



The Company

Cabify is a **global ride-hailing leader** with millions of customers and a \$1.4bn valuation. The company has products and investments in adjacent markets such as electric scooters and food delivery. In 2018, they decided to expand into the **digital payments** and began developing a digital wallet named Lana.



Goal

Regulation and partnerships are both key to success in the digital payments space. As such, the our team's goal was to **facilitate productive conversations** between Lana, Chilean regulatory agencies, and two significant potential partners.



Deliverables

During the Fall, we researched large digital payments companies in three different regions. For our on-site work, we leveraged our learnings to talk with regulators and prospective partners and communicate the benefits and potential of digital payments in general and Lana specifically.



Sample of Work

We identified key attributes needed to succeed in digital payments and used these attributes to create a framework to evaluate and communicate the value of potential partnerships between Lana and a large Latin American retailer.

	Potential Partner	cabify
Initial Platform		
Cultural Relevance		
Development Speed		
Risk Tolerance		
Commercial Partnerships		

Relative strengths of Company X and Cabify are complementary in areas key to digital payments