

Matías Errázuriz

Genera4



“ I saw an opportunity to manage wastewater in a new way. ”

COUNTRY	Chile
INDUSTRY	Energy
EMPLOYEES	7
YEAR SELECTED	2005
WEBSITE	www.genera4.cl

COMPANY SNAPSHOT

Wetland's aquatic plant and anaerobic reaction technology is a novel approach to wastewater management in Chile. Matías, an agronomist, and Edmundo, a civil engineer, have developed an innovative, ecological method of treating wastewater through the use of microorganisms and aquatic plants. Environmental solutions in the Chilean market are usually imported and Wetland is positioned to provide a powerful homegrown alternative.

In 2002, Wetland was one of five finalists for the National Environmental Prize after creating a treatment plant for a school in Northern Chile. In 2003, the entrepreneurs convinced Chile's largest tobacco company to buy the Wetland system for its industrial wastewater.

ENDEAVOR AND GENERA4

Endeavor played a significant role both in professionalizing Wetland and in obtaining a new and more advantageous capital structure for the Entrepreneurs, including buying back part of the company from initial investors and raising an additional round of Angel financing. Endeavor has been particularly important to Matías, both personally and professionally, mentoring and guiding him as well as supporting him in re-writing Wetland's business plan.

In addition to local mentorship, Forums, and Hammer Sessions, the Entrepreneurs benefited from the Global eMBA program and introductions to potential partners and counterparts.

Matías continues to receive mentorship as he transitions away from Wetland to his new venture, Genera4. He demonstrates commitment by speaking often on behalf of Endeavor.