



## **IGNIA Partners, LLC**

IGNIA is a venture capital firm based in Monterrey, Mexico, focused on investing in and developing commercial and socially inclusive enterprises serving the base of the socio-economic pyramid (lower income socio-economic segment). By providing effective responses to the hugely underserved needs of low income populations, both as consumers as well as active participants in productive value chains, IGNIA seeks to empower entrepreneurship and generate social impact while creating attractive financial returns for its investors.

IGNIA will prioritize in sectors that have a disproportionate impact on improving the welfare of the poor, such as healthcare, education, nutrition and housing.

The fund will concentrate its first phase of operations in Mexico, subsequently expanding to other countries of Latin America, and eventually to other emerging markets.

IGNIA is uniquely positioned to successfully invest in and scale operations of businesses serving the base of the pyramid in Mexico and Latin America based upon the broad and deep combined experience of its two Managing Directors and key partners, founder Álvaro Rodríguez and Michael Chu.

The executive leadership team brings over fifty years of investment and executive management experience in the United States, Europe, Mexico and Latin America to IGNIA. Both are leaders in the field of microfinance, a prime example of a base of the pyramid industry simultaneously generating high economic returns and social value. Alvaro Rodríguez Arregui has recently served as Chief Financial Officer of Grupo Vitro and has held CEO and CFO positions in other major Mexican companies. He is currently Chair of the Board of ACCION International, a global pioneer of microfinance, and a board director of Banco Compartamos, Latin America's largest microfinance bank. He holds an MBA from Harvard Business School. Michael Chu, formerly with Kohlberg Kravis Roberts in New York and past president & CEO of ACCION International, is a co-founder of Pegasus Capital, an investment firm focused on Latin America with offices in Buenos Aires. He has also served as Chair of BancoSol of Bolivia, the first fully-licensed and regulated bank in Latin America solely dedicated to microfinance. He holds an appointment to the faculty of Harvard Business School, from where he received his MBA.

IGNIA's investors are both local and global private and institutional parties interested in the opportunities at the base of the pyramid, a high growth segment of the emerging markets. The operating partners, José Ignacio Ávalos the Founder of Compartamos, Carlos Danel and Carlos Labarthe Co-CEOs of Banco Compartamos will contribute high quality deal flow to IGNIA.

Despite the strong performance of business models specializing in serving the base of the pyramid, it has remained largely untouched by private equity firms, even as such funds have grown dramatically in the last 10 years. This has been the combined result of the historic low visibility of this emerging segment and the scarcity of relevant expertise among investment professionals. This makes IGNIA a unique investment vehicle.