



FINNOSUMMIT | A Finnovista
company

Finnosummit

Media kit

2024



About Finnosummit

Finnosummit is the leading platform of the Latin American Fintech ecosystem that **drives and brings together the largest community** of innovators and change agents in the financial industry **with the mission to transform finance to create a better world.**

Through our **events, programs with** the most disruptive emerging **Fintech startups**, valuable **content and insights**, and the **high-impact networking** we facilitate, Finnosummit plays a key role in discussing and driving disruptive innovation and digital transformation of the financial industry in the region.

Today, Finnosummit serves a **community** of more than **40,000 members** united in the same mission: to **transform the financial present and future** of millions of people and companies **in Latin America.**



Our history and mission

Finnosummit is **part of the Finnovista group**, an innovation and venture capital firm and one of the major drivers of the Fintech ecosystem in Latin America for the transformation of the financial industry since 2013.

Founded in 2014, Finnosummit has gone from being the **main meeting point** for the Fintech community in the region with its **physical and virtual** events, to become a **full-service platform** to drive the Fintech ecosystem with the goal of transforming finance for the better.

Finnosummit brings together corporates, innovators and entrepreneurs, and *decision makers* who seek to **transform the financial services industry to create a better world** in Latin America.

From the last quarter of 2024, the Finnosummit community can **connect, learn and grow** through not only **events** but also **high-value content and reports** on the state of the Fintech ecosystem in the region, **programs for startups and high-impact networking** needed to drive a new era in the Fintech industry in Latin America.



The Finnosummit community

The Fintech community that transforms realities

Finnosummit is much more than events, content and reports or startup programs; we are a **community of more than 40,000 innovators who share a common purpose**: to transform finance in Latin America to create a better future.

The engine of the Finnosummit community is **collaboration**. That's why we provide **the Fintech ecosystem with a platform** where the region's brightest minds can **come together, learn and share ideas, and work together**.

Finnosummit fosters **meaningful connections** and generates **opportunities that drive the transformation of the financial industry** throughout Latin America.



How we do it

We drive the Fintech ecosystem through 3 services aimed at transforming finance in Latin America



Events

We organize 2 annual events: our flagship event, FINNOSUMMIT, in Mexico City, with +2,000 visitors, and FINNOSUMMIT Connect, our C-level edition, with around 300 leaders from all over LATAM.



Insights & Research

We conduct in-depth analysis of the Fintech ecosystem and reports sponsored by our corporate partners, such as the renowned Finnovista Fintech Radars. We also create digital content series such as Conexión Fintech and newsletters, and give voice to both the Finnosummit community and the initiatives of our network of allies.



Startups programs

Our startup programs and competitions attract hundreds of entrepreneurs each year and have been regularly sponsored by major corporate partners. We showcase the most disruptive talent to our community.

FINNOSUMMIT Events

Where the financial services innovation community comes together to reaffirm its connection to the ecosystem.

FINN●SUMMIT

It is the largest Fintech event in the region where entrepreneurs, executives from financial and technological entities, and the most influential investors find an ideal space for high-impact networking and collaboration.

It is at FINNOSUMMIT where they seek, generate and launch new opportunities for the transformation of the industry while reaffirming their connection with the ecosystem.

FINN●SUMMIT CONNECT●●●●●●

Is the most exclusive Fintech meeting in Latin America. It brings together the leaders of the financial industry in the region and has international reach. High level speakers and attendees to design together the future of financial innovation through the best networking.



Insights & Research

The best Fintech content and strategic analysis in one place

We create high-value Fintech content and reports to drive knowledge and understanding of financial innovation in Latin America.

We develop in-depth research, high-quality reports and strategic analysis on Fintech and financial services innovation in Latin America to facilitate the understanding of the future of Fintech and the transformation of finance. Through our reports and briefings we provide industry leaders, investors, regulators and companies with a deep understanding of emerging trends and key challenges, supporting informed and strategic decision making.

We create digital content series such as Fintech Connection and newsletters. We give voice to both the Finnosummit community and the initiatives of our network of allies.

We are one of the most reputable Fintech reference sources in Latin America.



FINTECH RADAR COLOMBIA VII EDICIÓN

Sponsored by



Startups programs

FINNOSUMMIT Challenge, immersion programs or competitions to solve innovation challenges through collaboration

We foster the growth of startups and strategic partnerships between entrepreneurs, investors, financial institutions, leading financial and technology corporations and other players in the Fintech ecosystem.

We partner with the architects of the financial technology transformation: Fintech entrepreneurs, who bring new perspectives and disruptive solutions to challenge the industry's status quo. We also connect them with players in the ecosystem, such as corporations and investors who seek to enhance their growth and impact through collaboration with Fintech startups.

Our programs and competitions for startups foster collaboration and strengthen the ecosystem, ensuring that finance in the region is synonymous with innovation, inclusion and growth



We are sources of information



Fintech: We have more than a decade of expertise in the Fintech ecosystem throughout Latin America. We have access to the most relevant industry sources thanks to our reports and studies, events, network of allies and in-house knowledge on digital transformation of finance, emerging startups, trends, financial inclusion and much more.



Collaborative innovation: Our experience in innovation in the financial sector and our direct relationship with the innovation departments of large corporations in the financial, insurance and technology industry guarantees our knowledge of the most cutting-edge innovation strategies for collaboration with Fintech entrepreneurs.



Startups and entrepreneurship: Ask us about collaboration between incumbents and Fintechs, success stories of startups in collaboration with the financial industry, unicorns, digital payments, lending and many other topics.

THANK YOU



www.finnosummit.com

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