



Fintech Flash: Founder Focus

Eduardo Ortiz Reynaga at Koltin



Eduardo Ortiz Reynaga
Co-Founder and CEO at Koltin

Koltin, the first company in Mexico to offer private health insurance coverage to seniors, provides health memberships that include lifetime health insurance, free specialist care, and preferential rates on consultations, medications, and laboratory tests to promote well-being.

What was your inspiration for founding Koltin?

My grandparents inspired me to start Koltin. During the COVID-19 pandemic, they were denied access to private health insurance. I investigated, and it turns out insurance for the elderly is inaccessible in Mexico. I came to realize that Mexico's health insurance companies are not yet able to take full advantage of more sophisticated data analysis tools, which leaves them stuck designing products for younger demographics. This approach overlooks Mexico's senior citizens.

My life's mission is to solve this problem, and it has become our opportunity. Koltin provides true health insurance coverage and is focused on ultimately achieving better health outcomes for the aging population.

How is Koltin differentiating itself in the insurtech space?

We have a unique understanding of what "healthy aging" means. We are patient-centric and focus on providing the best care that is optimized for a patient's personal goals for longevity. To Koltin, aging does not always rely on the usual assumptions like frailty or dependency. We start by offering our members yearly evaluations of risk across the most influential diseases through tests such as multi-cancer early detection or DXA scans. Once we have a clear picture of a person's health, we can focus on providing a framework for healthcare that allows our customers to continue doing what they love doing most for the longest time possible. This includes building community to support connections with other seniors and a variety of activities to help them feel engaged. At our headquarters, we offer community-based, evidence-backed initiatives — such as painting and dance lessons — and we developed a hybrid membership model that includes both clinical and community center offerings to our customers.

This development was based on feedback from members who were seeking more than just traditional pharmaceutical treatment. Many of our seniors do not want to just take another pill to treat an illness like sarcopenia (i.e., age-related progressive loss of muscle mass and strength), they want to participate in something like a tai chi lesson to help build strength and balance.

Our member-centered approach works — and we are very proud that our Net Promoter Score is on par with top global technologies companies and almost double that of the highest-ranked US member-based health insurance company.

What kind of advice would you give other founders who are seeking funding, and what lessons have you learned along the way?

Run a tight process, and surround yourself with good people. Moving with the certainty that you can trust your advisers and partners, that's huge. Be true to yourself, and be disciplined.

A lesson I learned along the way is to be authentic. Fundraising was never my favorite thing. So, early on, I created an alter ego for investor meetings who was very confident and extroverted. But that's not me. Maybe I would've been successful raising money that way, but I risked partnering with an investor that did not get to know the real me. Meeting investors is like dating, and, if you want to find the right partner, you should be authentic and look for a partner that is being authentic with you. I approach my business openly, with transparency, and I have found that sharing my concerns, questions, and even doubts have led to deeper connections with my partners and investors.

As a Mexico-based company, how did you get plugged into the US venture world?

Our connections with angel and pre-seed investors have been particularly valuable along this journey. Many of ours are well-connected and have provided strong introductions to many US venture firms. If I had to give advice on this topic to other international or LATAM-based founders, I'd say to find a really well-connected pre-seed or angel investor from the start.

How do you think about scaling in a highly regulated — and sometimes unclear — fintech and insurtech environment?

Our approach is to be open, transparent, and collaborative with regulators. This isn't a "move fast and break things" industry — and having good legal counsel is key. In that sense, we are fortunate to have found Goodwin as our partner and ally.

What kind of opportunities are you seeing in 2025 to expand and grow?

We are starting to explore how we can vertically integrate the direction of care. The way we started was very much focused on improving the insurance carriers' tasks, such as underwriting, through tech. Today, we are excited by the challenge of leveraging technology again, but this time for providing better care to our members. We believe in offering enhanced, preventive, and comprehensive coverage solutions for people who are seeking healthcare for themselves and their loved ones.

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What kind of opportunities do you think will be presented in the next five years?

I think there will be incredible tools for those of us who are looking at how to provide products and services for healthy aging at scale. Aging is inevitable, but aging healthy is relative, so we focus on answering the question of what healthy aging means for someone like me, a 35-year-old father of two, versus what it looks like to someone like my abuela. Our driving principle can be summarized by being a healthy aging “co-pilot,” and the future of our industry could mean providing better trained doctors, streamlining care with tools based in AI, or utilizing other burgeoning technologies like robotics to support our mission.

Why did you choose Goodwin as your legal counsel?

Goodwin was recommended to us by a trusted adviser who said that we would feel that we were in good company — which was important to me. During our last round, I confirmed that we were, in fact, in fantastic company. The team is very diligent and quick to respond to our questions, and I feel like we have become true partners in this journey.

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