

# Webrock Ventures' portfolio company Lara secures R\$ 25 million (SEK 45 million) to accelerate healthcare financing in Brazil

**Webrock Ventures is pleased to announce that its portfolio company Lara, a leading healthcare financing platform has secured a SEK 45 million credit investment from a leading Brazilian credit asset management firm, to further bolster loan origination efforts.**

This new funding will allow Lara to accelerate clinic onboarding and resume loan origination growth through its point-of-sale (POS) financing platform, which enables patients to access installment-based healthcare loans directly at clinics, without needing a credit card.

Lara currently partners with over 1,000 clinics in Brazil and has experienced strong traction with its fully digital onboarding, instant credit decisions, and automated contract signing.

*"This will further scale Lara's operations and confirms the strong demand for embedded financing solutions in Brazilian healthcare," says Joakim Pops, CEO and co-founder, Webrock Ventures.*

## About Lara

Lara empowers dental, aesthetics, and other health and wellness clinics with a fully automated point-of-sale lending platform that offers fast, user-friendly credit approvals and contract signing. By providing convenient credit options, Lara increases access to healthcare, enabling more patients to afford necessary treatments and improving the overall health and well-being of the Brazilian population. The company was co-founded by Webrock Ventures. Learn more at [parceladolara.com.br](https://parceladolara.com.br).

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## About us

Founded in 2018, Webrock Ventures is a venture studio that starts and builds companies in Brazil in partnership with successful Swedish tech companies. Brazil has over 215 million people and is one of the world's largest economies and the population is among the most digitally engaged in the world. Webrock leverages established Swedish companies' proven business models and technology to gain a head start in Brazil's fast-growing digital industry that often matures later than in Sweden. By bringing together ideas, capital, resources, and talent, Webrock acts as a co-founder, building growth companies from the ground up. With a 35-60 percent ownership stake in its portfolio companies, Webrock ensures substantial value for a limited initial investment. The company's share WRV is traded on Nasdaq First North Growth Market with Redeye AB as Certified Adviser.

For more information, please visit: <https://webrockventures.com/>