

## Gabriel Manjarrez

MiMoni (formerly Micel, Finestrella)



“ I saw an opportunity to help Latin America's unbanked population to access telecom subscription services. ”

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|----------------------|---|
| <b>COUNTRY</b>       | Mexico  |
| <b>INDUSTRY</b>      | Financial Services  |
| <b>EMPLOYEES</b>     | 96  |
| <b>YEAR SELECTED</b> | 2011  |
| <b>PARTNER</b>       | Pedro Zayas   |
| <b>WEBSITE</b>       | <a href="https://solicitud.mimoni.com/clars/indexcode.aspx">https://solicitud.mimoni.com/clars/indexcode.aspx</a> |

### COMPANY SNAPSHOT

Gabriel and Pedro's Mexico City-based company, Finestrella, acts as an intermediary between cell phone service providers and the unbanked, offering post-paid cell phone plans to people who otherwise would not have access because they lack a credit card. Founded in 2008, Finestrella's post-paid plan provides lower costs per minute to customers and provides decreased client turnover, better margins, and higher recurring income to carriers. Gabriel and Pedro are the top US-based VC backed Mexican company in history, after receiving funding from top firms like Bay Partners, IGNIA, and the Omidyar Fund. The company is well positioned to expand rapidly in Mexico's multi-billion domestic prepaid cell phone market, and with similar markets in Brazil, Colombia and Peru.