

Active in 22+ countries

ExportaYa

Helping exporters sell globally
with local sales reps

Problem

Selling internationally remains hard for most SMEs

No local presence

Without boots on the ground, SMEs lack market knowledge, cultural context and access to real buyers. Deals stall before they even start.

Expansion is slow, expensive and risky

Trade shows, foreign offices and in-house sales teams require high upfront costs, long timelines and unpredictable ROI.

Trust kills deals

In global B2B sales, trust is local. Without a local sales presence, buyers hesitate — and deals don't close.

Solution

exportaya.net enables SMEs to build and manage local sales teams worldwide

Local sales reps, on demand

Access vetted sales professionals already operating in target markets without offices, relocation, or fixed costs.

Execution visibility at scale

Centralized tracking of sales activity and performance across countries, in real time.

Trust where deals happen

Local presence masters the market, culture, and language accelerating sales, reducing costs, and delivering a real competitive advantage for global expansion.

Why now?

Global sales no longer require global infrastructure

Sales talent is already global

A legion of skilled sales professionals is ready to be connected with thousands of exporting SMEs worldwide to expand their products and services in their country of residence.

Sales execution is now remote-first

Digital tools enable real-time coordination, activity tracking and performance visibility across borders — making local sales teams manageable from anywhere.

The Market

TAM

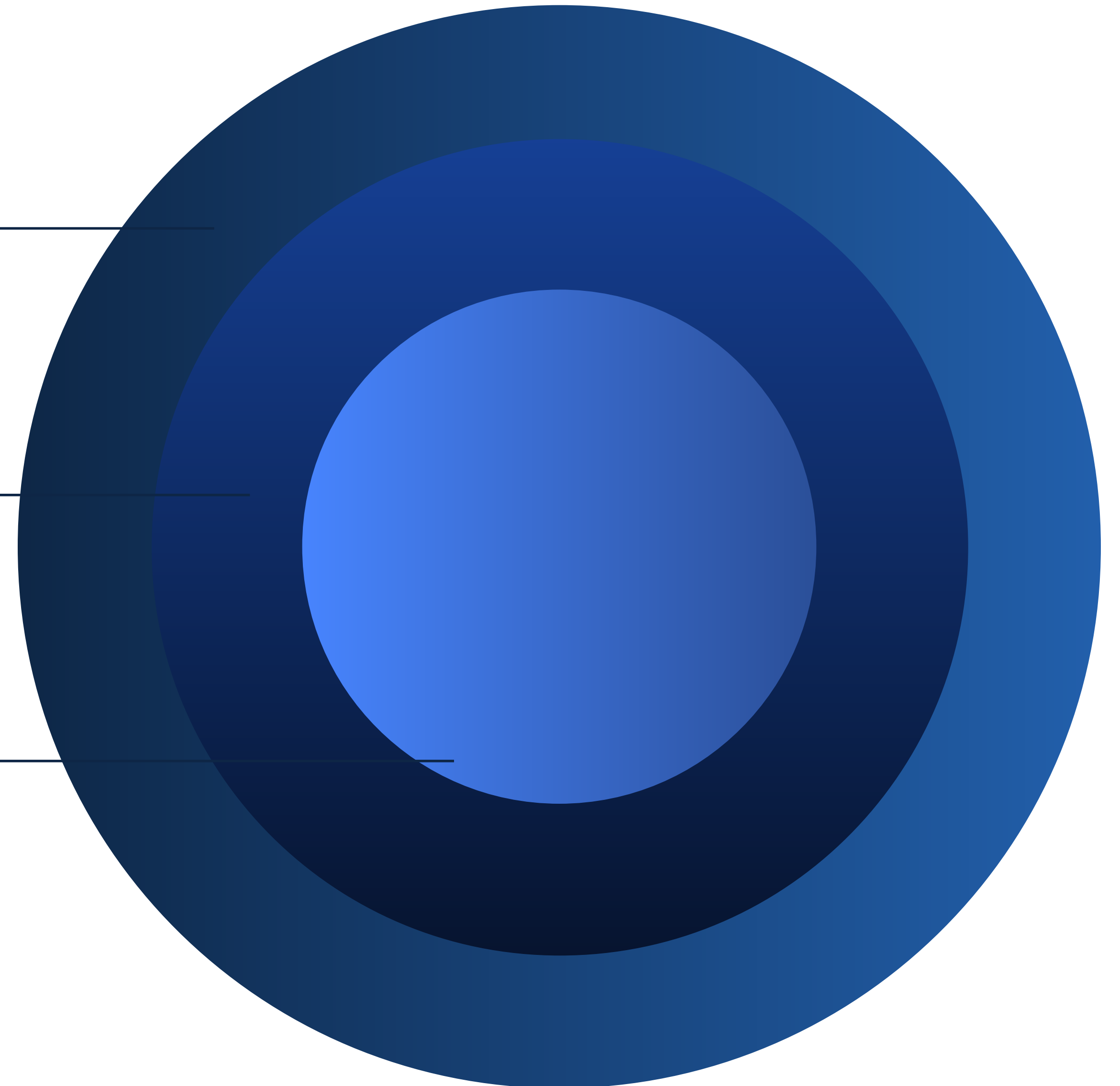
Global exporting SMEs represent a multi-trillion dollar opportunity across goods and services.

