



GEN·E  
VENTURES

*CLOSING GAPS, BOOSTING **REAL IMPACT***



# Sowing Impact in Latin America

Since 2014, Fundación Gen E has been promoting **impact businesses and innovative projects in Latin America**, fostering sustainable production and consumption models.



2014

2015

2016

2017



## Key milestones of Gen E

### 2014

- Establishment of the **Foundation**.



### 2015

- First **impact incubation**

### 2017

- Official Recognition as an **Incubator by the Ministry of Production of the Nation** (Mat. 390).
- Won "**Córdoba Incuba Empresas**" Program (1).



2019

2020

2021

2022

2023



## 2019

- Selected by the **Fondo ayudar to finance Winay**



## 2021

- Won "**Córdoba Incuba Empresas**" Program (1)



## 2022

- First Edition of the **Winay Program**
- Launch of the Employability Program **Equanime** for the Rectors' Forum of the Province of Córdoba
- Support from **Jesuiten Weltweit** (Germany) (1)
- Contributions from **Red de Impacto Latam** and **Argidius**.

Equanime 

jesuitenweltweit  
JESUITEN WELTWEIT



## 2023

- Support from **Jesuiten Weltweit** (Germany) (1)
- Skees Family Foundation**.
- Selected by the **Fondo ayudar to finance Winay** (1)
- Creation of the **Gen E Sustainable Business Hub**





FUNDACIÓN  
**GEN·E**

Leveraging a network of over **100 partners across Latin America and the Caribbean**, Gen E drives ecosystem building for sustainable development.



**273 startups and productive units supported**



**Sustainable Development**

Supporting impactful startups for sustainability.



**Gender Focus**

70 % Female-Led Enterprises.



**Empowering Vulnerable Populations**

75% BOP Productive Units Beneficiaries.

**Significant impact with minimal resources**

# What more could they have achieved?

If they had had **patient capital investment**



Social carpentry that manufactures armchairs for wholesale. It aims to give a new opportunity and reintegrate people who have been deprived of their freedom in prisons. It is the permanent support of 6 families and indirectly of 12 more.

*"With investment, La Victoria would scale production, bring on expert managers, and enhance quality and market reach, dramatically expanding our capacity to offer second chances to even more families."*



Recicord, transforming 50,000 kg of waste into plastic wood annually, empowers 62 collectors from impoverished areas, enhancing their earnings and working conditions—proof that environmental sustainability can drive profound social change and economic uplift.

*"With investment, Recicord could lift wages above poverty and create countless jobs. Our goal is to increase processing tenfold, reaching more communities and drastically amplifying our socio-environmental impact"*



ADN Sustentable, a Triple Impact brand, has transformed +58,000 recycled PET bottles and textile waste into sustainable products, has prevented the discard of +670,000 items, and has empowered 540 social workers, driving impactful environmental and social change.

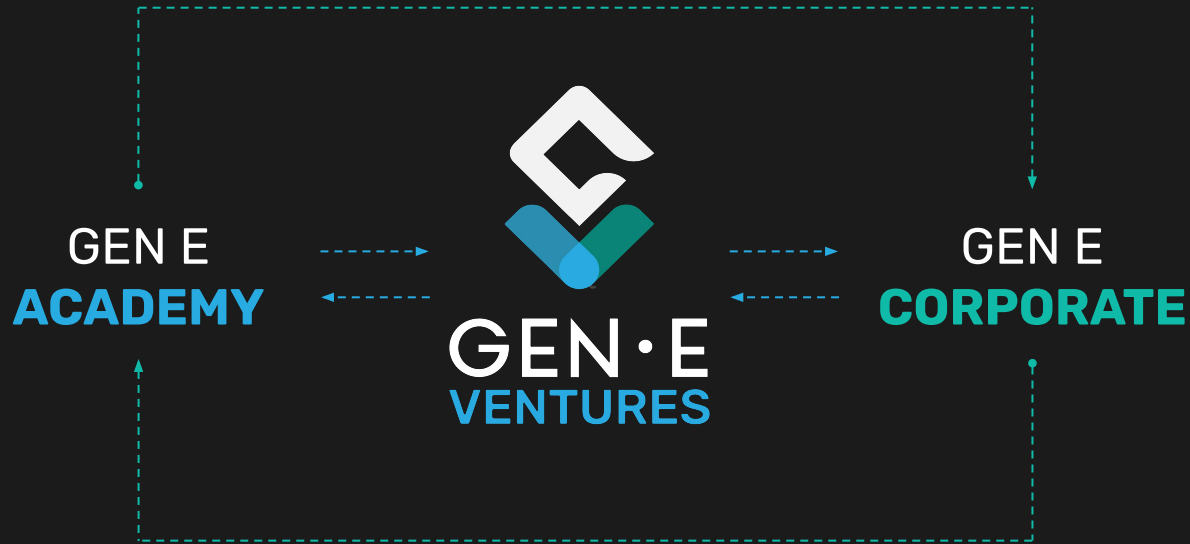
*"Ready to go global, additional funding will let us significantly enhance our production and extend our reach, taking our sustainability vision worldwide, and exponentially increasing our environmental and social impact"*



Impact startup: Workertech transforming trades workers into professionals and connecting them with clients. Revolutionizing Argentina's informal sector with a free, secure, and transparent platform. Scaling to El Salvador with BID Lab.

