

intrare 

Impact Report 2025





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Founders' letter

January 2025 hit us like a wave...

Looking back at 2024, Marcela and I couldn't quite believe what we were seeing: **8,600 new candidates signed up** with an astounding job success rate. **Youth, refugees, migrants, women in vulnerable situations, the LGBTIQ+ community, the silver economy** and much more.

We were thrilled. And we knew exactly what it meant: time to grow up fast.

We decided to **divide and conquer**. **Marcela** took our candidate experience to a new level, **moving everything to WhatsApp**, from sign up to document access, coaching, training, job applications, and interviewing. **Hannah** brought **new financing partners** on board, found extraordinary mentors along the way, and deepened relationships with current funders.

With that amazing support, we **built the senior team Intrare needed** to ride the wave: meet **Alice, Analilia, and Álvaro** in the section "Our team". They changed everything.

And the result? By end of year, we had **reached a historical total of over 20,000 people**. More than 2,400 of them have reported that they have found **a new job thanks to Intrare**. Countless stories that stick with us.

Every single one of these people inspire us every day. And they are who **drive us into 2026**, more excited than ever.

Hannah and Marcela





About Intrare



Our why



Intrare's mission is to enable millions of individuals in marginalized situations to **access fair opportunities to break the cycle of poverty and achieve economic mobility**. We empower **refugees, migrants, women in vulnerable situations, opportunity youth, the LGBTIQ+ community, the silver economy, and others living in poverty and informality**.

Our communities



Refugees and migrants

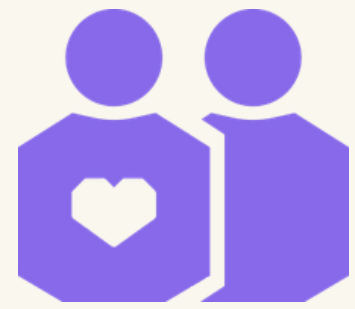
52%

of refugees living in Mexico are unemployed (12 times the unemployment rate among Mexicans). Among those who work, **3 out of every 4 individuals are in the informal sector.**

Those who are unable to obtain asylum are usually left undocumented and become vulnerable to **exploitation and human trafficking.**



Our communities



LGBTIQ+ community

28%

of people in Mexico who identify as part of the LGBTIQ+ community have experienced **discrimination in the workplace.**

The impact is particularly severe for the **trans community**, with an unemployment rate of over 90%.



