to opening doors that can transform your career, taking you to new heights of professional and financial success.

Investing in certifications is investing in your future. So don't let the lack of information or the challenges of the process demotivate you. Follow the step-by-step instructions, get the recognition you need, and get ready to reap the rewards of a promising future! \*

## Engineering and Healthcare Certifications: How They Impact Your Career and Salary

Obtaining relevant certifications in **engineering and healthcare** not only ensures a prominent position in the job market, but also results in significant salary growth. Here's how certifications impact your future:

# Starting a Business in the USA:



## *From Dream to Profitable Business in 2025*

By *Dani Seixas*

Have you ever imagined what it would be like to have your own business in the United States? Maybe the idea has crossed your mind several times—but with it come those inevitable questions:

**“Where do I start?”**

**“What if I invest and fail?”**

**“Will I be able to handle foreign laws and taxes?”**

If these doubts are part of your daily life, you're not alone. Starting a business in a new country can be life-changing—but it involves much more than just a good idea.

Building a solid structure and understanding how the system works in the U.S. (like setting up a company, dealing with the IRS, licenses, hiring, etc.) is what separates dreams from successful ventures.

If you're among the Brazilians looking to start a business in the U.S. with more clarity and safety, this content is for you. We've listed the key steps, the most promising states, and the most in-demand business models for 2025—all to help you turn your dream into reality.



## First Step: What Makes an Entrepreneur Succeed in the U.S.?

One thing that separates successful entrepreneurs in the U.S. is understanding how things work here. Planning and learning before launching your business is the number one factor for success—or failure.

That “let’s figure it out as we go” mindset doesn’t work well here. Entrepreneurs who lose money are usually the ones who jumped in without a strategy. The ones who succeed are the ones who act with preparation and insight. That makes all the difference.



## Where to Start a Business in the U.S.? Choosing the Right State

When it comes to starting a business, some states offer better tax conditions, less bureaucracy, and faster legal setup. Here are the top three states chosen by Brazilian entrepreneurs:

### **Flórida**

A top choice among Brazilians. The weather, cultural familiarity, and strong Brazilian community are a big plus.

### **Texas**

Strong economy, lower cost of living. Great for franchises and offers tax incentives in several cities.

### **Delaware**

Se você pensa em atrair One of the most business-friendly states, with reduced taxes and quick setup for fast-scaling companies.


## Business Opportunities: Where to Invest in 2025?


There’s no shortage of business opportunities in the U.S.—but that doesn’t mean every idea will succeed.


You need a clear vision of the market and know how to spot the niches with the most room to grow. Here are three sectors that continue to thrive:

### ■ **Services – A Market That Never Stops**

Americans value practical, high-quality services. The hottest niches in 2025 are:

 **Cleaning & Disinfection** – Homes, clinics, schools, and corporate spaces.

 **Fitness & Wellness** Boutique gyms, personal training, personalized service.

 **Pet Care** – Vets, pet shops, grooming, daycare, and walking services.

### ■ **You need to be someone who:**



#### **Adapts quickly**

Rules change frequently. Those who know how things work get ahead.ã.



#### **Builds a network**

In the U.S., businesses are built through connections..



#### **Thinks strategically**

Knowing the right time to grow, pivot, or change markets can change everything.





## Avoid Problems: How to Prepare for Success

Here's an important warning: starting a business in the U.S. can be simple—but failing to prepare properly can bring frustration and end your dream quickly.

### ■ Key Steps for a Secure Start:

**Choose the right legal structure** – Understand the differences between LLC and Corporation.

**City & State Licensing** – Many locations require local registration and permits.

**Open a business bank account** – Keep personal and business finances separate.

**Tax Planning** – Learn how to pay less—legally.

### ■ Franchises – For Those Who Want a Proven Model

If you're looking for a safer route, buying a franchise might be a great option. Here are a few popular ones among Brazilians:

- » **The UPS Store** – Ideal for logistics, printing, and shipping services.
- » **7-Eleven** – Convenience store with a tested model.
- » **Dry Cleaning & Sanitizing** – Commercial and corporate-focused cleaning.