*"With initial funding, QxM could have rapidly overcome early challenges, accelerating impactful support for over 15,000 trades workers in the past two years. This backing would have facilitated swift and less traumatic progress"*

# GEN E VENTURES, the heart of a Sustainable Business Hub



An integrated model of ecosystem building, capital, knowledge, and corporate collaboration to drive scalable impact



## Welcome to **Gen E Ventures**

A **Impact First Fund** powered by [Fundación Gen E](#), created to enhance **Sustainable Business in LATAM**, catalyzing socio-environmental change by facilitating impact investments and promoting sustainability in companies.



## The problem: the financing gap in LATAM

Closed Ventures Deals from around **the world**

48%

North America

15%

Europe

32%

Pacific Asia

3%

Latin America and the Caribbean

2%

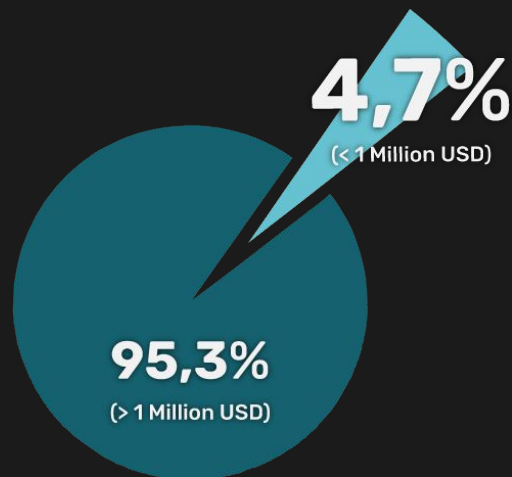
Africa

Source LAVCA, PitchBook, CB Insights, Global Startup Ecosystem Report 2023

## The Missing Middle

SMEs: large for microfinance, small for conventional capital.

VC Investment in Latam by Stage 2020-2022



Source LAVCA 2022 Venture Capital Report, Crunchbase, AngelList



# LIMITED IMPACT

The lack of capital hampers the **development of innovative** solutions that could **transform the region and improve quality of life.**

# The Solution

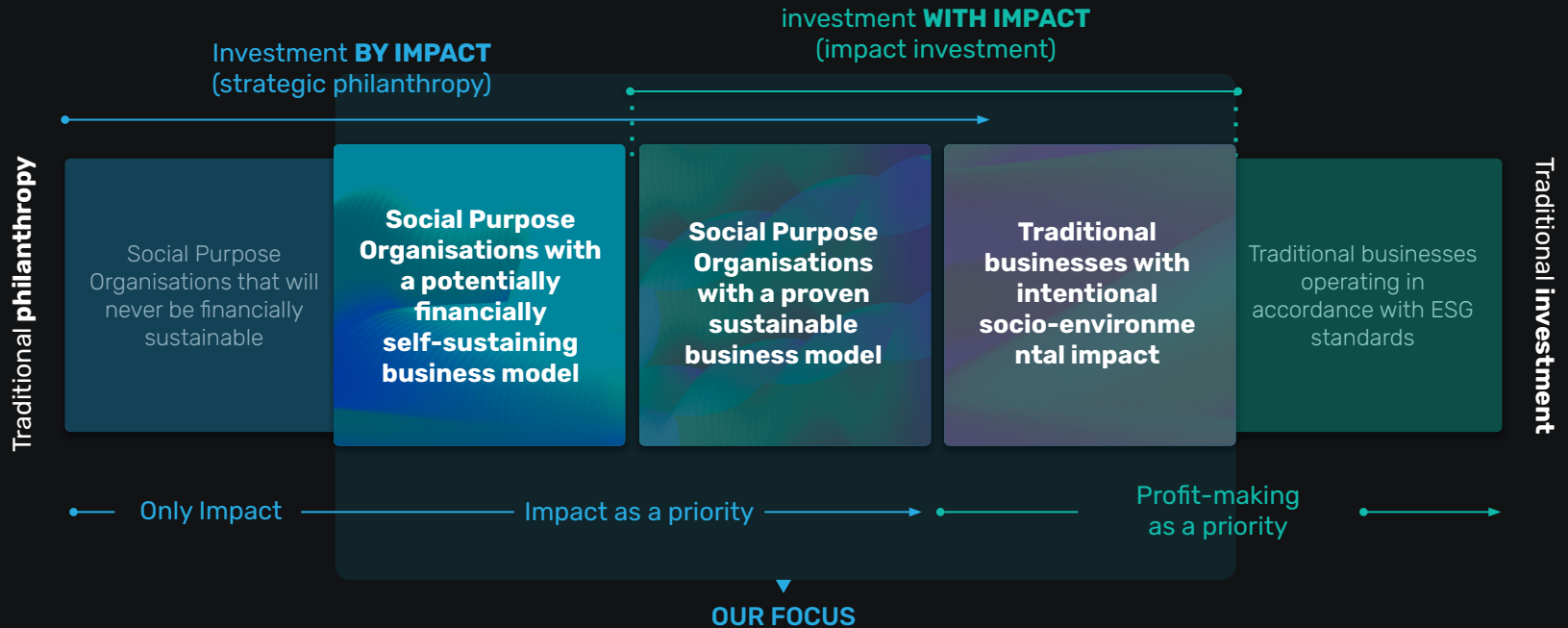
Impact investing that aims to support and catalyze **innovative solutions to social and environmental problems**, taking risks that no other actor is willing to take. The goal is to achieve social and environmental progress while generating financial returns.



