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The main objective of My Idea by Sigma is to generate tons of disruptive and innovative ideas so together we can create new business models for Sigma. During the next few weeks you will be receiving business cases, stories about startups, articles, etc. With **the objective for you to start thinking about the next new business model of Sigma.**

Let's think **beyond imagination.**

The elephant in the room

Never underestimate SMEs

Konfio

Business Model: Fintech



David Arana
Co-Founder & CEO



Francisco Padilla
Co-Founder

www.konfio.mx

Launched: 2014

Headquarters: Mexico City

Valuation: \$1.3 billion

In 2006, David worked at a bank in New York and in 2008, when the financial crisis hit, he learned that traditional banking serves large companies very well, but leaves small and medium-sized companies unattended, as they are the engine of the economy of Mexico.

After that, he realized that there was no company in Mexico and LATAM to serve such an important market, as a result of that they have the idea of creating a company that supports and grants credits to SMEs.

In 2013 David and Francisco decided to create Konfio, a 100% Mexican financing company for SMEs with the mission of promoting the growth of companies, facilitating access to credit and payment, collection and management tools.



Find out more by
scanning the QR code