
Adriana Reyes

Enova

“ I saw an opportunity to harness technology in educating low-income Mexicans. ”

COUNTRY	Mexico
INDUSTRY	Prof. Services
EMPLOYEES	65
YEAR SELECTED	2011
PARTNERS	Raúl Maldonado , Jorge Camil , Mois Cherem Arana
WEBSITE	www.enovamexico.com

COMPANY SNAPSHOT

Enova is bringing technology-based learning to the poorest urban Mexicans. Hired by the State of Mexico to assess and analyze the educational needs of low-income Mexicans, the entrepreneurs determined that they needed to create a new, independent organization that focused on e-learning and digital inclusion. To fill educational gaps, their company, Enova, designs, builds and operates small, cost-effective educational centers called the RIA, Red de Innovación y Aprendizaje (Learning and Education Network). The RIA targets populations in marginalized neighborhoods in a country where only 23% of people had access to computers and/or the internet in 2007. Their e-learning courses are available to children and adults and teach a wide range of subjects and skills to the RIA's 85,000+ members. Since May 2009, with the support of the Secretary of the Treasury, the RIA has opened 42 locations and graduated 14,000+ students from its courses. They have also created an NGO intermediary, the foundation ProAcceso which assists in selecting and training teachers and developing course content.

ENDEAVOR AND ENOVA

With Endeavor's help, the Entrepreneurs aim to attain the stable funding they'll require to reach their goal of improving the educational performance of five million low-income Mexicans by 2013.