

Everyone aggregates tenders. We're the ones who **understand them**.

Licitar reads every tender with AI and scores it against the company's profile: evaluating a tender drops from **45 minutes to 90 seconds**. The same engine powers the buyer side: private companies publishing their own processes.

01 · MARKET

Large, public, and structurally unreadable.

Argentina executed **USD 22,500 M** in public procurement in 2025: **3.3% of GDP** and **10.9% of public spending**. Provinces move **5.1x** what the national government does, and each publishes on its own portal, in its own format.

PROVINCES + CABA · USD 18,800 M · 84%

16%

A product built only on COMPR.AR addresses just 16%.

And every tender runs dozens of pages of scattered requirements and short deadlines.

The cost of deciding is the bottleneck.

Global by design. The data model and scoring are country-agnostic: activating a market means integrating and calibrating its sources, not rebuilding the product. Same blended ACV across all three geographies.

LATAM · PHASE 2
CO · CL · UY · PA · CR

TAM

USD 1,778M

SAM

USD 915M

SOM

USD 18.3M

ARGENTINA

BLENDED ACV USD 2,450

TAM

USD 1,370M

559,000 companies eligible to bid

SAM

USD 135M

55,000 companies already bidding today

SOM

USD 13.5M

10% of SAM at 48–60 months

Blended list ACV at target mix 25 / 62.5 / 12.5. Excludes buyer side, insurance, and transactional revenue.

Single national platforms with open APIs. **725,825 registered suppliers**, 373,329 active.

1.07M companies already bidding out of 3.2 M eligible. Estimated from hard data and 3% participation where nothing is published.

02 · PRODUCT

Find, prioritize, and decide in one morning.

Suppliers — search across 794 sources and 24 provinces, prioritize with an explainable Fit Score that takes 2,910 open tenders down to the ten that matter, and decide on a tender that's already been read.

Buyers (phase 2) — publish their private tender, distribute it, and receive qualified suppliers.

03 · WHY WE WIN

Each side makes the other stronger.

Tender documents are public; what we build on top of them isn't. **79,710 normalized tenders**, **120,115 tagged documents**, and **1.72 M scores** calibrated with each account's feedback. And every private tender published adds demand and proprietary data that exists on no portal.

04 · TRACTION

PRODUCTION DATA · JUL 31, 2026

372

registered
users

+42%

MoM
user growth

143

active
in 30 days

~650

AI analyses
per day

2,910

open tenders
on the platform

All of this in **soft launch** and with **SEO as the only channel**: no launch, no paid marketing, and no sales team.

05 · 18-MONTH ROADMAP

0 - 6 MONTHS

Monetization and core

Acquisition and Enterprise sales — two repeatable channels, customer success, and per-seat expansion.

Documents and compliance — documentation, expiration tracking, and automatic requirement verification.

6 - 12 MONTHS

Two-sided platform

Private tenders — corporates publishing to suppliers and buyer-supplier matching.

Business intelligence — award prices, competitors, and purchasing behavior on top of historical data.

FROM SaaS TO TENDER INFRASTRUCTURE

12 - 18 MONTHS

Regional and transactional scale

LATAM phase 2 — rollout on national platforms with open APIs.

Insurance and consortia — commission-based bid bonds and SME partnering to qualify.

06 · MODEL

B2B SaaS, with per-seat expansion.

STARTER

USD 800

per year · 1 user

PRO · ANCHOR

USD 2,000

per year · 3 users

ENTERPRISE

USD 8,000

5-seat base + expansion

Prices net of VAT. **Buyers**: subscription for frequent issuers or pay per published tender.

07 · TEAM

Nicolás Fernández

CO-FOUNDER · PRODUCT & TECHNOLOGY

15 years in technology. Founding Engineer of a startup that scaled to **USD 50 M** in revenue.

Constanza Bravi

CO-FOUNDER · TENDERS & LEGAL

Lawyer, MBA, and Master's in Finance. **10+ years** in public tenders in Argentina and the region.

WHAT WE'RE RAISING

USD 500,000 · 18 months · SAFE

We're seeking a **USD 200–300k lead** and angels with tickets of USD 25–75k, with networks across SMEs, chambers, and the public sector.

USE OF FUNDS · 18-MONTH PLAN

- 44% Team
- 19% Technology & infrastructure
- 10% Sales & acquisition
- 10% Opex & structure
- 9% Corporate, expansion & contingency
- 7% Taxes & collection costs

Nicolás Fernández

Co-founder

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