



We improve *automatic payment collection* in companies through a smart gateway for credit cards and bank accounts.

**PROFILE**

Industry: **Fintech**  
Segment: Payments  
Business model: B2B  
Revenue model SaaS  
Team: 10 members  
Capital Raised: USD 600.000

**2025 METRICS & TRACTION**

GPV monthly: 3M USD/month  
Transactions: 1M/month  
Business Users: 90  
Annual Revenue: 1m USD

**FOUNDING TEAM**



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**PROBLEM**

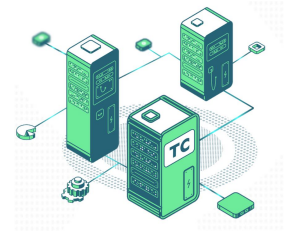
Different service companies like educational institutions, insurance companies, and non-profit organizations, experience *high friction collecting automatic payments* on credit cards and bank accounts. They invest more than *8 days per month* managing this while achieving very low collection rates.

**SOLUTION**

Debi is a payment orchestrator that increases recurring collection by 10%, applying smart retries and optimization algorithms. This cuts manual work and enables API integration with the company's ERPs.

**PRODUCT**

- *Automatic retries* and *data intelligence* and AI or rejected payments recovering and collectability optimization.
- Operated via *API*, *ERP integration* packages, and an *online dashboard* for manual operation.
- *Easy Links* and *checkouts flow* creation, aimed at accepting payments, subscriptions, and mandates.
- Real-time card validation.



**MARKET**

Educational institutions (Focus Vertical) number of orgs GMV:	TAM	SAM	SOM(Y5)
	380K	73 K	232
	5B USD	1.7B USD	205M USD

**BUSINESS MODEL**

- *Enterprise* 1.5% ↔ 2.5% per successful payment.
- *Large enterprise* 0.5% ↔ 1.5% per successful payment.

**MILESTONES**



**ROADMAP**

