

## We connect people so that they can generate more opportunities



**Margarita López**  
Fondo Esperanza Client

Since Margarita López downloaded Somos FE at the beginning of 2018, she has seen her kids' footwear and clothing sales business grow thanks to her work on the network. Her sales have increased and she connected with 10 new clients in less than six months.

*"One of my biggest sales using the app was when some entrepreneurs from the city of Castro contacted me wanting to buy patent leather shoes. I sold 35 pairs!"*

The app is an incentive for people to promote their business online, which nowadays is essential for trade. What is more, it is very simple. Since it is a nationwide platform, there are no limits, either of coverage or of reach; entrepreneurs from any sector, and from all round the country, can contact one another.

**Support networks are an essential feature if entrepreneurs are to develop. This support, with the use of technology platforms, makes new ways of communication easier and creates a new market.**

In Chile, around 90% of homes have internet access, and 95% of people who access it do so with mobile devices. To optimize the products and services it delivers, Fondo Esperanza (FE) decided to create a solution that generates value for its clients while making it easier for entrepreneurs to contact and communicate with FE staff members.

That was how **Somos FE** [We are FE] was born, an innovative mobile app unique in the microfinance world, that can be used on Android and iPhone systems. Somos FE is a community in which both clients and FE employees can post publications, offer products and services, make comments, interact with other users and stay informed about different activities going on, whether locally or nationally.

It is designed to be easy and straightforward to use for clients and so that it can generate new business opportunities for them, increasing their scope and creating a (virtual) space where they can develop their brand identity, generate loyalty among existing clients and find new suppliers.

The app was launched in January 2018. In just 10 months nearly 18,000 entrepreneurs downloaded it. They share their daily experiences, generate communications and sales networks, and strengthen their commercial links. It is worth pointing out that, according to FE's annual satisfaction survey, 85% of entrepreneurs who used the app gave it a 6 or a 7 (out of a maximum score of 7).

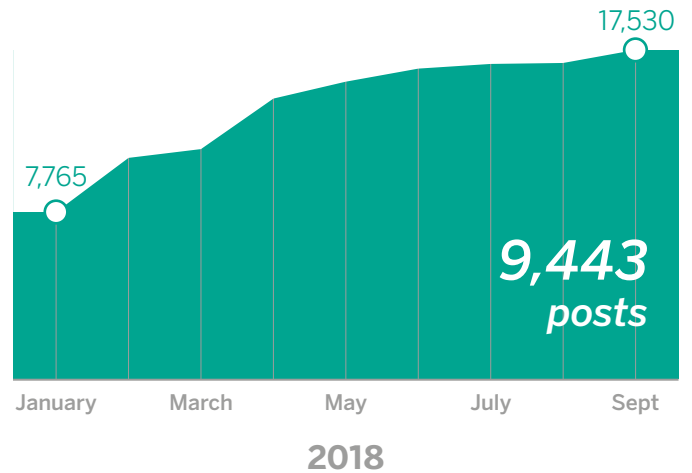
APP SOMOS FE



Nº OF SOMOS FE MEMBERS

Over 27,000  
"Likes"  
in this period

**+125%**



CLIENT PROFILE

Predominantly **women clients with higher levels of education** and older than the average for the Fondo Esperanza portfolio.



Virtual entrepreneurs' network for exchanging information, goods and services, which triggers collaborative networks

**What you can do on Somos FE:**

- Share your experiences with other entrepreneurs and learn about theirs
- Offer products and services
- Find collaborators
- Stay informed about training and courses available in the area
- Interact with Fondo Esperanza employees and offices