**Sustainability** – ESG-focused businesses are gaining value and investments.

### ■ Startups – For Those Who Want Rapid Growth

If you're aiming for fast growth, tech may be your path:



**Artificial Intelligence** – Customized solutions and automation are hot right now.



**Digital Health** – Telemedicine and digital health platforms.





## Ready to Take the First Step?

Now you've got a complete overview of how to start a business in the U.S. in 2025. The next step? Get your plan off the paper.

### After Launching: How to Grow Your Business?

Growing a business takes dedication and strategy. Here are some best practices from entrepreneurs who stand out in the U.S.



**Digital marketing strength** – A professional online presence is essential.



**Strategic partnerships** – The right partners help you grow faster.



**Track everything closely** – In the U.S., businesses that monitor their numbers tend to thrive.



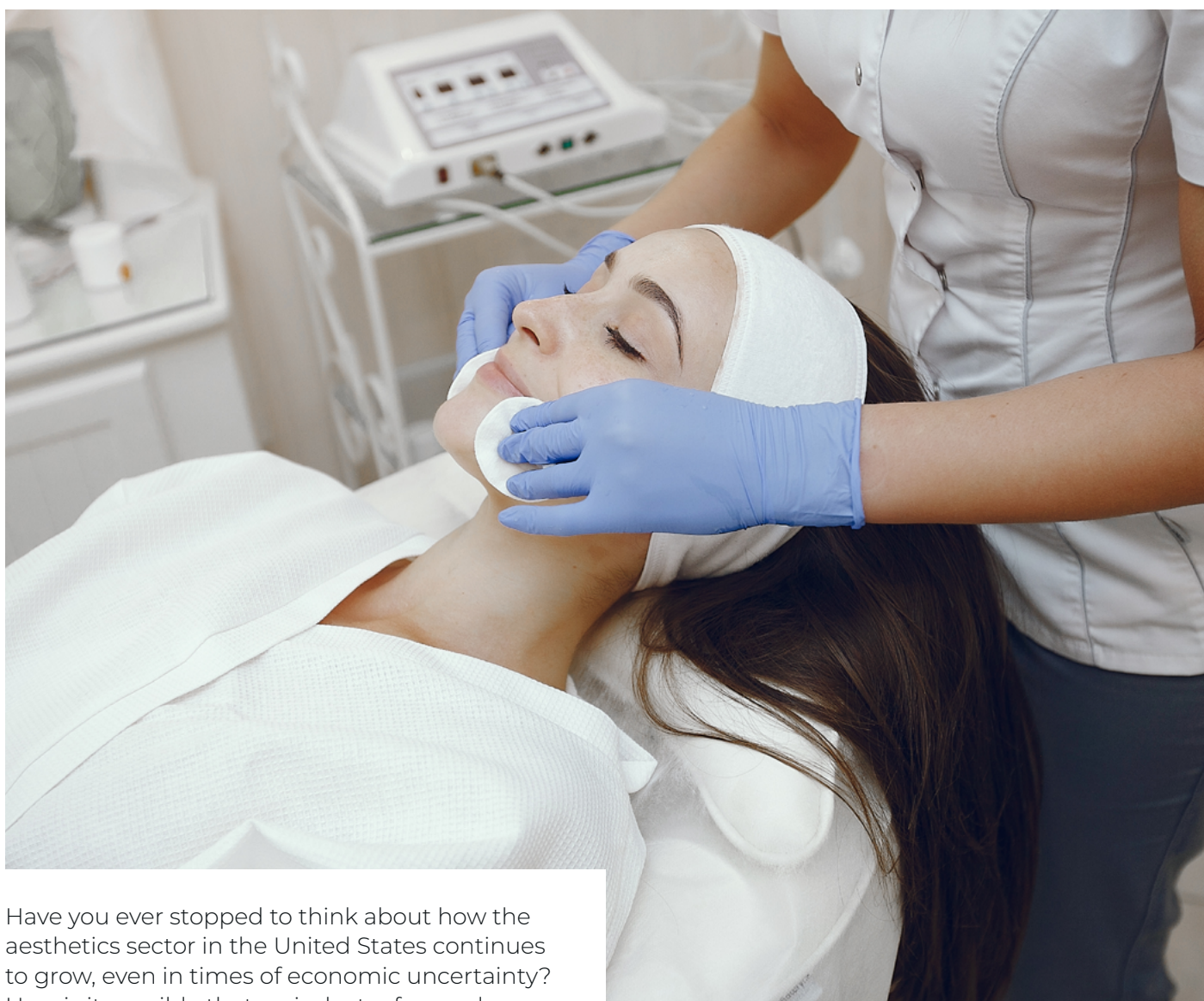
So, which of these opportunities caught your eye the most? \*

