runa

CUSTOMER PROFILE

DRAFTEA

Location:	MX
Employees	85 employees
Industry:	Entertainment
Customer since:	February 2022
Website:	https://www.draftea.com/

See profile

About Draftea

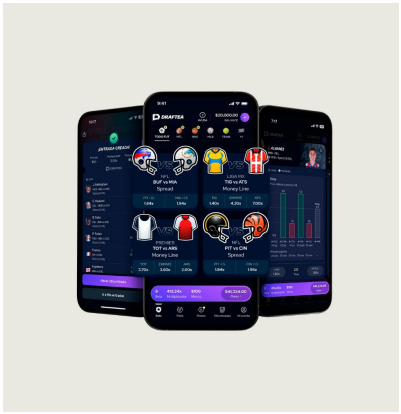
Draftea was born from a simple but ambitious idea: bringing fantasy sports to Spanish speaking audiences through a local experience designed specifically for their language, culture, and interests. As the first daily fantasy sports platform in Spanish, the company identified a gap in the market and moved quickly to create a product that connected with sports fans across the region. The project was founded by Alán Jaime Misrahi, who saw an opportunity to adapt the fantasy sports model to Mexican soccer and build a platform tailored to local audiences. What started as a promising idea quickly gained traction. In less than a year, Draftea secured a seed round of $13.2 million backed by investors such as Kaszek, Sequoia, and the founder of FanDuel. Soon after, the company announced a partnership with the NFL and raised an additional $20 million with the support of leading investment funds and figures from the international sports industry.

What challenges were they facing in payroll management?

As Draftea continued expanding, payroll quickly became one of the areas under the greatest pressure. New employees were joining the company constantly, which meant handling registrations, payroll payments, IMSS requirements, and compliance obligations at a much higher volume than before.











As Andreas, Administrative Manager, explains, “We were growing very quickly and needed a tool that could keep up with us without losing order or compliance.” Another challenge was navigating the Mexican regulatory framework. While Draftea operates with an international mindset, payroll and employment regulations in Mexico require detailed local knowledge and careful execution. Managing IMSS registrations, ensuring correct payroll disbursements, and complying with tax obligations demanded a level of expertise that could not be left to chance. There was very little room for error.

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>
> *- Andreas, administrative manager*

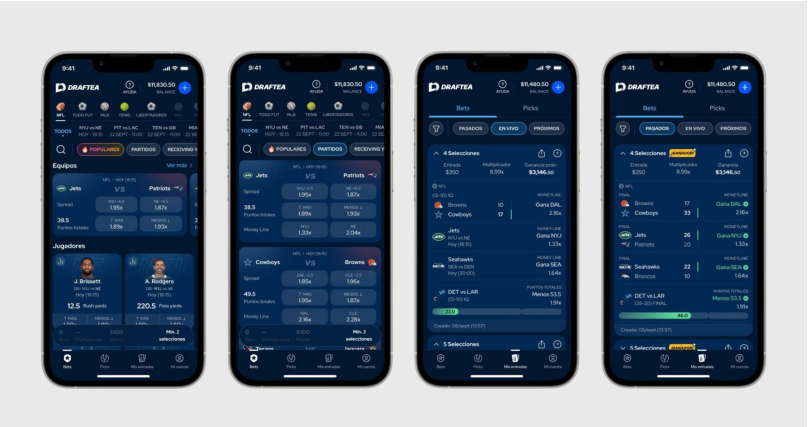
In what areas has Runa impacted the operation?

The implementation of Runa allowed Draftea to support its growth without placing additional strain on the internal team. Processes that previously required significant coordination became much faster and easier to manage. One of the most important improvements was employee onboarding. During periods when multiple people joined the company in the same week, registrations could be completed quickly and efficiently, helping the business maintain momentum without creating administrative delays.

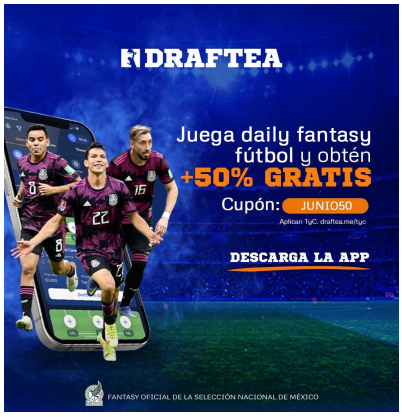
> **Runa has been a key ally in supporting our accelerated growth in Mexico, helping us scale without friction and with the peace of mind of knowing we are doing everything correctly.**
>
> *- Andreas, administrative manager*

Why did they decide to work with Runa?

From the beginning, Draftea was looking for more than a traditional payroll provider. The company needed a partner that understood the realities of rapid growth and could support its expansion in Mexico with both technology and expertise. Runa offered a combination of payroll management, compliance support, employee benefits, and local regulatory guidance that aligned closely with the company’s needs. Rather than simply processing payroll, the platform provided a framework that allowed Draftea to operate with greater confidence and structure. Another factor that stood out was the quality of support. Having access to a team that could answer questions quickly, explain regulatory requirements clearly, and provide practical solutions made a meaningful difference throughout the company’s growth journey. As the team summarizes, “For us, Runa did not just solve a payroll issue; it became a strategic ally in supporting our long term growth.”











See public reviews on Runa

4.9/5.0	4.9/5.0	4.9/5.0
★★★★★	★★★★★	★★★★★
CAPTERRA	SOFTWARE ADVICE	G2
See reviews	See reviews	See reviews

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