

Enabling access to essential services for over 15 million families in México

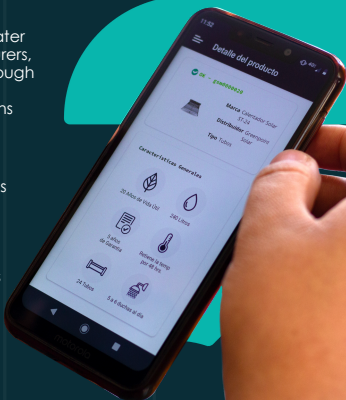
About Graviti

Graviti connects customers and essential service providers to democratize access for underserved families in México, starting with affordable solar water heaters. Via partnerships with MFIs and manufacturers, Graviti is able to control usage of solar heaters through a control meter that is pre-installed by the manufacturer, allowing for flexible financing options with pay-as-you-go and pay-to-own models.

Why Graviti

In México, over 15 million families and communities lack access to basic services like electricity, hot water and potable water. Graviti was built to change that. Currently, the market is fragmented, and distributors find it challenging to reach low-income customers directly. Graviti brings providers and customers together via a marketplace.

Using alternative data points, Graviti also assigns an alternative credit score to users and is able to provide affordable financing for otherwise excluded individuals.



How it works

- 1 On Graviti's web and mobile app, customers can choose the heater options that suit their needs and ask to be contacted
- 2 The team gets in touch with the customer to address queries, select the right product and financing option and determine whether they are approved for financing
- 3 Graviti's local distribution and installation partners offer free doorstep installation within 5 days of receiving a query
- 4 Customers can start using their water heaters and pay over a period of 3 to 24 months

Who we are



Yusef Jacobs
Founder and CEO

A serial entrepreneur with a background in Physics Engineering, Yusef has 4 years of experience in product development, strategy, and administration within the financial inclusion sector. He has previously founded Vitaluz.



Miguel Calderón
Co-CTO

A Computer and Electronics Engineer, Miguel has 7 years of experience in software and technology development. He has previously co-founded Cuatro Creative Labs.



Vidal Chávez
Co-CTO

With an educational background in Computer and Electronics Engineering, Vidal has 4 years of experience in consulting in technology and specifically in software and technology development. He has previously co-founded Vitaluz.

Key statistics + impact:

Funding raised

USD \$700K

Market size

70mn

individuals in LatAm

Addressable UN SDGs

7



**Affordable and
clean energy**

10



**Reduced
Inequalities**

11



**Sustainable cities
and communities**

Key partners + investors



TOUSHKA
CAPITAL



Awards + recognition

**Finalist at Chivas' Venture
Fund 2020 and recipient
of \$40,000**

**Selected by I3 LatAm
Accelerator**

**Selected by Catalyst
Fund accelerator**