Diego Garfinkel

SEG Ingeniería

“ I saw an opportunity to save businesses money. ”

COUNTRY	Uruguay
INDUSTRY	Prof. Services
EMPLOYEES	56
YEAR SELECTED	2007
PARTNERS	Ernesto Elenter , Fernando Schaich
WEBSITE	www.segingenieria.com

COMPANY SNAPSHOT

Imagine an entrepreneur who runs a small-or-mid-sized company that spends thousands of dollars per year, yet is unknowingly losing money on unnecessary costs. Now imagine that there is a standardized methodology able to find those unnecessary costs in just 30 minutes.

Founded by Diego, Ernesto, and Fernando, SEG Ingeniera (SEG) offers its SEGExpress Cost Reduction Service to small and medium-sized businesses throughout Brazil, Argentina, Chile and Uruguay. Through this service, SEG researches a client's expenses and then identifies cost reductions in a half hour. This "drive-thru consulting" model has saved their 1,700+ clients an average of 30% on costs.

Reducing the cost of electricity bills, fuel and water remains one of the most effective methods to reduce operating costs and improve profitability. SEG's emphasis on energy efficiency not only cuts costs, but also contributes to clients' Corporate Social Responsibility cachet and the reduction of greenhouse gas emissions.

Taking this line of thinking a step further, SEG founded Wind Uruguay in 2009 and in 2011, that company proposed the creation of two Uruguayan wind farms. SEG also represents the Uruguay branch of the energy giant AREVA, which generates power from biomass and hydroelectric resources.

SEG's efficiency in reducing non-strategic costs has attracted hundreds of SMEs as well as larger companies in Latin America such as Citibank, Shell and FedEx.

ENDEAVOR AND SEG INGENIERÍA

Through Endeavor, the Entrepreneurs have received assistance with researching international expansion, professionalizing their HR system, and setting up an office in Curitiba, Brazil. They are working with fellow Entrepreneurs and Deloitte on long-term strategy areas.

In addition to local collective trainings, networking, and mentorship, the Entrepreneurs have benefited from an Ernst & Young fellow and an Immersion Tour.

They have demonstrated commitment by speaking at workshops and mentoring fellow Entrepreneurs.