

FROM LOVE TO DATA

*Projecting better futures with
the wisdom of land*



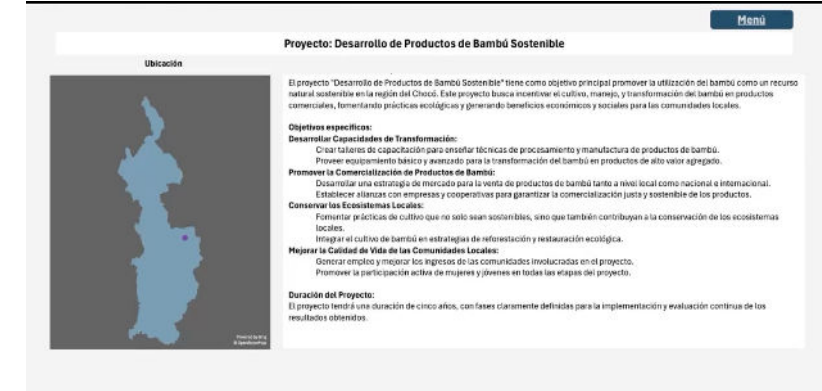
ECONOMIC VALUE



SOCIAL VALUE



VALUE CAPTURE MECHANISMS



With data analytics, we help decision makers understand the territory and its people to identify bioeconomy opportunities, comply with regulations and decrease risks.

With an open platform, we give voice to local people with ancient wisdom so they can shape their futures and find partners that boost bioeconomies.

We offer tailored data intelligence for decision makers.





LANDSCAPE ANALYSIS



100+

LAND-FOCUSED INVESTORS

1000+

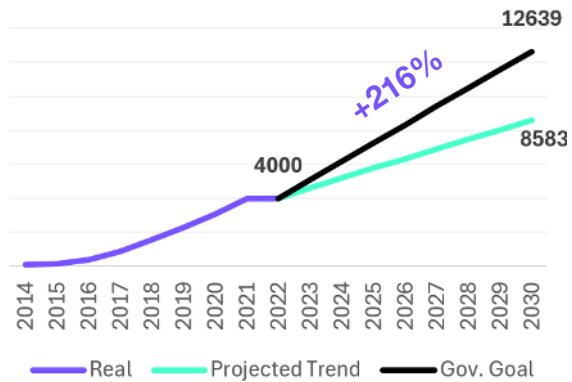
ENVIRONMENTAL CONSULTANTS

160+

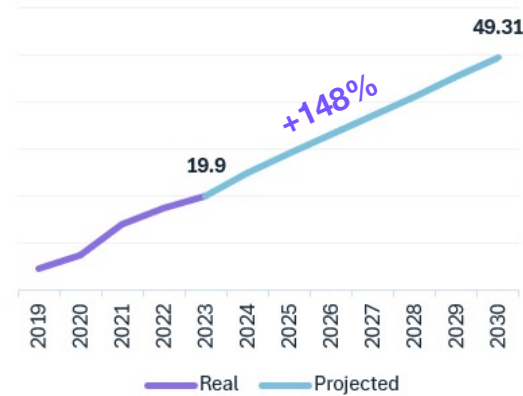
RESEARCHERS

40+

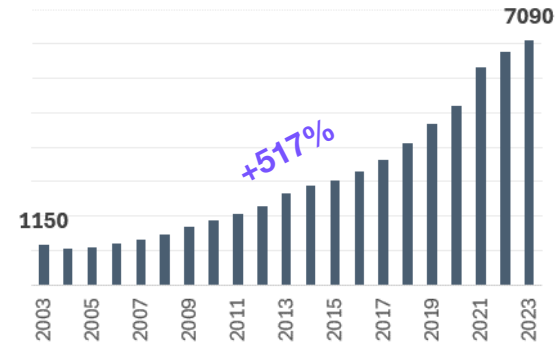
PUBLIC SECTOR ORGS



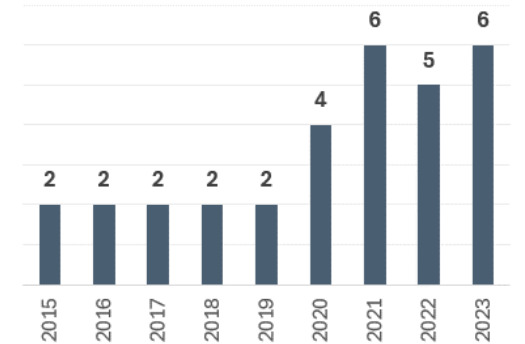
Verified Green Businesses (1)



Accumulated Investment in Conservation and Restoration 2022-2030 (2)



Literature Citing Restoration Ecology Efforts in Colombia 2003-2030 (3)



New Legislation Impacting Agriculture and Natural Resources in Colombia 2015-2023 (4)

Investments in Bioeconomy

Research

Legislation Advancements



People living in **half** of the Colombian territory.



