

LATAM Tech

Annual Factsheet - 2021

Contents

Year at a Glance	3
Funding Details	
- YoY Funding Trends	4
- Top Funding Rounds	5
Markets in Spotlight	6-7
Top Investors	8-9
Investor Trends	10
City-wise Trends	11
Latest Entrants to Unicorn Club	12-20
Latest Entrants to Soonicorn Club	21-25
Key Acquisitions	26-28
Noteworthy IPOs	29-31

Introduction

As the year 2021 draws to a close, we take a look at how the startup ecosystem fared this year.

In the pages that follow, you will find information that paints a vivid picture of the rapidly evolving business ecosystem around us. We have provided both absolute as well as relative figures to aid a quick comparison.

We hope that you find this information to be useful. Feel free to draw your own inferences. In any case, you can always write to us at pr@tracxn.com for any queries.

Disclaimer : All data in this report is till 15 December, 2021

Year at a Glance

Before jumping into the details, let's look at a summary of events that transpired in the startup world in 2021 - right from new companies getting incorporated to funding related activities, to more companies joining the unicorn and soonicorn club.

The figures below give an overall picture of how startups fared in 2021.



Funding Rounds



Total Investments



Series A+ Rounds



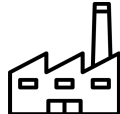

IPOs



Acquisitions



Active Investors

		Overall Figures	In 2021
	# Companies Founded	23,748	1,053
	# Companies Funded	4,070	310*
	Unicorns	25	16
	Soonicorns	61	33

Unicorns: Companies with \$1 Bn+ valuation

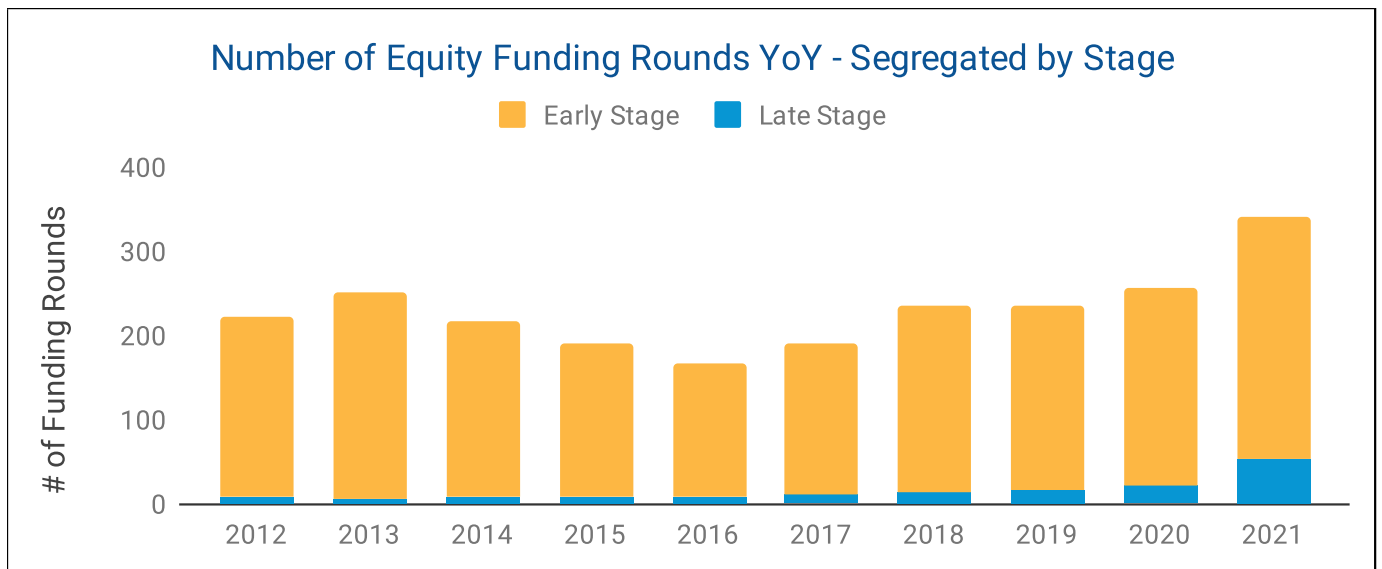
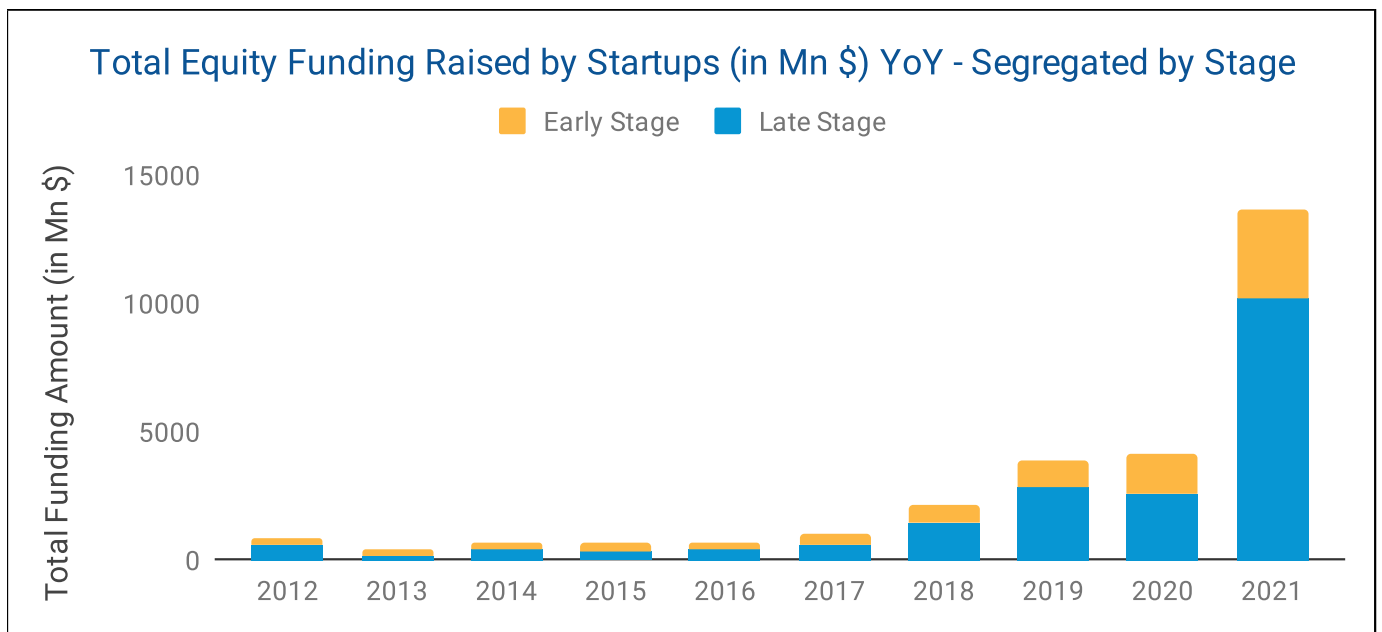
Soonicorns : These are companies which hold the potential to become a unicorn in the near future

*This figure includes all companies that raised funding in 2021 irrespective of the founding year

Funding Data

The year has seen more than 3x growth from a USD 4.1 Bn in 2020 to USD 13.6 Bn in 2021 in terms of the total funding raised by the startups.