Our communities

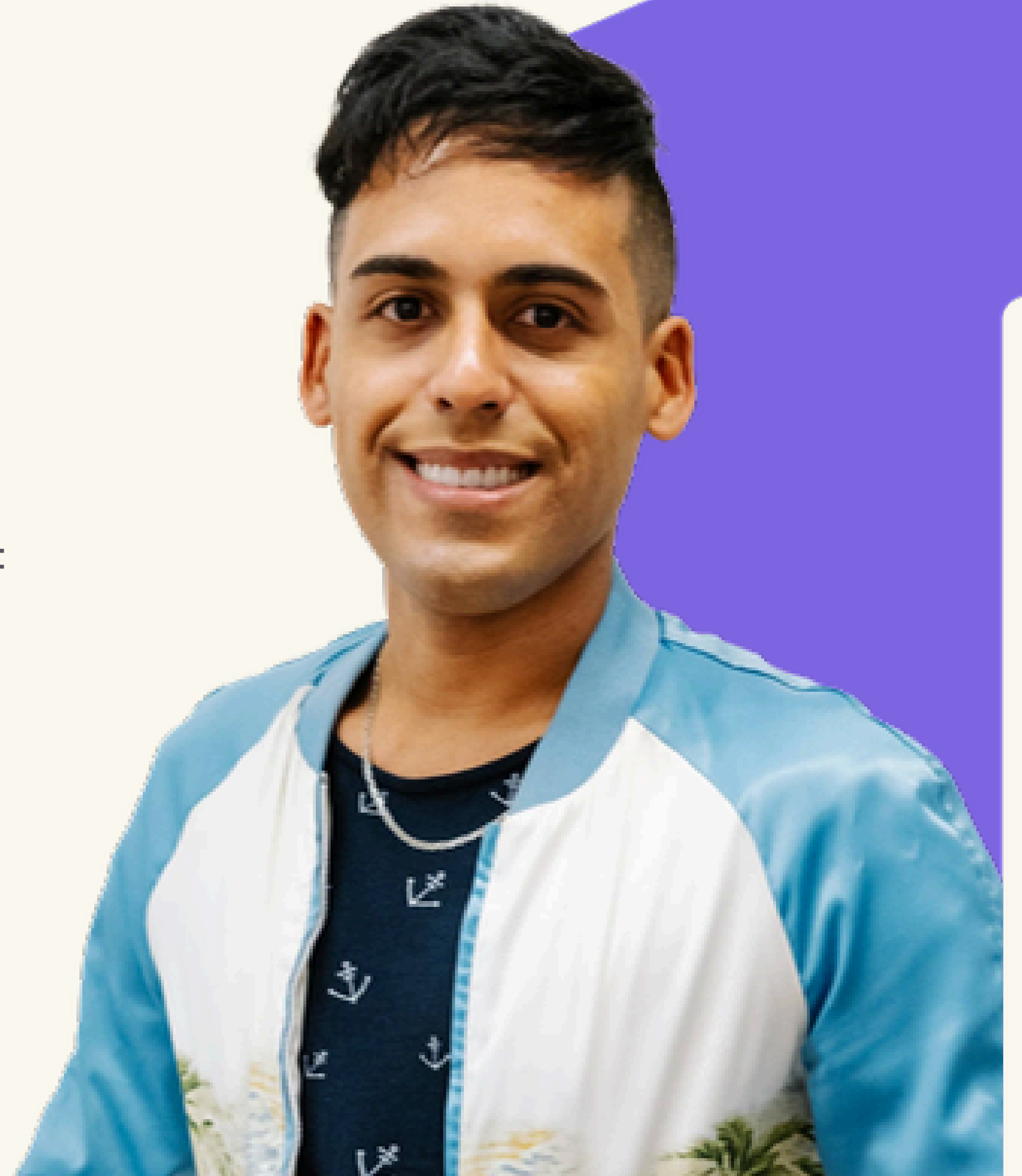


Opportunity youth

23%

of young people aged 18 to 29 are out of school and/or in precarious jobs.

8 out of 10 young people in situations of exclusion are **women**, often engaged in **unpaid domestic work**.



Our communities



Silver economy

62%

of people aged over 55 have experienced **age-based discrimination**.

Companies often assume they cannot adapt, **overlooking their decades of experience** and exceptional levels of loyalty.



Our communities



Women in vulnerable situations

20%

less is the average salary earned by women in Mexico compared to men.

For mothers, who bear the primary caregiving responsibilities, **the schedules of childcare services and formal jobs are often incompatible**, limiting their employment opportunities.



Our communities



People in poverty and informality

55%

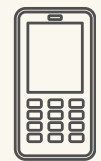
of workers in Mexico are in the informal sector, earning half as much as those in formal employment.

In Mexico, **3 out of 4 people born into poverty remain in poverty**. Evidence is clear: the greatest challenge is accessing better-paying jobs.



Our methodology

For candidates



Candidates **sign up** on Intrare

Intrare identifies needs and supports candidates in obtaining their **documents**.

Candidates receive access to **courses, trainings and personal support**.

Candidates are **connected to job opportunities** either by applying directly or through Intrare's recommendations.

Intrare **conducts first interviews** via Whatsapp (optional).

Intrare provides **personalized guidance** to candidates throughout their interview preparation.

Intrare coordinates **company interviews** for selected candidates.

Candidates are **hired**.