12.2M

people

Rural population
23.7% of the country



2M

people

Indigenous Population
4.3% of the country



300K

people

living in paramos and
National Parks

HUMAN RIGHTS ISSUES

**Conflict and
environmental
justice**

92 active cases of
socio-environmental
conflict projects in
2016

**Violence against
environmental
leaders**

60 leaders
assassinated during
2022.

**Lack of cohesion
around community
consultations**

*"Companies see
consultations as a formality
rather than an effective way
for communities to
participate in decisions."*

[Heinrich Böll Foundation](#)

**Forced
displacement due
to environmental
causes**

*"The Constitutional Court
proposes recognizing
internal displacement due
to environmental factors."*

[Holland & Knight](#)

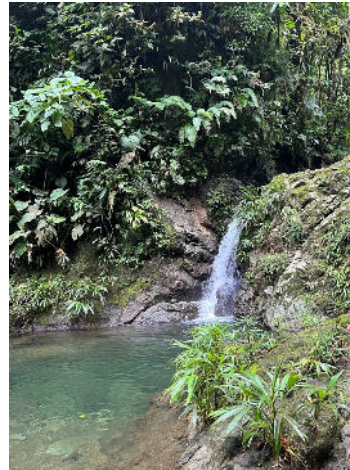


Colombia ranks top 3 of **highest biodiversity** in the world.



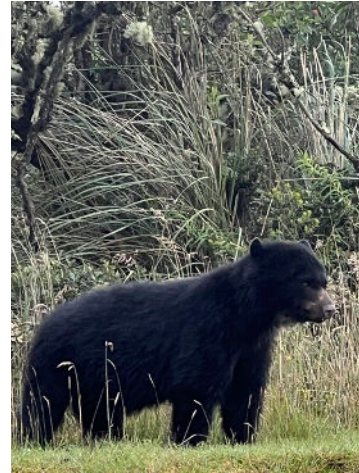
61M ha

Rural properties
54% of the land



59M ha

Natural forest
52% of the land



34M ha

Reserve areas
30% of the land

ENVIRONMENTAL ISSUES

Ecosystem degradation

“Severe degradation of national biodiversity jeopardizes life in this country” [LADERA SUR](#)

Climate change risk

88% of the country’s ecosystems are in jeopardy.

Deforestation

24% of tree cover loss occurred in areas where dominant drivers are urbanization and forest commoditization