The graphs below provide current as well as historic data on the funding raised & no. of funding rounds segregated by stages in the last 10 yrs.

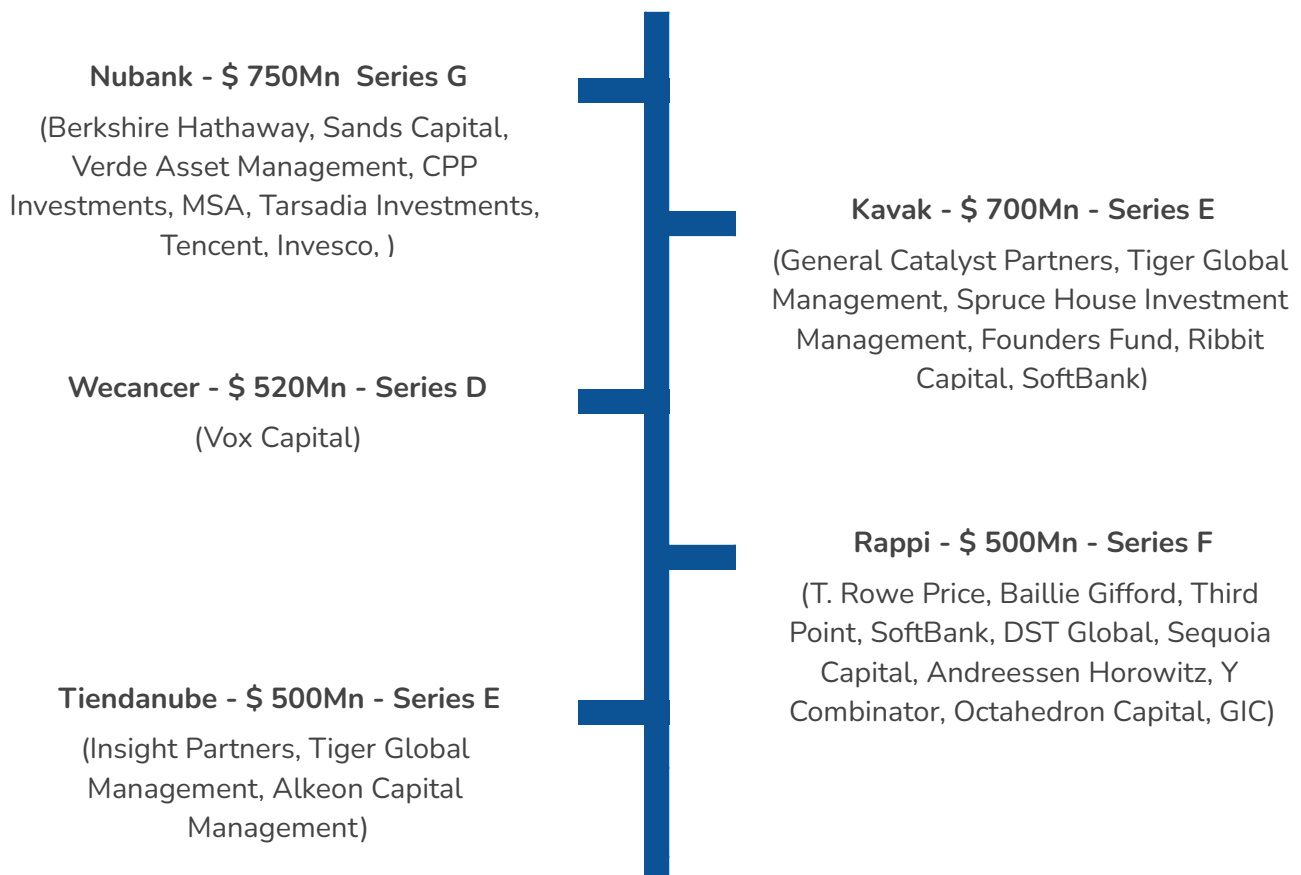


Top Funding Rounds

Below are the biggest funding rounds of the year. Information includes the amount raised by the company in that round, the stage of funding, and the main investors who participated.

Kindly note that the funding amount only includes equity rounds and doesn't consider debt funding.

2021 - TOP FUNDING ROUNDS



Markets in Spotlight

Here we have plotted a list of the most popular Business Models (BMs) of 2021 that gives us an idea about the prevailing trends in the startup ecosystem.

The final list has been sorted by the total funding and funding rounds these BMs attracted in 2021, and also lists the top companies, along with the total funding raised by them till date.

Top Markets	Number of Companies	Funding Raised in 2021
1. Banking Tech Top Companies:Nubank[USD 2.27B], Neon[USD 417M],Cora [USD 153M]	304 (+15)	\$1.6 Bn 14899%
2. Payments Top Companies:Uala[USD 544M], EBANX[USD 430M],Clip[USD 396M]	672 (+10)	\$1.3 Bn 5628%
3. Residential Real Estate Tech Top Companies:Loft[USD 798M], QuintoAndar[USD 755M], VivaReal[USD 74M]	137 (+3)	\$0.8 Bn 360%
4. Disease Self Management Top Companies:Wecancer[USD 520M], Abartys Health[USD 4M], ViBe[USD 3M]	235 (+15)	\$0.5 Bn 20780%
5. Auto E-Commerce & Content Top Companies:Kavak[USD 1.41B], VAI[USD 85M],InstaCarro [USD 56M]	299 (+7)	\$0.5 Bn 433%
6. Alternative Lending Top Companies:Creditas[USD 570M], Konfío[USD 378M],Stori [USD 168M]	478 (+26)	\$0.4 Bn 117%