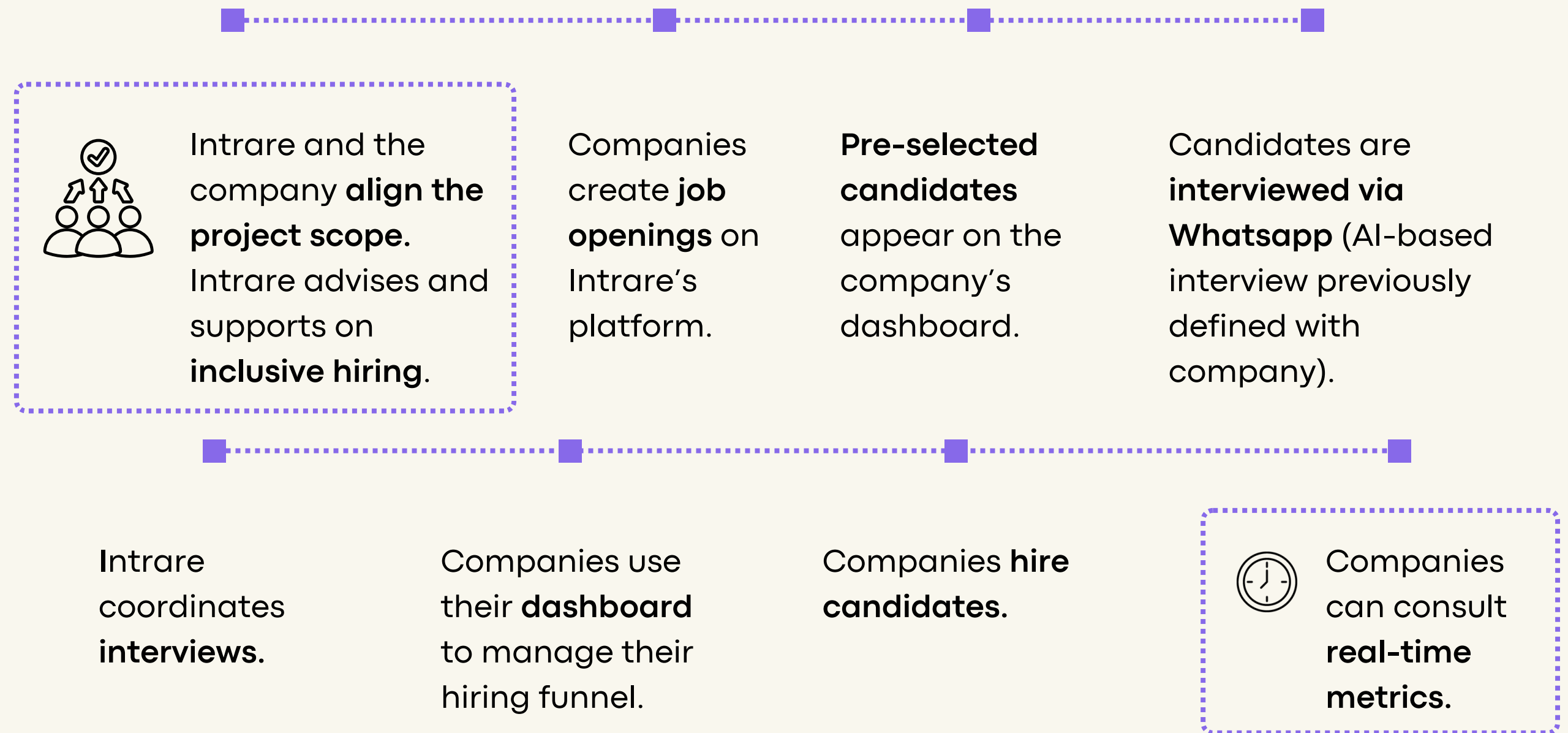


Intrare **follows up** with candidates to provide guidance and training.



Our methodology

For companies





Context: 2025

2025: challenges and opportunities



2025 was a year of significant contextual shifts in both the national and international landscape.

On one hand, the tightening of immigration policies in the United States led to a **substantial number of people on the move remaining in Mexico**, unable to enter the U.S. or return to their countries of origin. At the same time, **governments reduced funding for humanitarian assistance and integration**. Among those affected were crucial actors like UNHCR and IOM, sending ripple effects throughout the close-knit ecosystem supporting refugees and migrants. Many factors also impacted the budget of the Comisión Mexicana de Ayuda a Refugiados (COMAR). **In short: more people on the move, with fewer support resources available.**

On the other hand, throughout 2025, **several initiatives and regulations were approved in Mexico** to promote labor inclusion of people in vulnerable situations. Notably, regulatory amendments to the Securities Market Law (enacted in 2023) strengthened the obligation for publicly listed companies to **disclose sustainability reports outlining their efforts to reduce gender gaps and foster inclusive employment practices**. In addition, the National Program for Equality and Non-Discrimination 2025–2030, led by Mexico's National Council to Prevent Discrimination (CONAPRED), calls on companies to take an active role in preventing discrimination by implementing inclusive workplace policies, **bias-free recruitment and promotion processes**, and ongoing training in diversity, equality, and human rights.