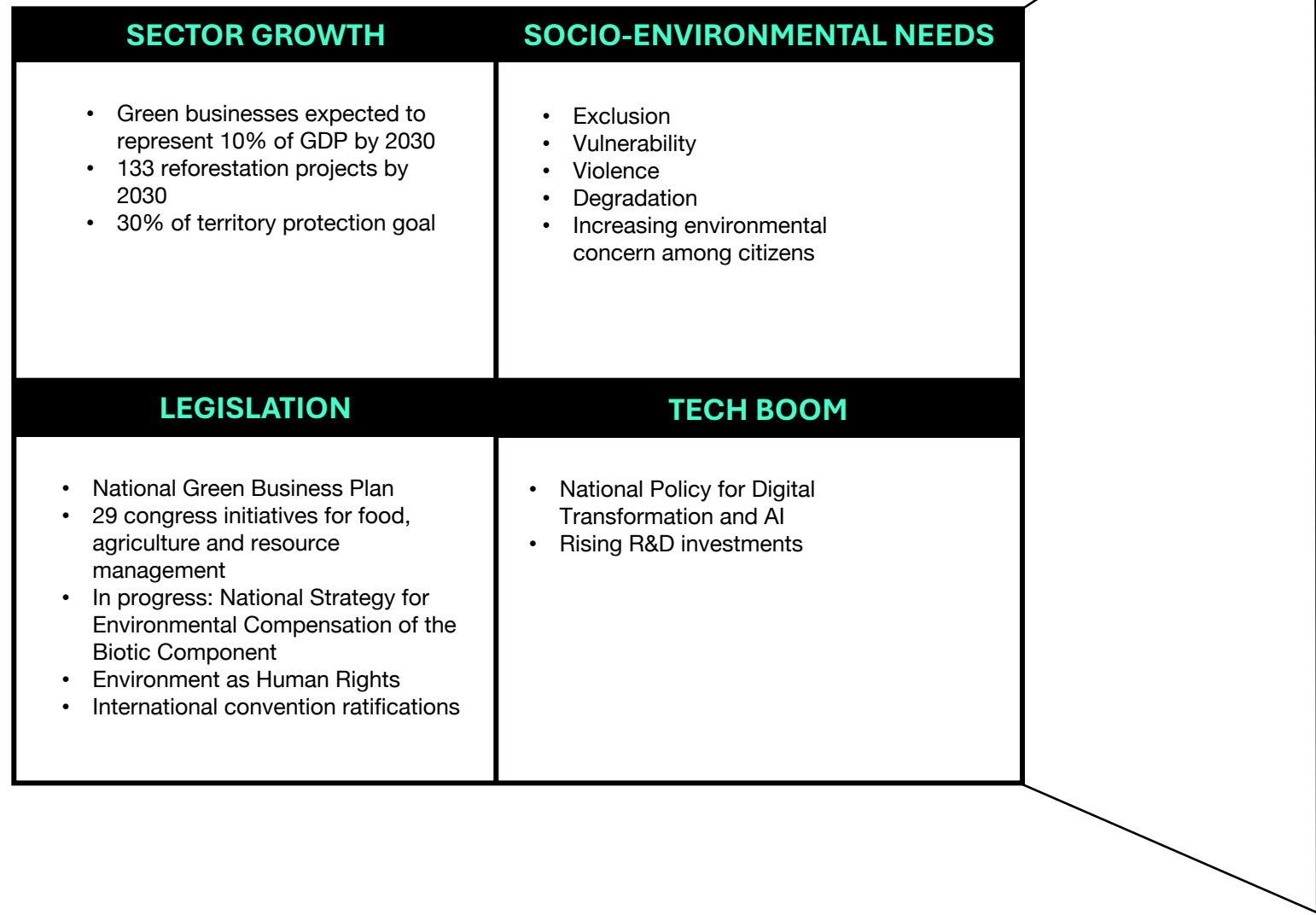
Monoculture and expansive cattle ranching

“Most of the cultivable land is dedicated to monocultures.” [ANeIA](#)



COMPETITIVE STRATEGY

COMPETITOR	LOCATION	PROFILE	OVERVIEW	STRATEGY
Terrasos	Colombia	Consultants (Private)	Structuring and operating environmental investments, focusing on compensation, impact analysis, intervention strategies, and information management.	→ CO-SELL
Heco Invest	Colombia	Platform (Public sector)	Connects investors, donors, and philanthropists with investment opportunities in Colombia, providing tools, partnerships, and a curated database to enhance project development and impact. They focus on sectors and regions rich in biodiversity and cultural heritage, offering opportunities in sustainable landscapes, forest-friendly products, social welfare, and climate solutions, supported by AI-driven impact analysis.	→ SELL
GROW Colombia	Colombia	Academia	Aims to achieve long-lasting biodiversity conservation by building capabilities through collaboration with academia, governments, civil society, and the private sector. It focused on developing a sustainable agroindustry and bioeconomy over a four-year framework as a form of peacebuilding.	→ CO-SELL
Ingeobosque	Colombia	Consultants (NGO)	Provides tools to help project developers formulate, implement, monitor, and audit nature-based solutions. They engage communities as key allies and support environmental studies and compliance, combining applied research and consulting to deliver high-quality, responsible solutions.	→ CO-SELL
Landbanking Group	Europe (global scope)	Consultants (Private)	As the world's first platform for Nature Equity management, it issues outcome-based assets with measured nature as the underlying factor, enabling land stewards to be rewarded for regenerative practices. This technology facilitates reporting and verification to ensure compensation for sustainable land.	→ REPRESENT
Re.nature	Brazil (global scope)	Consultants (Private)	Offers consultancy services to organizations aiming to apply, drive, or support regenerative practices. Their expertise includes corporate strategy, gap analysis, farmer business models, off-taking agreements, and regenerative entrepreneurship. They assess agricultural portfolios, manage risks, verify regenerative practices, and provide strategic advice.	→ CO-SELL
Re.green	Brazil	Consultants (Private)	Specializes in ecological restoration with carbon and biodiversity certifications. They support landowners in managing projects and obtaining certifications, ensuring that businesses meet environmental standards.	→ REPRESENT 