% change over 2020

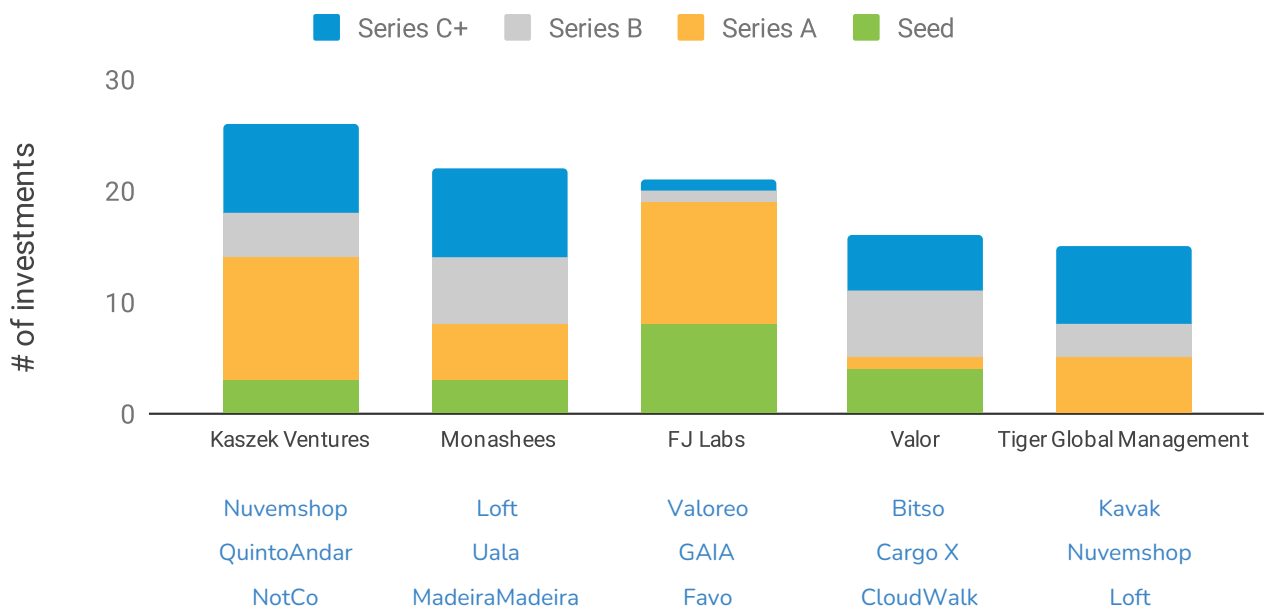
Top Markets	Number of Companies	Funding Raised in 2021
7. E-Commerce Enablers Top Companies:Nuvemshop[USD 632M], Tiendanube[USD 627M],Merama[USD 285M]	314 (+7)	\$0.4 Bn 0%
8. Cryptocurrencies Top Companies:Bitso[USD 331M], Mercado Bitcoin[USD 238M], Index Coop[USD 8M]	612 (+11)	\$0.3 Bn 0%
9. HRTech Top Companies:Konfío[USD 378M], Betterfly[USD 80M],Buk [USD 50M]	667 (+21)	\$0.3 Bn -
10. Logistics Tech Top Companies:Rappi[USD 2.27B], iFood[USD 587M],Loggi[USD 486M]	1145 (+40)	\$0.3 Bn 190%
11. Home Improvements Top Companies:MadeiraMadeira[USD 300M], GAIA[USD 68M], Mobly[USD 20M]	123 (+2)	\$0.2 Bn 0%
12. Employer Insurance Top Companies:Konfío[USD 378M], Bamba[0K],Koala Benefits[0K]	3 (+0)	\$0.2 Bn 0%
13. Online Grocery Top Companies:Frubana[USD 194M], Jüsto[USD 140M],Merqueo [USD 85M]	319 (+10)	\$0.1 Bn 286%
14. Online Travel Top Companies:Kovi[USD 145M], Buser[USD 138M],Hurb[USD 135M]	562 (+12)	\$0.1 Bn 1495%
15. Road Transport Tech Top Companies:99[USD 380M], Kovi[USD 145M],Buser[USD 138M]	905 (+52)	\$0.1 Bn 2%

% change over 2020

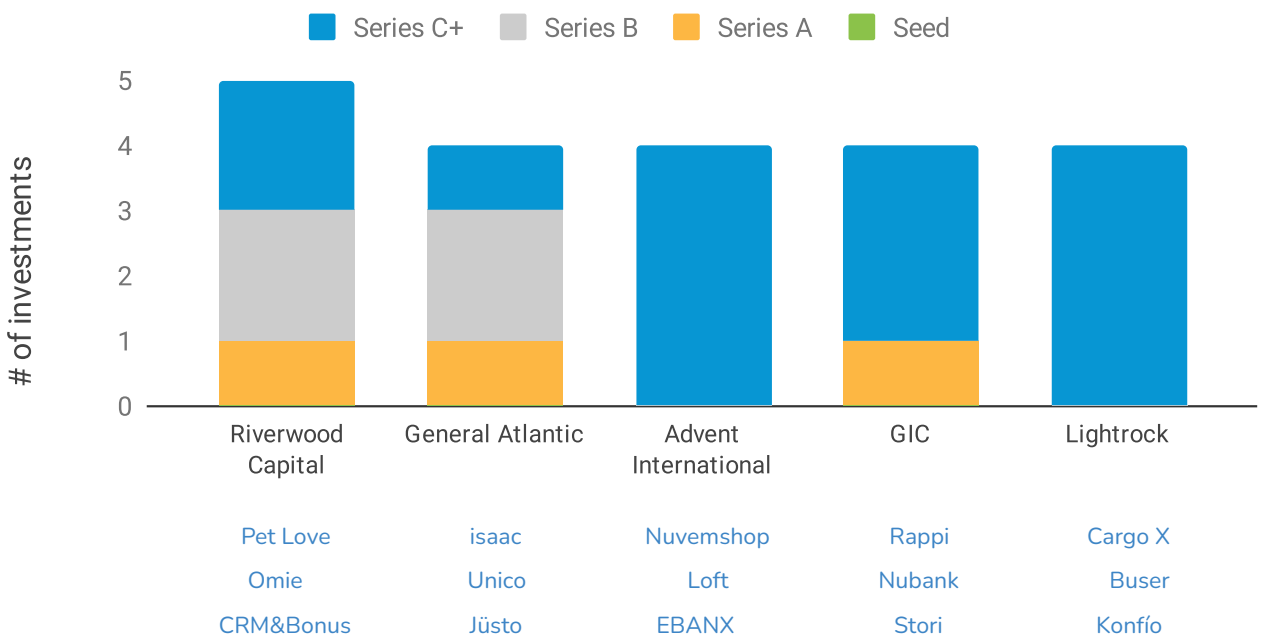
Top Investors

It's usually the case that a few investors are always more active than the rest of the group in the market. Let's find out who made the highest number of investments in 2021, some of the stages that they participated in, and their most notable investments.