# The U.S. Beauty and Wellness Market:

## Wellness Market:

*How Brazilian Entrepreneurs Are Leading This Transformation*

By *Dani Seixas*



Have you ever stopped to think about how the aesthetics sector in the United States continues to grow, even in times of economic uncertainty? How is it possible that an industry focused on grooming and well-being is so resilient and full of opportunities? The answer lies in the constant desire for evolution and self-esteem of Americans and, surprisingly, in the strong presence of Brazilian women, who are transforming the beauty and aesthetics market in the country.

If you are looking for a path to entrepreneurship or simply understand more about this promising sector, this is the right time to dive into this fascinating universe. Let's explore how aesthetics never stop reinventing itself and how Brazilian women are leading this revolution!

## Endless Opportunity: The US Aesthetics Market in Numbers

In 2023, the aesthetics and personal care market in the US was valued at approximately \$62.5 billion and is projected to continue growing at an annual rate of 4.6% until 2028, according to IBISWorld. This growth can be attributed to a number of factors, from increased awareness of the importance of personal care to the advancement of technology, which allows for more affordable and effective treatments. The COVID-19 pandemic, which initially brought economic challenges, also increased the demand for wellness services, as many people began to prioritize their mental health and self-esteem during this time.

The beauty and aesthetics market ranges from facial, body and hair treatments to new trends such as facial harmonization and non-invasive procedures. The market for cosmetics and skin care products, for example, is estimated to be worth \$30 billion and continues to grow annually. The market for non-invasive aesthetic procedures, such as fillers and botox, saw a significant increase of 15% between 2020 and 2022, with projections that this type of procedure will represent around \$10 billion by 2025.

The key to the success of this sector lies in its versatility. In times of crisis, the beauty and aesthetics industry continues to expand and reinvent itself, offering a range of services ranging from the most affordable to the most sophisticated treatments, catering to everything from the public looking for basic care to those who want to completely transform their appearance. This makes the market practically infinite and always growing.



## Health and Aesthetics Walking Together: How Clinics and Health Professionals Are Integrating Aesthetic Procedures

In recent years, there has been a growing integration between the health area and aesthetic procedures. The concept that health and aesthetics are distinct fields has given way to a more holistic approach, where the physical and mental well-being of patients is placed at the center of treatments. Professionals in areas such as dermatology, physiotherapy, regenerative medicine, gynecology, dentistry, and even endocrinology have incorporated aesthetic procedures into their practices, creating new opportunities for both health professionals and entrepreneurs in the aesthetic sector.

### Dermatology and Aesthetics: The Perfect Marriage

Dermatology is one of the most evident medical specialties when we talk about aesthetics. Dermatologists have stood out for offering procedures that not only treat skin diseases, but also promote aesthetic improvement, such as the use of lasers for facial rejuvenation, chemical peels, dermal fillers, and other treatments to combat signs of aging. Dermatological clinics that offer these services have become increasingly popular, especially in cities like Miami, where the beauty market is huge.

In addition, dermatologists specializing in aesthetic procedures have invested in integrated treatments, combining skin health care with visible aesthetic results, which attracts a loyal audience willing to invest in maintaining healthy and beautiful skin.

