

OJA.LA CLOSES ROUND US \$500K LED BY ALTA VENTURES

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Monterrey, N.L., Mexico. – January 22nd, 2014. Oja.la, the largest online learning platform for computer skills in Latin America, has raised a round of US \$500k led by Alta Ventures Mexico. Angel Ventures Mexico, Naranya Labs, NXTP Labs, and several angel investors have joined as strategic investors for the round. Previously, Socialatom Ventures, Wenceslao Casares and Meyer Malka seeded the company and have helped the team through the early validation of the product.

Oja.la has so far launched a total of 70 academic courses compromised of more than 1,500 video classes, and released an average of 16 courses each month to match the demand of it's 120,000 registered users.

Hernan Aracena, CEO of Oja.la stated: "By including Latin America's leading VC's and Angels, we were able to secure ourselves great partners to help us continue our growth."

"At Alta Ventures, we are very excited with our investment in Oja.la, a company that is revolutionizing online education for technical skills in Latin America. Efficient access to education is one of the transformative changes that Latin America requires." Diego Serebrisky, managing director at Alta Ventures, commented about the investment.

About Oja.la:

Initially targeting Spanish speakers in the Americas, Oja.la is an online technology school founded in 2012 by Hernan Aracena & Francisco Rodriguez. After traveling by bus for several months through South America, the team identified an opportunity to efficiently educate the middle class and enable higher skilled potential working opportunities for them.

About Alta Ventures Mexico (AVM)

Alta Ventures Mexico is focused on accelerating innovation in Latin America. Alta Ventures provides early-stage venture capital to innovative entrepreneurs in high growth sectors including mobile, SaaS, IT, clean tech, healthcare, education, security and consumer sectors. Based in Monterrey Mexico, Alta Ventures focuses on Mexican and US companies with a Latin American strategy. The Alta team has deep operational and investment experience on both sides of the border and an extensive international business network. For more information please visit www.altaventures.com

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