TOP VCs



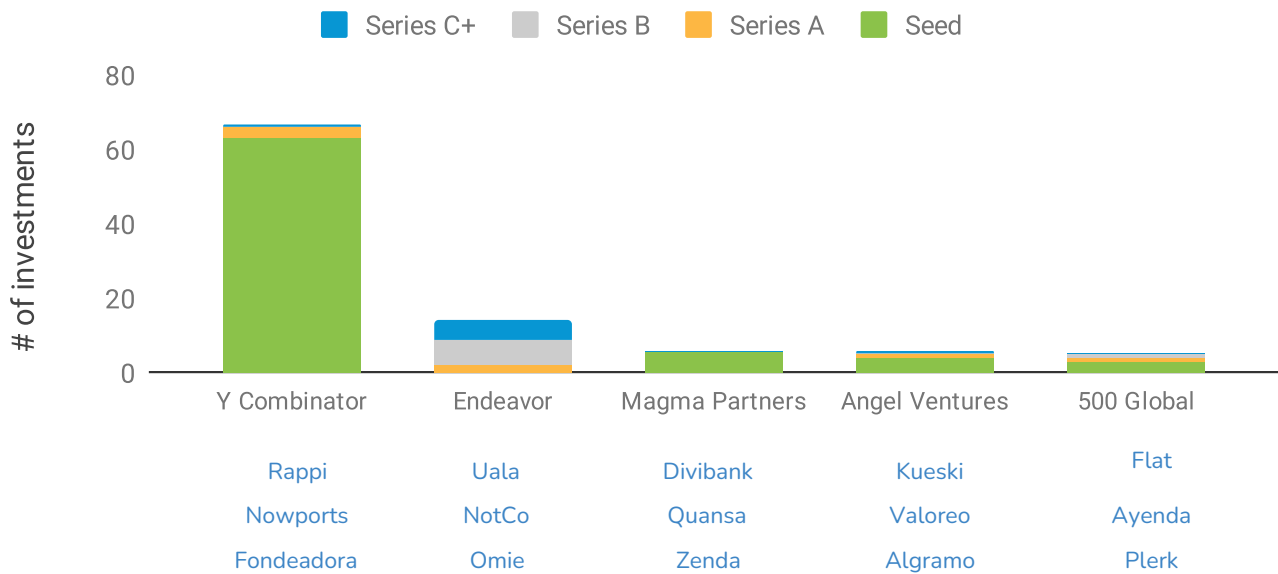
TOP PEs



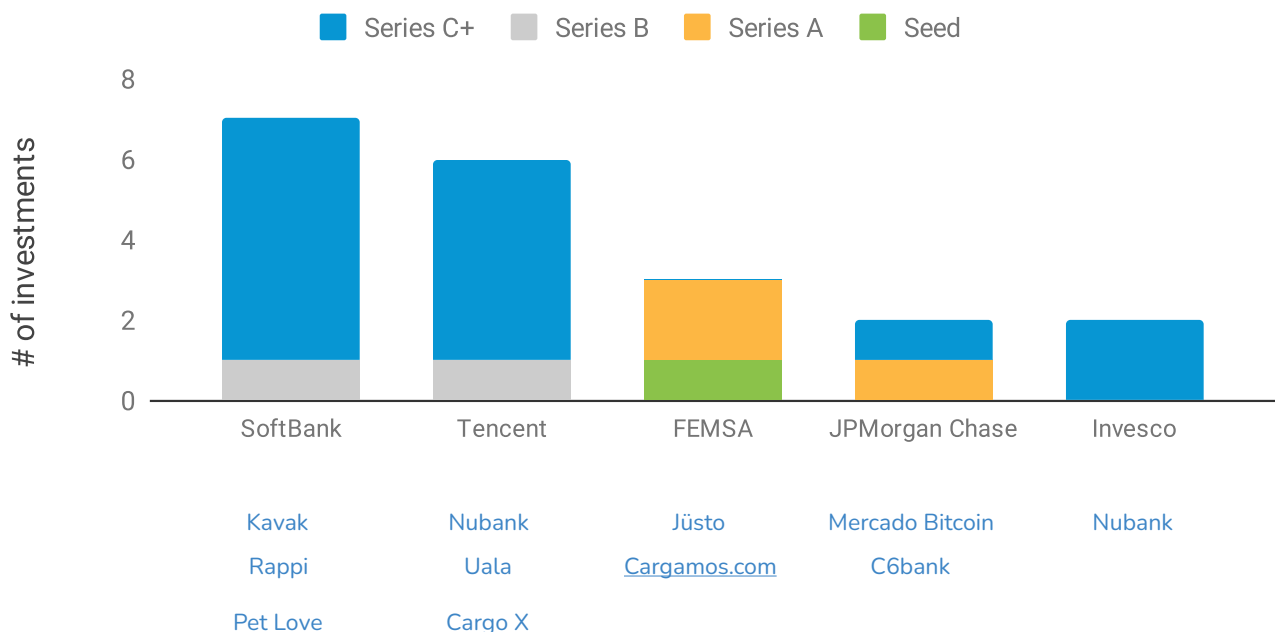
Top Investors contd....

While on the previous page, we looked at the Top VCs and PEs, here's a look at the most active Accelerators/Incubators, as well as Corporates that made the highest number of investments in 2021, along with some of their notable investments.

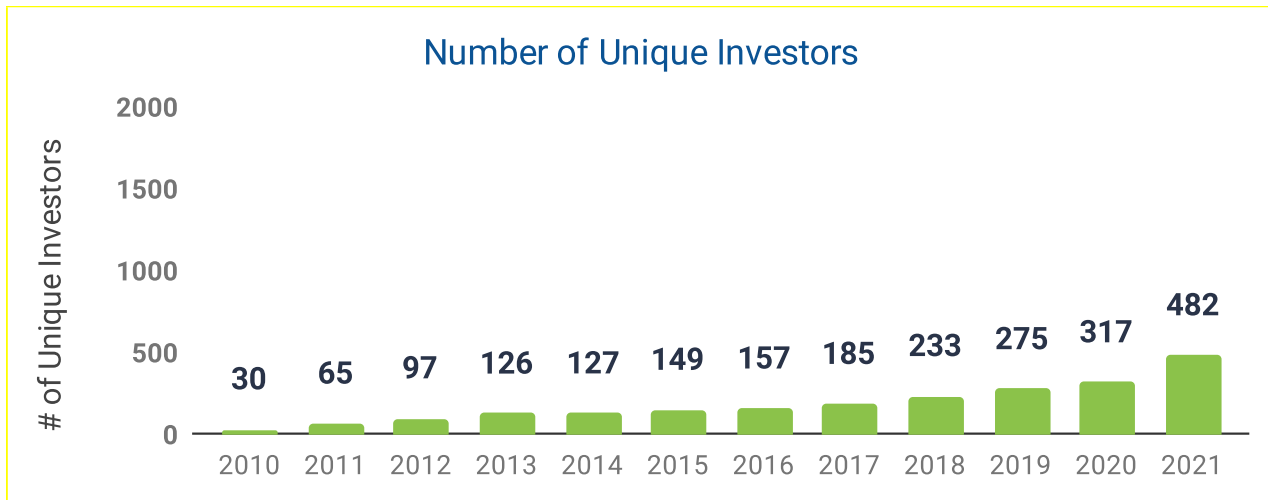
Top Accelerators/Incubators



Top Corporates



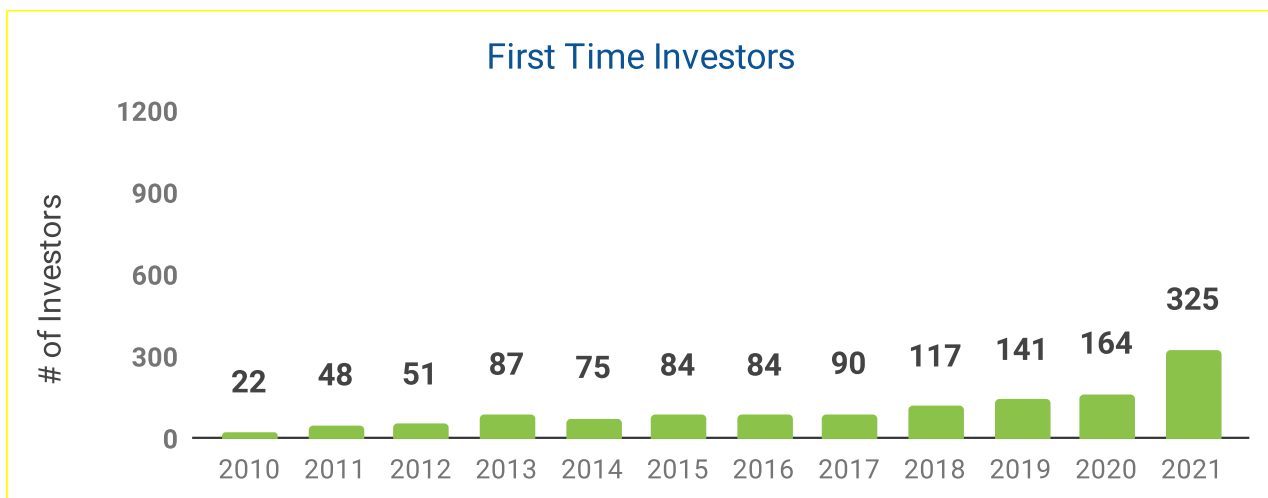
Investor Trends



*Investors here refers to Institutional investors.