Together with other initiatives, such as the **40-hour workweek** and the regulation of platform workers, these developments are a **strong source of momentum and motivation for us** to deepen our work every day in support of those who trust us. While certain international factors remain challenging, the outlook in Mexico for advancing the labor inclusion of vulnerable populations is increasingly **positive and full of opportunity**.



Our impact in 2025

8,983

Candidates signed up with Intrare in 2025.

86%

state that Intrare is their only comprehensive solution for job integration.



At the moment of sign-up...

81% were **unemployed.**

2.4 **economic dependents** per person.

48% report that their last income was below the poverty line.

55.5% of those who had a job were **working in the informal sector**, without a contract and social security.

134 USD was their **average monthly salary**



The real impact



332 obtained a **new job** thanks to Intrare.

797 economic dependents **benefited.**

574 USD new average monthly salary.

248 USD

additional average monthly benefit per person, as a result of becoming part of the formal workforce. That includes access to social security for them and their dependents.

3.5X Average income increase per person*.

4.3X Average income plus formality benefits increase per month.

*The calculation considers only individuals who obtained a new job thanks to Intrare, excluding other registered candidates.



Social ROI

137 USD

in income and benefits generated for candidates, for each dollar spent by Intrare.

235,869 USD

average lifetime income increase plus formality benefits per person*

*According to Gitlab Foundation methodology, considering 30 additional working years. Includes the benefits of entering formality.





Our partner companies

19

Active partner companies

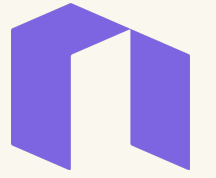
10

New companies joined in 2025

Companies hiring in 2025:

Inditex, La Comer, Marco MKT, Spirol, Office Max, World Vision, Smile Pill, Proyecto Valfer, Grupo Promesa, CMR, Doctoralia, Grupo Seza, Profesionales de Inventarios, Envases Papeleros, Actine, Teleperformance, Hipocampus, Tuux, Localiza.

Highlights of the year



For our candidates

We automated our **candidate sign-up using AI**, moving it entirely to **WhatsApp**. This has made our platform significantly **more accessible to vulnerable populations with limited or no access to other digital tools**.

Additional AI applications we launched include **profile and CV screening and matching**, as well as automated **first interviews** conducted via WhatsApp.

These milestones led to a **substantial improvement in conversion rates and completion rates for registrations**. They also ensure that **all applicants have the opportunity to showcase their potential to employers**.

Our team and our AI system work hand in hand to maintain a **human touch and provide personalized support to each person along their journey with us**.





Highlights of the year



For our partner companies

Thanks to the insights we gained from this year of close collaboration with our partner companies, **we upgraded our solution for them.**

Creating job openings and receiving **highly compatible candidates** was an important focus for us. The user experience for company administrators is now more intuitive and efficient. We also **automated pre-screening interviews** which are not only empathetic and easy but also save valuable time.

Managing job openings and applicant profiles is now **more visual and easier to navigate.**

Highlights of the year

Documents that open doors

In Mexico, hundreds of thousands of migrants have **no access or support to regularize their migration status**, leaving them exposed to exploitation, poverty, and violence.

For this reason, in 2024 and 2025 we partnered with the **International Organization for Migration (IOM)** to address the root of the problem. We joined forces with companies such as OfficeMax, OXXO, Grupo Lala, Teleperformance, and Coca-Cola FEMSA to **connect undocumented migrants with formal employment** and support them closely throughout their regularization process, including covering associated costs.

In 2026 and 2027, we are expanding this effort under a clear premise: **migrants who want to build their lives in Mexico should have access to both documentation and employment.**



Highlights of the year

Bias in AI has an invisible impact on the labor market

At Intrare, we conduct continuous assessments to **evaluate the level of bias in commercial AI models used in recruitment tools.**

