

# A MEXICAN FINTECH IN HYPER-GROWTH

Fondeo Directo is the **fastest growing financial factoring company** in Mexico.

Our **marketplace** removes all friction associated with traditional lending to SMEs by **connecting SMEs directly with private investors**.

Our technology leapfrogs a flawed financial system and gives us access to a **\$65B market**.

We are a **Delaware C-Corp** operating in LATAM.

# A SECURE PLATFORM SCALING TRUST

We ensure that companies in need of financing have **recoverable assets** in case their Accounts Receivables come short.

Our platform **integrates with Audit Firms** to further decrease risk of non-repayment.

We have enabled over **Millions of Dollars in transactions** in the last 3 years with **zero default**.

# AN UNDERSERVED MARKET

México has over **2 million SMEs**. Less than a third have access to bank financing.

Mexican banks are antiquated: they only operate **hyper locally** and often mandate **face-to-face interactions**.

Most SMEs experience **cash crunch**: typical invoice terms are 67 days. In consignment, cash doesn't flow back to companies for **6 months!**

## OUR TECHNICAL EDGE

Proprietary technology allows us **control the full invoice cycle**: from invoice uploading and validation (through the Mexican Tax Authority) to repayment.

We also built our own **risk-analysis engine** guaranteeing **zero default for \$12M** worth of transactions.

Our technology was granted **Trade Secret status** in Mexico. Patent pending in the US.

# OUR CUSTOMERS BOAST AAA INVOICES



SECRETARÍA  
DE DESARROLLO  
SUSTENTABLE



# BUSINESS MODEL

Each factoring agreement gives the client **50-80% of the cash upfront.**

**25-50% of the cash** which is being paid for by client is going towards another client.

Less risk: the vendor and the purchaser are **severally liable for payment** of Fondeo Directo.

## KEY METRICS

Standard 60 day payment: effective interest charged is close to **58% per year**

“Riskier” clients only receive 50% of the funds upfront, effective interest rates for these financings can reach **100% per year**

Thus, each \$1 on our balance sheet translates into **\$.58 to \$1.00 dollars** on our income statement

# MARKET SIZE MEXICO ONLY

Invoice Financing	\$16B
Lines of Credit	\$11B
Equipment Loans	\$7,6B
Working Capital Loans	\$31B
<b>Total</b>	<b>\$65.6B</b>

# TECHNOLOGY ROADMAP

**Lock Cloud:** digital escrow holding reserves and guarantees until invoices are fully paid

**eID:** digital ID for faster risk assessment of customers and use of official government-mandated signatures for quick terms-binding

**Deep Filter:** continuous data collection and accelerated AI-based risk assessment

**Risk Rebalance:** automatic margin calls for customers and daily rebalancing of portfolios for investors, based on real-time data analysis.

# APPENDIX



# OUR CUSTOMER

Small to mid-sized businesses: **min USD\$2M in ARR**

Proven relationships with a **diversified base of A+ clients**

All verticals except tourism, construction, and restaurants

At least **1 year in business**, with limited banking history

## CASE STUDY

**Background:** packaging supplier in business for 25 years becomes a provider to the Mexican automotive industry

**Problem:** payment terms under contract set at 90 days. Further, supplier was asked to increase output by over 100%. With no access to banks, cash flow would have gone negative for the foreseeable future.

**Solution:** thanks to our invoice factoring marketplace, supplier secured the cash he needed. His business went from monthly ARR of \$15k to \$60k in less than 18 months.