CertMatch · Efficiency

CertMatch

Country: Peru · Lima **Category:** Efficiency **Impact Areas:** Mitigation **Stage:** Ideation **Team Size:** 1 **Website:** —

Elevator Pitch

A platform that optimizes business and project decisions by aligning goals with sustainable certifications, maximizing resource efficiency and ESG incentives. It transforms reactive decisions into strategic ones: turning obligations into competitive advantages.

Climate Problem

More than 60% of companies fail to obtain sustainability certifications for their projects in a timely manner, thereby losing efficiency and opportunities to reduce CO2 emissions. This hinders the construction sector’s potential to mitigate climate change on a global scale.

Solution

A data-driven platform that recommends sustainable certifications based on project objectives and context, optimizing decisions and incentives. It improves efficiency, reduces emissions, and connects stakeholders to accelerate sustainable solutions and create value.

Revenue Model

A subscription-based SaaS model for businesses and consulting firms, supplemented by project-based payments and premium services. In the future, it will include success fees based on incentives earned and partnerships with banks and developers.

Target Market

Real estate developers, architecture firms, and consulting firms looking to optimize sustainability decisions. In the future, scalable to banks, investment funds, suppliers, and companies with ESG goals.

Social Impact

People Living in Extreme Poverty

Demand Evidence

More than 60% of projects fail to obtain certifications on time, resulting in lost efficiency and value. This gap, confirmed by my own experience and that of colleagues at various consulting firms, highlights a clear need for solutions that optimize decision-making.

Competitors

The main options are certification consulting firms and ESG tools that operate manually or in a fragmented manner. There are several consulting firms in my area, but there is no digital solution that comprehensively optimizes these decisions.

Founder Expertise

Architect and sustainability director, consulting firm manager, with 7 years of experience. Certified as a LEED Green Associate, EDGE Expert, and Auditor. I have advised on national and international projects, identifying gaps that support this solution.

External Support

I have received market validation based on my experience with sustainable certifications, feedback from colleagues at various consulting firms, and comments from clients and suppliers interested in a platform that optimizes these decisions.

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