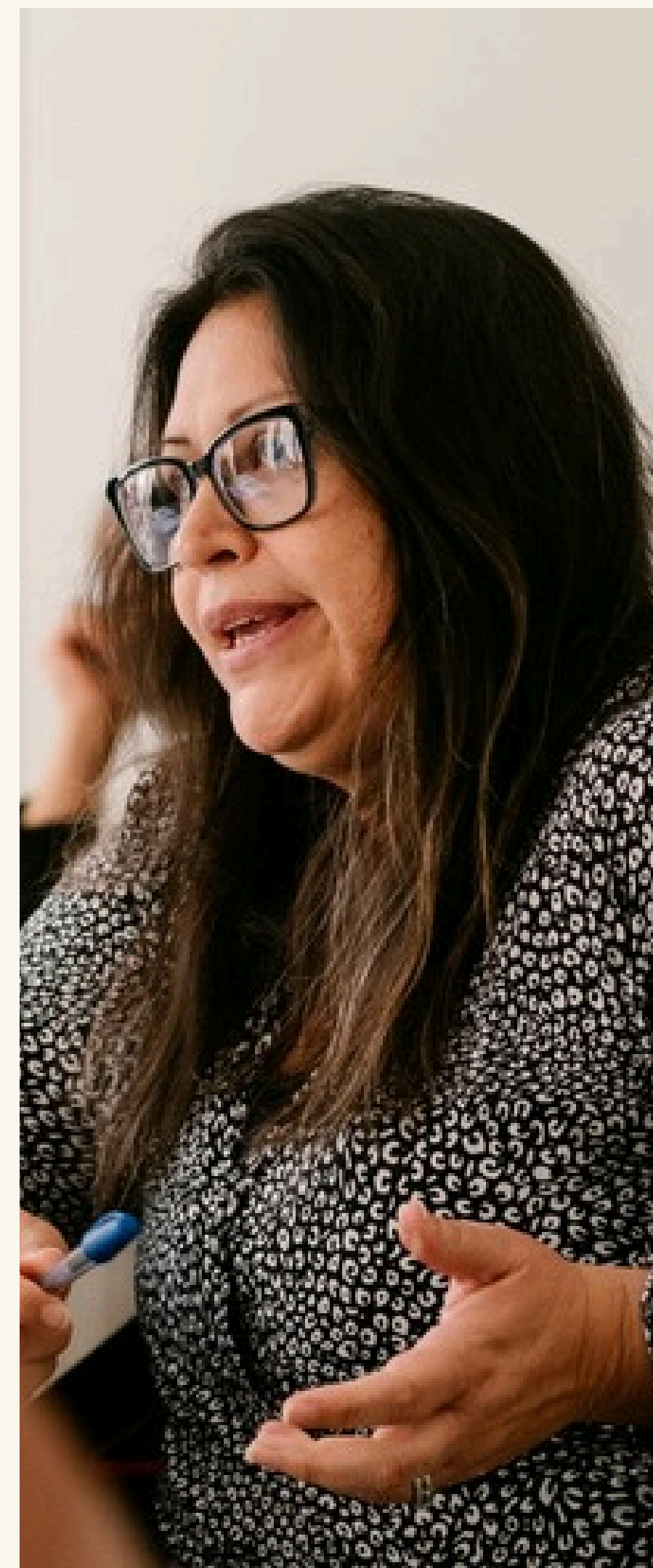
In a recent experiment, we asked an AI model to choose between candidates with identical professional experience, varying only characteristics associated with historically discriminated groups, and compared the results in English and Spanish.

The results were striking: **bias was 4.5 times higher in Spanish than in English.**

The Spanish-speaking LLM was 6.3x more likely to recommend the majority-group profiles over equally qualified minority candidates. This highlights particular risks for Latin American contexts.

The **conclusion is clear:** it remains crucial to intervene to minimize AI bias. This is not only essential to ensure fair access to employment for individuals, but also critical for employers.

At Intrare, **we continue working to minimize bias in AI** in order to reverse this trend and create more opportunities.





The voices of our impact

Testimonial



“ It happened very quickly. In December I obtained my documents, and in January **someone from Intrare was already in contact with me.**

I am very grateful to Intrare because they didn't just focus on helping me find a job—**they focused on helping me find a job I would enjoy.** Before Intrare, my family used to send me money; now it's the other way around: I'm able to support them because my situation has improved.

With Intrare, I understood that as a foreigner, **it is possible to feel welcomed and supported in Mexico.** Now I also feel like I am part of this country. ”

Álex, Cuban immigrant

Hired by Inditex Group in 2025.



Testimonial



“

At Intrare, they truly take the time to understand you as a person and find an option that fits your needs.

