

INVEST IN WELTIO (YC S22)

## LatAm AutoInvesting in securities and crypto

### LEAD INVESTOR



#### Hugo Ruiz

Soy un inversor ángel e invertí en Weltio por varias razones: Gran potencial de crecimiento: América Latina es una región con una gran población y un mercado financiero/de inversión subdesarrollado. Brecha significativa en la inclusión financiera en México y veo que Weltio puede brindar acceso a sectores de la población no atendidos por los jugadores tradicionales. Propuesta de producto de Weltio utilizando tecnologías innovadoras como inteligencia artificial, aprendizaje automático y análisis de datos. Estas tecnologías pueden marcar una gran diferencia con otros bancos en la región (yo trabajo en uno de ellos) Éxito de empresas de fintech en la región me empujaron a apostar por la industria/región. América Latina ya ha visto el éxito de varias empresas de fintech en los últimos años. Por ejemplo, Nubank, se ha convertido en uno de los unicornios más valiosos de la región. Otros ejemplos incluyen MercadoPago en Argentina y Clip en México. Estos casos de éxito demuestran el potencial de las empresas de fintech en América Latina y brindan una oportunidad atractiva para los inversores ángeles que buscan obtener retornos significativos. Marco regulatorio cada vez más favorable: Muchos países de América Latina han implementado regulaciones favorables para fomentar la innovación en el sector fintech.

[Translated to English:]

I am an angel investor and I invested in Weltio for several reasons: Great growth potential:

I am an angel investor and I invested in Weltio for several reasons. Great growth potential. Latin America is a region with a large population and an underdeveloped financial/investment market. Significant gap in financial inclusion in Mexico and I see that Weltio can provide access to sectors of the population not served by traditional players. Weltio's product proposal using innovative technologies such as artificial intelligence, machine learning and data analysis. These technologies can make a big difference with other banks in the region (I work in one of them). The success of fintech companies in the region pushed me to bet on the industry/region. Latin America has already seen the success of several fintech companies in recent years. For example, Nubank has become one of the most valuable unicorns in the region. Other examples include MercadoPago in Argentina and Clip in Mexico. These success stories demonstrate the potential of fintech companies in Latin America and provide an attractive opportunity for angel investors looking to earn significant returns. Increasingly favorable regulatory framework: Many Latin American countries have implemented favorable regulations to encourage innovation in the fintech sector.

**Invested \$10,000 this round**

[weltio.com](http://weltio.com)

Delaware City Delaware



Technology

Fintech & Finance

Y Combinator

Blockchain & Web3

Retail

## Highlights

- 1 Wealth Management ecosystem with live instant local cash rails, 5-min eKYC, and tailored portfolios
- 2 Launched 8 weeks ago, \$85k AUMs from 850+ users, growing at 10-20% per week
- 3 Globally experienced team from Klarna and McKinsey; MBAs from London Business School, and IESE
- 4 Market of \$60b+ in AUMs from 40M+ accounts

# Our Team



**David Abusaid** Co-Founder & CEO

BS Civil Engineering at Tec de Monterrey, MBA from IESE Business School in Barcelona. More than 12 years of experience providing consulting services to financial institutions, working in more than 15 countries globally with McKinsey and Oliver Wyman.



**George Marvin** Co-Founder

4 years+ of PM experience at Klarna and Wayfair, previously he helped traditional financial institutions with digital transformation for 8 years of consulting at McKinsey. MBA from London Business School, and BS in mechatronics eng from Tec de Monterrey.

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## Pitch

Weltio is the first Web 3.0 Wealth Management platform designed for Latin America. We let users invest in auto-pilot in global assets, including stocks, ETFs, and over 30 cryptocurrencies all in one place.

weltio.

The logo for Weltio, featuring the word "weltio." in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

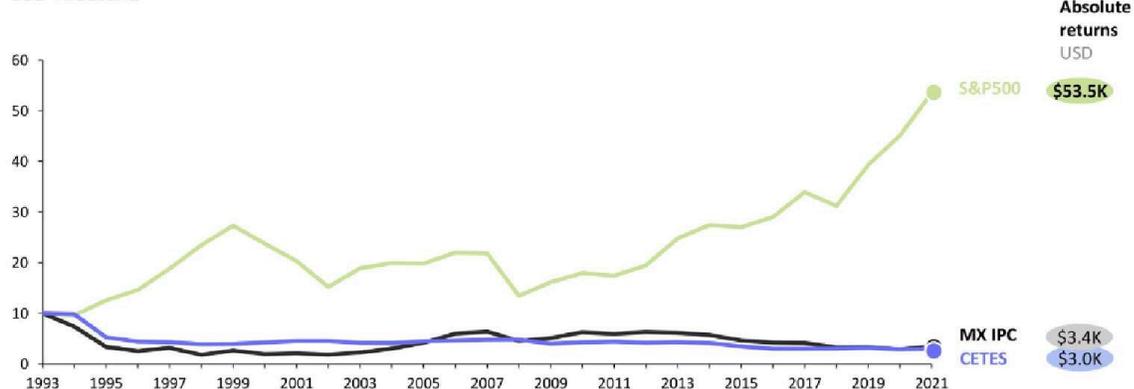
## THE PROBLEM

The fundamentals of LatAm are not shaped for people to create generational wealth. For example, if you would have invested \$10,000 USD in the S&P 500 around 30 years ago, you would have today more than 5x the invested amount. In a similar way, if you would have invested the MXN equivalent of \$10,000 USD in the Mexican IPC or CETES (government bonds), you would end up with only around \$3,000 USD. Weltio contributes to solve the problem by enabling access to global assets.

