

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

small business market is significant and growing. The purchase amount has not been disclosed. FreshBooks has paying customers in 100+ countries.

Sep. 23, 2020



**FreshBooks** has acquired e-invoicing company Facturama. Based in San Luis Potosi, Mexico, Facturama helps 19,000+ self-employed professionals, small businesses and startups maintain better control of their finances through electronic invoice management, reporting and other organizational services. The company is one of few software providers in the region that is currently compliant with Mexico's advanced electronic invoicing and accounting regulations.

Supported by FreshBooks, the #2 small business accounting software in America, Facturama's service will allow for greater scaling capabilities in Mexico, where the

small business market is significant and growing. The purchase amount has not been

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

“The Facturama team has built a great business helping Mexico-based small business owners succeed, and I’m excited to welcome the team and 19,000 entrepreneurs to the FreshBooks family,” said Mike McDerment, CEO and Co-founder of FreshBooks. “It’s still more difficult than it should be to run your own business. In Mexico, 65 percent of small businesses do not survive past their second year, and it’s largely because of cash flow management issues. Combining Facturama’s regional expertise with FreshBooks’ online payments and scaling expertise will accelerate our ability to better serve Mexico’s growing small business and startup market.”

There are currently more than 4 million registered small businesses, and millions of microbusinesses in Mexico, and nearly 25% of Mexico’s workforce is self-employed.

“This is great news for small business owners in Mexico, and it’s a great milestone in the Facturama journey because we’ll have many more resources to support our customers and employees,” said Humberto Ramirez López, CEO and Co-founder of Facturama. “We’re incredibly excited about the opportunity to work under FreshBooks’ global brand and deliver our software and services at an entirely new scale.”

Facturama was founded in 2012 by Ramirez and Arochi, and was chosen as one of the 500 Startups portfolio companies in 2013.

“Over the last decade, 500 Startups has backed more than 2,400 companies in 75+ countries, including 170 companies in LATAM” said Santiago Zavala, founder of Mexican.VC and Partner at 500 Startups. “We are always excited when companies we invest in attract interest from international companies, and we can’t wait to see how FreshBooks and the great team at Facturama can grow their footprint in the Mexican market.”

Since 2004, FreshBooks has helped more than 20 million people in 100+ countries to

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved