



**FINTECH AS A SERVICE
FOR LATINO
SPORT CLUBS, ARTISTS &
INFLUENCERS**



THE TEAM



Antonio Regojo
CEO

- Founder of Avenida Legal.
- Former Professional Equity Trader and stockbroker.
- Founder of Inversionario.com served over 1.2 million latinos.



Israel Hernandez
COO

- Coder of the 1st Mexican e-banking system .
- Co-Inventor of the 1st wireless wifi POS for gas stations.
- 2013 Sold Puntoclave.mx to Edenred, 10x exit for VC in just 30 months. KPMG & AMEXCAP study case.



Adriana García
Strategic Alliances

- +33 years of experience in sales and operations.
- Co-Founder of Praxis, a top Mexican IT company.
- co-Developer of the SPEI in Mexico (Electronic Interbank Payment System)



Samantha Chico
Insurance

- 215 license holder for life & health insurance
- Architect and winner of the Mexican National Housing Award 2014
- Emeritus Ambassador of The Latina Pro Association



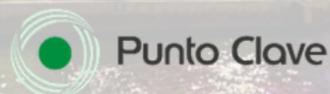
Rodolfo Torres
CTO

- 3x Entrepreneur.
- AI expert.- Machine Learning (ML) for finance
- 14 years leading global development teams for banks and startups in Digital Transformation.



Alejandro Morales
CRO

- +16 years at Visa & Country Manager for El Salvador & Panama
- VP of Acquiring & Credit at Broxel
- CEO of Prosa, the 2nd largest transactional switch in Latin America



THE PROBLEM

Latinos in the USA do not trust the financial system, and therefore do not take advantage of financial products available to them, this finding themselves unbanked and at a disadvantage compared to the general population.

This lack of trust stems not just from cultural background and (for some) perceived lack of documentation, but from historical treatment by banks and financial institutions in their home countries as well as a **lack of effort in the US to cater** to the specific needs of the immigrant community with respect to financial services.

THE MARKET

In 2023, **14 million** Latinos were **unbanked or underbanked in USA**

Remittances and cross-border payments to LATAM **reached \$156 billion in 2023**, being Mexico #1 destination with \$63 billion

Financial-services revenues from Latinos may grow by more than \$90 billion by 2030

<https://www.census.gov/newsroom/facts-for-features/2023/hispanic-heritage-month.html>
<https://latitude.net/wp-content/uploads/2023/09/LDC%20GDP%20REPORT%202023.pdf>
<https://www.mckinsey.com/featured-insights/diversity-and-inclusion/the-economic-state-of-latinos-in-america-advancing-financial-growth>



THE SOLUTION

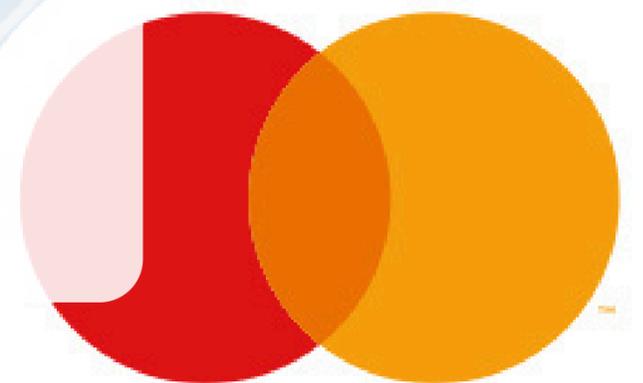
By partnering with brands that are known to and trusted by the Latino community, we will be able to reach our community and assist them into entering the US financial system.

By offering **co-branded debit cards with or without social security numbers (SSN)**, the Latino community will be able to obtain FDIC insured accounts in the US for **their financial needs.**

Additionally, by offering **affordable and real time digital remittances**, our clientele will be able to send money back home from the comfort of their phone.

 Lana Rojiblanca

debit



THE CLIENTS

We have signed our first contract **with Chivas del Guadalajara** which has 5 million fans in USA.

We launched on March 24, 2024 at the BMO stadium in Los Angeles, California.

