

# What is **Defende.me**?

## Company

**Defende.me** is a legaltech with financial scalability with the aim of consumer **empowerment and facilitating their access to justice**. Currently the market is the representation of over-indebted consumers and potentially an open system for clients and lawyers to find the representation they need.

## Problem and Solution

The **overindebtedness** of consumers brings double social damage. The most serious problem is the deterioration of living conditions, losing much of its purchasing power through embargoes and direct debits on its income. In the second instance, lack of access to justice due to ignorance, mistrust and poor capacity to pay, prevents consumers from exercising many of their rights.

Defendeme offers **accessible** and **online** representation adapted to the measures of the debtor's profile, who is allowed to recover his income and in turn cancel the debt in a fair manner and according to his possibilities.

## Services

**Letters of Claim Document.**

**Class Actions.**

**Legal cases for lawyers Virtual consultation.**

**Representation in Debt cases.** It is divided into the following particular cases: Negotiation, Collective Bargaining, Private Tender, Consumer Bankruptcy, Blocking Discounts, Exiting the Veráz and Auto Savings Plan.

## Differential

Defendeme has developed all its professional services with their respective automations from a great user experience that allowed us to know its main characteristics and needs. Recently we have achieved a process automation that allows us to scale our reach significantly and adapt the business model to the characteristics of the country where it is landed.

## Vertical

Legaltech - Fintech

## Servicios

Trading

Legal representation

Platform economics



**+15K**  
total  
clients



**0,9K**  
mensual  
payment



**+2K**  
active  
clients



**2**  
active  
countries

## Team



**Juan Manuel  
Baya Casal**  
CEO



**Magdalena Fernandez**  
HR



**Andres Varas**  
COO



**Federico  
Repond**  
CTO

## Mentores



**Jorge Moreno**  
Finanzas - Director del MAE



**Pablo Pa**  
Estrategia - CEO San Miguel



info@defende.me

www.defende.me