



GOIÁS, THE INNOVATION STATE



ARTIFICIAL INTELLIGENCE

- **Goiás hosts Brazil's premier AI center (Ceia):**
 - First AI undergraduate program (Federal University of Goiás)
 - R\$ 320M+ raised for R&D
 - 800+ researchers in 60+ projects
 - 90M brazilians use Ceia products
 - 95% of car insurance uses Ceia tech
- **AI Olympiad** – AI education competition in K-12 education
- **Innovation and AI District** – building an integrated innovation ecosystem





STARTUPS AND HUB GOIÁS

The first public Center of Excellence in Innovative Entrepreneurship in Brazil's Central-West region. It supports businesses by driving innovation initiatives and promoting public policies that foster a thriving technology and innovation ecosystem — now with over 18k members.

❖ INNOVATION ECOSYSTEM MAPPING

212

Startups

104

Tech based enterprises

64

Tech communities





FROM 8 TO 80: SKILLS FOR THE FUTURE

❖ **START (8+ YEARS):**

Tech labs offering robotics, AI and tech education to students aged 8 to 20

❖ **FUTURE SCHOOLS (14+ YEARS):**

Nearly 13,000 students certified in tech courses, with over **R\$ 100M invested** in cutting-edge infrastructure and equipment

❖ **TECH CITIZEN (60+):** A pioneering initiative that trained over **300 Vulnerable Seniors** to use technology.





RURAL CONNECTIVITY

Goiás has **93.7%** of its households connected to the internet (IBGE/2023)

- Goiás + Digital – expanding mobile signal coverage in underserved areas
- Rural Tech – satellite internet in 21 rural settlements, **REACHING 7k VULNERABLE PEOPLE** (171% increase in 2 years)





BRAZIL'S LEADER IN DIGITAL PUBLIC SERVICES

In 2024 Goiás **RANKED FIRST IN BRAZIL** for Digital Public Services, expanding and improving the services offered to citizens. We use technology to reduce costs while delivering greater dignity and accessibility—especially to those living far from the capital.

Over
700 digital services
available





STATE DIGITAL TRANSFORMATION

- State Network for Digital Transformation reaching 114 municipalities
- Digital Transformation Route: creating a Municipal Digital Maturity Index
- Paperless City Halls: promoting digital-first logic in administrative processes
- Municipal GovTechs: challenge selection and open innovation calls, allowing startups to be hired to solve public problems





OPEN INNOVATION: GOVTECH

Goiás is a national reference in tech solutions for public services.

GovTech connects government and startups to co-create innovative solutions that improve public services

Applications in:



