

Linework Arrives in El Salvador! An app to buy, sell, and get financed, no banks needed

The international fintech company Linework announces its arrival in El Salvador, launching an app that integrates blockchain, e-commerce, and decentralized finance into a single digital ecosystem.

San Salvador, April 9, 2025

Linework, the innovative Italian decentralized financial technology company, has decided to move its entire operation to El Salvador, marking a significant milestone for the local economic ecosystem. The company plans to hire around 1,000 people in the country by the end of 2025, including professionals in web development, finance, accounting, brokers, traders, business development specialists, lawyers, human resources, sales, and operations. Additionally, Linework is planning the construction of a striking 71-story corporate building in partnership with DOMA Arquitectos, solidifying its presence in the region.

Founded in 2020 by Noel Damien and Benoit Foti in Montecorvino Rovella, Linework has stood out for creating an inclusive financial ecosystem, allowing users to access digital assets in tangible markets around the world. Linework is the only company that enables users to purchase real-world products through decentralized technology, becoming a true leader in the fintech industry. Its arrival in the country promises to transform the way Salvadorans interact with digital finance by combining blockchain, e-commerce, and decentralized social networks in one platform—bringing crypto closer to everyday life.

Linework's vision is rooted in financial democratization and sustainable development.

The company operates in more than 52 countries and has designed its own technology, free of intermediaries and compatible with most decentralized providers. Its business model integrates the functionalities of giants like Amazon, PayPal, and WhatsApp, allowing users to buy, sell, communicate, and manage their businesses without restrictions or upfront costs—autonomously and securely.

Why use Linework?

A secure and private marketplace

- **Security:** Linework protects buyers and sellers through an escrow system. Unlike other platforms, payment is only released once the buyer confirms receipt of the product.
- **Private, untraceable transactions:** No need to link a name when purchasing with assets. No one can track your transaction history.
- **0% fee microfinancing:** In the coming months, we'll offer financing for products within the marketplace without requiring a credit record, making financial access easier for everyone.

A hack-proof wallet

- **Unbreakable security:** Linework acts as a virtual copy of the user's real wallet, with no direct connection to the asset, making it impossible to hack.
- **Anonymous transactions:** No name required—total privacy in every transaction.

Microfinancing services will be part of the license Linework seeks from CNAD, operating under the Bloop section within the Linework app.

Advanced technology and decentralization

- **Decentralized wallets:** Assets are stored in wallets not publicly linked to the app or nominative systems.
- **Multisig system and compliance:** Every transaction passes through manual validation and a multi-signature system before execution.
- **Protected chat and identity:** No phone number or real name is required to use the chat or integrated social network, ensuring full privacy.
- **Secure transactions:** Funds for marketplace purchases are held until product delivery is confirmed.

- **In-house code, no third parties:** Linework does not share its tech with other platforms, minimizing security risks.
- **Interoperability without direct contact:** Compatible with over 450 wallets and exchanges, without surrendering control of user assets.

The Future of Linework in El Salvador

During a meeting held at DOMA Arquitectos' offices in San Salvador, a work agreement was signed between the firm and Linework to begin preliminary studies for what promises to be "an unprecedented project in El Salvador and the region," according to architect Daniel Ortiz, founder and CEO of DOMA.

This first formal step marks the beginning of an ambitious collaboration aimed at building a modern structure initially projected to reach 71 stories. Study results are expected in three months, setting the path forward for the project's development.

The modern building will be Linework's new global headquarters. The structure will also serve as a dedicated ecosystem for the crypto and DeFi community, tailored to meet its needs for innovation, security, connectivity, and global collaboration.

The meeting was led by architects Milton Alas and Daniel Ortiz from DOMA, and Noel Damien Foti, co-founder and CEO of Linework. Also present were Ester Serrano, Country Manager of Linework El Salvador, and César Hernández, president of the local branch. Legal specialist José Calderón also joined the DOMA team and will play a key role in handling the project's legal matters.

During the meeting, the technical board leading this initial phase was presented, committed to designing a space that challenges architectural boundaries while keeping people at its center. "I want to involve the community in this project so they know this isn't just another development—it's for the people, with the people. I want it to be open and inclusive. That represents the human, emotional side of the project," said Foti.

Architect Milton Alas emphasized the scale of the project, stating, "This will be a vertical city," and hinted the building will have multiple uses and become an icon of urban integration.

Linework is a global company operating at the intersection of technology and decentralized finance. Since its founding, it has worked to create platforms and spaces that empower people through both digital and physical infrastructure. The construction of this crypto tower in San Salvador represents a natural step in its mission to connect global communities with real, sustainable projects.

“For the future of the community and the future of Linework,” Foti concluded, reaffirming the company’s commitment to human-centered innovation.

Linework’s Mission

Linework has also demonstrated a strong commitment to financial education and community development. The company plans to fund university courses in El Salvador, support cultural events, and improve access to tech resources through its decentralized optimization systems. This strategy seeks not only to promote financial inclusion, but also to transform the local economy by empowering communities with innovative and sustainable tools. Our app offers Salvadorans a powerful alternative to participate in the global economy.

Want to join our team?

Scan this QR code and apply for available positions at Linework. We're looking for visionary, creative people eager to grow in an innovative environment that blends technology, commerce, finance, and communication. We offer competitive salaries, development opportunities, mentorship, team-building activities, and a diverse workplace that values your authenticity. This could be the step that transforms your career.

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