



## **Aflora, a Polymath Ventures Company, raises Series A from Fiinlab, the financial inclusion innovation lab from Mexican group Genera**

*Bogota D.C., Colombia, March 28, 2017/Aflora*

Aflora, the first direct sales company for delivering financial products for the underbanked, has closed its Series A round of funding with Fiinlab ([www.fiinlab.com](http://www.fiinlab.com)), the innovation lab of Genera, a Mexican financial inclusion group. Fiinlab invested recognising the potential for Aflora's business model to contribute to their objective of developing new business models to help eradicate financial exclusion.

Aflora has created an innovative distribution channel for financial services, a network of Informal Advisors who are financial role models in their communities and offer Aflora loans, supported by proprietary technology. With a current network of more than 4,000 Informal Advisors in Colombia, Aflora is poised to scale significantly. "Genera's capital injection will help us grow our operational capabilities with the view to scaling Aflora's loan portfolio to US\$10MM during the next 12 months. Aflora's expansion will help to reduce the lack of access to credit of Latin America's low- and middle-classes, transforming the way financial services are provided to this underbanked demographic", said Ana Barrera, CEO and Co-founder of Aflora.

Fiinlab will not only contribute with funds to Aflora but will also provide access to the expertise and experience of some of its key executives, further demonstrating the trust that Fiinlab has in the business model of this Colombian Start-up.

### **About Aflora**

Aflora creates a tech-enabled direct sales channel to bring simple financial products into the household by people they trust. Aflora is a Polymath Ventures company. [www.aflora.co](http://www.aflora.co)

### **About Polymath Ventures**

Polymath Ventures launches high-growth start-ups to serve the emerging middle class in Latin America. Headquartered in Bogota, Colombia and operating since 2012, Polymath Ventures has operations in Colombia, Mexico and Peru. [www.polymathv.com](http://www.polymathv.com)

### **About Fiinlab**

Fiinlab is the innovation lab from Genera, the Mexican Financial Inclusion group. Genera is an entrepreneurial group of companies working for financial inclusion and serving 3.3 million clients in Mexico, Perú and Guatemala. Based in Mexico, it is a listed company and owner of 7 companies and a foundation. [www.genera.com.mx](http://www.genera.com.mx).

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