



FINANCE UNITED: Impact Investors, financial service providers, and the SDGs



Opening Remarks

Edgardo Pérez – FGE Guatemala, IMF



30 September 2022



6 Dimensions 2014



*Strategy
Excellence Pathway
15th. Aug 2015*

Applications and Digital Platforms


Operational efficiency



Electronic Agenda
Visitor management, Programming of activities



Credit Origination
Filling of application and collection data in front of the client




Tracking
App for geo-location of promoters



Credit Factory
Digital platform for credit policies



GDS SYSTEM



Collection
Platform for control of collection procedures

Customer Experience



Gónesis Efectivo
Buy and sell using the cell phone



Gónesis App
Contains information and customer tools



PROGRAMA DE REFERIDOS
Digital platform where our clients can refer prospects



Digital Education



Génesis Supplies
Online App Crédit



Referrals
Digital platform for allies to refer



akisi
Es más fácil.



E-Wallet
Facilitate multiple transactions by cell phone

Service Optimization



App Cajas de Desarrollo



CRM



Pronet
Tus pagos en un sólo lugar.

Collection, platform for receiving payments and other transactions



ATM
Service payments, cashout, cashin

FUNCTIONALITY

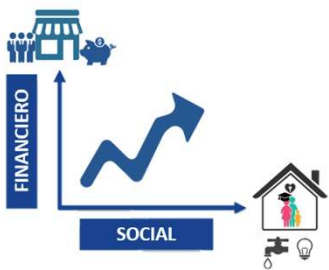




FAMILY DEVELOPMENT PATHWAY



SEGMENTATION



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210,292 Active Insurance Policies and Assurances

MEDICAL DAYS



7 Dimensions
2022



MicroRate Calificación Social Febrero 2022
FUNDACIÓN GÉNESIS EMPRESARIAL

| | |
|--------------|-------------|
| CALIFICACIÓN | PERSPECTIVA |
| ★★★★★ | Estable |

17 Standards




SC-CER692793 5 Standards



10 Standards



18 Standards

MicroRate Calificación Institucional Febrero 2022
FUNDACIÓN GÉNESIS EMPRESARIAL

| | |
|--------------|-------------|
| CALIFICACIÓN | PERSPECTIVA |
| α+ | Estable |

5 Standards

5 Standards

Great Place To Work
 Certificación
 NOV 2021-OCT 2022
 GT



SOMOS FAMILIA



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🌐 www.genesisempresarial.org



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- MicroRate Fundación Génesis Empresarial: "Certificación Institucional Febrero 2022", CALIFICACION: $\alpha+$, PERSPECTIVA: Estable
- MicroRate Fundación Génesis Empresarial: "Certificación Social Febrero 2022", CALIFICACION: ★★★★★, PERSPECTIVA: Estable
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