

# LEDDO

## **BUILDING CREDITWORTHINESS FOR THE EMERGING MIDDLE CLASSES.**

Project URL: [lenddo.com](http://lenddo.com)

Project Twitter: [@lenddofriend](https://twitter.com/lenddofriend)

- Economic Empowerment
- Social Software
- Internet
- Data
- Mobile

Lenddo is the first online micro finance site that specifically targets the emerging middle classes. It helps users mine their own social media data – connections and online behaviour – to build creditworthiness in order to access local financial services, to fund education, health, home improvements or small businesses. It was founded in 2011, and investors include Accel Partners and Omidyar Network. It currently operates in Colombia, Mexico and the Philippines.

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