

Miranda Ventures: New VC Fund in Mexico

Mexico City, October 18, 2023 — Miranda Partners and AMG Block Ventures are pleased to announce the establishment of Miranda Ventures, a new Mexico-based VC fund to offer early-stage startups support in investor relations, financial advisory, media & PR, ESG, and digital marketing in return for equity.

The joint venture brings together AMG Block Ventures, a forward-thinking seed-stage fund focused on fintech in Mexico and Latin America, with the expertise of Miranda Partners, a multidisciplinary corporate and financial communications and research team based in Mexico City.

Miranda Ventures will help tech startups grow and gain scale by enhancing their communication, marketing, and research capacities with the expertise of Miranda Partners and AMG Block Ventures. Miranda Ventures will be managed by Damian Fraser, Carlos Torres, and supported by Sara Hayden.

According to the Fund's partners, "In a time where capital is more limited and companies are bootstrapping their growth, Miranda Ventures presents a compelling value proposition by providing the scalability and flexibility necessary for startups to thrive in a competitive market." The fund will primarily work with startups in Mexico that already have or are in the process of receiving investments from leading VC funds in the region.

Damian Fraser is CEO of Miranda Partners which he founded in 2018 after a twenty-year career at UBS, including seven years as its Mexico Country Manager. Before that, he was a journalist at the Financial Times and The Economist. Miranda now has over 50 employees and is a leader in the Mexican market in communication and research services, working with more than 60 clients.

Carlos Torres, Managing Director of AMG Block Ventures, started his career as an operator in the banking sector and transitioned into investing for a fund and a family office. He later co-founded a fintech startup targeting the underserved SME market in Mexico. He straddles the role of both an investor and a founder, giving strong insights into nurturing entrepreneurial talent.

Sara Hayden is a Senior Analyst at Miranda Media and works with numerous fintechs and startups in Media & PR, among other companies. Before Miranda, she was at FTI Consulting and McLarty Associates in Washington D.C.



Miranda Ventures' comprehensive suite of offerings includes:

- INVESTOR RELATIONS: Enhancing relationships with investors and analysts
- MEDIA AND PR: Crafting compelling communication strategies and media narratives
- GLOBAL RESEARCH: Providing both fundamental and industry-specific analysis
- ESG ADVISORY: Comprehensive environmental, social, and governance advisory
- DESIGN SOLUTIONS: Innovative digital and design strategies tailored to client needs
- DIGITAL MARKETING: Expert consulting services in digital marketing
- FINANCIAL ADVISORY: Assisting with risk control and corporate finance, CFO-outsourcing
- PEOPLE ADVISORY: Building and mentoring high-performance work teams

Press/Startup/VC Contact

Sara Hayden
Senior Analyst, Miranda Partners
Miranda.ventures@miranda-partners.com