Real terms portfolio value over last 28 years

(Investment capital: USD \$10K in Jan 1994, MXN Peso equivalent for investment in CETES and MX IPC)

USD Thousand



Forex evolution; USD/MXN 1994-2021

1 USD Dollar per MXN \$



SOURCE: Banxico Sistema de Información Económica; Cetesdirecto; Yahoo Finance; Bloomberg; The Global Economy; The World Bank; Global Financial Development Database; Team analysis

Current players have not been able to solve key pain points in the wealth management space in Mexico. Their digital solutions are still expensive and have not been successful in offering a broad suite of products with a user-first experience that provides guidance and support throughout their platforms.



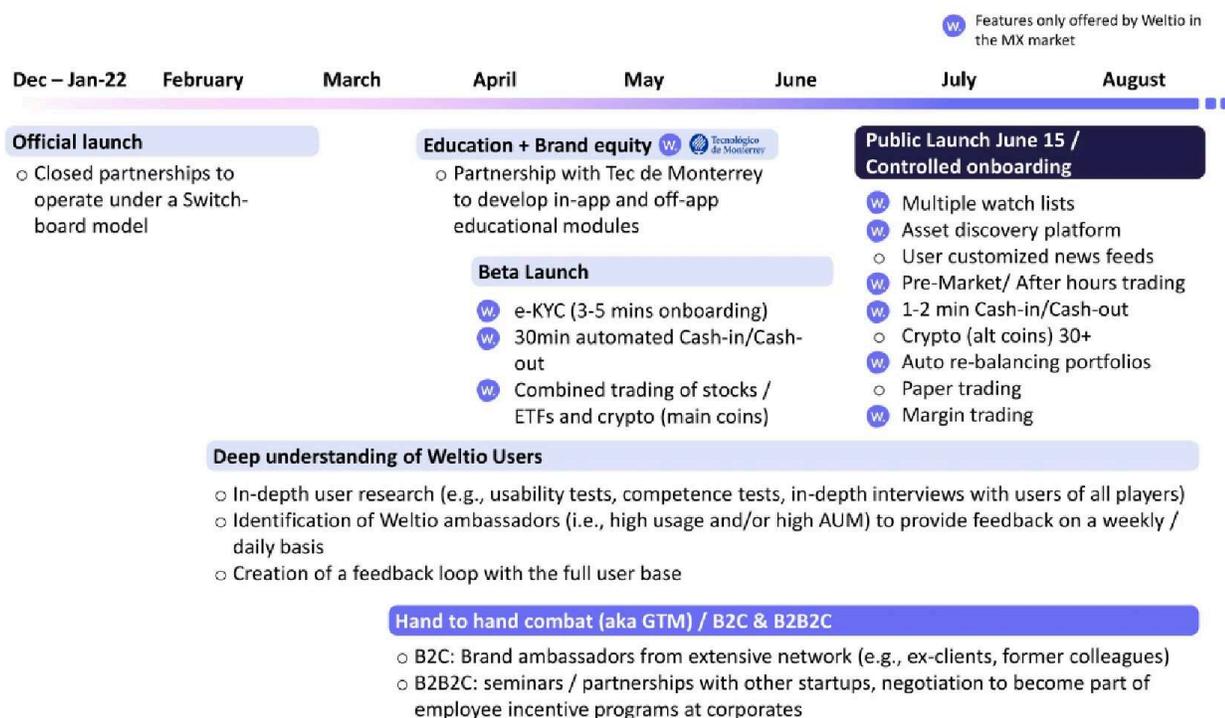
SOURCE: Team analysis

## WELTIO'S WEALTH MANAGEMENT ECOSYSTEM

Weltio is not a trading platform - it is an ecosystem that recognizes the need for educating and supporting users in their quest to generate and protect wealth through a full suite of banking services.

