

Automation and digital strategy services from Colombia seeking commercial, outsourcing, and investment cooperation for communication and sales growth

Summary

Profile type

Business Offer

Company's country

Colombia

POD reference

BOCO20250820001

Profile status

PUBLISHED

Type of partnership

Commercial agreement**Investment agreement****Outsourcing agreement**

Targeted countries

- **France**
- **Spain**
- **Netherlands**
- **Italy**
- **Portugal**

Contact Person

[**Enrico FRANZIN**](#)

Term of validity

20 Aug 2025**20 Aug 2026**

Last update

20 Aug 2025

General Information

Short summary

A Colombian company specialized in digital strategy, process automation, and audiovisual production is seeking cooperation with companies and organizations interested in scaling communication and sales. The collaboration may involve commercial agreements, outsourcing, or investment partnerships.

Full description

A Colombian enterprise operates across three complementary units: communication and marketing strategy design, audiovisual production including live streaming, and planning of corporate and training events. Its multidisciplinary team integrates technical, creative, strategic, and operational expertise to strengthen brand positioning, customer acquisition, and communication management.

Its services cover automated sales funnels, audiovisual content creation, live event coverage, graphic design, website development, and coordination of digital and in-person experiences. A key development is the platform Comunica, Enamora y Vende (CEV), which combines diagnostics, automation tools, training, mentoring, and networking to help entrepreneurs and sales teams optimize their processes.

The company has worked with organizations in sectors such as health, education, wellness, real estate, commerce, and professional services, both domestically and internationally in Puerto Rico, Mexico, and the United States. Its participation in acceleration programs, business matchmaking, and innovation summits demonstrates its capability to align strategy, technology, and communication.

The cooperation sought includes partnerships with companies requiring digital strategy and automation services, sponsors for the CEV platform, and collaborators who can facilitate entry into new markets, co-organize events, or support educational and networking activities.

Advantages and innovations

The main innovation lies in integrating strategy, automation, and audiovisual production into a single, adaptable model tailored to small and medium-sized businesses. Unlike providers of isolated services, the company has developed a methodology that designs and implements automated marketing ecosystems.

The CEV platform functions as both a technological tool and an educational process, enabling organizations to identify communication gaps, access automation systems, and remain part of a learning community. This combination of diagnostics, guidance, and networking ensures retention and scalability.

The company adapts solutions to each client's digital maturity, audience, and resources, having implemented automated processes for hybrid events, targeted sales funnels, lead generation, and conversion-focused content. Its distinctive advantage is the human-centered approach combined with strategic insight and adaptable execution.

Technical specification or expertise sought

N/A

Stage of development

Already on the market

Sustainable Development goals

- **Goal 17: Partnerships to achieve the Goal**
- **Goal 9: Industry, Innovation and Infrastructure**
- **Goal 4: Quality Education**
- **Goal 8: Decent Work and Economic Growth**

IPR Status

No IPR applied

IPR Notes

Partner Sought

Expected role of the partner

The organization seeks international partners to contribute to the expansion of its activities and to support the development of cross-border collaborations. The expected role of each partner depends on the cooperation type envisaged.

Commercial cooperation

Enterprises in sectors such as health, education, real estate, commerce, tourism, technology, and business services are expected to act as clients of digital communication, automation, and audiovisual solutions. These partners would engage the organization to design and implement tailored systems that address their operational challenges in communication and sales. Through commercial agreements, the partners would benefit from structured external support that enables them to move beyond manual processes or fragmented campaigns. The role of these partners is to adopt and integrate the services into their business operations, ensuring measurable improvements in their communication management and client engagement strategies.

Outsourcing cooperation

Organizations may also participate as outsourcing partners, delegating specific tasks or processes that require external expertise. These tasks include marketing automation, audiovisual content production, and the technical and logistical organization of hybrid or in-person events. The role of outsourcing partners is to assign defined responsibilities to the organization as a specialized service provider, thereby reducing the need to maintain internal teams for these functions. This cooperation allows outsourcing partners to access specialized knowledge, tools, and technical capacity while maintaining focus on their own core activities. At the same time, it enables the organization to extend its portfolio internationally by responding to targeted needs.

Investment cooperation

Investment partners and sponsors are expected to provide resources to accelerate the development and international expansion of the organization's integrated business support platform. Their role is to contribute financial, technical, or logistical support that will facilitate scaling to new markets and increase the platform's capacity to serve a larger community of business owners and commercial teams. In this cooperation type, investors may also participate in strategic decision-making related to the adaptation of the platform in different contexts and may benefit from visibility and participation in associated initiatives, training programs, or networking activities.

Institutional and event collaboration

Collaboration is also sought with institutions and organizations capable of co-organizing events such as business fairs, trade shows, conferences, training sessions, and networking initiatives. The expected role of these partners is to provide platforms, venues, or networks where joint initiatives can take place. They would support the development of activities that combine communication, training, and market development, ensuring that participants can strengthen their knowledge, improve their commercial strategies, and expand their professional contacts. These partners are also expected to contribute their own expertise in event organization, stakeholder engagement, or sector-specific knowledge to guarantee the relevance of the initiatives.

Cross-cutting role of partners

Across all cooperation types, partners are expected to share a common interest in strengthening communication and sales processes, adopting digital and automated solutions, and participating in international collaborations. Their role is not limited to receiving services but also includes active cooperation in creating conditions that allow business development to scale sustainably. By acting as clients, outsourcing delegators, investors, or event collaborators, they will help generate collective impact, broaden market reach, and foster knowledge exchange across borders.

Type of partnership

Commercial agreement**Investment agreement****Outsourcing agreement**

Type and size of the partner

- **University**
- **SME 50 - 249**
- **SME 11-49**
- **SME <=10**
- **R&D Institution**

Dissemination

Technology keywords

- **01005002 - E-Learning**
- **01004009 - CRM - Customer relationship Management**
- **01006005 - Network Technology, Network Security**
- **01003024 - Cloud Technologies**
- **01003003 - Artificial Intelligence (AI)**

Targeted countries

- **France**
- **Spain**
- **Netherlands**
- **Italy**
- **Portugal**

Market keywords

- **02007005 - Communications/networking**
- **02007025 - Consulting services**
- **09003002 - Advertising and public relations**
- **01006004 - Communications services**
- **02007022 - Software services**

Sector groups involved

- **Creative Industries**
- **Proximity & Social Economy**
- **Digital**
- **Tourism**
- **Textiles**
- **Health**
- **Retail**

Media

Images



[LOGO JP MO - Milena Osorio_0.png](#)