

REPORTI · Efficiency

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Country: ?? Colombia · SOACHA **Category:** Efficiency **CT Taxonomy:** CT-XS-004 — ESG / Climate Risk & Disclosure **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 2.0 **Funded:** False

Elevator Pitch

Reporti is an AI-powered SaaS solution designed to help green SMEs bridge the gap between finance and sustainability by turning data into ESG decisions. It will connect companies with experts and generate reports that support informed decision-making.

Climate Problem

Reporti addresses the lack of tools available to SMEs for integrating sustainability into their financial decisions. This limits climate action and access to green financing, hindering the transition toward more sustainable business models.

Solution

We hope that Reporti will use AI to analyze business data to generate ESG assessments and reports, while experts validate and guide decision-making. This will enable SMEs to implement real improvements and access green financing based on reliable information.

Revenue Model

Reporti will generate revenue through SaaS subscriptions for small and medium-sized businesses, commissions for connecting clients with sustainability experts—such as auditors—and premium analysis and support services for accessing green financing.

Target Market

SMEs interested in sustainability, along with sustainability experts and auditors, who seek to integrate financial and ESG criteria, improve their environmental management, and facilitate access to green financing.

Social Impact

Migrants, People Living in Extreme Poverty, Women

Demand Evidence

According to the IFRS Foundation, more than 70% of companies have not yet integrated financial and sustainability information under standards such as S1 and S2, highlighting a critical gap that limits strategic decision-making and access to green financing.

Competitors

Our main competitors are ESG software platforms that automate sustainability data and reporting, such as APLANET and solutions from firms like PwC or UL 360, although currently almost none of them focus on green SMEs in Colombia.

Founder Expertise

I am a certified public accountant specializing in management control, with over 13 years of experience in statutory auditing and financial consulting, helping small and medium-sized enterprises (SMEs) implement IFRS and integrate accounting, strategy, and sustainability—the foundation for developing Reporti.

External Support

Reporti received support from the CleantechHUB Colombia incubation program in 2024, strengthening its climate and business focus. In addition, it has benefited from guidance through the Emprende+ certificate program at Externado University to refine its business model.

Team

Oscar Vega, CEO of Reporti, leads the company's vision and business strategy. Fabián Barón, manager of BA Consultores SAS (<https://baconsultores.com.co/>), serves as COO, bringing his expertise in IFRS, risk management, and operations to validate and launch the solution.

Founder

OSCAR VEGA

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