

Enrique Gomez Junco

Optima Energia



“ I saw an opportunity to help Mexicans save energy in a cheap and sustainable way. ”

COUNTRY	Mexico
INDUSTRY	Energy
EMPLOYEES	50
YEAR SELECTED	2005
WEBSITE	www.optimaenergia.com

COMPANY SNAPSHOT

Enrique is leading the only Energy Savings Company (ESCO) in Mexico that provides a complete energy savings solution from initial assessment to technical design, implementation, maintenance and even project financing. Optima's value proposition to the customer is that it provides the best in energy efficient solutions with no upfront payments. Instead, over a 10-year period, the customer pays for all upgrades from the savings produced by his technology. In the process, Enrique and his firm are not only conserving vast amounts of resources (water, electricity, fuel and natural gas), but also saving their clients millions of dollars, proving that homegrown Mexican expertise can successfully compete with giants like General Electric, and that conservation via technology can be a profitable and sustainable business. Since its founding, the company has completed 70 projects (mainly hotels) and has consulted with more than 120 different clients, has saved its customers \$15.7 million, 1.6 million cubic meters of water, 64 million kilowatts of electricity, 8.8 million liters of natural gas, and 11.8 million liters of diesel.

In 2006, the firm won a Wharton Infosys Business Transformation Award and was named Entrepreneur of the Year by *CNN Expansion*.

ENDEAVOR AND OPTIMA ENERGIA

Enrique credits Endeavor Mexico with making him everything he is today as an entrepreneur.

In addition to gaining valuable introductions, he has received extensive business advice leading to operational improvements, new hires, and new sales channels. With support from a custom advisory board, he re-focused the company to “think big” and achieve scale, and was able to procure major financing (with assistance assuring the best terms and completing the deal). He has also gained value from the Top 25 Program, G-Lab and eMBA programs, and Entrepreneur Summit.

Enrique demonstrates commitment by participating in Endeavor events, and was a key proponent in Endeavor Mexico's give-back model.