*International investors means investors that are based abroad and do not have a setup in LATAM.



City-wise Trends

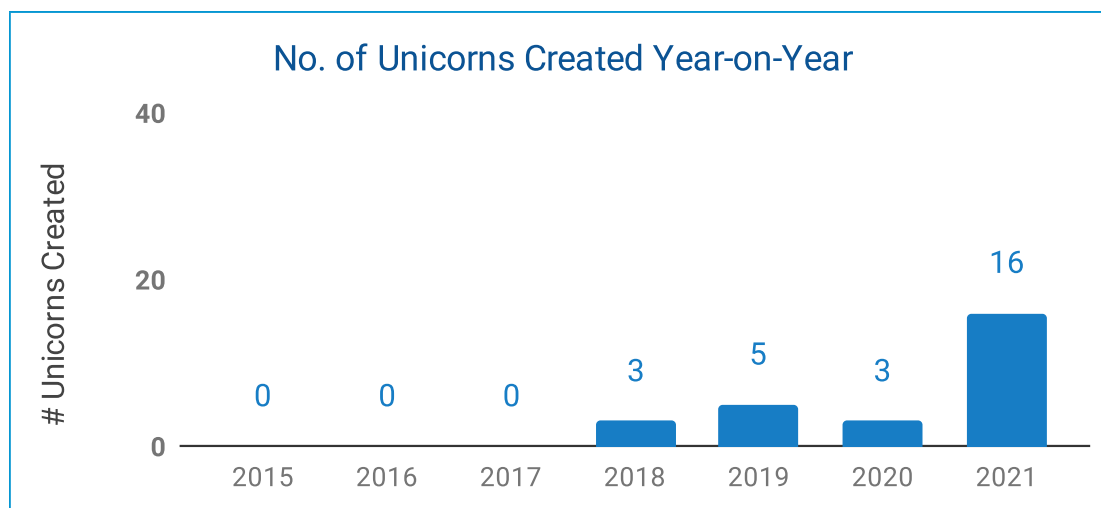
More often than not, owing to various factors, some cities tend to become a hub of startups. LATAM is no different with majority of startups getting founded in a handful of cities. The tables below display the number of startups founded during the last 3 years, in the top 10 cities of LATAM (on the basis of number of startups founded in 2021) and the total funding that startups based out of these cities raised in the last 3 years.

Total Number of Startups Founded in 3 Yr. Periods					
Rank	City	2016-18	Mkt. Share	2019-21	Mkt. Share
1	Sao Paulo	695	33%	506	35%
2	Mexico City	298	14%	179	12%
3	Bogota	231	11%	178	12%
4	Buenos Aires	251	12%	169	12%
5	Santiago	203	9%	110	8%
6	Rio De Janeiro	141	7%	98	7%
7	Lima	120	6%	96	7%
8	Belo Horizonte	92	4%	57	4%
9	Quito	47	2%	40	3%
10	Montevideo	60	3%	29	2%

Total Equity Funding Raised by Startups (in Mn \$)					
Rank	City	2016-18	Mkt. Share	2019-21	Mkt. Share
1	Sao Paulo	2105	67%	9053	59%
2	Mexico City	223	7%	1622	11%
3	Bogota	503	16%	2353	15%
4	Buenos Aires	174	6%	1320	9%
5	Santiago	40	1%	547	4%
6	Rio De Janeiro	56	2%	270	2%
7	Lima	5	0%	3	0%
8	Belo Horizonte	30	1%	191	1%
9	Quito	1	0%	3	0%
10	Montevideo	5	0%	8	0%

The Unicorn Club

Every startup aspires to eventually attain the Unicorn status, but from the thousands of startups out there, only a handful manage to achieve it. The chart below represents the no. of startups in LATAM that entered the famed Unicorn club every year in the last 7 yrs.



Latest Entrants to the Unicorn Club

Given below are details of all the companies that entered the Unicorn Club during 2021.



Clara

NFC-enabled credit card and expense management solutions for corporates

Clara provides NFC-enabled credit card and expense management solutions for corporates. The business credit card offered to the employees provides a line of credit for various spending segments such as travel, food, shopping, and more. It features an expense control platform in order to track employee spendings and get an overview of past transactions. Employers can also set a spending limit for each employee which can be notified through its app-based platform.

[Company Overview](#)

Founded Year	2019
Location	Mexico City
Funding	\$ 103Mn
Investors	DST Global, Alter, Monashees, Global Founders Capital, General Catalyst Partners, Avid Ventures, Picus Capital, Coatue, Canary,
Competitors	

Latest Entrants to the Unicorn Club Contd....



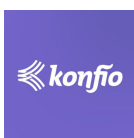
CloudWalk

Plug-and-play payment platform for merchant acquirers

Plug-and-play payment platform for merchant acquirers. The company offers a tech platform that enables merchant acquirers and PSPs to implement payment acceptance solutions. Its platform capabilities range from planning, development to deployment and then monitoring payment devices.

[Company Overview](#)

Founded Year	2013
Location	Sao Paulo
Funding	\$ 365Mn
Investors	Valor, Gokul Rajaram, astar.vdtrxn, Coatue, The Hive, DST Global, Larry Fitzgerald, Plug and Play Tech Center, Kelvin Beachum, FIS
Competitors	



Konfio

Financial solutions platform provider

Financial solutions platform provider. It offers invoice financing, microloans, business credit lines, SME credits, and more. It also provides a virtual credit card and offers a tool for accessing the credit score and credit history of the business.

[Company Overview](#)

Founded Year	2014
Location	Miguel
Funding	\$ 378Mn
Investors	Tarsadia Investments, Kaszek Ventures, SoftBank Group Corp, Vostok Emerging Finance, 500 Global, Launchpad Accelerator, VEF,
Competitors	

Latest Entrants to the Unicorn Club Contd....



Tiendanube

Provider of e-commerce storefront for businesses

Tienda Nube provides an e-commerce storefront for businesses. It provides a cloud-based tool enabling users to create their own online store for small retailers, entrepreneurs, etc. The owners can customize the design of the site and put products on sale which increases sales.

[Company Overview](#)

Founded Year	2010
Location	Buenos Aires
Funding	\$ 627Mn
Investors	Dadneo, Kaszek Ventures, Launchpad Accelerator, Elevar Equity, Tiger Global Management, ThornTree Capital Partners, FJ Labs,
Competitors	



Nuvmeshop

SaaS-based solution that enables merchants to build & maintain an online store

Nuvmeshop has developed Cloud Shop which is a cloud-based platform that enables merchants to create stores to sell online. It allows building a multilingual and comes with functionalities like order management, shipping integration, payments integration etc. Additionally, it allows selling on social media and marketplaces like MercadoLibre. The platform is compatible with both Android and iOS devices.

