

Sally Buberman

Wormhole



COUNTRY	Argentina
INDUSTRY	Technology
YEAR SELECTED	2012
PARTNERS	Ignacio Lopez , Maxi Menasches
WEBSITE	http://www.wormholeit.com/

COMPANY SNAPSHOT

For hundreds of millions of people in emerging markets, working or learning outside of their immediate area is simply impractical due to a lack of web conferencing solutions tailored to their market. Since 2008, Sally Buberman, Ignacio Lopez, and Maximiliano Menasches have focused their efforts on creating an affordable, high-quality solution allowing people in these markets to work, learn, and communicate over the Internet. According to the International Telecommunications Union, over one billion of the world's Internet users live in growth markets and roughly 75% are non-native English speakers. Wormhole IT's products, which are typically 90% cheaper than competing products, have already been successfully exported to and localized for over ten countries, and are actively used by over 60,000 users. The company has nearly 2,000 clients, such as Falabella, Ebay, Endeavor Brazil and Hertz. Wormhole IT has plans to consolidate the web conferencing segment in emerging markets by leveraging its network of partners, such as Telefónica and Cadsoft, to reach new customers. The entrepreneurs plan to seize on the increasing demand for real-time, online collaboration solutions in the growth markets to continuing expanding in this segment.