This is the **1st debit card** co-issued in USA by a team **in the history of Mexican soccer.**





THE PIPELINE

We have 2 more soccer teams, 1 musical group and 1 influencer in the pipeline



GO-TO-MARKET STRATEGY

We create the marketing content and the sports team or entertainer **publishes it** in their **social media channels** to engage their fans.

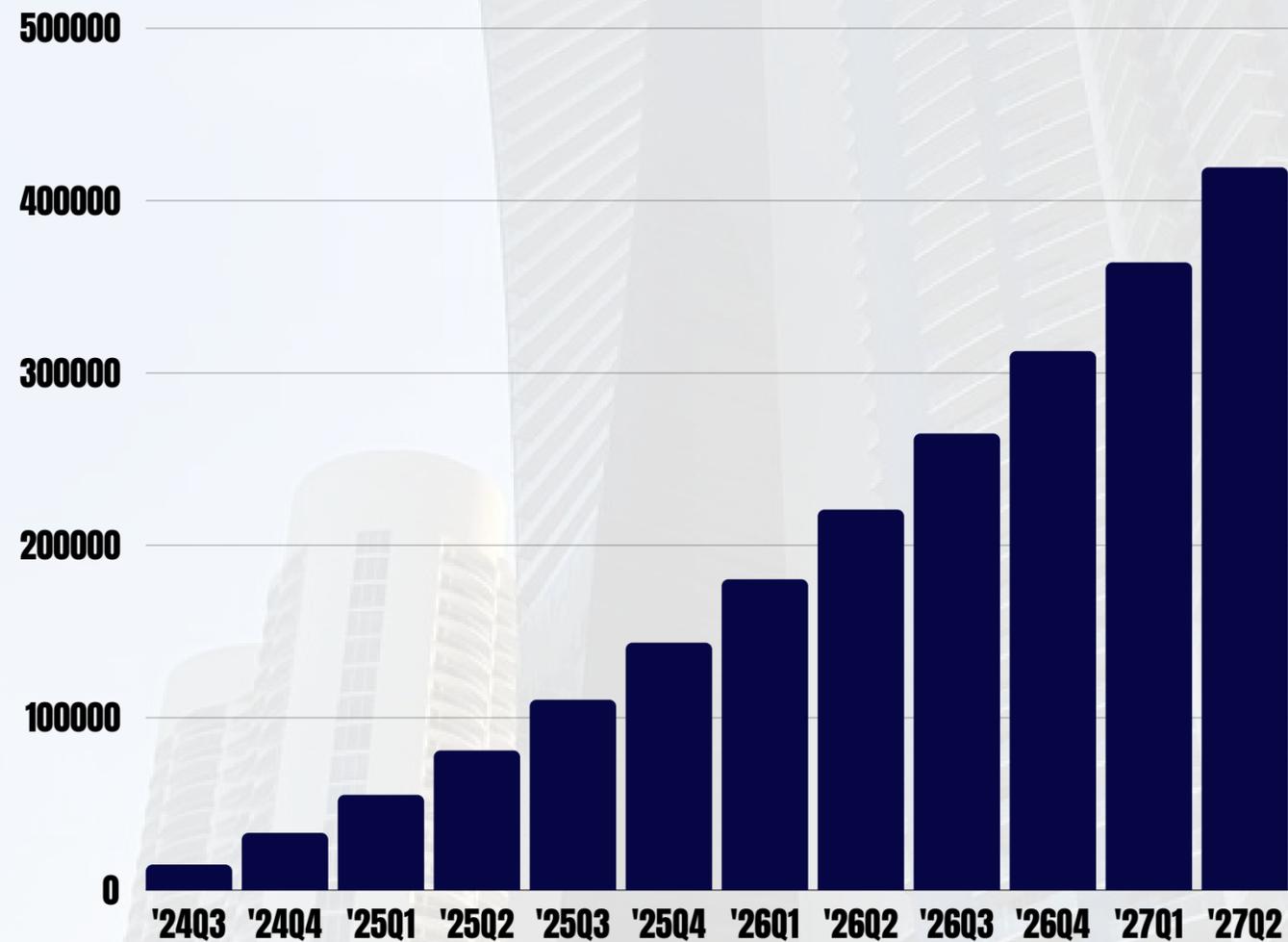
Our client **provides access to their fan database** and we create the sales funnel.