[Company Overview](#)

Founded Year	2011
Location	Sao Paulo
Funding	\$ 632Mn
Investors	Accel, Mike Micucci, Jose Marin, Kaszek Ventures, Advent International, Elevar Equity, Owl Rock, Mark Lenhard, Tiger Global
Competitors	

Latest Entrants to the Unicorn Club Contd....



Uala

NFC-enabled prepaid cards provider

Uala provides NFC-enabled prepaid cards to consumers. It can be used for in-store payments, online purchases, cash withdrawal, and money transfers. It also provides an app for managing transactions and recharging the card. The app is available on iOS and Android devices.

[Company Overview](#)

Founded Year	2016
Location	Buenos Aires
Funding	\$ 544Mn
Investors	Endeavor, Tencent, Jefferies, SoftBank Latin America Fund, Jacqueline Reses, Isaac Lee, George Soros, Greyhound Capital,
Competitors	

Unico



Provider of facial biometrics authentication solutions

Unico provides a facial recognition solution to businesses for better onboarding and security. It helps in validating and hiring candidates.

[Company Overview](#)

Founded Year	2007
Location	Sao Paulo
Funding	\$ 237Mn
Investors	E Bricks Ventures, SoftBank, General Atlantic, Big Bets Ou, Micky Malta, SoftBank Latin America Fund, Igah Ventures
Competitors	

Latest Entrants to the Unicorn Club Contd....



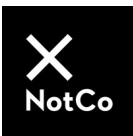
Omie

Cloud based platform offering ERP and CRM solutions for SMBs

Omie provides cloud based platform offering ERP and CRM solutions for SMBs. The software is a platform for integrating companies and accounting firms, so it promotes and sells through an ecosystem where entrepreneurs and accountants are bound by consultants. It offers features such as financial and accounting management, sales management, purchasing, production, API integrations, etc. The company offers software solutions for service companies, distributors, importers, shops, restaurants, professionals, and other small scale industries.

[Company Overview](#)

Founded Year	2013
Location	Sao Paulo
Funding	\$ 137Mn
Investors	Endeavor, Astella Investimentos, Verus Group, SoftBank, HIX, Bogari Capital, Spectra, Brasil Capital, Riverwood Capital
Competitors	



NotCo

Manufacturer of plant-based dairy products

NotCo is a manufacturer of plant-based dairy substitute products. The company offers plant-based products such as milk(normal and whole milk). The company claims that its products are lactose-free, gluten-free, soy-free, and cholesterol-free. It uses artificial intelligence to make plant-based food that looks, smells, functions, and tastes the same as animal-based.

[Company Overview](#)

Founded Year	2015
Location	Santiago
Funding	\$ 396Mn
Investors	Endeavor, Lewis Hamilton, Kaszek Ventures, DFJ Growth, Questlove, Future Positive Capital, L Catterton, Humboldt Capital, Spectra, Tiger
Competitors	

Latest Entrants to the Unicorn Club Contd....



MURAL

Cloud-based whiteboarding platform provider

Cloud-based whiteboarding platform provider. It offers an interface where users can provide all their ideas, provides features for comments, live conversation, voting for streamlining the decision-making process. Provides user access on a yearly subscription plan for enterprises.

[Company Overview](#)

Founded Year	2011
Location	San Francisco
Funding	\$ 198Mn
Investors	Intel Capital, NXTP Labs, Alta Ventures, Slack, Insight Partners, Allison Pickens, Endeavor, Bill Veghte, World Innovation Lab, NXTP
Competitors	



2TM

Blockchain infrastructure network for financial markets

Blockchain infrastructure network for financial markets. It democratizes cryptocurrencies and digital assets, offering different solutions for companies and end consumers. It also provides security solutions for funding and investment operations. Its product includes Bitrust for the security of custodian assets, Clearbook for investment in startups, and more.

[Company Overview](#)

Founded Year	2013
Location	Sao Paulo
Funding	\$ 250Mn
Investors	Tribe Capital, Endeavor Brasil, Gear Ventures, G2D Investments, pipo.capital, SoftBank Group, HS Investimentos, Genial, Parallax
Competitors	

Latest Entrants to the Unicorn Club Contd....



Mercado Bitcoin

Online trading platform for cryptocurrency

Online trading platform for cryptocurrency. It allows users to buy & sell multiple assets through the platform. It also allows users to exchange digital assets.

[Company Overview](#)

Founded Year	2013
Location	Sao Paulo
Funding	\$ 237Mn
Investors	SoftBank Latin America Fund, GP Investments, JPMorgan Chase, HS Investimentos, Gear Ventures, G2D Investments, Distrito

Competitors



Clip

Provider of mPOS solutions to offline retailers

Provider of mPOS solutions to offline retailers. It enables retailers to accept payments on their smartphone or tablet using the Clip card reader. It provides secured transactions with Clip lock, an SMS-based verification system. It also offers a solution that allows any clip merchant in Mexico to offer payments with multiple installments. The application is available on the Android and iOS platforms.

[Company Overview](#)

Founded Year	2012
Location	Mexico City
Funding	\$ 396Mn
Investors	Angel Ventures, 500 Global, Endeavor, Alta Ventures, Viking Global Investors, Goldman Sachs, Dalus Capital, Latam Fund, Atua

Competitors

Latest Entrants to the Unicorn Club Contd....



Bitso

Online trading & exchange platform for cryptocurrency

Online trading & exchange platform for cryptocurrency. The platform enables users to buy and sell digital currencies through app-based and web platforms. It supports a wide range of digital currencies including Ripple, Bitcoin, Ether, XRP, Litecoin among others. It also provides market analysis charts and insights as a reference to the trader. The app is available on iOS and Android devices.

[Company Overview](#)

Founded Year	2014
Location	Mexico City
Funding	\$ 331Mn
Investors	Endeavor, Hard Yaka, Coatue, QED Investors, Tiger Global Management, Valor, MWC, Xochi Ventures, Digital Finance Group,
Competitors	



Hotmart

Cloud-based eCommerce solution enabling sell of digital products

Hotmart is a cloud-based eCommerce solution that enables merchants to sell digital products. The company offers features like product and content management, email marketing, affiliate marketing, payment via Hotpay, PCI Compliance and CSE Security, analytics reports, and more. It also helps affiliates to earn commission by marketing and selling content through private blogs, websites, and other mediums.

[Company Overview](#)

Founded Year	2011
Location	Belo
Funding	\$ 130Mn
Investors	Endeavor, Buscapé, GIC, General Atlantic, TCV, Koolen, Alkeon Capital Management, Kees Koolen
Competitors	

Latest Entrants to the Unicorn Club Contd....



MadeiraMadeira

Online retailer offering multi-category home improvement products

Online retailer offering multi-category home improvement products. The product catalog includes furniture, home appliances, home decor, housewares, garden supplies, and more.