Health



Education



Public Administration



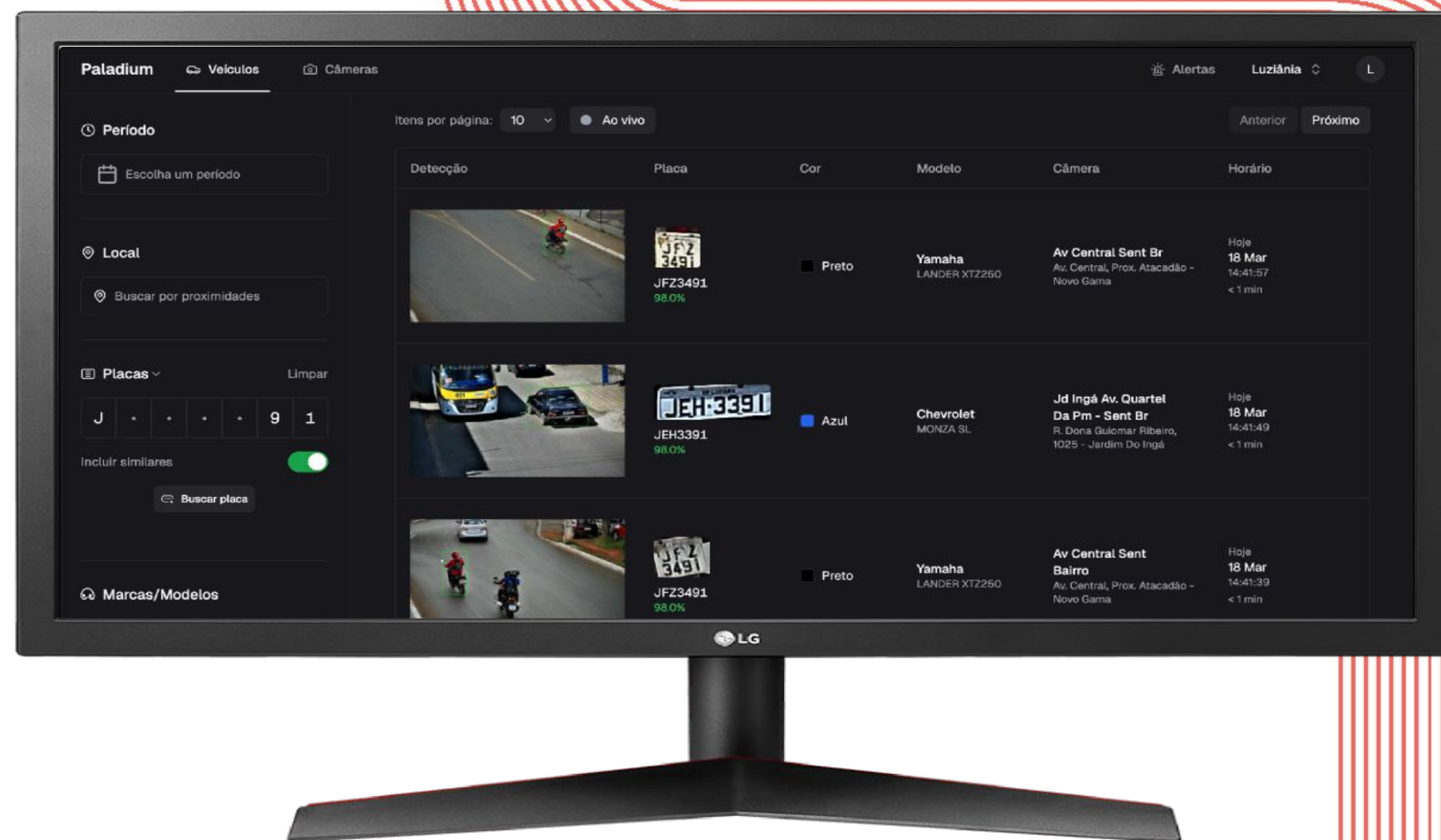
APPLICATION: AI BASED SURVEILLANCE IN GOIÁS





VEHICLE TRACKING

FIND VEHICLES even with incomplete license plates, make, model, or color.





REAL TIME ALERTS

Went from a **PAPER SPREADSHEET** updated daily to real-time **MOBILE ALERTS**.