We **operate all** the entirety of **the sales strategy** in conjunction with the sports team or entertainer, and **we manage the financial services.**

 1.1M

<https://www.instagram.com/reel/C43WxQ407Xb/?igsh=MWtqbnZrcHc3cmloZw==>

GO-TO-MARKET STRATEGY



ACTIVE CARDS

In 12 months we'll have activated 81,000 Chivas cards. 220,000 in 24 months and 420,000 in 36.

THE BUSINESS MODEL

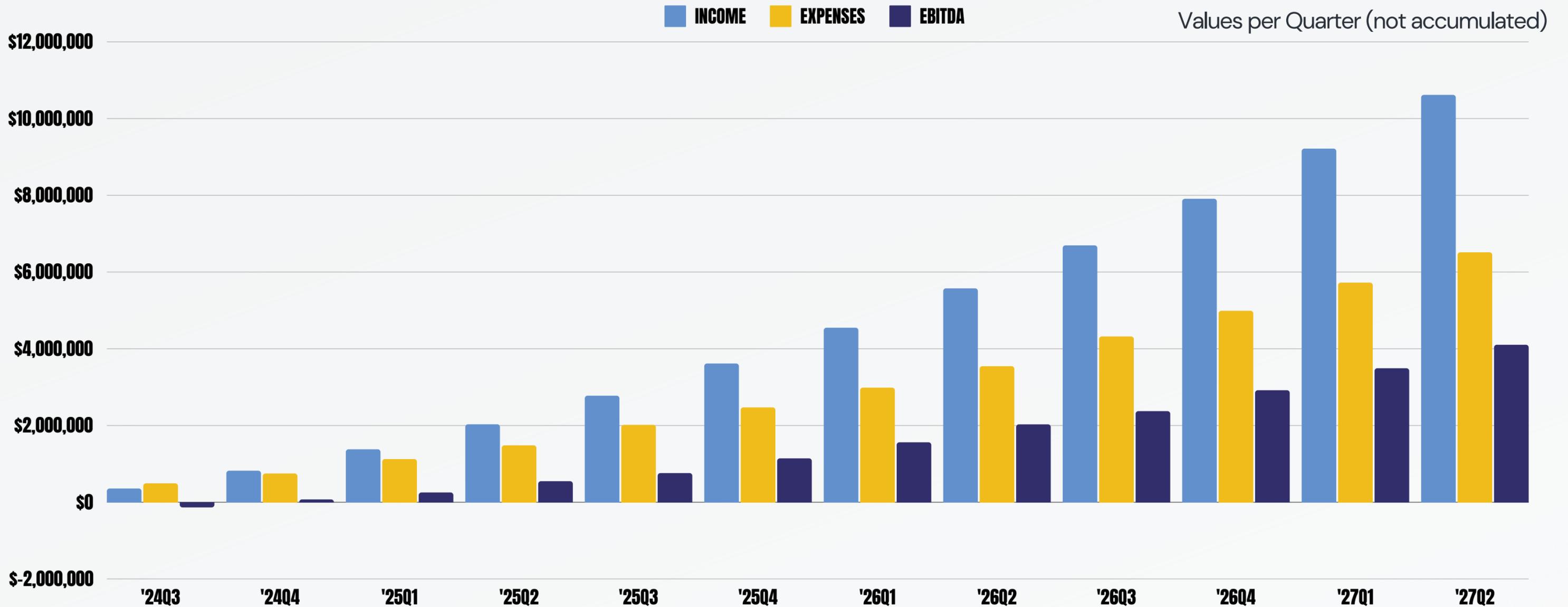
We charge:

\$4.99 per month per membership
and \$4.99 per remittance.

We share revenue
with the
sport club, artist or
influencer.

They decide if they
want to receive this
income or **they want**
to donate to any
social cause they
support.

3 YEARS PROJECTIONS



We estimate revenue of \$4.6M the first year from launch date;
 \$16.5M the second year and \$34.4M the third year, from the Chivas cards alone.