### Aesthetic Physical Therapy: The New Frontier of the Fit Body

Another example of how health and aesthetics are intertwining is aesthetic physiotherapy. Many physical therapists have expanded their services to include aesthetic treatments such as lymphatic drainage, ultrasound therapy, modeling massages, and procedures that help with muscle recovery after plastic surgery, for example. These treatments are highly sought after by patients who want faster and more effective results after invasive procedures, in addition to promoting general well-being and a feeling of relaxation.

With the increase in popularity of advanced aesthetics, physiotherapy clinics are positioning themselves as more affordable and professional alternatives for those seeking aesthetic care, with the advantage of being performed by health professionals, with a closer look at physical care and body balance.

## Regenerative and Aesthetic Medicine: The Future of Rejuvenation

Regenerative medicine is also making waves in the aesthetics sector. Techniques such as the application of PRP (Platelet Rich Plasma) for facial rejuvenation, the use of stem cells to treat sagging and scarring, and cell growth factor therapy are increasingly being used to promote skin regeneration and rejuvenation without the need for invasive surgery. These options have attracted an audience that seeks more natural and less aggressive treatments, but with equally effective results.

Consumers' growing confidence in these innovative approaches has given a boost to aesthetic clinics that, in partnership with specialized doctors, offer advanced solutions for patients who want long-term results and without the need for invasive interventions.



## Weight Loss and Aesthetics: The Integration of Health Professionals and Procedures for Long-Lasting Results

The slimming area has proven to be one of the most promising within the aesthetics sector, with a growing demand for effective and sustainable solutions for weight management and body composition improvement. The aesthetics market is no longer limited to just treatments for the face and body, but has also started to integrate procedures aimed at reducing localized fat, toning.

This niche is increasingly uniting health professionals such as doctors, nutritionists, and physiotherapists with cutting-edge aesthetic treatments, creating a holistic and effective approach for clients seeking lasting results. The synergy between these areas not only maximizes the benefits for the patient, but also expands the opportunities for entrepreneurs in the aesthetics sector.

## Nutrition and Aesthetics: The Power of Food in Healthy Weight Loss

Nutritionists have been fundamental in the integration between weight loss and aesthetics. With the increase in awareness about the benefits of a balanced diet, many nutritionists have started to work together with aesthetic clinics, creating personalized meal plans to complement aesthetic treatments. The idea is to provide the patient with an integrated approach, where healthy eating helps to optimize the results of procedures such as lipocavitation, cryolipolysis and radiofrequency treatments.

In addition, nutritionists also play a crucial role in the healthy weight loss process by creating diets that avoid the yo-yo effect, something that can often occur when patients are looking for quick and unsustainable results. By working together with aesthetic clinics that offer non-invasive treatments, dietitians help ensure that patients achieve not only weight loss but also a lifestyle transformation, resulting in a significant improvement in self-esteem and overall well-being.

## Dentistry and Aesthetics: The Perfect Smile as a Priority

Cosmetic dentistry has also entered this market once and for all, especially in procedures such as dental veneers, tooth whitening, and even orofacial harmonization procedures. Dental clinics that specialize in aesthetics have become increasingly common, with dentists offering treatments that not only improve oral health but also provide aesthetic results. The harmony between the smile and the face has become one of the main focuses of aesthetic treatments, and dentistry has played a central role in this process.

Dentists specializing in facial aesthetics have become great allies of aesthetic clinics and professionals in this area, with collaborative work that aims to improve the appearance of their patients in a more comprehensive and integrated way. Many aesthetic clinics now offer packages that combine cosmetic dentistry and facial treatments, creating a complete customer experience.

## Gynecology and Aesthetics: The Revolution in Women's Well-Being

Recently, gynecology has also adopted aesthetic procedures, especially aimed at women's intimate health. Treatments such as laser vaginal rejuvenation, procedures to treat urinary incontinence and even intimate harmonization have gained prominence in specialized clinics. These procedures offer a solution to health and wellness issues that are often not discussed, but affect the quality of life of many women.

In addition, intimate aesthetics, which goes beyond traditional aesthetic medicine, brings more self-esteem and confidence to women of all ages, providing empowerment that contributes to physical and mental health.

