NATIVO · Clean Industry

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Country: ?? Colombia · Bogota **Category:** Clean Industry **CT Taxonomy:** CT-WA-005 — Environmental Management Consulting **Impact Areas:** Adaptation **Stage:** Prototype **Team Size:** 4.0 **Funded:** True (50000.0) **Founder:** Natalia Parra Suarez

Elevator Pitch

Building the lab of the future where sustainability is not a theorical class but the participants inmerse in a full portafolio of education, creating reporting tools and participate in community activities to deliver outcomes.

Climate Problem

Organizations lack both the internal capability and the scalable tools to achieve regenerative shift to bridge knowledge and actionable business strategy. By addressing this gap, we empower leaders to recognize they are linked to the ecosystem's health.

Solution

We offer a B2B EdTech platform, using a hybrid model: Combining a scalable SaaS learning with immersive lab experiences to build internal strategy for the business using our framework to translate complex ecological realities into solutions in our hubs.

Revenue Model

We use a scalable B2B model: 1) SaaS subscriptions for corporate digital training, 2) Ticket immersive executive strategy labs 3) Digital and community advisory events for individuals participating

Target Market

We target B2B enterprises via a two-pronged approach: top-down to the C-suite for premium labs, and bottom-up to corporate intrapreneurs. These individuals join our SaaS community for purpose and identity, acting as champions to drive enterprise sales.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty

Demand Evidence

Singapore's carbon tax jumps 5x by 2025, forcing C-suites to act. Simultaneously, Gen Z faces severe eco-anxiety, demanding corporate purpose and quitting misaligned jobs. Nativo Lab solves both: mitigating tax risks while retaining top talent.

Competitors

Competitors are traditional universities like NUS offering theoretical courses, or consultants (PwC) teaching compliance. Nativo builds a purpose-driven community, giving Gen Z talent a place to belong and lead.

Founder Expertise

I bridge the gap between Colombia's biodiversity and Singapore's corporate market. Backed by my family's established EdTech infrastructure, I designed Nativo to translate complex ecological data into profitable B2B strategy: belonging and mindset shift.

External Support

We have secured a partnership with an established Colombian EdTech firm, leveraging their proven infrastructure. Using their "know how" we plan to pivot the experience into sustainability knowledge for corporates.

Team

Our team covers all bases: I lead the vision and cross-cultural EdTech strategy between hubs. A Strategy Lead for B2B enterprise scaling, a Tech Specialist building our SaaS, and a Comms and Design Specialist driving our community growth.

Founder

Natalia Parra Suarez

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