

Estudo Play AI Essay Grading — Projeto Enem MG Sets Guinness World Record, Minas Gerais, Brazil

AI in Education · Good practice · Brazil

Quality score: 40/100

Evidence strength: Descriptive / self-reported

Summary

Brazilian edtech Estudo Play set a Guinness World Record by having its AI grade over 461,000 handwritten student essays in 30 days for Minas Gerais's public-school Projeto Enem MG, part of roughly 5 million essays the platform processed across Brazil in 2025.

Key dimensions

Dimension	Score
Evidence of learning impact	1/3
Equity & inclusion	1/3
Transparency, ethics & data protection	0/3
Teacher capability & pedagogy	1/3
Scalability & sustainability	3/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-01

[Estudo Play; Secretaria de Estado de Educação de Minas Gerais \(SEE-MG\)](#) — accessed 2026-08-01

[JWave — Edtech brasileira bate recorde no Guinness com IA corrigindo redações](#) — accessed 2026-08-01

[CBN Paraíba — Empresa paraibana leva o Brasil ao Guinness com recorde mundial de correção de redações com IA](#) — accessed 2026-08-01

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