

One pager fardo

The First Brand Intelligence Platform for the AI Era in LatAm

The Problem

Your customer no longer goes to Google to search for “best product.”
They open ChatGPT, ask the question, and trust the answer.
In less than 3 seconds, they decide whether your brand exists or not.
According to our data, only 12% of brands consistently appear when AI answers within their category.
If you're not in that 12%, you're invisible.
And in marketing, invisibility is the prelude to irrelevance.

Our Solution

Fardo gives you full visibility into how AIs perceive, mention, and recommend your brand.
We don't just measure — we actively influence them to choose you over competitors.
From invisible to inevitable in 90 days.

The Opportunity

The conversational AI market is growing at 37.6% annually. It already drives \$12.24B and will reach \$61.69B by 2032. 78% of companies already use AI in at least one function. Visibility within AI is the new SEO — and the window to be a pioneer is closing fast.

Our Clients

Brands and agencies that want to own their visibility in the AI era.

Business Model

- B2B SaaS: monthly subscriptions.
- Premium Consulting: audits + workshops.
- Insights & Data Reports.

Team

- Malena Martín – CEO & Co-founder
- Nicolás Seguro – CTO & Co-founder
- Segundo D'Augerot– Creativo & Co-founder

Roadmap

Q1: AI Score – Free Version
Q3: Education Hub
Q4: Writing Assistant + Prompt Library
Next Year Q1: Multimodal AI Brand Consulting Agent
Next Year Q2: AI Ads – Automated campaign creation using AI data & creativity



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para la era de la IA en Latam.