




Profile


Name: Fausia
Sector: Construtech
Start date: November 2023
Team size: 10


Investment:Bootstrap.


Team


 Isabel
CEO
Full time founder
Strategy, management, coordination, vision


 Luis
Algorithm development
Dataset creation


 Nacho
Part time
Design, branding, marketing

 Nico
Part time
UX/UI design

 Maxi, Juan, Alan
Software Database
Platform backend
Mobile and web
Part time

 Fabian
BIM integration with tracking platform
Material calculation from model .

 Vicky
Part time
Accounting and tax

 Hugo
Part time
Lawyer

Contact

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@Fausiatech

Tweet Pitch

Fausia Tracking is a B2B SaaS solution for ready-mixed concrete: real-time traceability, optimised logistics and emission control. Less waste, more efficiency. BIM + data in the cloud to build better.

Client

B2B: Ready-mix concrete companies

Problem/Opportunity/Need

Ready-mixed concrete companies face on-site coordination problems, multiple calls to administrative staff and errors in the calculation of materials, resulting in waste and high environmental impact.

Solution

We offer a platform that allows clients and on-site receivers to visualise in real time the location of the truck with their order, ensuring a time-critical delivery of the ready-mixed concrete. In addition, we provide BIM calculation to reduce the environmental impact of surplus concrete by reducing the environmental impact.

- Mobile app for drivers
- Web app for companies with dashboard
- Web app for customers



Value proposition

Our value proposition is based on improving communication. Customers can make informed decisions, organise and anticipate on-site processes based on the arrival of concrete. Real-time location frees up administrative resources from phone calls and helps manage liability for delays caused by third parties, such as entry guards. The use of BIM for material estimation reduces surplus and shortage overruns and reduces environmental impact.

Market

Market in which we are developing: Argentina
Market we are targeting: LATAM and Spain
Market size: In Argentina in 2022, only in the residential sector 2.2 million m3 were consumed, with a reduction of 4.44% compared to 2021 *.

Locally the only direct competitor is Loop ready mix, who have a more complete product that includes billing, but does not include BIM calculation.

Validation

We have tested the MVP with a local company, the workflow is validated. We still need to integrate with the management systems and the concrete batching plant's software to take delivery notes.

Business model

Our business model is B2B, we offer digital solutions for ready-mixed concrete companies who can improve service to their customers and reduce the CO2 footprint of the industry.

Road Map



* <https://www.mordorintelligence.com/industry-reports/south-america-ready-mix-concrete-market/market-size>