UR Sustainability · Air & Environment

UR Sustainability

Country: Guatemala · Guatemala Ciudad **Category:** Air & Environment **Impact Areas:** Mitigation, Adaptation **Stage:** Ideation **Team Size:** 1 **Website:** https://www.ursustainability.com/

Elevator Pitch

UR Sustainability is a startup that helps companies in Latin America measure their carbon footprint. With UR Emissions, it enables companies to calculate emissions using recognized methodologies and generate clear reports to support sustainable decision-making.

Climate Problem

UR Sustainability addresses the lack of data and the high costs of measuring emissions in small and medium-sized enterprises. These barriers hinder climate action. Without accessible and standardized measurement, there can be no reduction in emissions, nor access to value chains or climate finance.

Solution

UR Sustainability offers UR Emissions, a digital tool for measuring emissions in a simple and cost-effective way. It includes fleet modules, standardized country-specific reports, and a PCAF module for measuring emissions financed through microfinance.

Revenue Model

We will generate revenue through a SaaS model: subscriptions to UR Emissions with advanced features (reports, fleet modules, and PCAF), premium services, and solutions for financial institutions that need to measure financed emissions

Target Market

Our target market consists of SMEs in Latin America, logistics and supply chains that need to measure emissions, and financial institutions that need to quantify financed emissions in accordance with standards such as PCAF.

Social Impact

Indigenous Peoples, Women

Demand Evidence

We have identified a demand driven by increasing pressure from customers, regulations, and financing to measure emissions, as well as by the lack of affordable solutions for SMEs. Furthermore, the growing interest in value chains and climate finance underscores the need for tools

Competitors

We compete with carbon footprint and ESG software such as Dcycle, Manglai, and SAP. However, these solutions are expensive or complex. Basic calculators and consulting services dominate the market in the region, with few affordable options available to SMEs.

Founder Expertise

I have a master’s degree in environmental economics and experience in emissions measurement, sustainability, and data analysis. I am familiar with standards such as the GHG Protocol and develop practical tools to support climate management in companies.

External Support

from

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