[Company Overview](#)

Founded Year	2009
Location	Curitiba
Funding	\$ 300Mn
Investors	Christian Friedland, Monashees, Niraj Shah, Brasil Capital, Endeavor, Velt, Light Street Capital, SoftBank Latin America Fund, Dynamo,
Competitors	

Latest Entrants to the Soonicorn Club

Given below are details of some of the top funded companies that entered the Soonicorn Club during 2021.



Wecancer

Provider of a mobile app for cancer patient to record sickness and symptoms

Wecancer offers a mobile app for cancer patients to record their daily events and sickness resulting from cancer treatment or cancer itself. App uses a set of questions daily to record patient responses which can be shared with physicians. Such daily data helps physicians in designing a better treatment plan.

[Company Overview](#)

Founded Year	2015
Location	Vitoria
Funding	\$ 520Mn
Investors	MidStage Ventures, Vox Capital

Competitors



Facily

App-based group-buying shopping platform for multi-category products

App-based group-buying shopping platform for multi-category products. The app enables users to buy as a group across different product categories like fashion, groceries, beauty, home improvement, etc, call their friends & play together, earn referral rewards, and more. The app is available on Android and iOS platforms.

[Company Overview](#)

Founded Year	2018
Location	Sao Paulo Do
Funding	\$ 366Mn
Investors	Roach Capital, truarrow.com, G Squared, Tiger Global Management, Quona Capital, Spectra, GGV Capital, Glade Brook Capital, Founders

Competitors

Latest Entrants to the Soonicorn Club Contd....



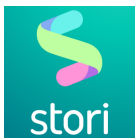
Frubana

Online marketplace offering fruits & vegetables

Frubana is an online marketplace offering fruits & vegetables. It connects restaurants directly with the sellers/suppliers. Its product categories include fruits, vegetables, oils, herbs, mushrooms, tubers, etc. The mobile application is available for iOS and Android platforms.

[Company Overview](#)

Founded Year	2018
Location	Bogota
Funding	\$ 194Mn
Investors	SoftBank, Tiger Global Management, GGV Capital, FJ Labs, Spectra, S7 Ventures, Y Combinator, Magic Fund, Lightspeed Venture
Competitors	



Stori

NFC-enabled credit cards for consumers

Stori provides NFC-enabled credit cards to consumers. It can be used for bill payments, cash withdrawal, and online/offline purchases. It also provides an app-based to manage the transactions of the card. App is available on iOS and Android devices.

[Company Overview](#)

Founded Year	2019
Location	Miguel
Funding	\$ 167Mn
Investors	Yuan Jing Capital, Bertelsmann Asia Investment Fund, General Catalyst Partners, Bertelsmann Investments, ZMT Capital, GIC,
Competitors	

Latest Entrants to the Soonicorn Club Contd....



Cora

Digital bank for businesses

Digital bank for businesses. Its services include business accounts, NFC-enabled prepaid cards for bill payments, online/offline purchases, money transfers, and more. It provides automated billing and reminders, blogs on entrepreneurship, and more. The application is available on Android and iOS platforms.

[Company Overview](#)

Founded Year	2019
Location	Sao Paulo
Funding	\$ 152Mn
Investors	QED Investors, Ribbit Capital, Tiger Global Management, Kaszek Ventures, Tencent, Greenoaks

Competitors



Justo

Online platform to order groceries

Justo is an online platform to order groceries. It allows users to browse products across various categories like fruits & vegetables, meat & seafood, pantry, home care products, and more. Claims to procure products from suppliers every day in the morning and deliver them to the customers on the same day.

[Company Overview](#)

Founded Year	2018
Location	Mexico City
Funding	\$ 140Mn
Investors	FEMSA, S7 Ventures, Mountain Nazca, Endeavor, Foundation Capital, Spectra, GE32 Capital, Sweet Capital, Veronorte, Latam Fund, 500

Competitors

Latest Entrants to the Soonicorn Club Contd....



Buser

App-based intercity bus ticket booking platform

Buser is an app-based intercity bus ticket booking platform. It connects bus companies to travelers looking for ticket prices. It enables travelers to find people interested in taking the same trip on the same date. Bookings can be done via their app by providing pick-up/drop-off location, date & making an online payment. Their app is available for iOS & Android devices.

[Company Overview](#)

Founded Year	2017
Location	Sao Paulo
Funding	\$ 138Mn
Investors	SoftBank, Yellow Ventures, Monashees, Fundação Estudar, Iporanga Ventures, Grupoglobo, Canary, Spectra, Lightrock, Valor, SoftBank
Competitors	



isaac

Financial management solutions for school businesses

Financial management solutions for school businesses. It offers solutions for transaction management, cash flow management, financial security, cash forecasting, payment management, and more. It offers solutions for schools and families.

[Company Overview](#)

Founded Year	2020
Location	Sao Paulo
Funding	\$ 125Mn
Investors	SoftBank Group Corp, Kaszek Ventures, General Atlantic
Competitors	

Latest Entrants to the Soonicorn Club Contd....



Ectare

Online platform offering payment solutions to agribusinesses

Online platform offering payment solutions to agribusinesses. It allows the farmer to sell their products and receive their credits on the electronic wallet and secure their transactions. It also facilitates checkout operations such as funds transfer between buyer and seller accounts, payment of slips, and other related payments. The mobile application is available on iOS and Android platforms.

[Company Overview](#)

Founded Year	2017
Location	Sao Sebastiao
Funding	\$ 120Mn
Investors	Alfa Group Consortium

Competitors



Descomplica

Provider of online learning platform for students

Descomplica provides an online learning platform for students. It provides pre-recorded videos, live classes, & quizzes for subjects like biology, chemistry, physics, mathematics, geography, and history. The subjects are oriented towards ENEM (Brazilian High School National Exam). It also offers a correction writing facility, a live chat facility, and a platform where students can exchange messages with each other and teachers. Its mobile app is available for Android and iOS devices.

[Company Overview](#)

Founded Year	2011
Location	Rio De Janeiro
Funding	\$ 114Mn
Investors	SoftBank Latin America Fund, Edelweiss Ventures, David Evans, 500 Global, Long Journey Ventures, Valor, Peninsula Participacoes,

Competitors

Key Acquisitions

Let's check out the biggest acquisitions that took place during the year.



Auth0

Acquired By: Okta for \$ 6.5Bn

Cloud based solutions for secure access control. The product offered by the company is an enterprise grade customer and employee identity management platform for organizations. The features of the product include user management, passwordless login without entering credentials, single sign on, dashboard, role management, account linking, log retention, rule customization, etc. The clients of the company include ATlassian, Siemens, Latam, AMD, etc.

[Company Overview](#)

Founded Year	2013
Location	Bellevue
Funding	\$ 332Mn
Investors	Salesforce Ventures, Bessemer Venture Partners, Portland Seed Fund, K9 Ventures, Ground Control Ventures & 13 others
Competitors	



WEEL

Acquired By: Banco BS2 for

WEEL provides working capital finance to small and medium businesses. Companies can advance receivables of invoices for products whose payment will be made by invoice with maturity between 5-90 days. Offers integration with various ERP solutions to better track accounts receivables.