SAM

Exporting SMEs in Latin America:
~330,000 companies actively exporting goods or services

SOM

Initial focus on 2% market penetration:
~6,600 paying SMEs, representing our early scalable footprint.



How it works

Intelligent connection

SMEs post openings by target country. Qualified local candidates are instantly notified and apply in one click. Our AI ranks applicants by fit, delivering the highest-value profiles first.

Manage sales execution

Once hired, reps operate through ExportaYa Sales Tracker to report activity, pipeline and results in real time.

Expand

SMEs select top-ranked candidates and establish direct partnerships, accelerating global market entry with speed and precision.

Close deals with local trust

Sales happen on the ground, while SMEs maintain centralized visibility and control across markets.

Early Traction

Real usage. Real signals. Real demand.

53

Companies

97

Job Postings

334

Candidates

142

Applications

Business Model

Subscription-based SaaS

Exporting SMEs subscribe to scale international sales with local execution and centralized control.

Most popular

Starter

15 USD / month

INCLUDES

- 1 job posting / month
- 1 Sales Tracker user

Growth

29 USD / month

INCLUDES

- 3 job postings / month
- 3 Sales Tracker users

Scale

59 USD / month

INCLUDES

- 10 job postings / month
- 10 Sales Tracker users

Revenue Expansion

Multiple monetization layers on top of the core subscription model

ExportaYa Academy

Paid courses and certifications for SMEs and sales reps to improve international execution.

Global export intelligence

A growing database of exporting SMEs and sales activity across markets — a high-value data asset.

Transactional Revenue

We will become a transaction partner, charging a commission on every export payment facilitated through our network via fintech alliances.

Global Expansion

Joint ventures are established in strategic countries, complemented by international coverage through a franchise model.

Go-To-Market Strategy

How ExportaYa acquires and scales supply and demand

Social-First Acquisition Engine

We acquire companies through targeted content and performance campaigns on LinkedIn, Meta, and Google reaching decision-makers exactly where they already consume business content.

AI-Powered Automation Layer

Our entire acquisition funnel is automated:

- AI qualification of inbound leads
- Smart routing to the right market and sales flow
- Automated onboarding and activation

Go-To-Market Strategy

How ExportaYa acquires and scales supply and demand

Institutional Channels

We partner with:

- Trade agencies
- Chambers of commerce
- Export promotion entities

Viral Expansion

Every new SME and sales rep increases platform value:

- More reps → better market coverage
- More SMEs → higher opportunity density
- Stronger network → lower CAC over time

The Moat

Why ExportaYa is hard to replicate

AI Engine

Predicts and matches the best sales talent with export-ready SMEs, continuously improving through real-world performance data.

Validation as a Service

Verified companies and vetted sales professionals create a trusted environment with built-in credibility and lower adoption friction.

Viral Network Effect

Every successful match strengthens the ecosystem attracting more SMEs and high-quality sales professionals, compounding growth over time.

SME Growth OS

A vertically integrated operating system that connects SMEs with international sales talent powering the future of global expansion.

Strategy & Roadmap

0 - 12 months

Market Validation

Build the foundation for scalable expansion.