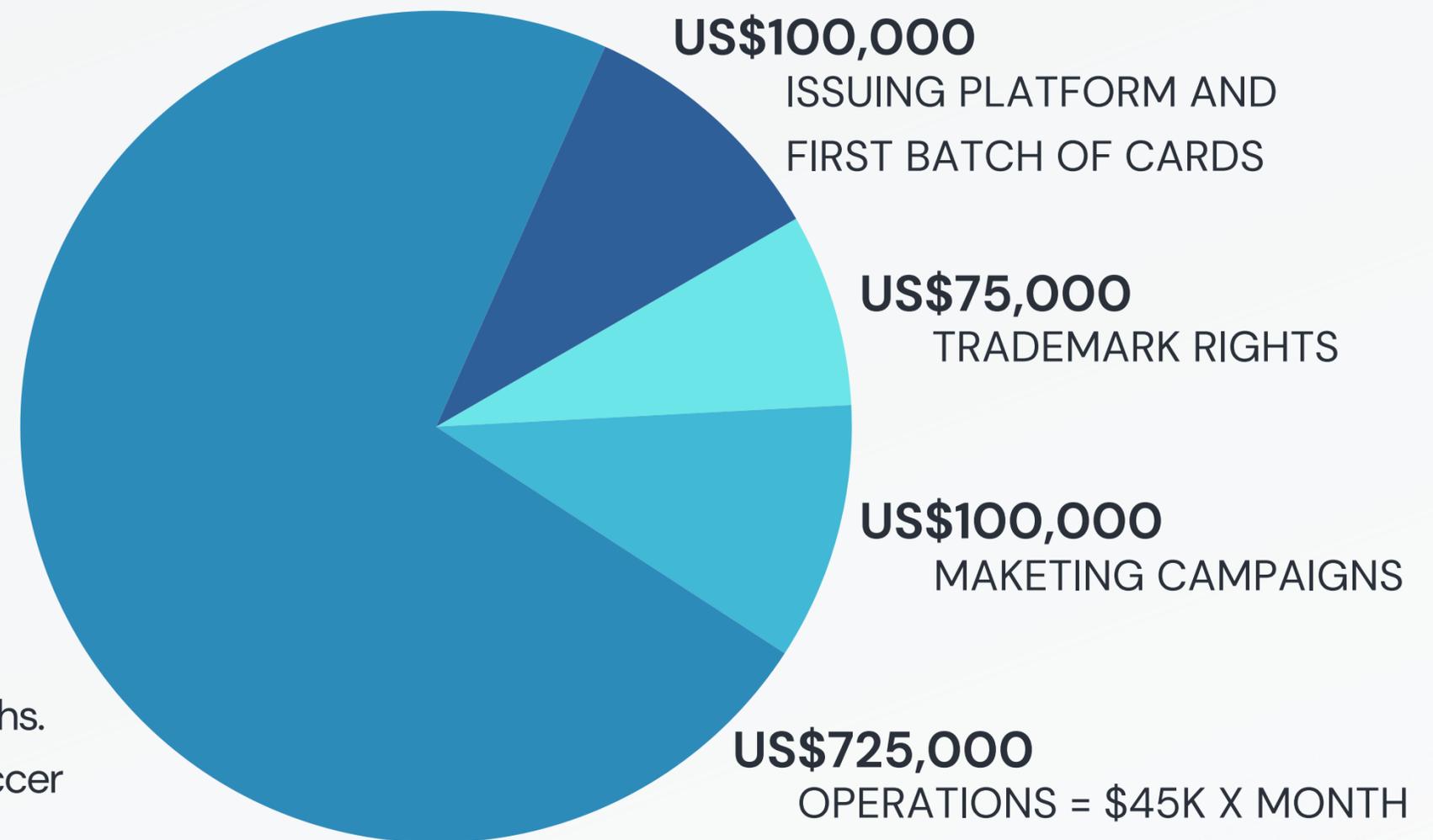
ASK AND USE

The Founders and F&F have invested over \$350k to date.

We are seeking **US\$1M** for **10% of our company** to finance the operation for the next **18 months**.

USE OF FUNDS:

NOTE: The project becomes cash positive within 18 months. During this time we'll sign at a minimum 2 more soccer teams, 1 musical artist & 1 influencer





For more information please contact:
Antonio Regojo
antonio@lanagroupinc.com
coFounder & CEO

THANK YOU FOR YOUR TIME

www.lanagroupinc.com
1.786.512.0434