Encontro Anual BRASIL
Annual Invitation-Only Meeting for VCs, Tech Players & Brazil’s Top Entrepreneurs
VC investment in Latin American startups has quadrupled since 2016 to a record US$2b.

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Investment by traditional VCs as well as corporates such as **Movile**, **Naspers**, **SoftBank**, **Tencent**, and **Delivery Hero** are supporting a new wave of investments in startups in the region.

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**Fintech**

- **DST**
- **QED Investors**
- **Tencent**
- **Ribbit Capital**

**Logistics & Distribution**

- **Movile**
- **Naspers**
- **Kaszek Ventures**
- **Qualcomm Ventures**
- **IPORANGA INVESTIMENTOS**
- **Sequoia**
- **Andreessen Horowitz**
- **Delivery Hero**
- **Loggi**
- **Rappi**

*Over two rounds*
US$851m* was invested across 10 Expansion Stage deals.

US$391m* was invested across 97* Early Stage deals.

US$66m* was invested across 152* Seed/Incubator deals.

*Amounts represent record breaking numbers for LAVCA VC Data.
Major Markets for Investment – Latin America (2018)

**MEXICO**
- 20.5% of Deals in 2018
- **2018:** US$175m invested across 95 deals
- **2017:** US$80m invested across 59 deals

**COLOMBIA**
- 4.1% of Deals in 2018
- **2018:** US$334m invested across 19 deals
- **2017:** US$96m invested across 18 deals

**PERU**
- 2.4% of Deals in 2018
- **2018:** US$16m invested across 11 deals

**CHILE**
- 10.6% of Deals in 2018
- **2018:** US$46m invested across 49 deals
- **2017:** US$23m invested across 29 deals

**BRAZIL**
- 55.9% of Deals in 2018
- **2018:** US$1.3b invested across 259 deals
- **2017:** US$859m invested across 113 deals

**ARGENTINA**
- 4.1% of Deals in 2018
- **2018:** US$84m invested across 19 deals
- **2017:** US$71m invested across 19 deals

Source: LAVCA Industry Data
<table>
<thead>
<tr>
<th>Investors</th>
<th>Company</th>
<th>Sector</th>
<th>Country</th>
<th>Amount Invested (US$ Million)</th>
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US$1.7b of the US$2b invested in VC in Latin America was invested via co-investments; US$1.2b via syndicates comprising at least one local VC and one global VC.
New Investors (2018 - 2019)

1st Investment in a **Specific Country**

- ** movile **
  - 1st Investment in **Brazil**

- ** SEQUOIA **
  - 1st Investment in **Chile**

- ** ANDREessen HOROWITZ **
  - 1st Investment in **Colombia**

- ** rever **
  - 1st Investment in **Chile**

- ** monashees+ **
  - 1st Investment in **Brazil**

- ** grín **
  - 1st Investment in **Mexico**

1st Investment in **Latin American Region**

- ** KREAlo **
  - 1st Investment in **Mexico**

- ** CULQI **
  - 1st Investment in **Colombia**

- ** VISA **
  - 1st Investment in **Chile**

- ** GGVCAPITAL **
  - 1st Investment in **Colombia**

- ** YELLOW **
  - 1st Investment in **Brazil**

- ** kv **
  - 1st Investment in **Chile**

- ** salesforce ventures **
  - 1st Investment in **Colombia**

- ** MGV **
  - 1st Investment in **Brazil**
Recent Developments in Tech – Latin America (2019)

**Rappi**
Softbank will invest **US$1b** in Colombian delivery app Rappi.

**MercadoLibre** raised **US$1.85b** in 2019 through a public offering of shares and investments by PayPal and Dragoneer Investment Group.

**Ualá**
Tencent invested an undisclosed amount in Ualá.

**Grin** and **Yellow** raised **US$150m** and merged to form Grow Mobility.

**NotCo** received a **US$30m** investment led by The Craftory, with participation from Bezos Expeditions, Maya Capital and previous investor KaszeK Ventures.

**Stone Pagamentos** made its IPO on the Nasdaq in October 2018, raising **US$1.1b** and announced a follow-on offering in April 2019 that could raise up to an additional **US$700m**.
Payments has emerged as an area of focus for global big tech players in the past year.

Amazon launched its first ever debit card in Mexico & partnered with OXXO to roll out cash payments.

Apple Pay launched in Brazil.

Google Pay rolled out mobile payments with Falabella.

MercadoLibre is expanding its payments products with investment from PayPal & others.

San Francisco based payment processing Unicorn Stripe is expanding within Mexico & Brazil.

Visa Ventures invested in fintechs Conductor & YellowPepper.
Participants: 227 startups verified by LAVCA, the majority have received at least US$500k-US$100m in investment capital.

Respondents: 88% of respondents were the CEO/CFO/COO/Founder of their startup.

Capital Raised: Almost half of the survey respondents received investments between US$500k-US$5m.

Size: 20% of the responding startups have less than 10 employees, 25% have more than 100 employees
Startup Survey Results

- **Jobs**: Participating Latin American startups have created **25,000+** current full-time jobs.
- **Experience**: 66% of founders have founded multiple startups. 59% of founders advise other startups.
- **Gender**: 29% of startups have achieved gender parity.
- **Growth**: 87% of startups reported positive net income growth.
- **Impact**: 59% of startups measure social or environmental impact.

**STARTUP REVENUES**

87% of the startups reported positive net revenue growth for 2017-2018.

*Percentage based on 171 responses*
Some of the Participants in the Survey

4Vets  Afluenta  Agenda Edu  Agrosmart  Ahgora  aLavadeira  Ben & Frank
Bitso  Boletia  bxblue  Car10  ClickOnero  Cobli  ComparaOnline  Credijusto
Cumplo  Dating LATAM  Decidata  Descomplica  Digital House  eduK
ESCALA  Escale  Flapper  GAIA Design  Gaveteiro  GIRA  Hello Zum  HOGARU
Homie  Horus  IFood  InfraCommerce  Intellibrand  JetBov  Kinedu  Konflo
Kueski  LentesPlus  Liftit  Liv Up  Mandaí  Movile  NATGAS  NotCo
Nubank  QuintoAndar  Resultados Digitais  REBEL  Recorrido  ReVeLO
S4 Agtech  SalaUno  Sempli  Sirena  Skydrop  Solis Aquecedor Solar  SumOne
SVA Tecnologia e Sistemas  Taximo  Technisys  Tpaga  Tributi  Trocafone
Ualá  Vida Tec (GRUPO VI-DA)  VivaReal  Volanty  Voopter

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The members of the Latin American Tech Growth Coalition are leading technology companies and investors on a global and regional level whose common objective is to promote high growth startups in Latin America.
Thank You!

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September 23-26, 2019
New York, NY

Julie Ruvolo
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The Association for Private Capital Investment in Latin America
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