

Jorge Fernandes

MOBIBUCKSe



The key player

Jorge Fernandes, a serial entrepreneur of 47 years, currently live in Silicon Valley, place where he emigrated for over 25 years.

Born in Angola where he lived until age 11, he came to Portugal in 1975. Thereafter moved to the United States, California, where he continued his studies, and graduated in Electrical Engineering at the University of San Diego State.

The blue print

The Mobibucks is a mobile payments platform, which allows the users, free of charge, do payments without the use of money or even any mobile device by the customer. It just takes a phone number and a 4-digit PIN to be able to process a payment.

The solution also allows send gift cards to friends and family, add money to gift cards, send and receive discount coupons via mobile phone.

The journey to Silicon Valley

In 1988, Laser-Tron was born, a company dedicated to video and laser games on cartridges for the home entertainment market, was later acquired by Claim Entertainment. The first company to put video games on CD and one of the first companies to use the Internet as a videogame distribution channel.

The Lasertron was the first step to the Portuguese entrepreneur. Also created Biolumin, Employee Life, ViVOtech and MonVia to Mobibucks.

Key lessons from Silicon Valley

Diversity: Quality of entrepreneurs and highly experienced entrepreneurs. An unique ecosystem has grown giving the opportunity to the best to establish worldwide network.

Easy access: startups can access early and at low cost to a pool of mentors and potential partners with an extremely valuable experience for the company.