Emkubar · Efficiency

Emkubar

Country: ?? Colombia · Bogotá **Category:** Efficiency **CT Taxonomy:** CT-XS-004 — ESG / Climate Risk & Disclosure **Impact Areas:** Adaptation **Stage:** Public Beta **Team Size:** 3.0 **Website:** https://eko-ia.vercel.app/ **Funded:** False **Founder:** Daniel Gordillo

Elevator Pitch

EkoIA by Emkubar is an educational mentoring platform that trains organizations and individuals in green digital skills to reduce their environmental impact by optimizing digital processes. It also shows them where they can offset their carbon footprint through tree planting.

Climate Problem

We address the growing invisible digital carbon footprint and inefficiencies in land-based offsetting. This is critical because technology-related emissions are rising unchecked, and current restoration efforts lack technical precision based on open data.

Solution

Mentoring in Green Digital Skills using AI to optimize technological processes. In practice, we educate people on how to reduce their carbon footprint and use open data to guide planting in areas with the greatest potential for carbon sequestration.

Revenue Model

Subscription-based SaaS model for businesses, technical consulting on Green Digital Skills, and validation of territorial compensation projects. We monetize operational efficiency and environmental transparency backed by open data.

Target Market

Technology companies, marketing agencies, and corporations in Latin America with decarbonization goals. Also, government entities seeking to optimize the impact of territorial offsetting through open data and technical efficiency.

Social Impact

Indigenous Peoples, Women

Demand Evidence

Due to growing ESG regulatory pressure in Colombia and the lack of education on "green digital skills," companies today are seeking to reduce their cloud operating costs and validate their returns with real data, not just empty promises.

Competitors

Indirect competitors such as Moss and Carbono Cero (traditional carbon offsetting) and international consulting firms such as Watershed. In Latin America, there are no solutions that combine mentoring in green digital skills with territorial mapping based on open data

Founder Expertise

Led by Daniel Gordillo, an expert in innovation and entrepreneurship; Alejandra Rojas, who has experience in strategic AI, open data management, and scaling social impact projects; and Luisa Rojas, a data expert.

External Support

We haven't received any external support yet.

Team

Strategic and legal research and analysis (Daniel), technical development of AI and open data architecture (Alejandra), and specialists in sustainability, regional affairs, and data management (Luisa).

Founder

Daniel Gordillo

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