

The Trocha Co - Transportation

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Country: Colombia **Category:** Transportation **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 1
Website: <https://ursooutdoors.com/> **Funded:** NO

Elevator Pitch

Through collaborative partnerships with private enterprise, volunteers, and passionate adventurers, we support Colombia's most isolated communities with vital education and healthcare initiatives.

Climate Problem

Responsible travelers are increasingly disillusioned by "socialwashing" in tourism. They seek authentic experiences that generate a positive and tangible impact on the communities they visit, beyond empty promises.

Solution

We ally firms, volunteers & adventurers: firms provide funding, volunteers aid, adventurers transport. This synergy delivers sustainable aid to remote communities.

Revenue Model

We charge a trip fee to each adventurer and a fee to the private company to take their donations to the community.

Target Market

Approximately 85% of global tourism is responsible tourism. In Colombia, it is expected that by 2025 tourism will move approximately 15,000,000 people. Our initial market will be 1% of that, meaning around 128,000 people.

Social Impact

Indigenous Peoples People Living in Extreme Poverty

Demand Evidence

We have prior experience with these trips, having organized them for approximately two years.

Competitors

Our most direct competitor is Academia 4x4 and Green Souls

Founder Expertise

I've been passionate about 4x4 adventures for over 10 years. I've traveled Colombia by car since I was very young and I have in-depth knowledge of the 4x4 community.

External Support

So far, we have only received support from the Externado University's entrepreneurship center Emprende+ and some external consultancies.

Team

Currently, I, as the founder, handle all aspects: expedition planning, promotion, and execution.

Founder

Francisco Bayona

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