ExportaYa

Building your **global brand** has never been this easy.

The **B2C2B infrastructure** democratizing global trade: it combines **Artificial Intelligence** with **local Sales Agents** so SMEs sell worldwide **without opening offices or traveling**.

Exporting to a new country is **expensive, slow and blind** from a distance.

Traveling is **very expensive**

Winning international clients means flying to trade fairs and buyer meetings: flights, hotel and per diem, **US$ 4,000 – 15,000** per event.

No presence on the **ground**

You come home with contacts, but with no local presence to nurture them **the relationship goes cold**. Interest fades over time.

From afar, it **doesn't hold**

Time zones, language, culture and different business customs erode the relationship. **A PDF catalog cannot shake hands**. A cold e-mail does not build trust.

International expansion **10x faster**, without opening branches.

AI finds the match. People open the door.

TRADITIONAL PATH

- **High costs** in travel and trade missions: heavy upfront spend, fleeting presence and a **slow, unpredictable ROI**
- Expensive trade consultancies charging thousands of dollars in retainers
- **No systematic follow-up** from a distance: qualified leads go cold fast and the initial investment is lost

WITH EXPORTAYA

- ✓ A **Sales Agent living** in the target market
- ✓ Smart management with **ExportaYa Sales Tracker AI**: automates 80% of operational follow-up and boosts commercial success
- ✓ **Independent commercial service**: flexible fees or commissions, with no employment contract or foreign subsidiary

From listing to closing in **3 steps**.

01 MATCH

Smart **matching**

The SME posts its offer; our AI analyzes the market, drafts the listing (editable) and shortlists the Top 3 best-fit Sales Agents to land the **perfect match**.

02 ASSIGNMENT

Importer **assignment**

From the AI CRM the SME browses the **importer database** of the chosen country and decides which accounts to assign to its Sales Agent for in-person prospecting.

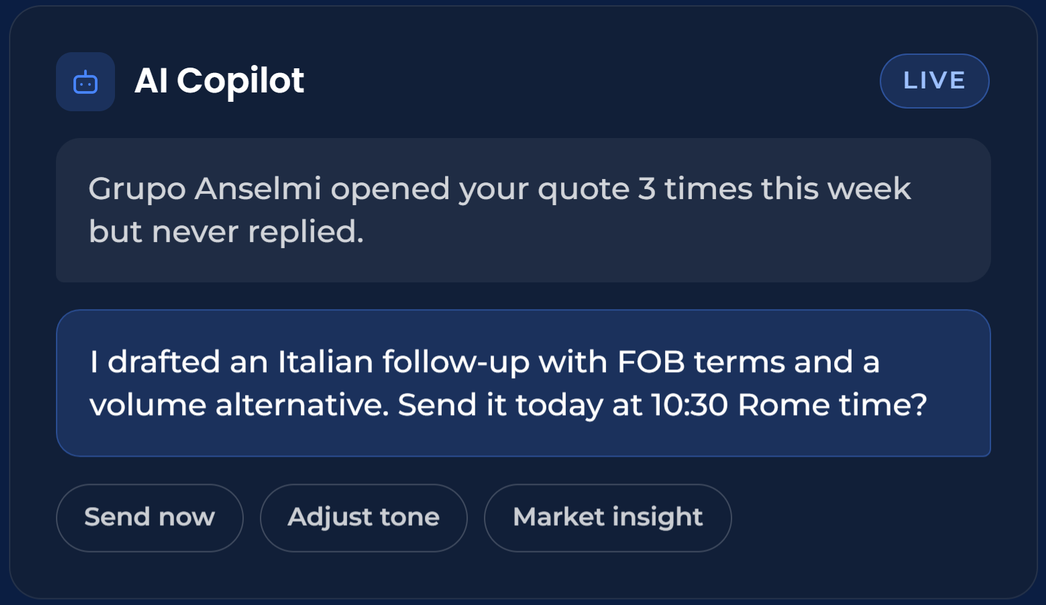
03 SALES TRACKER AI

Trade-expert pipeline in **6 stages**

A conversational workflow guiding the Sales Agent from first pitch to **payment and shipment**.

ExportaYa Sales Tracker AI

An AI copilot that automates commercial follow-up and makes the pipeline in destination visible.





A massive global market waiting to be **democratized**.

TAM

US$ 25 B

per year · 26 million exporting SMEs worldwide.

SAM

US$ 4.7 B

per year · 5 million SMEs across LATAM and Spain.

SOM · 3 YEARS

US$ 28 M

in ARR from SaaS subscriptions averaging US$ 79/month.

