

From a hobby to Forbes! Tec graduate innovates on cryptocurrency



Juan Diego Oliva, a Tec graduate from [the Tec's Querétaro campus](#), has been featured in **Forbes Latin America's top 10 startup rankings** for his cryptocurrency project "[Capa](#)."

Juan Diego laid the groundwork for establishing Capa in collaboration with his partners **Juan David Torres and Guelmy Levit Salcedo**, who are also [Tec graduates](#), based on the experience gained in their previous startups and the guidance of entrepreneurship experts at Tec de Monterrey.

He thanked the confidence placed in his startup by the campus's entrepreneurship academy.

"I would not have this ribbon today without the entrepreneurship academy. The motivation for my entrepreneurship was thanks to Ján Rehak and Romain Pouzou, who changed my life. I'm a loyal Borrego (Tec alumnus)," concluded Juan Diego.

[Romain Pouzou](#), a **professor of entrepreneurship** and Juan Diego's instructor at the Tec, highlighted that one of the key strengths of the startup is its rapid transaction capabilities.

"Capa provides instant international transfers at a much lower cost than existing alternatives."

Forbes

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30 PROMESAS DE NEGOCIOS



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His efforts recognized in Forbes

Capa was so successful that Forbes Latin America included it in the **30 Promising Businesses of 2024** April-May edition, to foster various businesses that can **significantly transform the world in the social area.**

Capa was established in the Dominican Republic with a target audience of people aged between 18 and 34 who save in dollars with limited access to the dollarized market. Juan Diego envisions turning his country into a cryptocurrency gold mine.

Diego says he has faced his greatest challenges with the help of **ambition, perseverance, and stubbornness.** He managed to achieve what seemed impossible, even for his family.

“The Tec really motivated me to become an entrepreneur, both through the entrepreneurship academy and its professors who always supported me in everything,” said the Tec graduate.

“I would not have this ribbon today without the entrepreneurship academy. My mentors changed my life. I’m a loyal Borrego (Tec alumnus).”

Capa: A new way to use cryptocurrencies

Cryptocurrencies are **digital assets**, without physical form, designed so that they **cannot be stolen or counterfeited.** As they are not backed by any official entity, cryptocurrencies use a blockchain system to keep movements within the market up to date.

“It was hard to believe that you were competing with everybody. We ended up realizing that there is no point in being enemies with the world when instead we can build an infrastructure that makes us friends,” said the Tec graduate.

Today, Capa has a team of **17 people** and has raised over **4 million dollars** in the last few months, partnering with **Coinbase Exchange** and ranking in **Forbes's top 30 promising businesses**.



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Tec as catalyst for entrepreneurship

Capa formerly Alcan­c­ia, started out as an application that converts pesos into dollars and then transforms them into cryptocurrency. However, after analyzing the market, Diego noticed that he would have to deal with a large number of competitors.

“Alcan­c­ia allowed people to buy, spend and use digital dollars known as USDC for remittances, savings and returns of around 5% annually through short-term U.S. government bonds” reports the April-May 2024 issue of Forbes.

The lack of a digital currency market in the Dominican Republic and the difficulty of using Latin American money to buy cryptocurrencies prompted him to create this project to facilitate the purchase and sale of these digital assets in Latin America.

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