


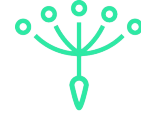
Culture Book



Finnovista



Finnovista's purpose is to
transform finance for the better
by unleashing the power of
entrepreneurship and collaboration



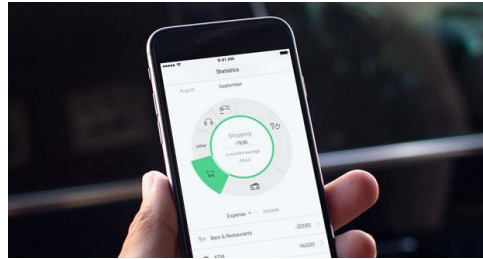
Finnovista

Finnovista is the leading ecosystem-driven innovation and venture capital firm in the Spanish-speaking Latin America **that helps transform finance for the better.**

We connect and facilitate the Fintech ecosystems across the region to enable industry transformation through **ecosystem empowerment, corporate collaboration and investments.**

We partner with **the most visionary startups, investors and corporates** to solve the big challenges of finance by **unleashing the power of entrepreneurship and collaboration.**

Finnovista's aim is to transform finance for the better through ecosystem empowerment, corporate collaboration and investments



Summits & Insights

Through FINNOSUMMIT, we lead the largest Fintech community in Latin America with over 30,000 entrepreneurs, investors and corporate executives.

We open-source our Fintech ecosystem knowledge and publish benchmark reports on Fintech and Insurtech innovation.

Corporate Innovation

We provide our corporate clients with ecosystem innovation services to build key organizational capabilities, build brand proximity and deliver tangible innovation results in collaboration with the Fintech startup ecosystem.

Finnovista.vc

We source, partner and invest in the most transformative Fintech startups in Spanish-speaking LATAM in collaboration with our community and the Fintech ecosystem.

We strive to be the first venture capital with whom Fintech entrepreneurs partner in their journey to transform finance.

Finnovista is part of the Rainmaking group, creators of Startupbootcamp

RAINMAKING



Startupbootcamp

Offices

Copenhagen
London
Singapore
Dubai
Osaka
Mexico City

200+

Team members

1400+

Startups launched in
the last 10 years

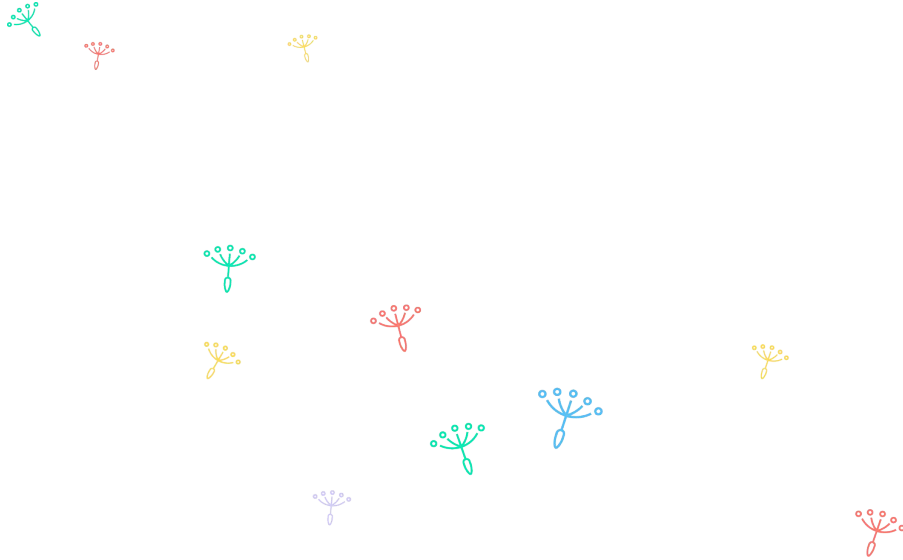


More information about Rainmaking <http://rainmaking.io/> and Startupbootcamp <http://startupbootcamp.org>



Our values & culture

At Finnovista, we value people who are:



entrepreneurial.

It's not what we say, it's what we do. Ideas are cheap, go for it!. Make a prototype, draw a wireframe, call up five potential customers. Focus on actions instead of words.

kind.

We are warm-hearted and care about our colleagues. We treat people with respect and integrity. We always approach things in a positive and optimistic way. We are honest and transparent in our behaviour —nothing to hide. We value authenticity.

impactful.

The 80-20 rule is almost universal. Focus on solving the most important problems. It sounds simple, but most companies do this poorly and waste a lot of time. We strive to have a positive impact on society and people.

OUR CULTURE

At Finnovista, we follow principles not rules

If you are part of Finnovista, it's because we trust you and your capabilities, so you are empowered to do real stuff at our company.

Team members should ask more for forgiveness, and less for permission. We would rather have someone do something wrong than ask permission to do it.

We are value-driven — not operated by a detailed manual.

In an environment based on trust and the good in people.

We would not have it any other way.

OUR CULTURE

Collaborate openly

We work together, in teams, towards one objective, all in one direction, one mission.

Do ask around the company for peers opinions, don't be shy to approach anyone in the company, Partners, Directors, Managers, anyone!

We tend to seek consensus on strategic decisions, so we all walk in the same direction, but without forgetting our entrepreneurial attitude to get things done.

OUR CULTURE

Listen first. Then listen more.

