

## Scale an intelligent urban mobility system



**Country:** Argentina



**Sector:** Technology



**Amount:** 11.000.000,00



**Province:** Ciudad de Buenos Aires



**Subsector:**



**Web:** <https://ualabee.com>

### Entity Profile:

Ualabee is a SaaS mobility platform that integrates transit and mobility data from cities, delivering real-time information and insights to stakeholders to optimize urban transportation, improve decision-making, and enhance daily commutes.

#### Team Composition:

- Joaquín Di Mario (CEO):
- Alexis E. Picón Güell (COO):
- Angelo Rodriguez (CPO):

Additionally, there are 20 people working at UALABEE.

### Project description:

#### 1.- PROJECT DESCRIPTION

Urban mobility in Latin America is among the most critical in the world. The lack of standardized data, the fragmentation of transport operators, and the absence of understanding of user behavior mean that, on average, people lose around 3 years of their lives stuck in traffic. In fact, the region is home to 4 of the 10 most congested cities globally.

To address this challenge, Ualabee proposes a solution based on:

- A Software-as-a-Service (SaaS) platform for transport companies, logistics operators, and government agencies (B2B), which integrates real-time traffic alerts and transport data, providing incident management, communication tools, and advanced AI-powered analytics;
- A platform for end users (B2C) that works as a collaborative travel assistant, suggesting the best way to move through the city by combining multimodal options (time, cost, and distance).



## Scale an intelligent urban mobility system

Unlike other solutions, it also fosters user interaction to generate real-time insights, achieving higher prediction accuracy.

### 2.- BUSINESS MODEL

The business model is based on the sale of the following services:

- APIs (Data Delivery): Digitization and delivery of real-time public transport data (Static GTFS — the “map” — and Real-Time GTFS — live movement), enabling system interoperability.
- Insights (Control Hub): A platform for managing alerts, notifications, and dashboards for strategic communication with users.
- Mobile app called “Treep” (User Retention): A personalized solution with real-time accurate information (ETA and directions), designed to retain end users and passengers; it has recently been redesigned to incorporate advertising and additional features.

### 3.- FUNDING

The project has raised USD 2.1M to expand in Argentina and begin development in Mexico, Peru, and Colombia. The funding came from:

- Bootstrapped capital: USD 100,000 invested by the founding team.
- External investment: USD 2,000,000 raised through sales and prior investors, including AceleraLATAM and the Córdoba Smart City Fund (Municipality of Córdoba), supported by BID Lab, among six other investment funds.

The company is currently seeking USD 11,000,000 to scale operations, complete technological development, and consolidate its regional presence. The financial plan includes a Seed extension round in 2026 and a Series A launch in 2027.

### 4.- INVESTOR PROFILE

The company is seeking Venture Capital funds or Corporate Venture Capital (CVC) investors, preferably from Mexico, the United States, Asia, or Colombia, with expertise in:

- Smart Cities and Mobility: Experience in urban infrastructure and transportation systems.
- SaaS and Data Analytics: Ability to scale data-driven subscription models.

Investors will enter through the acquisition of a percentage of Ualabee's equity, with exit via the sale of their shareholding.

## Scale an intelligent urban mobility system

### 5.- EXECUTION PLAN

To date (2025), Ualabee has achieved:

- Full development in Argentina, including agreements with cities and transport authorities, digitization of city maps, and revenue generation across its platforms as described above;
- Expansion into Peru, Mexico, and Colombia, deploying APIs for mobility data exchange with governments and negotiating full-scale rollouts.

Future phases include:

- Phase 1 (0–2 months): Setup and Partnerships. Consolidation of agreements with cities and transport associations, deployment of Static GTFS maps, integration with the Waze ecosystem, and implementation of automated WhatsApp user support channels.
- Phase 2 (3–5 months): Traction and Monetization. Deployment of Real-Time GTFS (RT), execution of B2G upsell strategy, launch of white-label solutions, and conversion of WhatsApp users into active platform customers.
- Phase 3 (6–8 months): Growth and Scaling. Viral growth acceleration, SEO strategies, and strategic partnerships. Expansion of B2C revenue streams and commercial agreements in adjacent B2B markets.

### 6. ADDITIONAL INFORMATION

The startup has achieved strong international validation:

- Awards and Acceleration: Winners of Startup Chile, selected as the only Latin American startup in the AWS Cities Accelerator, and winner of 1st Prize in the Mobility Startup category at the Mobility World Congress Paris 2023.
- Market Validation: Active presentations to corporate investment funds and leading venture capital firms, building a strong strategic network for scaling.