- Focus on Latin America, establishing joint ventures with strategic countries to validate a multi-hub growth model.
- Establish **country-level sales density** through local partners

12 - 24 months

Monetization & Scale

Turn traction into predictable growth.

- Launch **ExportaYa Academy** (paid education + certification)
- Integrate the **Transactional Revenue Model** through fintech partnerships

24+ months

Platform Expansion

Scale globally with defensibility.

- Replicate the **joint venture model** in strategic countries and launch franchises to expand efficiently and profitably worldwide.
- Position **ExportaYa** as the **operating system for international sales**

Our Team

Operators building the future of global sales.



Omar Bedoya (Founder CEO)

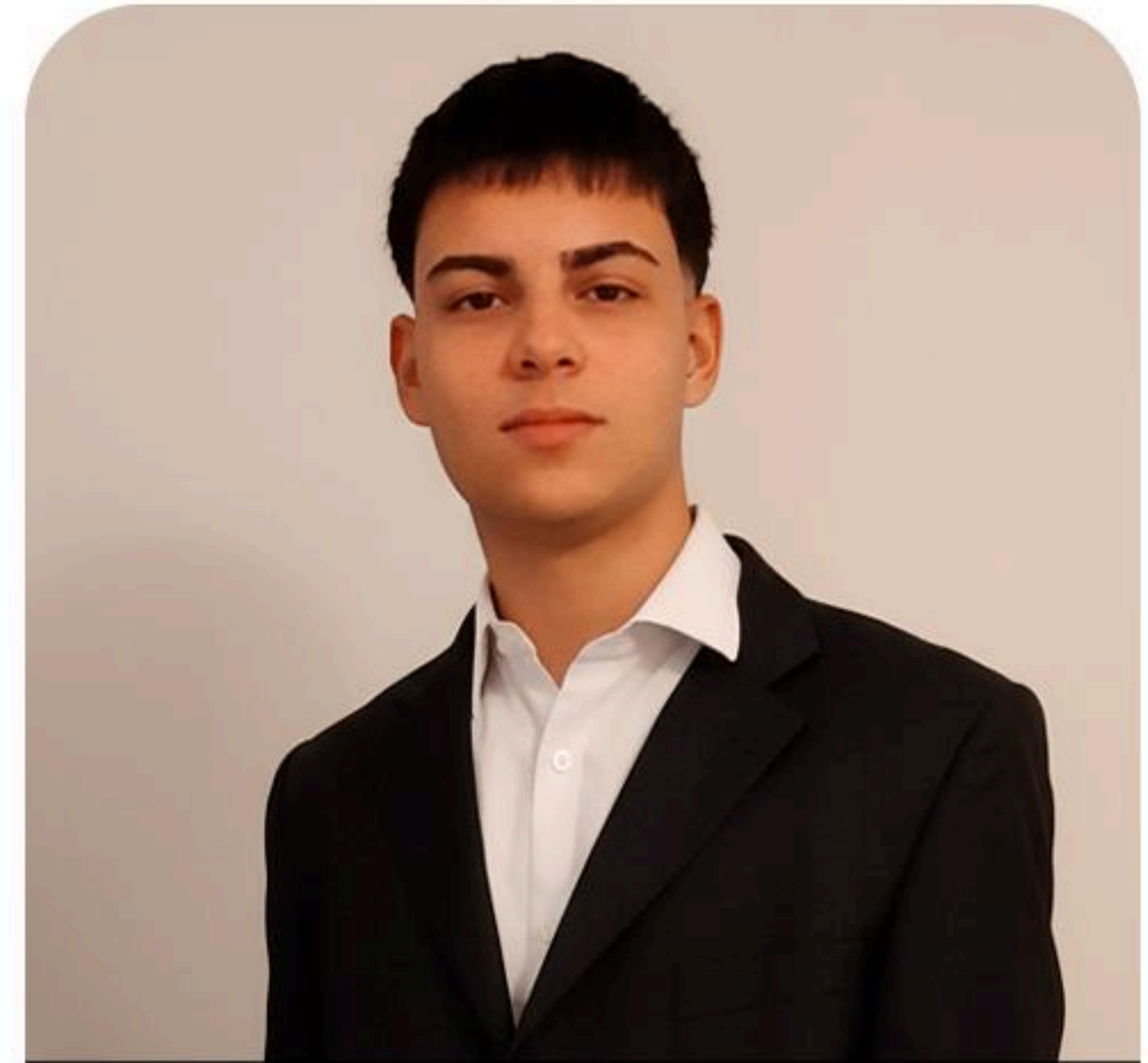
A proven leader who scaled an IT distributor from \$300 K to \$50 M in three years, pioneered the first IT industry cooperation consortium, and brings deep expertise in building global teams and internationalizing SMEs.



