Francisco Martínez de Velasco

Neology

“ I saw an opportunity to pioneer a new type of high-tech chip technology. ”

COUNTRY	Mexico
INDUSTRY	Technology
EMPLOYEES	70
YEAR SELECTED	2004
WEBSITE	www.neology-rfid.com

COMPANY SNAPSHOT

Neology is one of only three companies in the world pioneering ultra-high radio frequency identification (RFID) chip technology. Neology is the only company with a patented “cloaking” technology that enables devices to read multiple chips simultaneously and to minimize radio frequency interference by shutting chips off after they are read. While most competitors are focused on the supply chain business, Neology’s novel strategy combines chip sales with implementation and integration services, helping them to secure coveted, high-value clients, including the US Navy and Mexican Border Patrol. With production facilities in Mexico City and San Diego, California, as well as sales offices stretching from Shanghai to Cairo, Neology—which holds more than 20 patents – with over 200 in the works.

Today, Neology has top corporations such as Delta Airlines as clients as well as the U.S. Navy, the governments of the UAE and Pakistan. They’ve completed projects on the US-Mexico boarder, Honduras National Arms Registry Project, Panama’s Toll Control Program and Pakistan’s National Vehicle registration.

Neology has grown in just a few short years from a successful Mexican tech start-up into a global star.

Since selection by Endeavor, company revenues have grown by +182%.

ENDEAVOR AND NEOLOGY

The Entrepreneurs were able to raise significant financing through Endeavor contacts, and have implemented a sales strategy developed by an eMBA. They have participated in numerous Immersion Tours and Entrepreneur Summits, along with investor road shows.