CAPITALS



**VIDALABS FOUNDER
AND EXECUTIVE
DIRECTOR**

*Natalia Sánchez
Herrera*

Management,
marketing, cultural
sector, customer
growth in big tech

**VIDALABS CO-FOUNDER
AND DIRECTOR OF
RESEARCH**

*Samantha Alfonso
Velandia*

Experimental economics
and data science

**CONCEPTUAL
COLLABORATOR**

*Laura Alejandra
Peralta Gutiérrez*

Economics PhD
candidate focused on
environmental justice
and resources

**FULL STACK
DEVELOPMENT
ADVISOR AND
FREELANCER**

Andrés Rodríguez

Systems and Computer
Science Engineer

**DATA SCIENCE
ADVISOR AND
FREELANCER**

Christian Córdoba

Relational databases,
Machine Learning
models



LEADERSHIP NETWORKS

- Aspen Institute Global Leadership Network
- Colfuturo Graduates
- Uniandinos Business

COMMUNITIES OF PRACTICE

- National Network of Youth for the Environment
- Organic formation of links with environmental experts, Human Rights practitioners, peace and conflict experts, local community leaders, business leaders

RESEARCH NETWORKS

- Universidad Nacional de Colombia
- Sussex University
- University of Southern California
- Universidad de los Andes



vidalabs

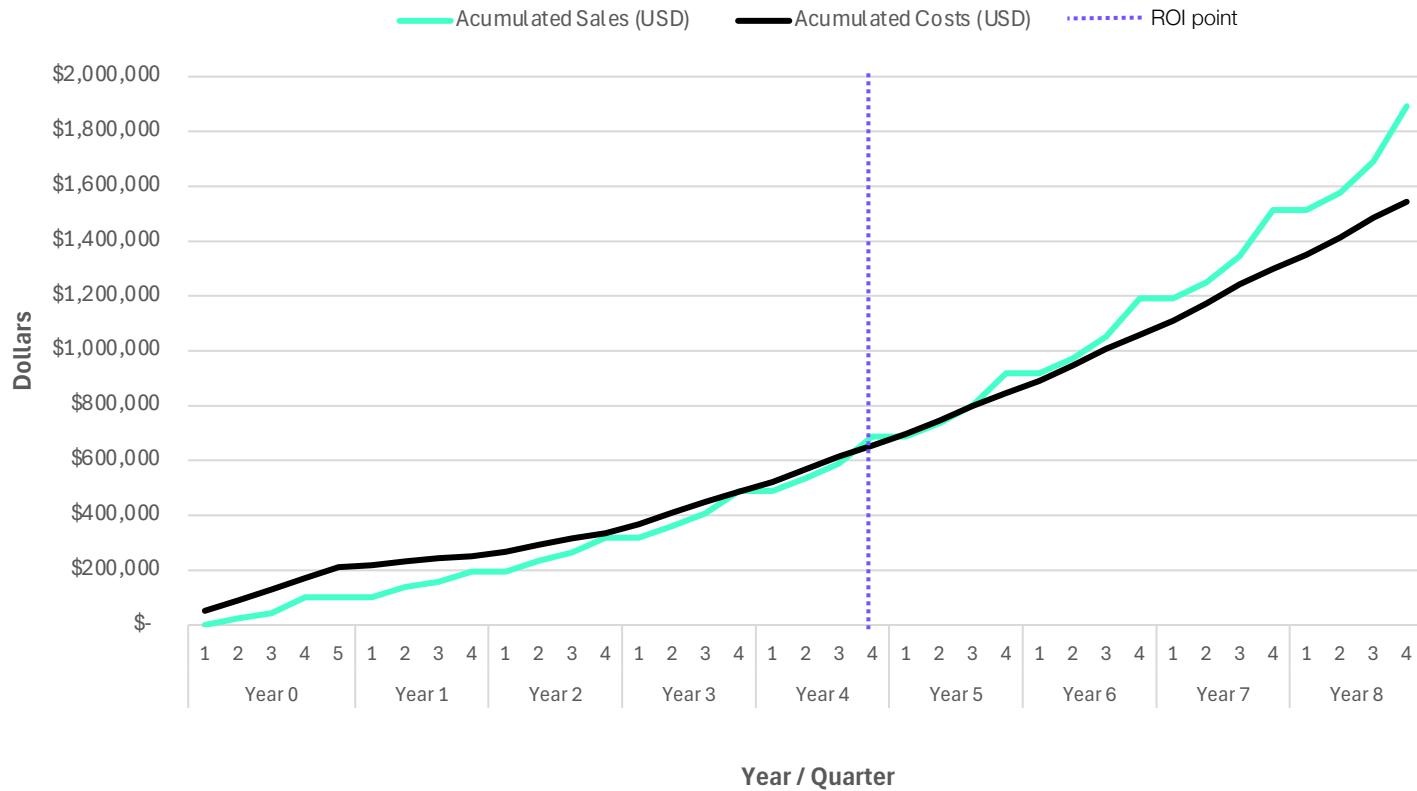


BIOECONOMY METHODOLOGY IN PLACE

- Research reference "A decision support procedure for the bioeconomy transition"
- We've already collected and standardized **64** indicators from **+24** sources.
- Backing by academic experts from Colombia's key biodiversity organization, the Alexander von Humboldt Institute.



