

Heberto Taracena Blé

InventMx



“ I saw an opportunity to transform Mexico's real estate market. ”

COUNTRY	Mexico
INDUSTRY	Technology
EMPLOYEES	75
YEAR SELECTED	2004
WEBSITE	www.inventmx.com

COMPANY SNAPSHOT

Heberto founded Metroscubicos.com, a venture aimed at creating more transparency and legitimacy within Mexico's real estate market. The firm, focused on real estate marketing and management services, has three core businesses: a leading real estate search engine that includes the country's most comprehensive list of properties; property management services; and a monthly listings magazine with substantial circulation.

Metroscubicos had seen solid growth, more than tripling its revenues since selection by Endeavor. Heberto sold the company to Time Warner in 2007. In November 2009, he left Time Warner to start a new company called InventMX, another online services company.

ENDEAVOR AND INVENTMX

In addition to local mentorship, Heberto has benefited from the Global eMBA program, Immersion Tour, and Entrepreneur Summit. He also received consulting services from Deloitte, introductions to potential advertisers, and advice on issues including corporate governance.

He is especially active with Endeavor Mexico and remains dedicated to promoting entrepreneurship — participating actively in radio, conferences, and panels. He has also served as an ISP selection panelist.