In my case, job searching as a trans person with reduced mobility is challenging, and I face a lot of rejection. I trusted Intrare because they referred me to companies that are more open to hiring people like me.

I really recommend Intrare. ”

Trans person with a physical disability, anonymous
Hired by Office Max in 2025.



Success stories



“

Thanks to Intrare, we have incorporated diverse talent into our teams, enriching our structure with **different perspectives, experiences, and ways of thinking**. But above all, we have strengthened our people's creativity and innovation.

This has led us to build more **flexible work environments** and, at the same time, to make tangible the **positive impact** we can generate in society: by reflecting diversity and promoting inclusion from within, we extend this culture outward.

”

Iliana Terreros,

Culture and Values Manager at Inditex Group.





Success stories



“

We have tried several platforms, but Intrare has been the only one that has truly enabled us to attract diverse talent effectively thanks to its AI-powered technology.

In addition, their team has demonstrated **strong commitment and clear alignment with our values** at every stage of the process.

”

Germán Zubía

Co-Founder & CEO at Hipocampus.



Our impact in the spotlight

Recognitions

EARLY STAGE **100** MEXICO



NuMundo ventures Mexico Tech® Week 2025 Nascent

SHE SHAPES AI

2025/26 SHE SHAPES AI GLOBAL AWARDS

FINALIST

AI & FUTURE OF WORK



HANNAH TÖPLER
CEO
Intrare, Mexico

ASHOKA

ASHOKA FELLOW DESDE 2024

HANNAH TÖPLER

INTRARE

Hannah, está reduciendo las barreras de acceso al empleo para poblaciones subrepresentadas en México. A través de inteligencia artificial, busca que los procesos de contratación sean más justos e inclusivos.