Cumulative cost and revenue chart



COSTS

Pre-launch

- Year 0: 211.3K

Post-launch

- Year 1: 39.1K
- Year 2: 84.5K
- Year 3: 151.0K
- Year 4: 169.3K
- Year 5: 190.1K

REVENUE

Pre-launch

- Year 0: 102K

Post-launch

- Year 1: 92.4K
- Year 2: 123.6K
- Year 3: 170.4K
- Year 4: 198.4K
- Year 5: 232.2K

ROI

Pre-launch

- Year 0: -52%

Post-launch

- Year 1: -22%
- Year 2: -5%
- Year 3: -1%
- **Year 4: 5%**
- **Year 5: 9%**



ACTION



LEAD IN DEVELOPMENT

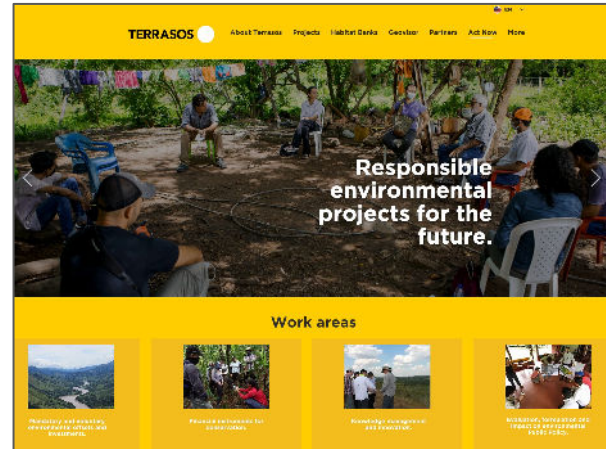
Latipacta



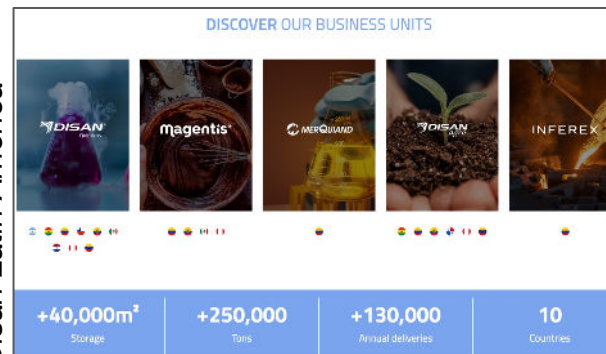
CREATING PROPOSAL

Direct network contacts

Terrasos



Disan Latin America



LEAD DEVELOPMENT

SVRI



National benchmarking

Client Branding

Choco en el contexto bioeconómico nacional

Cúclsters bioeconómicos

Puntajes por Cúclsters

Cúclster	Dimensión económica	Dimensión social	Dimensión ambiental	Resultado bioeconómico
1				
2				
3				
4				

Nal.

Descripción por Cúclster

Leve Descripción del Cúclster al que pertenece Chocó

Detalle Cúclster al que pertenece Chocó y comparación Cúclster Vs Nal. Vs. Chocó

Resultado Bioeconómico

Dimensiones Eco - Social - Ambiental

Leve descripción situación bioeconómico de Chocó y el Cúclster al que pertenece

Regional overview

Client Branding

Bioeconomía del Chocó

Chocó Bank

Cúclster	Dimensión económica	Dimensión social	Dimensión ambiental	Resultado bioecon.
Chocó	20%	20%	20%	20%
Comparación con Cúclster	20%	20%	20%	20%
Comparación con Cúclster	20%	20%	20%	20%
Comparación con Región	20%	20%	20%	20%

Descripción Binas

Detalle - Facilitadores de la Bioeconomía

Chocó Nal.

Factor	Indicador	Valor
Chocó	Indicador	20%
Nal.	Indicador	20%

Factor	Indicador	Valor
Chocó	Indicador	20%
Nal.	Indicador	20%

Fortalezas - Oportunidades - Debilidades

Bioeconomy analysis

Client Branding

Detalle por dimensión

Dimensión económica

Profundizar en las oportunidades y debilidades mencionadas: Mencionar indicadores que profundizan estas tendencias.