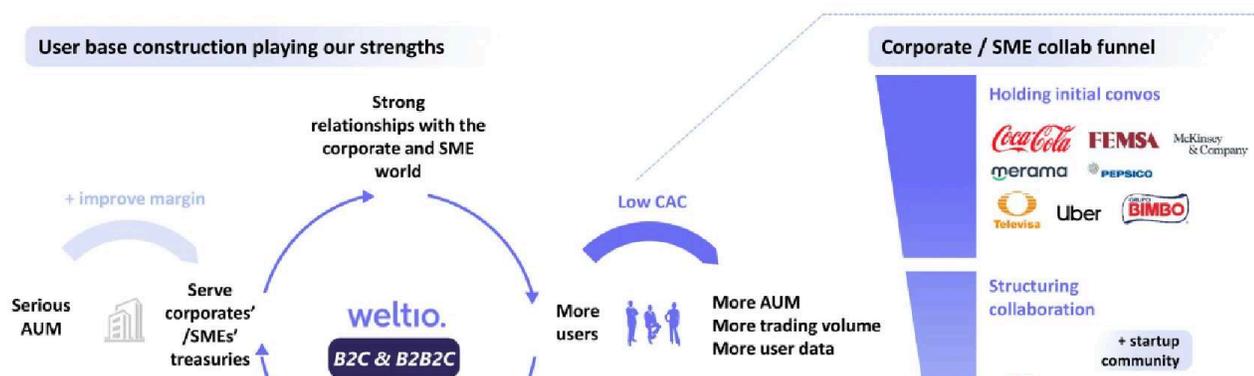


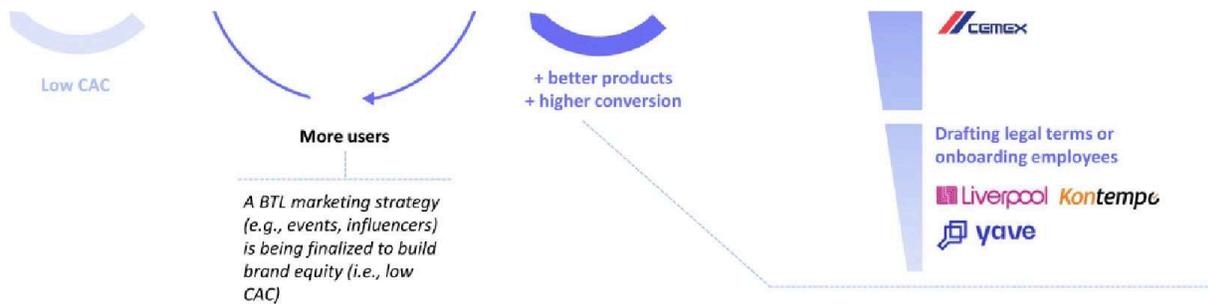
A lot has been achieved since inception – we’ve been focused on deeply understanding our users to develop and ship a high quality product



## GO TO MARKET STRATEGY

Once our network grows, a flywheel will kick-in. We have an unfair advantage from having a large professional network that allows us to collaborate with Corporates and the startup ecosystem, using a B2B2C approach, with the ultimate goal of becoming part of their benefits program. A Below the Line marketing effort is running in parallel to build brand equity and reinforce the flywheel momentum.





## TEAM

Weltio is led by a highly experienced team, supported by a group of senior advisors that include unicorn founders and recognized industry experts.

### Founding team

|   |   |   |
|---|---|---|
| <br><b>George</b><br>Co-founder<br>   | <br><b>David</b><br>Co-founder<br>  | <br><b>Salvador</b><br>CTO<br>  |
| <b>Product, Operations</b><br>12+ years of experience<br>  <br>  | <b>Finance, Growth, Talent</b><br>15+ years of experience<br> <br>  | <b>Technology, Backend</b><br>12+ years of experience<br>  <br>  |
| Product (+3 FTEs)   | General Management (+2 FTEs)  | + 7 Developers  |

### Advisory & key investors

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| Overall Strategy + GTM direction  | Education   | Trading expertise   | Product expertise   | LatAm WealthTech  |   |
| <br><b>Brett</b><br>Co-Founder of WealthSimple<br>Wealthsimple<br><br> | <br><b>Reinaldo</b><br>CEO & Co-Founder of Mercado Bitcoin<br><br>  | <br><b>Juan Pablo</b><br>Dean of Higher Education, Tec de Monterrey<br>  | <br><b>Rafa</b><br>20+ years in Finance, 12+ years in Wall Street<br> | <br><b>Marcel</b><br>20+ years of experience in product and risk<br>    | <br><b>Rodrigo</b><br>Former Partner XP Inwestimentos<br>   |

## FUNDRAISING

Investors are investing in Weltio Holdings LLC, a DE LLC. Weltio Holdings Ltd in the Cayman Islands owns Weltio Holdings LLC, which in turn holds Weltio LLC and Weltio Wealth Management S.A.P.I. de C.V. (the operating company).

We have been previously funded by notorious industry leaders, including 2 unicorn founders, experienced bankers and consultants from top firms and leaders in the tech sector. Our investor list includes senior executives from the following companies / firms:

following companies / firms:



McKinsey  
& Company



facebook



grupo *Solum*



**Wealthsimple**

J.P.Morgan

SOCIAL CAPITAL\_