Veículos



Pessoas





CASE STUDY: LUZIÂNIA

A city on the outskirts of
the federal capital



PLATFORM ADOPTION

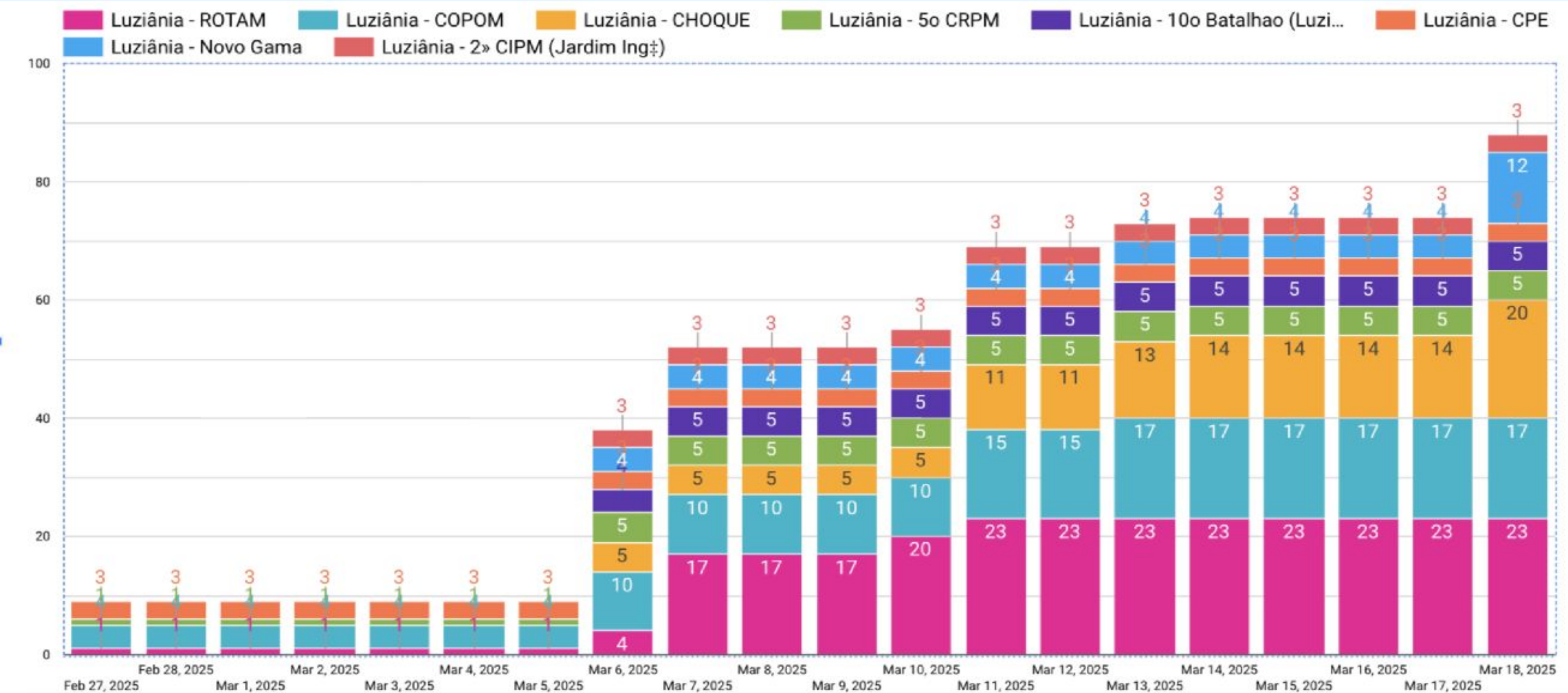
100 police officers using every week

8 batallions

+

Registered Users per Organization

5º CRPM, COPOM, Luziânia, Ingá, Novo Gama, CPE, CHOQUE, ROTAM.






CASE 1: VEHICLE THEFT IN THE FEDERAL DISTRICT


This vehicle was stolen in the Federal District and flagged in a WhatsApp group with officers reporting it was heading toward the Southern Perimeter region. An alert was created in the Paladium platform, and as soon as the vehicle entered the area, automated WhatsApp notifications were triggered.



The crime was solved within minutes after the alert was activated.

“With these automated WhatsApp alerts, we’re able to catch the criminal ON THE SPOT!”

— PM Aspirant Gabriel Matos Costa (Jardim Ingá Intelligence)



**Paladium Alertas**
Paladium • Business account


JEU7E50

 **JEU7E50 detectado!** 

Veículo encontrado às **18:29** -
15/03/2025



Paladium 6:30 PM

 **JEU7E50 detectado!** 

Nome do Alerta: Caráter geral
Horário: 18:29 - 15/03/2025

Localizado na câmera: AV
DUPLA GOV JOSE FELICIANO
SENT HOSPITAL

Endereço: Av. Gov. José Feliciano
Ferreira, QD 97 - L27 - Jardim do
Inga

 **Link exato para o mapa**  :
[https://www.google.com/maps?
q=-16.146352605429225,-47.9...](https://www.google.com/maps?q=-16.146352605429225,-47.9...)





CASE 2: VEHICLE ROBBERY WITH A KNIFE TO THE NECK

An Uber driver stopped to pick up a passenger in Luziânia and was robbed at knifepoint, with the knife held to her neck. Her car was stolen, and the criminal held her captive for a few hours before releasing her in Valparaíso.

When she called 190, the COPOM operator registered the vehicle's license plate in the Paladium platform, and the criminal was captured 30 minutes later.

"With the Paladium platform, COPOM officers were able to locate the criminal within 30 minutes."

