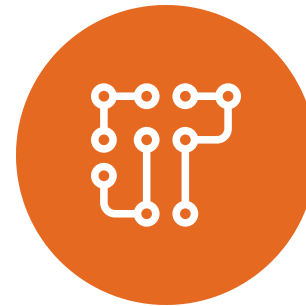# CHELO

ENHANCING LOCAL CURRENCIES

The financial crisis of 2008, the trade-wars between the US and China and the current Covid-19 global crisis have created a new reality with new needs for SMEs:

Interdependece & Resilience

Economic Trend

- Slowbalization: Less global, more local
- Decentralization
- Increase in coverage to SME

Technology Trend

- Easy participation
- More disruptions
- Transparency
- Blockchain explosion
- Low cost of entry

Social Trend

- Local awareness
- Community value
- Less travel to offices

We witness the lack of resilience of SMEs during Covid, just in LatAm:

2.7 Million closed

14 Million affected

8.5 Million jobs lost

*Estimated by Cepal

And although FinTechs are improving the service to SMEs, they focus on inclusion and are **not solving financial cost**

63%

SMEs had challenges with **high cost** and **unfavorable terms**

2020 Small Business Credit Survey (Federal Reserve Banks)

We believe that the best way to achieve **resilience** is by empowering the **circular economy** of a **community**

It's a platform that empowers local currencies with financial services

Community Lending

Curated, provided, and fixed by the community

Community Equity

Profit Sharing Scheme

Community Support

Help local charities, artistic groups and more

Achieving Local SME Financial **Resilience**

Chelo's platform allows local currencies to implement financial solutions with the following unique characteristics, addressing not only coverage, but also financing cost for SMEs.

Backed by the Community

Fixed by the Community

Local Currency

Curated by the Community

Used by the Community

What are Fintechs doing

Rate Cost Drivers

Fintech Solutions

Rate Cost Drivers	Fintech Solutions
Bridging Asymmetry of Information	Efficient Digital Process
Baseline Cost of Money	Private Investors
Probability of Default	New modeling techniques; Improve data quality
Loss Given Default	Collateral

Local SMEs

Uses

Votes

Repayment

No payment

Loans

Community

Filters

Funds

Automatic Repayment

Financing

Fixes: Chelo creates an economic incentive to go to that business

Delincuent SMEs
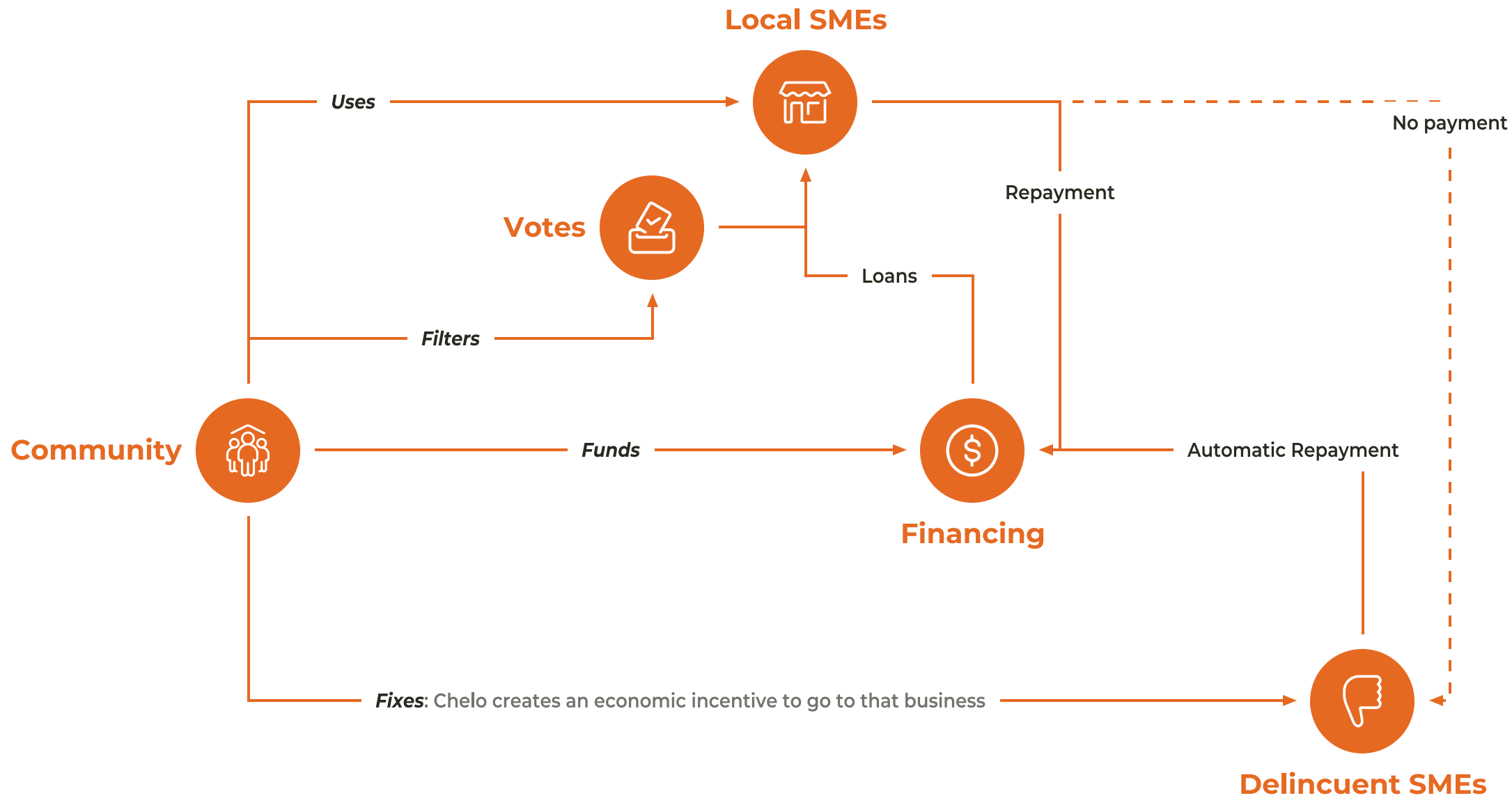
Our **Objectives**

Supporting

local economies and SMEs

Innovating

driven by financial needs

Enabling

transactions and calling to action

Building Resilience

into the communities

Team

Gerardo Lemus

Co-Founder

PhD in Electrical Engineering & Computer Science from MIT.

20+ years of experience in Financial Markets as strategist, portfolio manager and consultant at Investment Banks (J.P. Morgan, Citigroup) and Hedge Funds (Rubicon).

Serial Entrepreneur: founded Lamat, Markov and Volantia.

Data Science Consultant to Crypto market makers.

Jose Valdovinos Larragain

Co-Founder

MBA, MIT Sloan School of Management.

15+ years of experience in Finance, M&A, Commercial and General Management.

Structured complex financial solutions for >$2 Bn

Serial Entrepreneur: founded Bottlebits, and Gp Amanecer