

## Marcus Dantus

Wayra México



“ I saw an opportunity to work with researchers to develop and test new medical devices. ”

<b>COUNTRY</b>	Mexico
<b>INDUSTRY</b>	Health Care/Life Sciences
<b>EMPLOYEES</b>	45
<b>WEBSITE</b>	<a href="http://www.wayra.org">www.wayra.org</a>

### COMPANY SNAPSHOT

A serial tech entrepreneur, Marcus was selected by Endeavor in 2003 for Simitel, which provides voice recognition solutions for companies. In 2005, Simitel launched its US operations. Since selection, the company's revenues grew by 600%, and the number of jobs by 200%. After serving as CEO of Simitel and spin-off Peerant until 2007, Marcus started another Endeavor-supported company, Innovamedica.

Together with Emilio, Marcus is bridging the gap that has existed between research institutions and the private sector. Innovamédica is an intermediary between research institutions, medical device companies and research-funding agencies. Innovamédica works with top Mexican and foreign research institutions to design, develop, and test new medical devices based on innovative technologies.

Since selection, Innovamédica has been the recipient of several science awards. The number of jobs has grown by 181%. Innovamédica was the subject of an Endeavor Mexico case study.

Marcus has received numerous entrepreneurship awards, including “Entrepreneur of the Year” (*Expansion* magazine, 2003), an Intel Technology Prize (2004), and recognition as a top 10 entrepreneur by Mexican President Vicente Fox in 2005.

Marcus is now Director of Wayra Mexico.

## **ENDEAVOR AND WAYRA MÉXICO**

In 2005, Simitel raised capital through an angel network that Endeavor helped to create, and Endeavor Mexico also assisted with a second round of financing. In addition to local mentorship and help with financing, Marcus has benefited from the Global eMBA program, several Immersion Tours and Entrepreneur Summits, and various workshops.

With Innovamédica, Marcus and Emilio have also benefited from global workshops and local mentoring which helped developed the company's corporate governance structure. They also raised capital from an investor and a government program, both facilitated by Endeavor introductions.

Marcus has demonstrated commitment by participating as a panelist, mentor, and sponsoring/hosting Endeavor events.