

## Alejandro Larosa

FYO



“ I saw an opportunity to give farmers an easy way to purchase goods and services online. ”

<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Financial Services
<b>EMPLOYEES</b>	100
<b>YEAR SELECTED</b>	2008
<b>WEBSITE</b>	<a href="http://www.fyo.com/">www.fyo.com/</a>

### COMPANY SNAPSHOT

Based in Rosario, Argentina, the largest physical marketplace for agricultural goods in the world, FyO (Futuros y Opciones) provides real-time market information and financial and commercial services to agricultural producers (95% of its clients are farmers). Additionally, FyO's website is the only internet portal in Argentina focused on agribusiness. The site receives over 500,000 hits/month and serves a client-subscriber base of over 60,000 farmers.

### ENDEAVOR AND FYO

In addition to attending an Entrepreneur Summit, Alejandro continues to receive local mentorship on strategic growth and financial administration development, and participated in the GEMAS program in 2009.

Alejandro is on Endeavor Rosario's Board, and has done candidate interviews and second opinion reviews.