

ADN Sostenible · Air & Environment

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Country: ?? Colombia · Chía **Category:** Air & Environment **CT Taxonomy:** CT-XS-004 — ESG / Climate Risk & Disclosure **Impact Areas:** Adaptation **Stage:** Sketches **Team Size:** 4.0 **Website:** <https://adn.redsimbiotic.com>
Funded: False

Elevator Pitch

ADN Sostenible transforms regenerative practices adopted by tourism companies into financeable assets for local governments, creating ESG intelligence infrastructure that connects green capital with the local economy.

Climate Problem

Local governments lack the data needed to measure the climate impact at the local level and access green financing. ADN provides ESG infrastructure that quantifies regenerative practices, enabling governments to compete for climate capital and meet their NDCs.

Solution

ADN is a regional intelligence platform that collects ESG data from tourism-related SMEs, generates dashboards for local governments, and transforms regenerative practices into assets eligible for green capital financing.

Revenue Model

Annual licenses for local governments (~\$100,000 per region). Financial institutions, insurance companies, and climate funds pay for access to strategic information. A sustainability seal (digital asset) granted upon payment, which certifies small and medium-sized enterprises (SMEs).

Target Market

Latin American local governments (50,000–500,000 residents) in tourist destinations. Primary market: Colombia. Secondary markets: Peru, Mexico, Brazil, Costa Rica. Total Addressable Market (TAM): ~500 tourist municipalities in Latin America.

Social Impact

Indigenous Peoples, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, People Living in Extreme Poverty, Women

Demand Evidence

We have been gauging demand through partnerships with tourism organizations, chambers of commerce, banks, and beta testers who are currently helping to co-create the solution and are seeking verifiable sustainability and green financing tools.

Competitors

There is no direct territorial competition in Latin America. Indirect competition: ESG consulting firms (without financing), international SaaS platforms (not tailored to local governments). ADN is unique: territorial infrastructure + integrated financing.

Founder Expertise

Over 20 years of experience in design, brand strategy, and digital transformation. Training in HSEQ and internal auditing. I have founded sustainable B2B companies. Expertise in co-creation, impact storytelling, and institutional innovation ecosystems.

External Support

We have received mentoring through incubation programs.

Team

Paola (CEO): Sustainability, strategy. Jorge (COO): Product, storytelling, design, institutional ecosystems. Carolina (ESG/Public Affairs): Climate finance, governments, multilateral organizations. Daniel (Data Science): Evaluation, metrics.

Founder

Jorge Sandoval

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