



WeKall raises US\$ 1.1 million to expand its technology in Latin America

Carao Ventures & Prodigio Capital invest \$1.1 million in WeKall to make the 'startup' increase its presence in Mexico, Chile and other countries of the region within the next months.

Bogota, October 2021. WeKall, a company which created an innovative service of corporate telephone services in the cloud, is the first Colombian startup to raise 1.1 million dollars from Carao Ventures, firm of Venture Capital from Costa Rica, and from Prodigio Capital from USA (led by Matt Brown), together with angel investors such as Jonty Knox, world expert in telecommunication thanks to his work in Voxbone (company purchased by Bandwidth in 2020 for US \$521 million); Pedro Muller, leader of the startups program of Intercom, and Ana Castrillón, expert in telecommunication and contact centers.

According to Felipe Sánchez, CEO of WeKall, his company has a value offer designed for emerging economies. Therefore, this investment is a key element to keep developing its offer and start its expansion path in Latin America.

“The models of hybrid work and those completely remote, that appeared with the digital transformation accelerated by the pandemic, have lifted our growth. We solve the mobility and flexibility problems of team works with communication tools and cooperation in the cloud which keep companies competitive and scalable. So, we are certain we will have large advances to finish 2021 with presence in Mexico and Chile” said Sánchez.

WeKall reached a growth greater than 100% in the last year. This is due to its product which allows companies to save up to 60% in their phone bills. Besides being more accessible, their products give the possibility to the companies to improve their sales processes and customer service through tools that are easy to use and also incorporate powerful technologies like unlimited calls, portability, call automation with great facility to use and the integration of multiple tools and CRMs.

For the next years, WeKall, which already has thousands of users using its corporate telephone service in the cloud, plans to advance in big projects of artificial intelligence and to work in the integration of its phone service with over 100 tools of productivity and cooperation in the cloud to facilitate, speed up and improve the customers' experience.

For Carao Ventures, Prodigio Ventures, and their investors, the investment in WeKall represents an opportunity to participate in a promising startup with relevant trajectory



and market presence in Colombia and to help the company execute its international growth strategy and continue developing the offering of digital solutions to the telephony sector in the region. Latin America needs technologies that help improve customer service and company competitiveness. In WeKall, Carao Ventures sees a platform that combines the talent, capabilities, and potential required to have a relevant impact in the customer service and telephony sectors.

As a complement to the capital investment in early-stage companies, Carao Ventures and Prodigio Ventures also offer strategic guidance and support resources to their portfolio companies, to help them organize and accelerate their development regionally.