— PM Aspirant Gabriel Matos Costa (Jardim Ingá Intelligence)





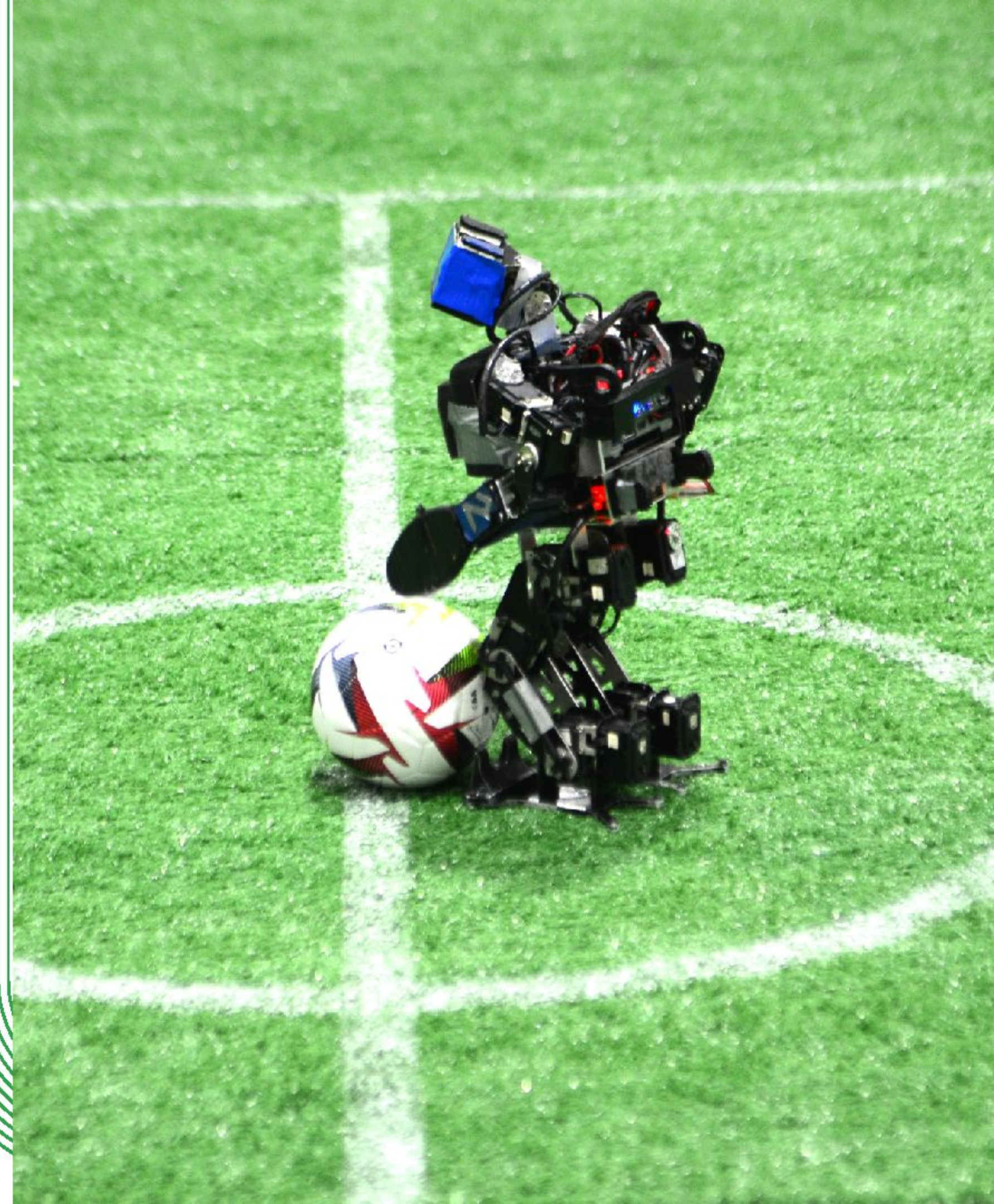
CASE 3: CELL PHONE ROBBERY

A victim called 190 reporting that two men on a motorcycle, armed with knives, had stolen their phone. The victim could only remember part of the license plate. Using just the first digit and the last two, the officer was able to identify the full license plate through Paladium's "partial search" feature. The officer then checked the registered address for that plate, arrested both suspects, and recovered 14 stolen phones on the same day.

"Without Paladium, we never would have found the vehicle's full plate — the partial search feature solved this case in under a day. Otherwise, it could've taken weeks or never been solved at all."

— PM Aspirant Gabriel Matos Costa (Jardim Ingá Intelligence)





Thank you

