



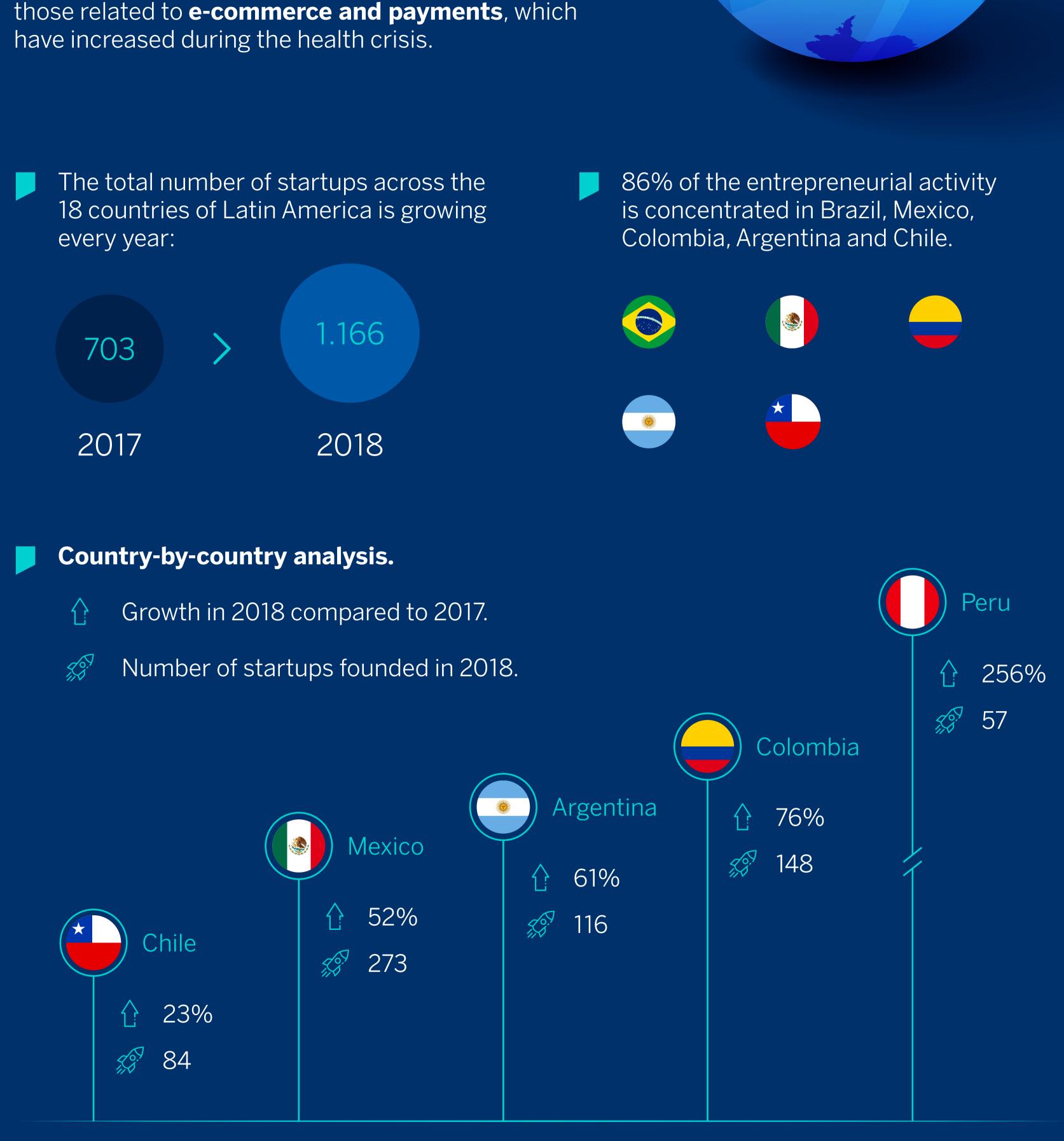
## A map of fintech entrepreneurship in Latin America

From Mexico to Argentina, innovation in Latin America continues to seek new horizons and ways of **revolutionising the financial sector**, particularly in the context of the pandemic. **Innovation, technology and mobile solutions** form the pillars of this explosion of startups.

## WHAT IS THE FINTECH SITUATION IN LATIN AMERICAN COUNTRIES?

The finance sector is going through a **technological revolution:** the number of fintech startups has seen **remarkable growth** in recent years, particularly for