Factor	Indicador	Valor
Chocó	Indicador	20%
Nal.	Indicador	20%

Dimensión social

Profundizar en las oportunidades y debilidades mencionadas: Mencionar indicadores que profundizan estas tendencias.

Factor	Indicador	Valor
Chocó	Indicador	20%
Nal.	Indicador	20%

Dimensión Ambiental

Profundizar en las oportunidades y debilidades mencionadas: Mencionar indicadores que profundizan estas tendencias.

Factor	Indicador	Valor
Chocó	Indicador	20%
Nal.	Indicador	20%

Client analysis, gaps and opportunities

Client Branding

Proyectos del cliente Brechas y Oportunidades Bioeconómicas

Puntaje por Proyecto en Las Dimensiones

Detalle Brechas y Oportunidades

Tipo de Proyecto e Interés de la comunidad

Descripción del Proyecto	Ubicación	Comunidad Beneficiaria	Exclusión/Inclusión	Tipo de Proyecto	Valoración Resultado Social (Indicador Clave)	Análisis Costo Beneficio	Ver Más Datos
Proyecto de Bioeconomía	Chocó, Cauca	Comunidad campesina	Inclusión	Proyecto de Bioeconomía	\$	\$	Ver Más Datos
Proyecto de Bioeconomía	Chocó, Cauca	Comunidad campesina	Inclusión	Proyecto de Bioeconomía	\$	\$	Ver Más Datos
Proyecto de Bioeconomía	Chocó, Cauca	Comunidad campesina	Inclusión	Proyecto de Bioeconomía	\$	\$	Ver Más Datos
Proyecto de Bioeconomía	Chocó, Cauca	Comunidad campesina	Inclusión	Proyecto de Bioeconomía	\$	\$	Ver Más Datos



QUIBDÓ ACTIVATION



WHAT: Multidisciplinary activation to identify bioeconomy opportunities for the local population in connection to their territory – a biodiversity hotspot

WITH WHOM: Quibdó leaders, social justice experts, community representatives

BENEFICIARY CHALLENGES: Armed conflict, economic exclusion, threats to territory (appropriation, exploitation, contamination)

MONTES DE MARÍA ACTIVATION



WHAT: Multidisciplinary activation to reconstruct livelihoods after a context of conflict, minding the productive opportunities of the population and their territory

WITH WHOM: Indigenous leaders, conflict victims, peace and justice experts

BENEFICIARY CHALLENGES: Disruption from armed conflict, economic exclusion, territorial disconnect

SEXUAL VIOLENCE IMPACT RESEARCH



WHAT: Multidisciplinary research to perform a comparative analysis on the community and economic impact of sexual violence suffered by women in the farmer and afro Colombian communities in the context of armed conflict, plus formulating healing productive practices in connection to their territory

WITH WHOM: Conflict-focused psychologists, peace and justice experts, economists, local leaders

BENEFICIARY CHALLENGES: Trauma, detachment from territory, economic disruption





MOVING AHEAD



MARKET*RISK*

- Data advancements in industry
- Lack of market interest/awareness

APPROACH

- Differentiate with open platform and community components
- Campaigning/partnerships

FINANCIAL*RISK*

- No revenue or funding

APPROACH

- Lower tech version
- Project-based focus with editorial distribution

POLITICAL*RISK*

- Anti environmental sentiment rising globally

APPROACH

- Emphasize economic value for all parties

SOCIAL*RISK*

- Security exposure for communities
- Knowledge appropriation
- Use of tool for unwanted interests

APPROACH

- Voluntary identification
- FAIR/CARE
- Transparency in methodology and independence