An  
**Impact First**  
Investment Fund  
to **drive real  
impact in  
LATAM.**



# GEN E VENTURES, an **Impact First** fund



# Fund Thesis

Organisations that contribute to the following **SDGs**



We seek to create **real, deep and lasting impact in LATAM** by focusing on two fundamental pillars.

## Impact Tech

Scalable technological solutions that ensure the sustainability of production systems and conserve and/or regenerate ecosystems.

## Social Business

Businesses and organisations that generate **direct social impact**, promoting socio-economic development, employment generation and the reduction of inequalities.



**Combat poverty**



**Generate quality employment**



**Address the climate crisis**

**Average ticket** 20k to 100k

# Business Model

**Innovative fee model** that puts impact at the center.

**2x**

expected **profit**

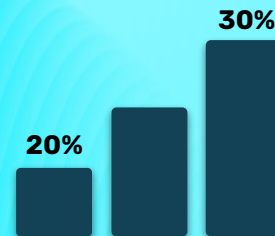
## Progressive Management Fee

**2%-3%**

increase to 3% as we surpass defined **impact milestones**

## Carry Staggered by Impact

Starts at **20%**, increases with **impact milestones** (up to **30%**).



**Ecosystem Strengthening. 5% ecosystem support:** incubation, acceleration, mentoring, access to networks, mapping and linking.



**Fund duration**  
10 years



**Fund size**  
USD 4,000,000\*

# Exit Strategy

Exit strategy crafted to **maximize flexibility, ensure robust returns, and uphold our commitment to long-term impact.**



**Strategic Local and  
Regional  
Collaborations**



**Exploring Liquidity  
Solutions via  
Secondary Markets**



**Empowering  
Entrepreneurial  
Buybacks**



**Sustainable  
Long-Term Equity  
Holdings**

# Flexible Legal Structure

**A flexible legal framework bridges social entrepreneurs with impact, catalytic, and philanthropic investors, ensuring sustainable success and profound societal change.**

## Flexible legal paths to empower social and environmental innovation

### **SAS Argentina**

Core administrative hub and contractual manager.

### **LLC in the USA**

Gateway for international investments and operations.

### **Fideicomiso (Trust)**

Secure equity investments and asset protection.

### **SPV local**

Project-specific vehicles for project-specific tax benefits and compliance.

**Legal structure adaptable to diverse investment needs.**

# Customized Investment Strategy

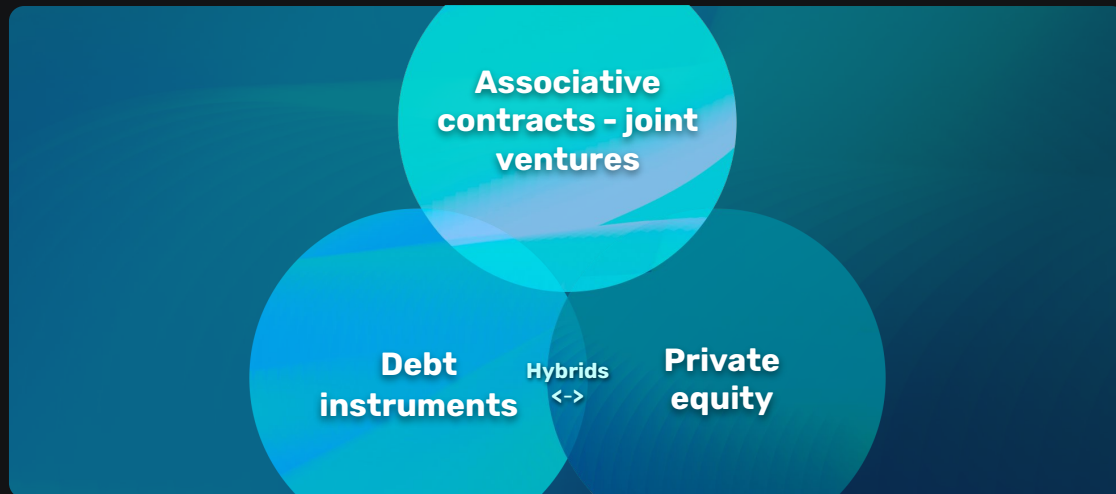
## Strategically Leveraged Co-Investment and Flexible Financial Tools:

