

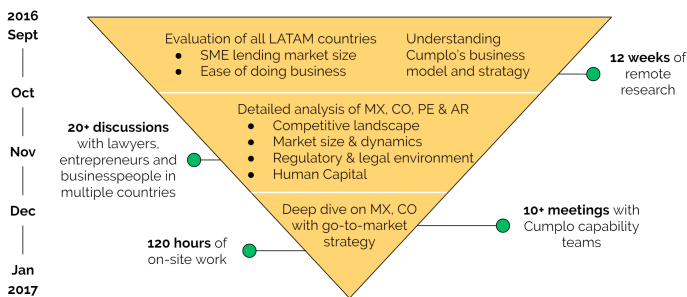
## Objective

Evaluate Latin American markets for potential expansion opportunities and develop a recommendation for a successful market entry strategy.

## Company Background

- Cumplo is a marketplace lending platform that connects individual and institutional investors with small and medium enterprises (SME's) looking for funding
- Cumplo's value proposition is higher returns for investors, and fast, fair rates for SME's
- The company was founded in 2012 and is headquartered in Santiago, Chile

## Methodology and Process

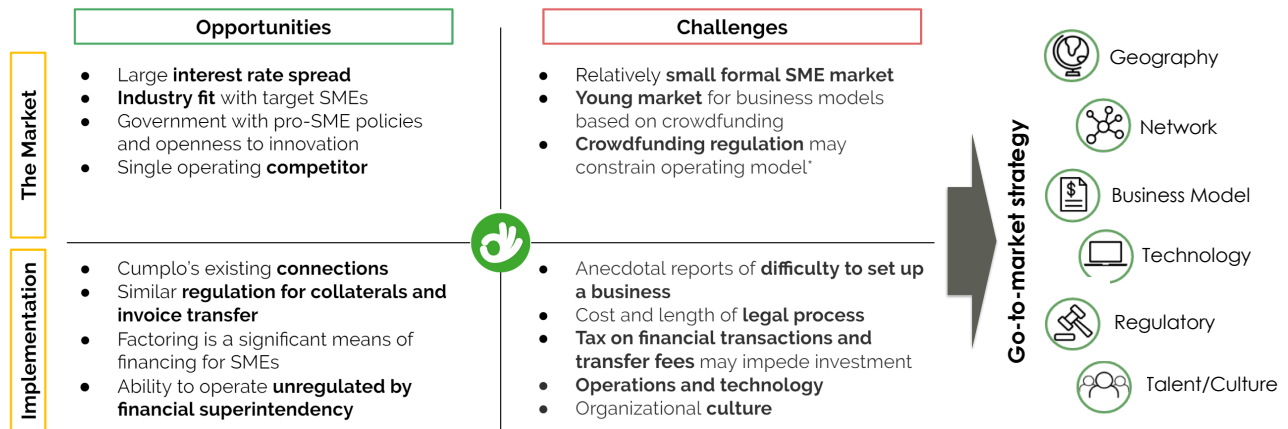


## Market Analysis

	Mexico	Colombia	Argentina	Peru
Competitive Landscape	●	●	●	●
Market Dynamics	●	●	●	●
Regulatory Landscape	●	●	●	●
Legal	●	●	●	●
Human Capital	●	●	●	●
Overall	●	●	●	●

## Recommendation

After extensive primary research and on-site discussions, our final recommendation was for Cumplo to enter Colombia as a springboard into the rest of Latin America



## Team

Four weeks of working, living, and traveling together



Laura Grochowina



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