# TRIADA EV · Transportation

# TRIADA EV

**Country:** El Salvador · San Salvador **Category:** Transportation **Impact Areas:** Mitigation **Stage:** Ideation **Team Size:** 3 **Website:** — **Founder:** Giovanni Farina

## Elevator Pitch

TRIADA EV is a fintech platform democratizing EVs using ‘Investment Cells,’ where 3 person groups co-finance one unit. Using social collateral to cut credit risk and a 24/7 triple-shift model, we maximize ROI and carbon savings in emerging markets.

## Climate Problem

We target tailpipe emissions from El Salvador’s urban fleets. With over 90% of transport relying on fossil fuels, the transition is blocked by high EV costs. Failing to switch means rising urban heat and missing national carbon neutrality targets.

## Solution

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## Revenue Model

Revenue is generated through premium EV leasing contracts with Investment Cells. This all-inclusive monthly fee covers the financing margin, management services, and integrated IoT monitoring for 24/7 fleet optimization.

## Target Market

Our target market includes urban micro-entrepreneurs and gig-economy drivers in El Salvador who lack individual credit access. By forming Investment Cells, they can transition from gasoline-based rentals to collective ownership of high-yield EVs.

# Social Impact

People Living in Extreme Poverty

# Demand Evidence

Demand is evidenced by the high rental costs and credit barriers faced by current gig drivers. Our data from Smartdrive shows a strong interest in shifting to EVs for lower fuel costs, but a lack of financing models for groups, which TRIADA EV solves.

# Competitors

Direct competitors include traditional car rental agencies and bank-financed ICE fleets. Locally, while EV importers are emerging, no one offers a group-based social collateral model or 24/7 managed fleet operations specifically for gig-entrepreneurs.

# Founder Expertise

I bring direct experience in the EV sector as a capital investor and employee at the first EV company in El Salvador. My background in high-volume trade and financial modeling allows me to execute the Triada EV business layer.

# External Support

"We leverage the logistical and technical infrastructure of our partner Smartdrive for EV management. Additionally, we operate under the legal framework of El Salvador’s Law for the Promotion of Electric Transportation, providing key fiscal incentives."

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*Source: ClimateLaunchpad 2026 Application · App ID: 10191 Ingested: 2026-05-25*

# Founder

Giovanni Farina

Revisión #4
Creado 2026-05-25 17:45:50 UTC por Angelica Diaz
Actualizado 2026-09-18 19:11:04 UTC por Angelica Diaz