Sources: estimates based on WTO, International Trade Centre (ITC), TradeAtlas, ICEX Global LATAM and Grand View Research data.

Recurring SaaS + local representation partnerships.

EXPORTING SMES · THEY PAY

Platform access, AI matching and Sales Tracker AI.

STARTER	GROWTH	SCALE
$49	$79	$129
USD / mes	USD / mes	USD / mes
1 country · 1 AI CRM seat	3 countries · 3 AI CRM seats	10 countries · 10 AI CRM seats

COUNTRY PARTNERS

50 / 50 Rev Share

Local representation agreements in AR, BR, EC, CO and ES.

UNIT ECONOMICS

> 85%

gross margin, driven by AI automation.

An international network in **rapid expansion**.

+1,000

Sales Agents across +25 countries

Qualified profiles, with supply already validated in destination.

+300

SMEs registered

Active on the platform, uploading exportable offers.

5

Markets with local agreements

Argentina, Brazil, Ecuador, Colombia and Spain.

+50

SMEs on active subscription

Early customers on a monthly recurring model.

High-conversion **B2G and B2B** acquisition channels.

01 INSTITUTIONAL CHANNEL · B2G

Chambers, Agencies and **Diplomacy**

Chambers and trade agencies

They promote the platform among their member exporting SMEs. Incentive: an **exclusive 20% discount**.

Embassies and consulates

They connect expat communities abroad with exporters from their home country. **100% free access**: a patriotic and professional bond.

Trade chambers · B2G agencies · Diplomatic network

02 COUNTRY PARTNERS NETWORK

International partners with **local presence**

Partners in each country who evangelize and position the platform with local companies, sustaining commercial expansion in destination.

A **50 / 50 revenue share** agreement · territorial scale with efficient CAC.

Argentina · Brazil · Ecuador · Colombia · Spain

A proprietary data flywheel.

Every commercial interaction abroad feeds a foreign-trade dataset no competitor can buy: it is network effect and it is defense.

01 More agents in destination

↓

02 More SMEs drawn to the platform

↓

03 Proprietary negotiation and pricing data on the ground

↓

04 **Sharper AI matching · higher close rate**

International trade, software and AI at the same table.



Edgardo O. Bedoya

CEO · FOREIGN TRADE

25+ years running foreign trade operations and market development across LATAM and Europe.



Nicolás Bedoya

CAIO · PRODUCT AND AI

Product design and engineering, architecture of Sales Tracker AI and the AI Copilot.



Mariano Bazterrica

COO · EUROPE EXPANSION

Leads expansion and operations in Europe. **LATAM ↔ EU bridge.**

The execution plan for the next **18 months**.

TODAY

Initial **validation**

Live operation in 2 LATAM countries and Spain. Marketplace and Sales Tracker AI running with the **first paying SMEs**.

+6 MONTHS

Consolidation

Consolidating the local agent network in destination, strategic alliances with **trade chambers** and AI automation for prospecting and outreach.

+12 MONTHS

Regional **expansion**

Coverage in +10 markets, deeper AI models and traction of **US$ 30–50K MRR**.

+18 MONTHS

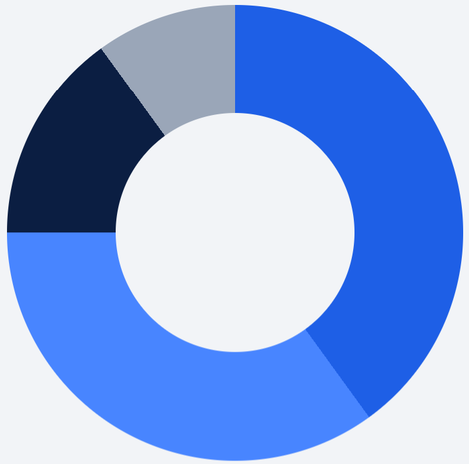
Seed round **readiness**

Proven retention, **CAC payback under 6 months** and new languages and regions onboarded.

Network effect: every stage generates **proprietary data** that accelerates the next one.

Pre-Seed round: USD 250K

SAFE | Cap USD 2.5M | Runway ~18 months



- **40%** Growth and SME acquisition
- **35%** Product and AI
- **15%** Team and talent
- **10%** Operations and legal

EQUITY

10%

as-converted

MRR TARGET

30–50K

USD / mes

ROUND OBJECTIVES

Reach **USD 30–50K MRR**, solid retention and CAC payback under 6 months to trigger the **Seed round**.

In 5 years no SME will need a traditional foreign-trade department. **It will have one in ExportaYa.**

AI to find · People to sell · Technology to export.

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