

CurubaTech · Food & Agriculture

CurubaTech

Country: ?? Colombia · Bogota **Category:** Food & Agriculture **CT Taxonomy:** CT-IC-005 — Precision Agriculture Data & IoT **Impact Areas:** Adaptation, Circular Economy **Stage:** Private Beta **Team Size:** 10.0 **Website:** <https://curuba.tech/en/> **Funded:** True (60000.0)

Elevator Pitch

CurubaTech helps farmers improve productivity and reduce emissions through remote agronomic assistance via WhatsApp. Our platform collects and analyzes field data to optimize decisions, reduce chemical use, and avoid unnecessary travel to farms.

Climate Problem

Agriculture generates high emissions from excessive travel, inefficient input use and poor data access. Small farmers lack timely technical support, reducing productivity while increasing carbon footprint and environmental degradation.

Solution

CurubaTech provides remote agronomic assistance via WhatsApp, enabling farmers to share field data and receive actionable expert recommendations when they need them. This reduces travel, optimizes chemical use and improves sustainable decision-making.

Revenue Model

We generate revenue through SaaS subscriptions, subscription per hectare technical assistance plans, and partnerships with agribusinesses, cooperatives, and development programs seeking scalable digital support for farmers.

Target Market

Small and medium-sized farmers, agribusinesses, cooperatives, NGOs, and public agricultural programs seeking efficient, data-driven and low-carbon technical assistance solutions.

Social Impact

Refugees - Asylum-seekers and Internally Displaced People, People Living in Extreme Poverty, Women

Demand Evidence

Our platform has been validated with farmers in multiple Colombian regions and crops. Users actively engage through WhatsApp, and partners continue expanding pilots and implementation opportunities.

Competitors

Competitors include traditional agricultural consultants and farm management software providers. However, few combine remote technical assistance, WhatsApp accessibility, and climate impact reduction for small farmers.

Founder Expertise

Our team combines expertise in agriculture, technology, data analysis, business strategy, and rural development, with experience in over 100 Colombian municipalities and international startup acceleration programs.

External Support

We have participated in national and international acceleration programs, secured local and foreign investment, received impact awards, and partnered with agricultural organizations across Colombia.

Team

The team covers product development, agronomy, data analysis, business development, legal strategy, and operations, supported by senior agricultural and corporate advisors.

Founder

Paula Aponte

Revisión #2

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