

# Culture Book

2024

FINNO SUMMIT



FINNOSUMMIT was founded in 2014 with the ambition of becoming the premier physical and virtual meeting point for the Fintech ecosystem, driving the transformation of the financial services industry in Latin America.

FINNOSUMMIT has emerged as the leading platform and brand connecting corporate partners, innovators and decision makers across the financial services industry.

FINNOSUMMIT plays a significant role in discussing and facilitating the disruptive innovation and digital transformation of the industry.

Today, FINNOSUMMIT serves a community of 30,000 members through events, media & insights as well as startup programs.

# Our vision

FINNOSUMMIT is the leading high-impact networking, content and events platform in Latin America for the transformation of finance for the better.

We are committed to the development of the Fintech ecosystem and empowerment of entrepreneurs as a source of transformation for the financial services industry.



# We empower the ecosystem through 3 business lines



## Events

We run 2 annual events: our flagship event in Mexico City with ca. 2,000 visitors and our leadership edition with ca. 300 leaders from across LATAM.



## Research & Insights

We conduct in-depth industry analysis and reports sponsored by our corporate partners such as our renown Finnovista Fintech Radars. We also share monthly ecosystem updates and news.



## Startups programs

Our startup programs and challenges attract hundreds of startups every year and have been sponsored regularly by leading corporate partners. We showcase the most impactful talent in front of our community.



# Our values & culture

# At FINNOSUMMIT, we value people who are:



## **entrepreneurial.**

It's not what we say, it's what we do. Ideas are cheap, go for it!. Make a prototype, draw a wireframe, call up five potential customers. Focus on actions instead of words.

## **kind.**

We are warm-hearted and care about our colleagues. We treat people with respect and integrity. We always approach things in a positive and optimistic way. We are honest and transparent in our behaviour —nothing to hide. We value authenticity.

## **impactful.**

The 80-20 rule is almost universal. Focus on solving the most important problems. It sounds simple, but most companies do this poorly and waste a lot of time. We strive to have a positive impact on society and people.

## OUR CULTURE

# At FINNOSUMMIT, we follow principles not rules

If you are part of FINNOSUMMIT, it's because we trust you and your capabilities, so you are empowered to do real stuff at our company.

We are value-driven —not operated by a detailed manual.

## OUR CULTURE

# Ask forgiveness, not permission

Team members should ask more for forgiveness, and less for permission. We would rather have someone do something wrong than ask permission to do it.

Or better, we would rather have someone do something right and not need permission to do it. It's called empowerment!

If you have the freedom to make decisions, you also have the responsibility of being correct.

There are some things we want reviewed by the people who “know better”, mostly concerned with strategic stuff.



## OUR CULTURE

### **Collaborate openly**

We work together, in teams, towards one objective, all in one direction, one mission.

Do ask around the company for peers opinions, don't be shy to approach anyone in the company, Partners, Directors, Managers, anyone!

We tend to seek consensus on strategic decisions, so we all walk in the same direction, but without forgetting our entrepreneurial attitude to get things done.

## OUR CULTURE

### **Listen first. Then listen more.**

We seek first to understand, then to be understood.  
Focus on listening rather than responding.

Take the approach that everything is a hypothesis and that you could be wrong.

Be suggestive rather than instructive, replacing phrases such as 'certainly' and 'undoubtedly' with 'perhaps' and 'I think'.

Be open. That's how we all get along and learn from each other.

## OUR CULTURE

# Enjoy the ride. Create fun.

At FINNOSUMMIT, we like to create fun. We take our work seriously, but not ourselves.

We celebrate one another and our achievements.

We bring fun to our community and partners in unique, unexpected ways.

If we're not having fun, we're doing it wrong. Enjoy the ride!

## OUR CULTURE

# Get a life. Be a whole person.

Eat lunch together. Get to know the people you work with beyond the projects you share.

Carve out time for your kids, friends and personal side projects.

We want you to be a happy and a whole person.

There is not a private life and a professional life. There is just life, and we want FINNOSUMMIT to be popular with your partner too.



# How we work

## HOW WE WORK

# We like an entrepreneurial environment

You know how you perform best. Work from home —or somewhere else —when you feel like it. We trust you to organize your day without any external micro-management.

If you want to go to the gym in the middle of the day, please do.

We value people who are focused on making things happen. We do not believe in face time for its own sake.

## HOW WE WORK

**We are serious  
about  
excellence.  
We are obsessed  
with quality!**

We are very ambitious and want to create an exceptional working environment.

We aim for the stars, when it comes to the value we bring to customers and the quality we deliver.

We are not afraid of making hard decisions.

We are not the place for free riders who cannot navigate in an environment, where personal freedom is a virtue.

Be punctual, be exceptional, be an example of civil behavior to all others in our space.

## HOW WE WORK

# Move fast and focus on impact

Moving fast enables us to do more things and learn faster.

We're less afraid of making mistakes than we are of losing opportunities by moving too slowly.

To have the biggest impact, we need to focus on solving the most important problems and create leverage in everything we do.



## HOW WE WORK

**Go beyond  
what is expected**

We always deliver above customer's expectations.

We seek the “Wow!”

## HOW WE WORK

**Spend money as  
if it was your own**

We are not cheap when it comes to operating our company. But we are not extravagant either.

In general we encourage everybody to spend money as if it was their own. And to ask a colleague if in doubt.

## HOW WE WORK

**Avoid email, if you can. Use collaborative tools.**

We use very little email at FINNOSUMMIT internally.

Most of our communication happens on Slack and face-to-face. This probably gets us a 90% reduction in email.

Since we are in different locations and times zones, collaborative tools such as Google Doc and Spreadsheets are essential to our work, allowing us to work asynchronously.

## HOW WE WORK

### **Use meetings responsively**

If a meeting is necessary keep it below 45 minutes and invite the most crucial people only.

Do bring clear agenda and recommendations for decisions instead of using the meeting as a process to get to a recommendation.

Time is precious. Make it count.

# Thank you

