



Website: www.suyo.co
 Year Founded: 2014
 Location: Medellin, Colombia
 Founders: Matthew Alexander and Marcelo Viscarra

INVESTMENT TERMS
 Round Size: Undisclosed
 MC Share: \$100,000
 Type: Convertible note
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MARKET NEED

Across Colombia, 59% of citizens live in a state of land insecurity. Landless Colombians experience high levels of poverty, lack access to certain government services, are constantly at risk of experiencing land disputes; and potential eviction disincentivizes capital investment. Thanks to large-scale government efforts, land formalization pathways exist but they are time-consuming (18 months or more), expensive, and often corrupt.

THE SUYO SOLUTION

Suyo is a mobile technology company that formalizes property rights faster and cheaper for low-income families in Colombia. Suyo sales agents are sent to prospective customers' homes to use an Android-based application to collect data and determine the type and cost of formalization services required (e.g., deed and registration, land titling, building permitting, succession documents, etc.). Then Suyo helps customers interested in purchasing complete services to apply for loans (often for the first time) through partner financial institutions. Using the data collected by sales agents and cross referencing it with government records, Suyo specialists prepare and complete formalization cases up to two to three times faster than existing services and at half the cost.

BUSINESS MODEL

Suyo first offers clients a low-cost property assessment to collect initial data and build trust in Suyo's brand. Then it converts consultations into full formalization services purchases, which it earns a higher margin on - while ensuring services are still affordable.

INVESTMENT RATIONALE

Suyo's model seeks to address one of Mercy Corps' major areas of focus - financial inclusion. Mercy Corps recognizes the immense potential land formalization has to eradicate poverty, and it is eager to apply the lessons from Suyo in other countries where it operates.

ROUTE TO IMPACT

Activities	Conduct property assessments via Android-based tool, prepare and deliver property formalization cases; create partnerships with financial institutions to finance formalization services
Outputs	Property assessment, identification of formalization service, facilitation of loan
Intermediate Outcomes	Improved understanding and trust in financial system; land formalization (title, estrata certificate, etc.) completed for household
Outcomes	Increase in property values, stability and security; subsequent access to credit for small business and home improvements
Ultimate Impacts	Improved livelihoods for underserved communities

METRICS

REACH % of clients that are low resource (estratos 1, 2, 3)
BREADTH # initial property assessments, # of individuals directly impacted by property assessment sales
DEPTH # property formalization services delivered (by type of service)

SDG ALIGNMENT