Marcos Carrie

(Operations - Investor)

The operational genius with experience in scaling businesses to a massive level.



Nicolás Bedoya

(Systems)

The technical talent leading the platform's development and scalability.

The Ask

We are raising \$300,000 to accelerate our next growth stage.

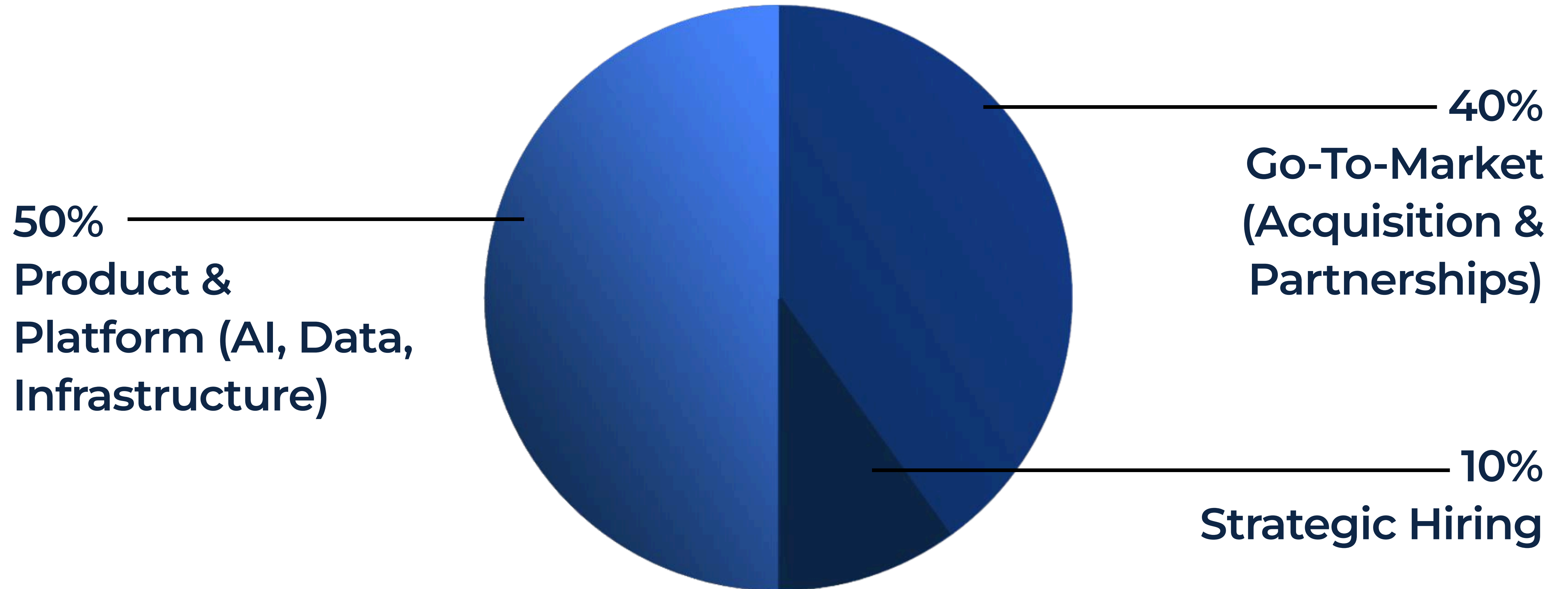
Terms:

- Round: Pre-Seed
- Amount: \$300K
- Use of funds: Product, growth & partnerships
- Target runway: 12–18 months

\$300.000

Use of Funds

Raising \$300K to accelerate product-market fit and scale distribution across key markets.



Thank You!

We will democratize SME international trade.

ExportaYa will be more than a platform: it will become the concept, the new way to expand SMEs' exportable offer worldwide.