

## I<sup>3</sup> LATAM Class of 2015-16

I<sup>3</sup> LATAM - Driving Impact Innovation in Latin America identifies the top 10 social entrepreneurs in Latin America with the most innovative business models and catalyzes their impact



**Country:** Guatemala  
**Sector:** Affordable Housing  
**Entrepreneur:** Manuel Antonio Aguilar

**Description:** Cassa designs and builds intelligent and affordable housing for low-income families. The houses are made of ecological materials such as bamboo. Each house comes with 7 different technologies assuring access to clean water, renewable energy and sanitation for the same cost as a house made of concrete and congregated metal.

**Country:** Mexico  
**Sector:** Energy access for the BoP  
**Entrepreneur:** Andrés Muñoz

**Description:** Energryn brings warm water to low-income families through low-cost solar-heated tanks. 2,500 families have installed Energryn tanks, allowing them to have access to warm water or to save US\$ 25 per month in energy costs. Energryn's distribution model depends upon a micro-franchise model that empowers local plumbers from the BoP and triplicates their income level.



**Country:** Colombia  
**Sector:** Organic agriculture and fair trade  
**Entrepreneurs:** Javier Vásquez, Giovanni Porras

**Description:** Fruandes produces healthy and organic snacks made out of dried tropical fruits. Fruandes helps small producers from Colombia to change to organic production and also empowers women working at Fruandes by offering them education, health and housing loans. Fruandes sells their products internationally in Europe, North America and Latin America.

**Country:** El Salvador, Guatemala, Costa Rica and Nicaragua  
**Sector:** Labor inclusion  
**Entrepreneurs:** Carla de Vanegas, Clara Eugenia Quiñónez, Roberto Alfaro

**Description:** Joven360 is a recruiting platform for youth in El Salvador and Central America. Joven360 uses disruptive recruiting methods in synergy with universities and companies to help young people to find a job. Joven360's training programs teach young people labor skills and values. 80% of the youth going through the programs find a job.



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**Country:** Argentina

**Sector:** Health

**Entrepreneurs:** Guillermo Pepe, Guillermo Jorge Pepe

**Description:** Mamotest provides high-quality breast cancer diagnosis for women that would not have had access to it before because of the distance and cost. Today, 10,000 women from low-income backgrounds have received a diagnosis from Mamotest. In 9 cases out of 10 an early diagnosis means a life saved from the cancer.

**Country:** Chile and Colombia

**Sector:** Education

**Entrepreneur:** Fabián Martínez, Diego Martínez, Sebastian Arancibia, Ariel Arancibia, Francisco Val

**Description:** Open Green Road reduces the social and economic breach in education in Chile and Colombia with its online and offline platforms that allows students to prepare themselves for the national exam. Teachers are an core element in the programs, designing tests on the platforms. 85% of top scorers from the Chilean national exam use the OGR platform, *Puntajenacional*.



**Country:** Nicaragua and Honduras

**Sector:** Energy access for the BoP

**Entrepreneur:** Vladimir Delagneau

**Description:** Tecnosol provides solar energy to low-income families living off the grid in Central America. The affordable price of their systems allows the beneficiaries to generate electricity and to save money compared to the previous costs of kerosene, diesel and wood. More than 80,000 people use Tecnosol systems in Central America.



**Country:** Ecuador

**Sector:** Conservation and community development

**Entrepreneur:** Garrett Siegers, Peter Pinchot

**Description:** Ecomadera is a sustainable forestry company in Ecuador, selling wood laminates and design furniture. In addition to contributing to the conservation of the threatened rainforest, Ecomadera empowers, through their value chain, local communities by generating local jobs and helping them to have access to legal properties.



**EcoMadera  
Verdecande**

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**Country:** Uruguay  
**Sector:** Health  
**Entrepreneur:** Ignacio Oliveri

**Description:** ViperMed is a mobile application that provides tele-education programs and long-term treatment follow-up for patients with chronic diseases, such as diabetes, obesity, and cancer. Vipermed increases patient adherence to treatment, increasing their quality of life and reducing the cost of treatments.

**Country:** Mexico  
**Sector:** Community development  
**Entrepreneur:** Andrés González-Cuevas, Jorge Espíndola

**Description:** Virtual Market provides a comprehensive solution for small mom and pop owners. Virtual Market's electronic device gives them access to information helping them operate their shop better, it also increases their sales by providing different payment methods, promotions and direct contact with suppliers. 1,600 shop owner use Virtual Market and are now able to compete against other convenience stores chains.



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