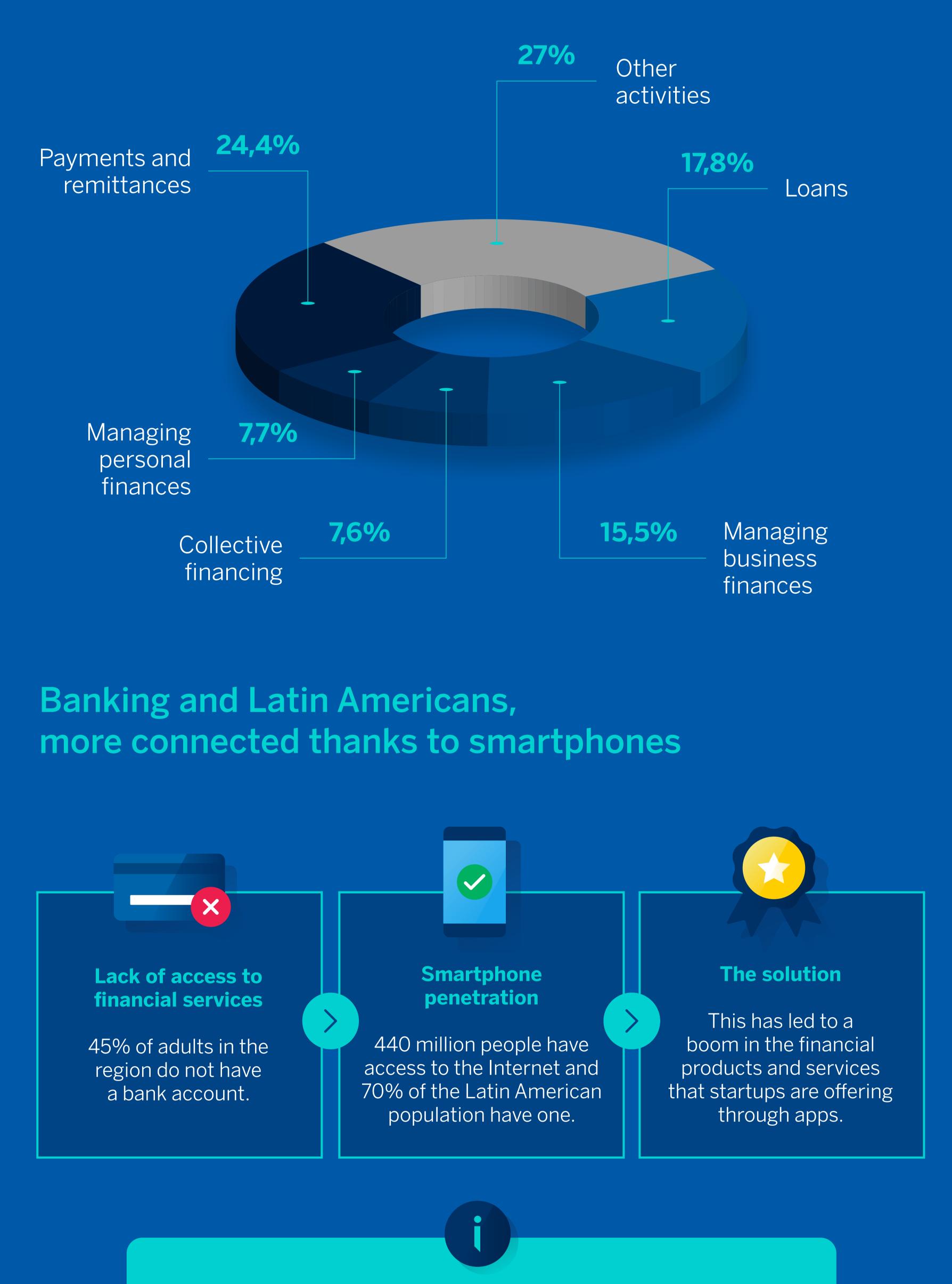




## "We believe that entrepreneurs are an agent of change in our country - they can help us out of the economic situation and are a source of employment"

Julio César Ortiz, Partnerships Manager at BBVA in Colombia

## WHICH FINTECH ACTIVITIES ARE STARTUPS IN LATIN AMERICA ENGAGED IN?



The pandemic has also accelerated digitisation. In Mexico, downloads of fintech apps have increased fivefold.

"Those of us who are part of this great ecosystem feel proud of everything that has been achieved, despite the obstacles that have cropped up along the way"

Marcela Zetina, Head of Open Innovation and Open Banking at BBVA Mexico

# THE STARTUPS EVERYONE'S TALKING ABOUT

### Kubo Financiero

100% online **microcredit** loans of between US\$ 400 and 4,000, using **artificial intelligence** to connect investors with people who are looking for small loans.





**B89** 

The **first Peruvian neobank**, offering a Visa credit card that is very easy to get hold of, even for young people and those with **no banking history.** 



An online **payments platform** for paying merchants using methods that can be integrated with **web and mobile apps.** 



#### Afluenta

Offers **credit networks** between individuals in a kind of collective financing. This process uses **artificial intelligence** to split each loan into small parts to be funded by several people.

"75% of fintechs currently operating were founded between 2016 and 2018. The Peruvian fintech market is at an early stage, and growing"

Claudia Ganoza, Senior Manager of Open Innovation at BBVA in Peru

### A MUCH MORE EGALITARIAN REGION IN THE FINTECH SECTOR

**35% of startups are run by women or have a woman in the management team**, compared to the global average of 7%.



Mexico (31%) and Colombia (14%) lead the ranking of startups founded by women in Latin America.

## THIS IS THE CURRENT STATUS OF FINTECH STARTUPS. WHAT TRENDS WILL WE SEE IN THE FUTURE?