We seek first to understand, then to be understood. Focus on listening rather than responding.

Take the approach that everything is a hypothesis and that you could be wrong.

Be suggestive rather than instructive, replacing phrases such as ‘certainly’ and ‘undoubtedly’ with ‘perhaps’ and ‘I think’.

Be open. That’s how we all get along and learn from each other.

OUR CULTURE

Think differently. Act differently

We treasure a diversity of perspectives, because it helps us create the biggest possible impact.

Therefore, we promote equal opportunities and diverse opinions throughout the company.

We employ people from many different nationalities, ranging from student assistants to recognised experts with decades of experience, counting 55% men and 45% women.

Your value lies not in your age, gender or nationality, but in your ideas, ethics and actions. All perspectives matter – and actions matter more!

OUR CULTURE

Enjoy the ride. Create fun.

At Finnovista, we like to create fun. We take our work seriously, but not ourselves.

We celebrate one another and our achievements.

We bring fun to our community and partners in unique, unexpected ways.

If we're not having fun, we're doing it wrong. Enjoy the ride!

OUR CULTURE

Get a life. Be a whole person.

Eat lunch together. Get to know the people you work with beyond the projects you share.

Carve out time for your kids, friends and personal side projects.

We want you to be a happy and a whole person.

There is not a private life and a professional life. There is just life, and we want Finnovista to be popular with your partner too.



How we work

HOW WE WORK

We're flat - when it makes sense

We aim to avoid heavy structures when it comes to how we share ideas, present projects, and collaborate.

We encourage you to reach out to managers and Partners with direct input. This helps the entire company improve.

Still, we keep some degree of hierarchy - to align priorities across the business and make sure that every strategic decision has an owner.

Our leadership is there to provide guidance and help - not to dictate how you work.

HOW WE WORK

**We like an
entrepreneurial
environment**

You know how you perform best. We trust you to organize your day without any external micro-management.

If you want to go to the gym in the middle of the day, please do.

We value people who are focused on making things happen. We do not believe in face time for its own sake.

HOW WE WORK

**We are serious
about excellence.
We are obsessed
with quality!**

We are very ambitious and want to create an exceptional working environment.

We aim for the stars, when it comes to the value we bring to customers and the quality we deliver.

We are not afraid of making hard decisions.

We are not the place for free riders who cannot navigate in an environment, where personal freedom is a virtue.

Be punctual, be exceptional, be an example of civil behavior to all others in our space.

HOW WE WORK

Data before decisions

Your gut feeling can only take you so far.

We aspire to make our decisions based on data.

Do not guess what your teams wants. Do a survey.

Challenge your idea of what the best lead driver is or what goes into a successful startup. Look at the stats.

Do not assume you know your users' dreams and frustrations. Ask them.

HOW WE WORK

Communicate openly and directly

You can always ask anyone in the company for their input. This includes our Partners.

In fact, we all have a responsibility to speak up and not just whisper from the corner.

Our organizational structure is flat. The person with the best idea - and the ability to argue for it - wins. No matter if he or she is a new hire or a founder.

We are still a young company and we acknowledge that we haven't nailed everything yet. So let us know when we fail. We will never hold it against you.

HOW WE WORK

Move fast and focus on impact

Moving fast enables us to do more things and learn faster.

We're less afraid of making mistakes than we are of losing opportunities by moving too slowly.

To have the biggest impact, we need to focus on solving the most important problems and create leverage in everything we do.

HOW WE WORK

Nobody's gonna hold your hand

Finnovista is a busy place, and you'll often be on your own to figure things out. Ask for help, but don't rely on others to hold your hand.

You might be tempted to say “It would be nice if someone made a [template, team dinner, etc.]”

At Finnovista, you are that someone. If you want to update, change, or fix something, go for it.

Every awesome thing you see is like that because someone like you decided to do it.

HOW WE WORK

Great artists steal!

Always start by asking: who has done this before, or who can help me achieve this task better and faster?

Often somebody in Finnovista or our affiliates (Rainmaking and Startupbootcamp) will have done a similar project or task before, so let's build on top of what has already been made.

HOW WE WORK

**Go beyond
what is expected**

We always deliver above customer's expectations.

We seek the "Wow!"

HOW WE WORK

**Spend money as
if it was your own**

We are not cheap when it comes to operating our company. But we are not extravagant either.

In general we encourage everybody to spend money as if it was their own. And to ask a colleague if in doubt.

HOW WE WORK

**Avoid email, if you can.
Use collaborative tools.**

We use very little email at Finnovista internally.

Most of our communication happens on Slack, Zoom and face-to-face. This probably gets us a 90% reduction in email.

Since we are in different locations and times zones, collaborative tools such as Google Doc and Spreadsheets are essential to our work, allowing us to work asynchronously.

HOW WE WORK

Use meetings responsively

Meetings can be great. And sometimes solutions to difficult problems come out of a productive meeting.

But way too often, meetings take too much time for too many people.

If a meeting is necessary keep it below 45 minutes and invite the most crucial people only.

Do bring clear agenda and recommendations for decisions instead of using the meeting as a process to get to a recommendation.

Time is precious. Make it count.

Finnovista's leadership team



Fermín Bueno
Co-founder & Managing Partner



Andrés Fontao
Co-founder & Managing Partner

We are a global team of entrepreneurs, ex-corporate execs, strategists, product experts and investors.



Let's transform finance for the better!