OPERATIONAL*RISK*

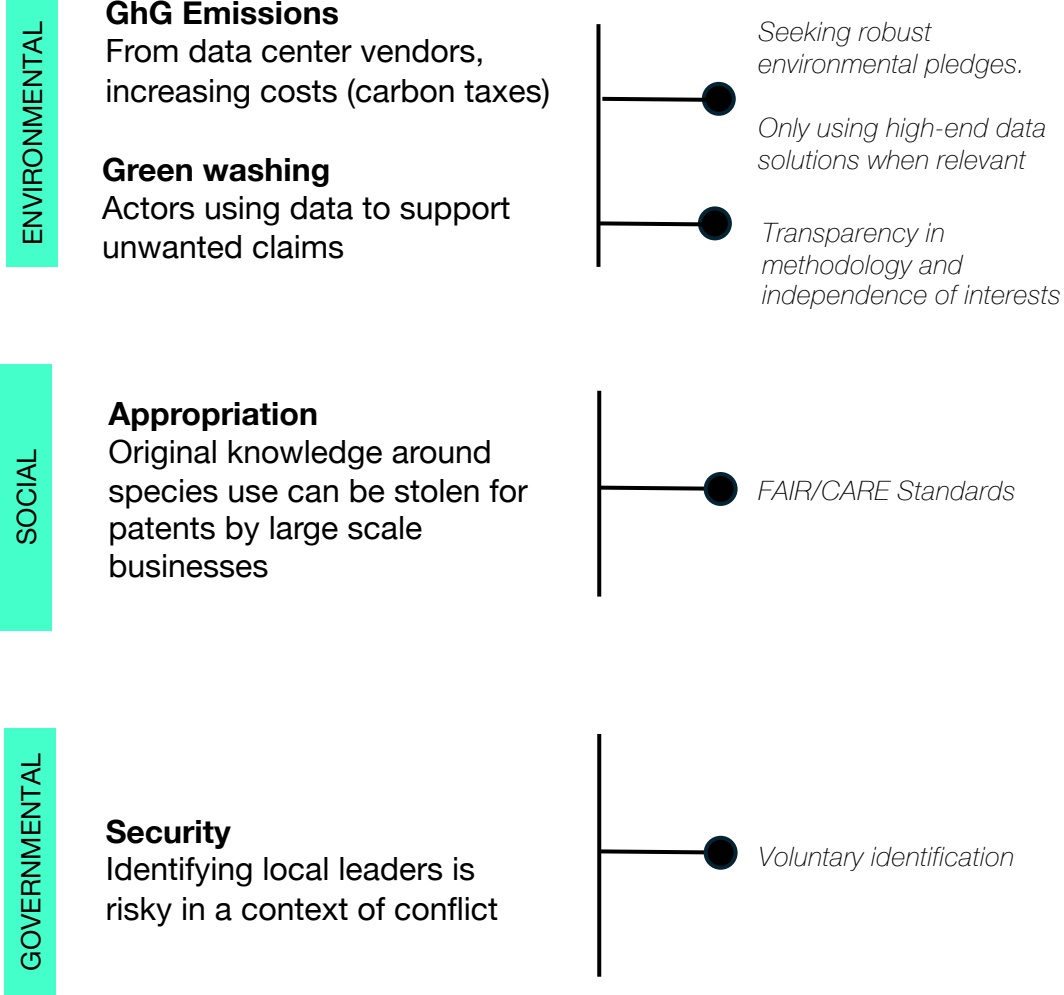
- Data breaches
- Method stealing/copying
- Hacking
- Tech malfunctioning
- Shortage of talent

APPROACH

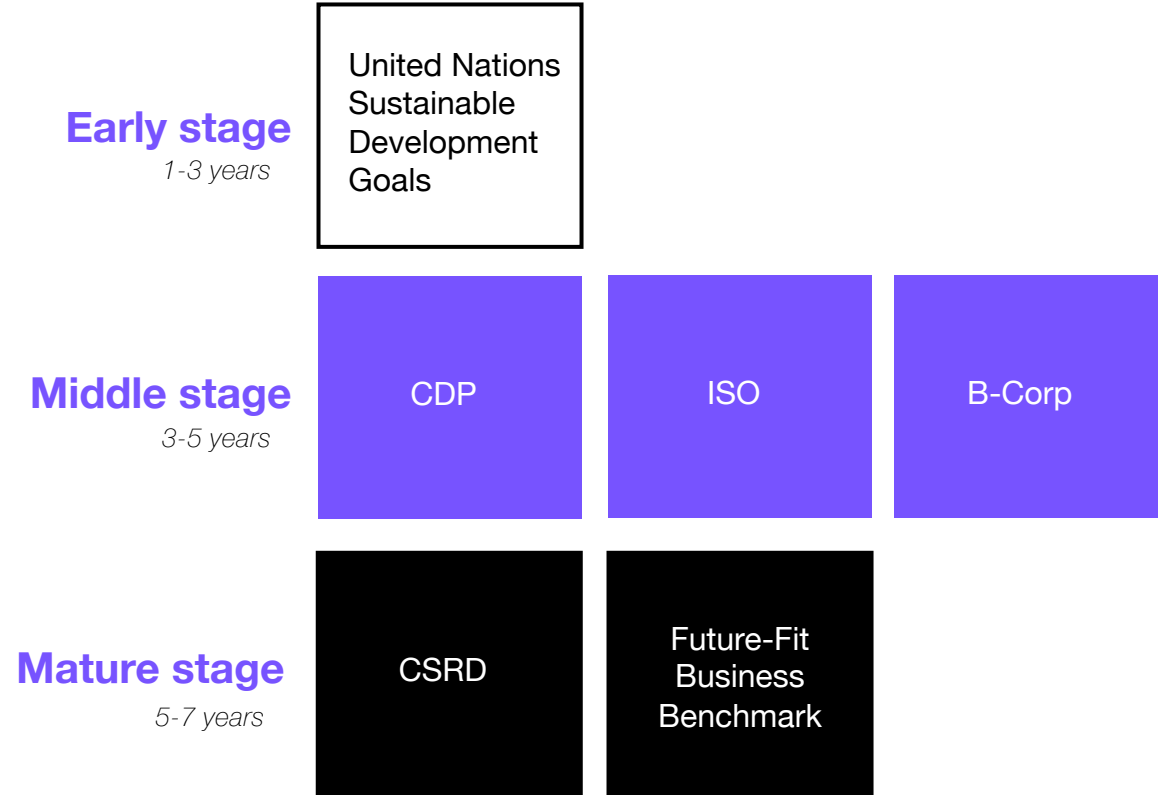
- IT as service platform safety risks and data library management software
- Mission oriented, work-life balance offering



