

Mexican startup wins at Fintech Americas 2025



Professor Antonio Pacheco has won the 2025 Pitch Off Competition in Miami with his startup Sinecta.

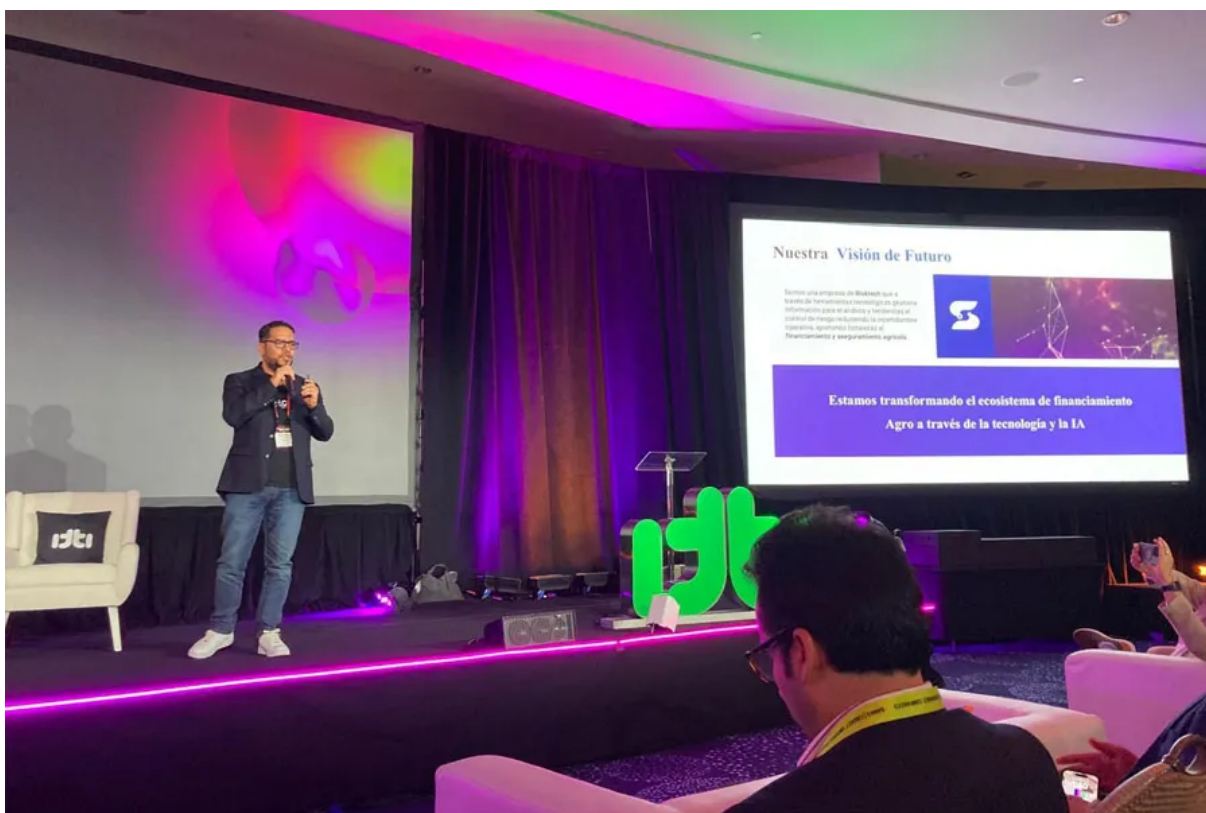
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COURTESY OF ANTONIO PACHECO,
ADOBE STOCK

Sinecta, a **Sonoran startup** led by **Antonio Pacheco**, a professor at **Tec de Monterrey's Sonora Norte campus**, has been recognized at [**Fintech Americas 2025**](#), one of the continent's most important forums for the financial and technological ecosystem.

The project **won the Insurtech Pitch OFF 2025 competition** for its **innovation in the agrofinance sector**, by using **artificial intelligence-based technology** to enable remote, real-time **monitoring of agricultural risks**.

"We were congratulated for identifying an underexplored field: we use artificial intelligence to calculate risks in the agricultural industry," Pacheco said in an interview with CONECTA.



Sinecta was one of 10 startups selected to participate in the finals of the Pitch Off 2025 competition at Fintech Americas 2025. Photo: Courtesy of Antonio Pacheco

Sonoran startup on the world map

The startup was **the winner of *Insurtech Pitch OFF 2025***, held as part of the forum in Miami at which dozens of companies from countries such as **Mexico**, the **United States**, **Peru**, **Colombia**, **Chile**, and **Argentina** participated.

This award not only represents significant recognition but also provides access to the ***Miami Insurtech Advocates Hub***, a collaboration and innovation ecosystem that includes **global insurers**.

The benefits of winning include Sinecta gaining access to global forums, specialized advice, and connections with leaders in the financial technology sector.

“This achievement is not just mine, but that of every person who has believed in this project.

“Winning this competition is the sum of talent, dedication, and many hours of collaborative effort,” Pacheco shared on social media after receiving the award.



Artificial intelligence for agriculture

Founded in 2020, **Sinecta** aims to provide **technological tools to financial institutions**, such as banks and insurance companies, so they can **monitor crops in real time and anticipate risks** that affect productivity.

Sinecta is able to process data, collected by satellites and sensors in agricultural fields, and translate it into information that **enables good, informed decisions**.

Thanks to its **partnership** with institutions such as [FIRA](#) (Trust Funds for Rural Development), its platform has been **recognized as an official mechanism** for remote monitoring of agricultural loans.

Sinecta currently operates in states such as Sonora, Sinaloa, Tamaulipas, Veracruz, and Campeche, and **monitors more than 135,000 hectares**.

Today, Pacheco believes his Sonoran *startup* demonstrates that Mexican innovation is not only capable of competing internationally but can also lead the sustainable development and transformation of key industries.

“The future is no longer just digital, the future is adaptable,” the academic concluded.

“Winning this competition is the sum of talent, dedication, and many hours of collaborative effort.”

Transmitting innovation in the classroom

In addition to leading Sinecta, Pacheco is a **professor at Tec de Monterrey**, where he teaches classes on **business models, innovation, ideation, and entrepreneurship**.

His more than 15 years of experience as a teacher have also been key to the development of his company: **some of his current partners were once his students at the Tec**.

“The Tec has been key to my success: it gave me tools as a teacher and the opportunity to connect with brilliant minds,” Pacheco said.

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