## Where Is the Highest Demand for These Services in the U.S.?

Some states stand out as the largest centers of demand for aesthetic services in the US. Florida, California, New York, Texas, and Nevada are among the most prominent states in this scenario.



### Flórida:

The state of Florida leads the aesthetics market, especially in cities like Miami, where personal care culture is a priority. Miami is one of the cities with the highest concentration of aesthetic clinics, salons and luxury spas, in addition to being a hub for tourists seeking aesthetic treatments. With a growing population of Latino and Brazilian immigrants, the demand for services such as facial harmonization and anti-aging procedures is at an all-time high.



### Califórnia:

California is the epicenter of the aesthetics and beauty industry, especially in cities like Los Angeles and San Francisco. Los Angeles, in particular, is known for being one of the most cosmopolitan cities in the world and a highly competitive market in the field of aesthetics. The aesthetics market here is bustling with beauty influencers and celebrities who contribute to a high demand for high-end treatments.



### Nova York:

New York, with its huge population and diversity, also stands out as a booming esthetics market. The aesthetics market is driven by an urban population that values grooming, as well as tourists looking for high-quality beauty treatments.



### Texas e Nevada:

Both states have seen an increase in demand for aesthetic services, especially in cities like Houston and Las Vegas, where people are looking to improve their personal image in a society that is highly focused on visual success.



## How to Get a License to Practice in the Aesthetics Area in the USA

If you're considering starting your own business or practicing as an esthetician in the United States, it's important to understand the legal licensing requirements. In the U.S., each state has its own requirements and regulations for esthetician professionals, but it is usually necessary to obtain an esthetician's license, which requires completing a training course and passing a state exam.

The requirements for obtaining an esthetician license vary from state to state, but here are the general steps:

### 1. Education:

Most states require professionals to complete a state-approved esthetics course, which typically has a minimum workload of 600 to 1,200 hours, depending on the state. During this course, estheticians learn about skin care techniques, waxing, makeup, facials, and other aesthetic procedures.

### 2. Exam:

After completing the course, the candidate must pass a practical and theoretical exam, which tests their knowledge and skills in the field of aesthetics. The exam may include questions about hygiene, safety and aesthetic procedures.

### 3. Licensing and Certification:

After passing the exam, the esthetician receives a state license, which must be renewed periodically (usually every two years) by taking refresher courses.

### 4. Licensing for Entrepreneurs:

If you are interested in opening a beauty clinic or salon, you will also need a business license from the state or city in which you intend to operate. Additionally, regulations may require owners to comply with specific rules, such as equipment licensing and compliance with health and safety standards.



## Real Success Stories: Brazilian Entrepreneurs in the Aesthetics Market

The aesthetics market in the US has been fertile ground for Brazilian entrepreneurs who have known how to position themselves and create successful brands. High Level News researched some of these inspiring stories.

### 1. Rio Esthetic Spa (Miami, FL)

Rio Esthetic Spa is an aesthetic clinic that has become a reference in advanced beauty treatments in Miami, focused on services such as facial fillers, lifting, and laser rejuvenation. The brand's differential is in the personalized experience, with service in Portuguese and innovative techniques. Rio Esthetic Spa has stood out for its commitment to excellence and rapid growth, making it an example of success in Miami's competitive market.

### 2. Beira Rio Aesthetics (Los Angeles, CA)

Beira Rio Aesthetics is a clinic specializing in advanced aesthetic treatments and facial harmonization. With a focus on natural and personalized results, the clinic has gained a loyal customer base in Los Angeles, a city known for

its high competitiveness. The brand stands out for its welcoming atmosphere and innovative facial rejuvenation and filling techniques. Beira Rio Aesthetics has seen significant growth in recent years, especially due to the demand from customers who are looking for high-quality results and a unique experience.

### 3. Spa Imagem (Las Vegas, NV)

Image Spa is a premium beauty and wellness center that offers a full range of services, including therapeutic massages, facials, and non-invasive aesthetic procedures. With a brand recognized for its excellence and high standard of quality, the spa has attracted a sophisticated clientele and is a favorite among celebrities and tourists in Las Vegas. Spa Imagem is an excellent example of how an entrepreneur can stand out in a highly competitive market.

