

The logo features a large, bold, black square containing a white stylized letter 'P' with a vertical bar extending from its top. To the right of this icon, the word 'ÁGAME' is written in a bold, black, sans-serif font.

PÁGAME




What Is Págame

Which Latin American country from our consideration set is best for Pagame expansion and why?



Viernes 1 de Julio

Introduzca el información

 Nombre de usuario

o

Escanear el código

\$ Monto

Enviar



Viernes 1 de Julio

Introduzca el información

¡ Felicidades !

— 1.7.2020 16:21 GMT-4 —

Transacción Exitosa

Enviaste \$50 BOB

Enviar



Market and Ease of Entry

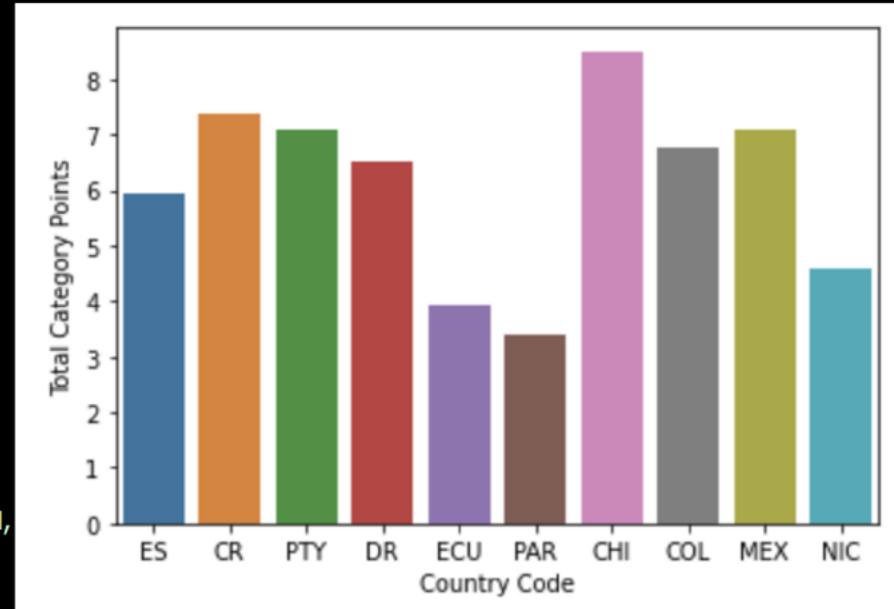
Total Category Weight = 0.70

Factors and ideal circumstances

- Large population (0.25)
- High GDP per capita (0.25)
- Low corruption (political risk) (0.15)
- Strong contacts (0.1)
- Low competition (0.25)

Which country ranked the highest in market and ease of entry?

- Chile
 - + Large population size, high gdp per capita, low corruption
 - - High competition (84 fintech firms)
- Costa Rica
- Panama and Mexico



