

Santiago Muzzo

Wenco



“ I saw an opportunity to become an innovative serial entrepreneur. ”

COUNTRY	Chile
INDUSTRY	Industrials
EMPLOYEES	160 (Bazuca)
YEAR SELECTED	2000

WEBSITE

COMPANY SNAPSHOT

Santiago has become a local Internet star in his native Chile. He came to Endeavor as the founder of Bazuca, which delivers entertainment, food, and convenience products to clients in less than an hour. The business continued to thrive, expanding its sales presence into Argentina and Brazil and ultimately partnering with NetFlix in the US. In 2006, Santiago sold Bazuca to [VTR](#), a large local telecom provider. His business partner, Endeavor Entrepreneur [Nicolás Boetsch](#), was tragically killed in a skiing accident in 2008.

Santiago currently runs [Wenco](#), the leading company in plastics crates, bins, piles among other products in the Chilean market. Wenco's philosophy is to create value through the constant development of new projects and ideas captured directly from their clients' needs.

ENDEAVOR AND WENCO

Over the years, Santiago has received extensive coaching and advice from Endeavor mentors and staff members — from mentorship on business plan development and strategy to management workshops on business-specific themes.

Santiago remains extremely committed to Endeavor, mentoring fellow Entrepreneurs, serving as an ISP panelist, and participating in network events.