## How to Start Your Esthetician Venture in the USA

Starting a business in the esthetics industry in the United States requires more than just a passion for the field. It takes strategic planning, knowledge of regulations, and a clear vision of the market. Every step is decisive – from choosing the ideal location, to understanding the legal requirements and licenses needed to operate. Although the process may seem challenging, the good news is that the

aesthetics market continues to expand, offering vast growth potential for those who are prepared to innovate and stand out.

However, the real secret to success is not just in having a good idea, but in executing with excellence. Investing in high-quality services, focusing on industry trends, and meeting specific customer needs are key elements in attracting and retaining your consumer base.

In addition, the aesthetics market in the US values entrepreneurs who offer a unique experience, whether through innovative treatments, personalized service, or cutting-edge technologies. If you already have the desire to become an entrepreneur and are ready to turn your passion for aesthetics into a solid business, the time is now. The demand for aesthetic services is on the rise, and with the right strategies, you can create a thriving venture, becoming a benchmark in the industry.

**Ready to take the first step and conquer your space in the American market? The opportunities are vast, and with dedication and planning, you can be the next entrepreneur to achieve success in the United States.**



# Florida as the Epicenter of Real Estate Investment in the U.S.:

## *Economic Drivers and Future Trends*



By Darcy Moschioni

In recent years, Florida has established itself as one of the most dynamic real estate markets in the United States. Driven by rapid population growth, tax advantages, and Miami's rise as a global financial center, the state has attracted both domestic and international investors. This article explores the key factors fueling the market and outlines trends for the coming years, based on updated statistical data.

### **1. Population Growth and Real Estate Demand**

Florida has been experiencing significant population growth. Between 2021 and 2022, the state's population grew by 1.9%, reaching 22,244,823 residents—making it the fastest-growing state in the

U.S. Projections estimate the population will surpass 23 million by 2024, with an increase of nearly one million people. This population surge is driving high demand for both residential and commercial real estate, directly impacting the local housing market.

### **2. Tax Advantages and Economic Environment**

The absence of a state income tax gives Florida a competitive edge over other states. Additionally, the state offers a business-friendly environment with tax incentives and continually expanding infrastructure. The labor market is strengthened by industries such as tourism, technology, healthcare, and senior care. This combination of factors attracts qualified professionals and businesses, which represent over 2% of formal employment.



### 3. Miami: Rising as a Financial Hub

Miami has emerged as an important financial center. Between 2019 and 2024, housing prices in the city have increased significantly, reducing the availability of entry-level homes. Single-family homes priced under \$500,000 declined by 79%, while those priced between \$500,000 and \$1 million saw a 43% increase in the median sales price by December 2024. The average home price in the city reached \$675,000, a 42% jump between January and December 2023. These figures reflect growing demand for high-end properties in the region.

### 4. Highlighted Regions and Future Projections

Several regions in Florida have stood out in the real estate market.

**Flórida Central** (Orlando, Kissimmee, Winter Garden): Driven by infrastructure investments and population growth, this region has attracted buyers seeking quality of life, more affordable prices, and proximity to theme parks and business centers.

#### West Palm Beach:

Ongoing appreciation and growth in both residential and commercial developments.

#### Fort Lauderdale:

O mercado de luxo está em expansão, com novos empreendimentos à beira-mar atraindo investidores.

#### Naples e Sarasota:

Popular among investors looking for luxury properties and a high quality of life, with a strong presence of retirees and affluent immigrants..

### Areas Along the Brightline Train Route:

The new transportation infrastructure connecting Miami to Orlando has boosted property values along the route. Studies show these regions will continue offering excellent financial returns for investors over the next five years.

### Conclusion

Florida remains a promising real estate market, driven by factors such as population growth, tax benefits, and urban development. Miami stands out as a rising financial center, while regions like Orlando and Sarasota are becoming leading destinations for property appreciation and quality living for both investors and residents.

#### Darcy Moschioni

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