What Is Págame

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

- CHL: 8 points
- DOM: 7 points
- COL: 6 points
- CRI: 5 points
- MEX: 4 points
- PAN: 3 points
- PRY: 2 points
- ECU: 1 point
- HND: 0 points
- NIC: 7 points
- SLV: 8 points

Págame
Update
December 2020

Good Morning Jaime,

Current Balance
$713.00

Withdraw