[Company Overview](#)

Founded Year	2014
Location	Sao Paulo
Funding	\$ 63Mn
Investors	Banco Votorantim, Franklin Templeton Investments, Monashees, FJ Labs, Mindset Ventures
Competitors	

Key Acquisitions Contd....

RD Station

RD Station

Acquired By: TOTVS for \$ 31Mn

RD Station provides a digital marketing automation solution. Its platform RD Station Marketing enables businesses to automate their digital marketing strategy including optimizing website discoverability by search engines, managing social media posts, and creating Facebook Ads. Allows clients to create action plans with deadlines and assign tasks to people, create landing pages, forms, and pop-ups, create email campaigns, analyze results, and generate reports.

[Company Overview](#)

Founded Year	2011
Location	Florianopolis
Funding	\$ 50Mn
Investors	Endeavor, Headline, Riverwood Capital, DGF Investimentos, Astella Investimentos & 2 others

Competitors



Resultados Digitais

Acquired By: TOTVS for \$ 344Mn

Provider of the marketing tech suite. It provides a marketing automation platform for SMBs. The product offering is the RD station platform suite which equips marketers with a set of tools for digital marketing. It also lets marketers track customer journeys and generate more leads. It provides solutions for email marketing, social media, leads scoring & management and campaign analysis tools.

[Company Overview](#)

Founded Year	2010
Location	Florianopolis
Funding	
Investors	Astella Investimentos, DGF Investimentos, e.ventures, Starexus, TPG & 4 others

Competitors

Key Acquisitions Contd....



Volanty

Acquired By: Creditas for

Volanty is an online peer-to-peer marketplace for used cars. Sellers can set an appointment online to get their cars inspected physically. Its professional mechanics inspect the cars and take professional photos to list them on multiple websites including its own platform. Prospective buyers can search and browse the cars listed on its online platform and choose to purchase the one they like. The company takes care of the paperwork and delivery and charges a 5% commission from the sellers once the cars get sold.

[Company Overview](#)

Founded Year	2016
Location	Rio De Janeiro
Funding	\$ 19Mn
Investors	SoftBank Group Corp, Kaszek Ventures, Monashees, Canary, Spectra & 2 others

Competitors



Elo7

Acquired By: Etsy for \$ 217Mn

Online marketplace for selling and buying handicraft products. They provide a platform for both buyers and sellers. The product offering includes bags, furniture, jewelry items, and more. Its mobile application is available on iOS and Android platforms.

[Company Overview](#)

Founded Year	2008
Location	Sao Paulo
Funding	\$ 15Mn
Investors	Accel, Insight Partners, Monashees, Launchpad Accelerator

Competitors

Noteworthy IPOs

Quite a few companies made their debut on the stock market. Here are the details.



Nubank

IPO Date: Dec 2021

IPO Mcap: \$ 41.5Bn

Digital bank for individuals and businesses. It offers NuAccount, an online bank account that allows users to send and receive money and make scheduled transfers. It also offers consumer loans, bill payments, NFC-enabled credit cards for online/offline purchases, and more. The application is available on iOS and Android platforms.

[Company Overview](#)

Founded Year	2013
Location	Sao Paulo
Funding	\$ 2.3Bn
Investors	Tiger Global Management, MSA, Invesco, Launchpad Accelerator, Berkshire Hathaway & 23 others
Competitors	



Zenvia

IPO Date: Jul 2021

IPO Mcap: \$ 510Mn

Zenvia provides an online platform and API to businesses for sending text and SMS messages. Its features include bulk SMS delivery, user management, the ability to setup keywords for interacting with customers, real-time query and campaign monitoring and scheduling. Customers can also customize audio messages and also export reports to track campaigns. Its clientele includes FortBrasil, Centauro, UNISC and Morena Rosa among others.

[Company Overview](#)

Founded Year	2003
Location	Sao Paulo
Funding	\$ 54Mn
Investors	Twilio, Oria Capital, Spectra
Competitors	

Noteworthy IPOs continued...



Mobly

IPO Date: Feb 2021

IPO Mcap:

Mobly is an online retailer of home improvement products from across multiple categories such as furniture, lighting, kitchenware, etc. Its catalog includes beds, sofas, chairs, utensils etc catering to bedrooms, children rooms, kitchen, etc.

[Company Overview](#)

Founded Year	2011
Location	Sao Paulo
Funding	\$ 20Mn
Investors	Kinnevik, JPMorgan, Rocket Internet, Cisneros

Competitors



GetNinjas

GetNinjas

IPO Date: May 2021

IPO Mcap:

GetNinjas is an online lead generation platform to hire local service providers. The platform enables users to post their requirements on the platform to receive competitive bids from registered contractors. Users can browse through these quotes and the profiles of these contractors and hire the one that meets their requirements. Services mentioned over the platform include home renovation, cleaning, private lessons, professional photography, appliance maintenance, etc. The mobile app is available for download from the App Store and Play Store.

[Company Overview](#)

Founded Year	2011
Location	Pinheiros
Funding	\$ 16Mn
Investors	Otto Capital, Monashees, Kaszek Ventures, Launchpad Accelerator, Tiger Global Management & 1 other

Competitors

Noteworthy IPOs continued...



InfraCommerce

IPO Date: May 2021

IPO Mcap:

InfraCommerce is a provider of end-to-end eCommerce solutions for businesses. Its eCommerce services including back-office integration, digital marketing, logistics & delivery, photo & video management, payment & fraud detection, customer support, payments management, marketing, and more. Customers include Rayban, Johnson & Johnson, Unilever, Puket, Groupon, Targus, and more.

[Company Overview](#)

Founded Year 2012

Location Sao Paulo

Funding

Investors Flybridge Capital Partners, E Bricks Ventures, FJ Labs

Competitors



Eletromidia

IPO Date: Feb 2021

IPO Mcap:

Eletromidia is an outdoor media network which offers inventory for Public Transport ad, shopping mall display, outdoor LED panels etc. Provides analytics and insights about consumer viewability for the media. Has presence in 26 cities across Brazil with over 5000 media installation. Was acquired by HIG capital in September 2013.

[Company Overview](#)

Founded Year 1993

Location Sao Paulo Do

Funding

Investors

Competitors

This concludes our report. We hope you enjoyed going through the information given here. Kindly feel free to use the information given in this report for your articles. We'll be happy to provide additional data such as funding details, sector-specific reports, periodic deal digests, to aid you in your stories. You can write to pr@tracxn.com for any assistance.

We look forward to our continued association.

Lastly, and most importantly, here's wishing you a successful and happening year ahead!



Disclaimer: Any and all information either accessed from the website www.tracxn.com or having otherwise originated from Tracxn Technologies Limited including but not limited to the information contained herein ("Data") is the sole property of Tracxn Technologies Limited (hereinafter "Tracxn"). You shall not recirculate, distribute, transmit, publish, or sell the Data or any portion thereof in any form or by any means, either for commercial or non-commercial use, or permit any third party to use or distribute the Data or any portion thereof; to any other party, except with the prior written consent of Tracxn. You may however incorporate insubstantial portions, extracts, abstracts or summaries from the Data into analysis, presentations or tools for your customers or for your internal use, so long as Tracxn is clearly and visibly identified as the source of information.