ESG RISKS & EXTERNALITIES



ESG MEASUREMENT FRAMEWORK



REGISTERED COMPANY



- Registered business in Colombia April 2024. Co-owned 60-40
- Partner agreement includes:
 - ✓ Joint financial and risk decision-making
 - ✓ Monthly meetings to review status and make decisions
 - ✓ Records of all financial transactions and decisions
 - ✓ Mission-oriented commercial strategies

MISSION-BASED PRINCIPLES

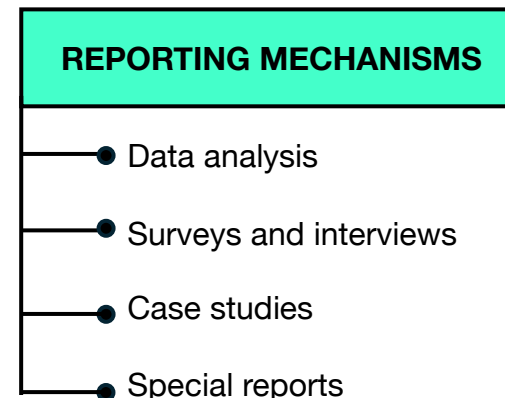
Principios

Nacemos sobre la convicción que el mundo necesita nuevas aproximaciones para que la prosperidad pueda manifestarse. Por eso, nos regimos por los siguientes principios:

I. Impacto	Nuestra prioridad es ofrecer ideas que desencadenen formas más armónicas de operar como sociedad. Hacemos alianzas, con y sin ánimo de lucro, que propendan al mayor bienestar colectivo.
II. La vida primero	La naturaleza es nuestra musa y guía. Ofrecemos nuestro tiempo, conocimiento e innovación a su florecimiento.
III. Devoción	Cada proyecto, cliente o aliado es sagrado. Tratamos cada relación con la máxima responsabilidad y honramos la confianza que se deposita en nuestro trabajo.
IV. Co-creación	Buscamos alianza con conocimientos y perspectivas diversos, integrándonos en colaboración con distintas expresiones.
V. Pensamiento sistémico	La problemática ambiental está engranada en todos los aspectos de nuestra sociedad. Contemplamos, discutimos y retamos nuestro trabajo con una mirada tan holística como sea posible.
VI. Pluralidad	Buscamos articulaciones con distintas prioridades, opiniones y cosmovisiones para, entre todos, proyectar mejores futuros. El diseño también importa, siempre que haya respeto.
VII. Complejidad	Le damos la bienvenida a la incertidumbre y reconocemos lo imprevisto como elemento universal de todo sistema vivo.
VIII. Calidad sobre cantidad	Estudiamos meticulosamente cada proyecto y buscamos la calidad de vida de nuestro equipo. Por eso priorizamos invertir nuestro tiempo de manera que el valor prime sobre el volumen.
IX. Independencia	La agenda de Vidalabs no es dictada por ningún actor público ni privado.
X. Transparencia	Apertura sobre nuestra financiación, gobernanza y metodología para cada caso en que sea relevante la información.

CORPORATE REPORTING

- Data enabled from platform on social, environmental, governmental and management indicators
- Indicators focused on SDGs 11, 13, 14, 15, 16, 17
- Annual report shared with stakeholders on impact achievements



FROM**TO**

12 revenue streams in
business model



Selecting strategic priorities
for impactful pitches

Nature conservation
focus



Partnering for wider
reach issues, e.g. post
conflict reparations