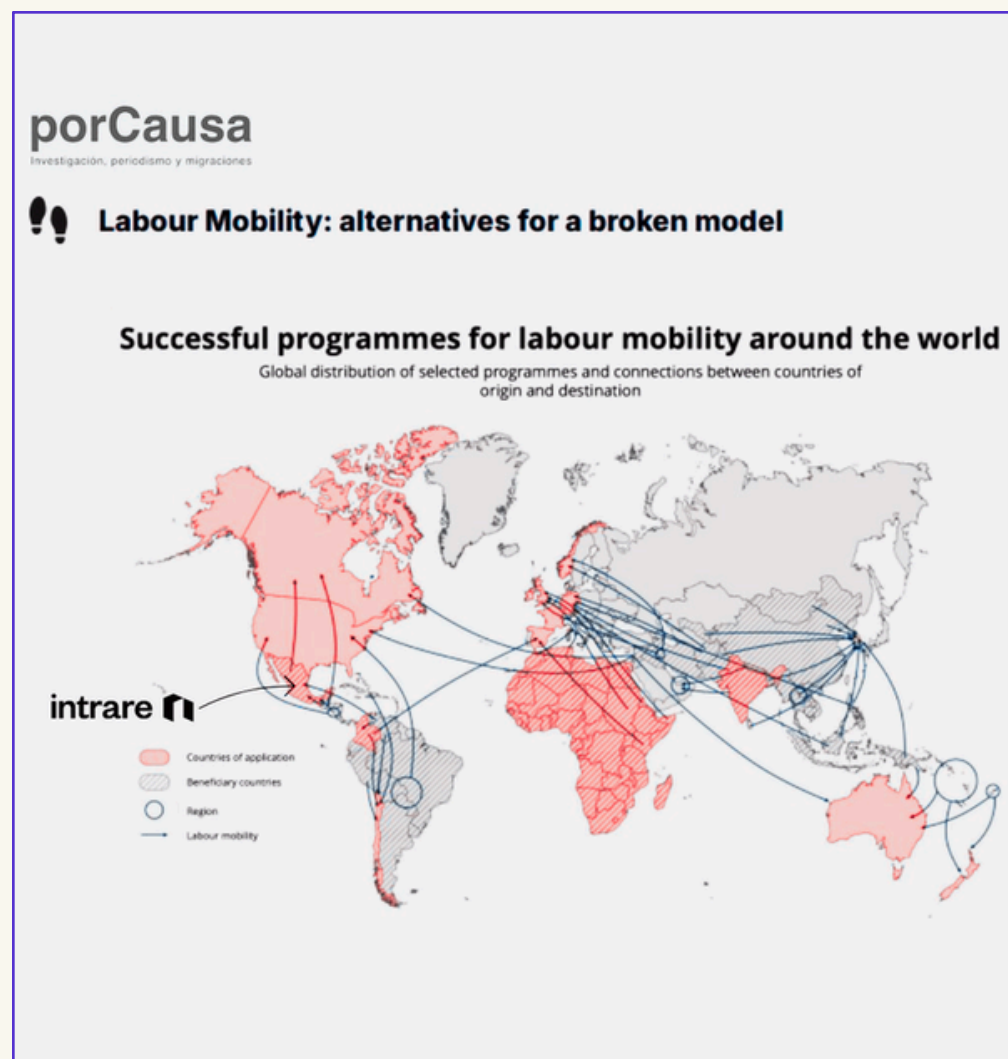
Building relations

In 2025, we participated in **different events and conferences for the HR community in Mexico**, including our participation in the AMEDIRH Annual Congress.

We were also invited to speak at the **American Chamber annual assembly, the launch of Her Code Rise, to give a talk at the One Young World Summit, and at the Humanitarian Leadership Conference, among many others.**



Media coverage



Sunflower Communications + Seguir
576 seguidores
9 meses · 📍

You're invited to our free, online event happening TOMORROW!

Let's Talk AI & Ethics in Purpose-Driven Communications 🌱

What role does AI play in ethical, community-centered storytelling?

Join us for a free virtual roundtable hosted by us & **Hannah Töpler**, the founder of **Intrare**, where we'll explore the promises, challenges, and boundaries of using AI in our work as purpose-driven communicators.

📅 Wednesday, June 4
🕒 1 PM MT / 3 PM ET / 12 PM PT
📺 Online (link shared after sign-up)
⌚ 1 hour



Previamente en directo

EXPERTA TALKS

Yuri De Leija
Host Experta Talks

Hannah Töpler
CEO and Co-Founder

0:02 Follow us on IG: @expertatalks Follow us on IG: 1x

Episodio #14: IA con Impacto Social



Our impact over time

Our historical impact

20,493

Total number of candidate **sign-ups** as of December 2025

5,613

Dependents benefited

2,430

Report having **obtained a new job** thanks to Intrare

140

Partner companies





Looking forward



The focus for 2026



AI for Social Impact

Refining the integration between the **efficiency and personalization** provided by AI agents and the **empathetic connection** of our human team, thereby delivering a comprehensive and even more scalable experience for candidates and employers.

Training and support

Deepening our candidates' participation in training and developing **new training programs**, ranging from soft skills to technical knowledge, to strengthen our candidates' position in the labor market. In doing so, we become an increasingly relevant bridge between **people's needs and those of employers**.

Employers as strategic partners

Strengthening strategic partnerships with employers we work with closely to implement **deep and scalable workforce inclusion**. Each hire made by our partners generates social and economic mobility for the individual and their family.



Our team

Leadership Team



Hannah Töpler
Co-Founder & CEO



Marcela Vasconcellos
Co-Founder & Chief Science
and Product Officer



Alice Carvalho
Chief Revenue and Core
Operations Officer



Álvaro Llovet
Head of Marketing



Analilia Ortega
Head of the People on the
Move Unit



Intrare team



Our allies and partners

Allies



Funding partners





Our board and advisors

Our board

Scientific advisors



Gabriela Rocha

Co-founder & CEO in Laboratoria. **Expert in fundraising** for economic opportunity, **employer relations**, and **impact optimization**.



Paula Restrepo

Director of Partnerships at Learning Ally; Former Corporate Relations at Upwardly Global; **Expert in scalable workforce inclusion** for vulnerable populations.



Pedro Casas Alatraste

Executive Vice President and **CEO of the American Chamber of Commerce in Mexico**; Formerly at the U.S.-Mexico Foundation.



Prof. Swati Gupta

Associate Professor of **Operations, Research and Statistics, MIT Sloan School of Management**.. **Expert in AI and bias**. Led the NSF Ethical AI thrust; Recipient of the NSF CAREER Award.



Prof. Andrew Trapp

Renowned academic in **optimization and machine learning**. Endowed Chair Professor of Engineering at Rensselaer Polytechnic Institute.

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 **YouTube**



 **TikTok**

www.intrare.ai