

Luciano Nicora

VN Global BPO SA.



“ I saw an opportunity to approach debt collection from a fresh perspective. ”

COUNTRY	Argentina
INDUSTRY	Prof. Services
EMPLOYEES	600
YEAR SELECTED	2002
WEBSITE	www.v-n.com.ar

COMPANY SNAPSHOT

Luciano found an opportunity in a task that others disliked and created a new approach to the classic “out of court” settlement for a past due debt. This was the core idea that gave birth to Viramonte / Nicora: a “law company” specialized in debt collection. This original business concept combines the strong figure of the attorney, the expertise of a debt recovery agency, technology integration, and wide geographical coverage.

Since selection by Endeavor, company revenues have grown by 460%. He currently employs over 1,000 people and his 2010 revenues hover around the \$50 million mark.

ENDEAVOR AND VN GLOBAL BPO SA.

After selection, Luciano worked with a fellow Endeavor Entrepreneur to develop a manual of ethics for the collections industry.

With Endeavor's support, he redefined his business model and expanded to Mexico, and is currently receiving help raising financing. In addition to the local GEMA program, he attended the global Entrepreneur Summit. He has also received local support in the areas of strategy (e.g., BCG conducted a competitive analysis study), operations, and best practice sharing from other Entrepreneurs.

Luciano is an active member of the Argentina board, and was instrumental to the development of the Cordoba office.