utilizing a diverse network and multiple instruments to tailor capital solutions for every investor profile, effectively closing the financing gap in LATAM.



## Flexibility in instruments focused in the impact

Diverse pathways **tailored to risk profiles** and **impact preferences**



**Minimum invest: 5K** (individuals) - **50K** (institutions)

**Our diverse investment instruments enable funding for everything from impacttech startups to social-impact cooperatives and production units**

# Market opportunity: LATAM underserved by VCs



**USA**

Population > **336 million**

**1**

venture capital  
fund for every  
**26,800**  
inhabitants

**12500**

**investment  
funds**  
supporting over  
**66,100 startups**



**LATAM**

Population > **650 million**

**1**

venture capital  
fund for every  
**1.1 million**  
people

**585**

**investment  
funds**  
They have financed  
nearly **6,290**  
startups



In our region, just **2%** of companies seeking financing **succeed in accessing it.**

*(Only **61** successful **cases of "investment by impact"**)*

# Meet **the team** behind the change

## General Partners



**Daniel Calvo**

Social entrepreneur and co-founder of Fundación Gen E, Daniel is a certified public accountant and mentor with a profound focus on social innovation.



**Pablo Manzano**

Pablo, CEO of Unipago app and CFO at Incutex, brings over a decade of expertise in venture capital, specializing in growth strategies for technology startups.



**José Luis Álvarez**

Lawyer specialized in corporate law, José Luis brings rich experience in social responsibility and public-private partnerships to strengthen our investments.



**Virginia Romero**

Co-founder of EKHOS, Virginia is a pioneer in impact finance and sustainable development, expanding impact networks in Latin America.



**Manuel Ramirez**

Taxation specialist and international corporate structuring expert, Manuel guides startups towards global legal & tax efficiency.

**Advisory board** in development  
Investment committee with **anchor investor**

We are **seeking** a strategic partner who will be an expert and globally recognized in social and environmental impact measurement and analysis

# Impact Metrics & Reporting

## Reporting

Complete transparency in reporting to investors through **comparable and credible data** reported periodically via the IRIS+ platform.

**Impact Metrics:** optimizing measurement with IRIS+ and Lean Data



Standard system for measuring and managing impact investments, aligning our investments with the Sustainable Development Goals (SDGs).



LEAN DATA



Streamline beneficiary data collection to better understand how our efforts are changing lives.

This will facilitate the translation of our impact intentions into **real results**.

# Impact KPIs

## Social Metrics



New  
Employees  
Hired Post  
Investment



Employees  
from  
Vulnerable  
Sectors



Employees  
Earning Above  
National  
Poverty Line by  
gender



Entrepreneurs  
Funded from  
Vulnerable  
Sectors

## Environmental Metrics



CO<sub>2</sub>  
Reduction



N and P  
Reduction



Regenerated  
or Conserved  
Hectares



Biodiversity  
Index  
(Shannon  
Index)



Material  
Footprint by  
Type



**2024**

**Gen E Ventures  
established**  
(pilot proof)

**2025**

**Gen E Ventures  
complete inicial  
round**

**2027**

**Incorporation of AI**  
(scouting, screening  
& impact measuring)

**2028**

**Launch of  
second fund**  
(USD 20 million)

**Roadmap**



**RECICORD**  
Cooperativa de trabajo LTDA

## If you support us

all these entrepreneurs and many more will help **combat poverty, generate quality employment, and address the climate crisis** in Latin America and the Caribbean

The logo for ADN Sustentable, featuring the text "ADN SUSTENTABLE" in a bold, white, sans-serif font. The background of the banner shows two women looking at a document.

**ADN**  
SUSTENTABLE

The logo for Qxm, featuring a stylized 'Q' with a pink 'x' inside it, above the text "qxm". The background of the banner shows a man's face in profile.

**qxm**



# GEN·E VENTURES

*CLOSING GAPS, BOOSTING **REAL IMPACT***

Invest with **Purpose.**  
Transform with love.

Join us to **transform LATAM.**

Let's connect...



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Role

**President Fundación Gen E &  
Founding Partner of Gen E  
Ventures**



**Ventures ID**

Save my number