Infrastructure

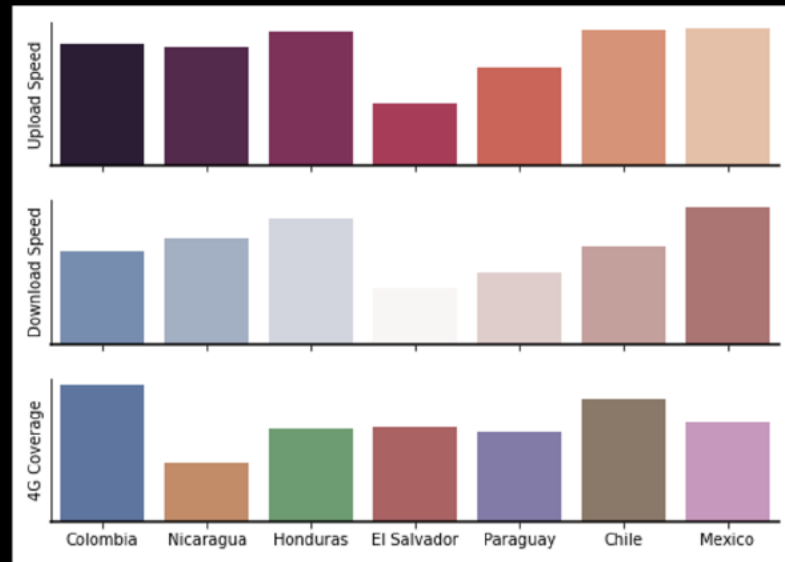
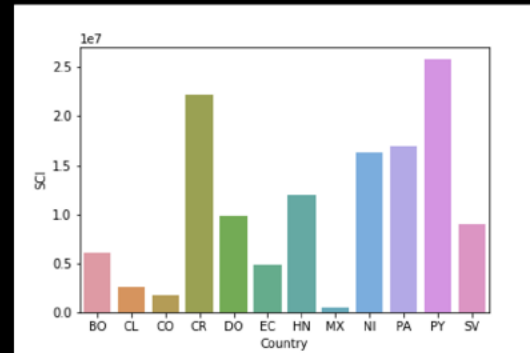
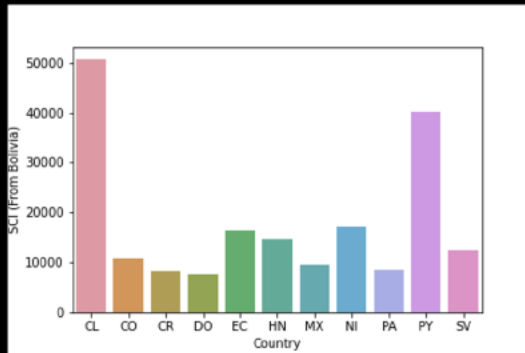
Total Category Weight = 0.30

Ideal circumstances

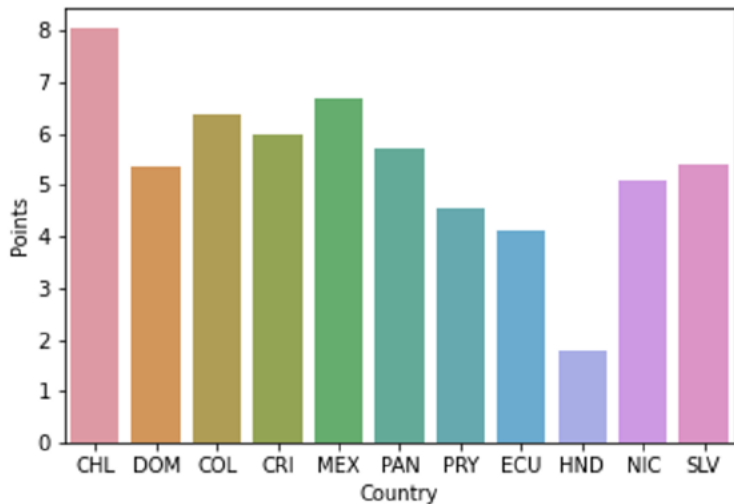
- Large unbanked population
- Substantial number of smartphone users
- High smartphone usage (proxy)

Which country has the strongest network of smartphone users?

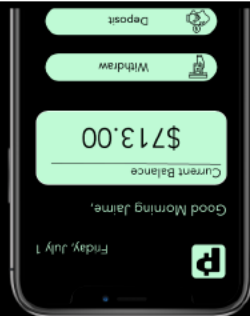
- Facebook Social Interconnectedness Index (SCI)
 - Relative probability of an existing connection between two users
- Estimate strength of network effects **within a country**
 - Paraguay, Costa Rica, Panama
- Estimate strength of network effects **between Bolivia and Country X**
 - Chile, Paraguay, Nicaragua



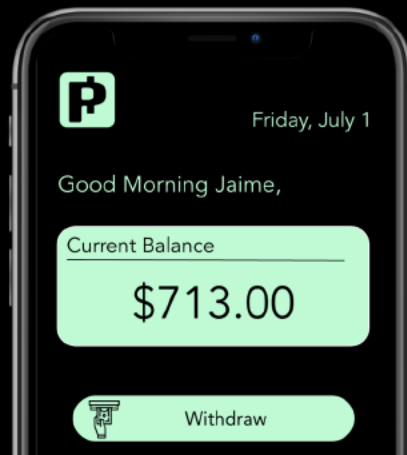
Result



Págame
Update
Diciembre
2020



Págame Anuncia Chile





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