

## Federico Cella

Lynkos



“ I saw an opportunity to make investment and insurance companies more efficient. ”

<b>COUNTRY</b>	Uruguay
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	150
<b>YEAR SELECTED</b>	2007
<b>WEBSITE</b>	<a href="http://www.lynkos.com">http://www.lynkos.com</a>

### COMPANY SNAPSHOT

Maria and Federico, a mother-son team, founded AIVA TPA as a spin-off of a successful family business. The company provides Business Process Outsourcing (BPO) technology and services that reduce administration and market penetration costs for investment and insurance companies in the Latin American, Caribbean and Pacific Rim regions. Since selection by Endeavor, the number of jobs at AIVA has grown by 606%.

Federico has gone on to found Lynkos with his brother and Endeavor Entrepreneur Gabriel Colla. Lynkos is a technology company that focuses on product development and sales. Their technology allows insurance companies, retirement funds, and companies with investment funds to develop alternate sales channels and improve profits in existing areas. It also improves efficiency by facilitating electronic processing. They are the first company of this kind to begin operations in Uruguay and Argentina. Their platform supports the products of 300 organizations, including Skandia, Allianz, Old Mutual, American Fidelity, BUPA and Swiss Life and dovetails with the services offered by AIVA.

**ENDEAVOR AND LYNKOS**

AIVA's participation with the Endeavor network has allowed the company to professionalize its HR division and grow substantially without diminishing the quality of its staff.

Global services have included the Mentor Capital program, eMBA program, Ernst & Young Fellows program (which established a culture of budgeting in the company), Immersion Tour, and Entrepreneur Summit.

In 2007, Federico was named "Entrepreneur of the Year" by Endeavor Uruguay.