

## Mois Cherem Arana

Enova



“ I saw an opportunity to harness technology in educating low-income Mexicans. ”

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|----------------------|---|
| <b>COUNTRY</b>       | Mexico  |
| <b>INDUSTRY</b>      | Prof. Services                                  |
| <b>EMPLOYEES</b>     | 65  |
| <b>YEAR SELECTED</b> | 2011  |
| <b>PARTNERS</b>      | Raúl Maldonado , Jorge Camil                    |
| <b>WEBSITE</b>       | <a href="http://enova.mx/">http://enova.mx/</a> |

### COMPANY SNAPSHOT

Endeavor Entrepreneurs Moís, Jorge and Raúl are bringing technology-based learning to the poorest urban Mexicans. Hired by the State of Mexico to assess and analyze the educational needs of low-income Mexicans, the trio determined that they needed to create a new, independent organization that focused on e-learning and digital inclusion. To fill educational gaps, their company, Enova, designs, builds and operates small, cost-effective educational centers called the RIA, Red de Innovación y Aprendizaje (Learning and Education Network). The RIA targets populations in marginalized neighborhoods in a country where only 23% of people had access to computers and/or the internet in 2007. Their e-learning courses are available to children and adults and teach a wide range of subjects and skills to the RIA's 85,000+ members. Since May 2009, with the support of the Secretary of the Treasury, the RIA has opened 42 locations and graduated 14,000+ students from its courses. They have also created an NGO intermediary, the foundation ProAcceso which assists in selecting and training teachers and developing course content.

**ENDEAVOR AND ENOVA**

With Endeavor's help, the Entrepreneurs aim to attain the stable funding they'll require to reach their goal of improving the educational performance of five million low-income Mexicans by 2013.