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:

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 SDGS 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.