



City and country:

Quito, Ecuador
Ciudad de México, México

Website and Networks:

soywarmi.com

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Key People:

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SDG Impact:



Members of:



- Ene 2022 - **Startup Foundation..**
- Feb 2022 - **Agreement with Equinoccial Insurance**
- Mar 2022 - **Entry to Impaqto Accelerator program**
- Abr 2022 - **Entry to Denver Landing Pad**
- Abr 2022 - **Entry to WEPS ONU Mujeres**
- Jul 2022 - **Constitution of the company in Mexico**
- Jul 2022 - **Her Global Impact Demo Day Finalist**
- Jul 2022 - **Start Path Empodera Mastercard - USAID winners**
- Jul 2022 - **Jalisco Talent Land Demo Day Dinalist**
- Jul 2022 - **Prototype Launching**
- Sept 2022 - **MVP launching at ITC Las Vegas**
- Oct 2022 - **Laboratorio de Inclusión Financiera de la CAF winners**
- Oct 2022 - **Entry at Rise for Impact program**
- Nov 2022 - **Entry at Pacto Global**

Problem:

6 out of 10 women have been the object of some type of violence or harassment and the efforts of governments and society are insufficient to guarantee the development, security and well-being of women, understanding what they really need.

Competitive advantage:

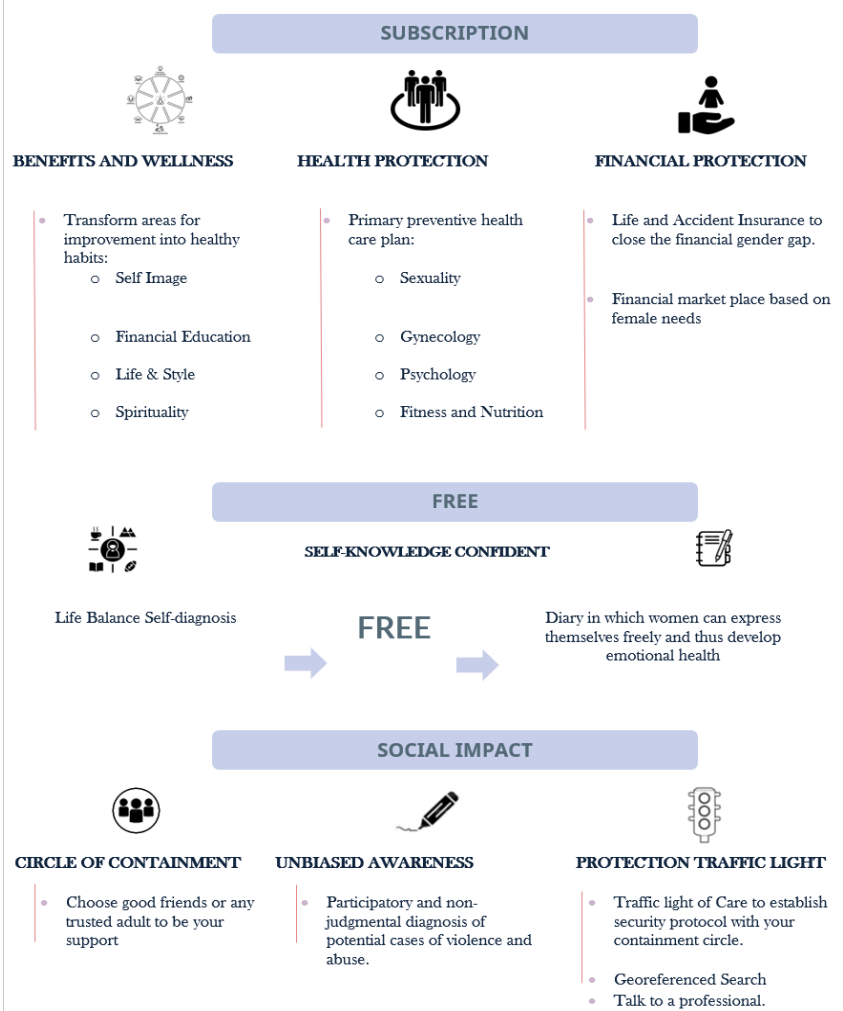
Women 25 to 50 years old middle class and digital. We base our competitive advantage on the knowledge and understanding of women's needs so that they are protagonists of their well-being and safety.

Value proposal:

We are the first Femtech Social in Latin America that reinvents what female well-being means. We believe that wellness is not limited to diet and fitness, but includes preventative and emotional health as a key component, **financial protection**, and active awareness of **personal violence** through self-awareness and self-love. As a platform, we understand, know and create solutions, tools and products on all the best practices within the wellness landscape that empower women to lead safer and happier lives.

Solution:

We help women self-diagnose areas for improvement and transform them into healthy habits, including a primary preventive health care plan and life insurance as a tool to close the financial gender gap, as well as a financial inclusion Marketplace:



Business model:

Our business model is B2B2C: Freemium + Subscription + Premiums

Social impact:

We actively support UN Women's SDG5 and we are part of WEPS, we seek to reduce gender-based violence from a different perspective where women are the protagonists of their security.