



Team Vueltap Bogota, Colombia



Background

Vueltap is a B2B2C last mile logistics technology platform that allows companies to sell up to 30% more by becoming an ally with its ecommerce branch by offering same day/ express deliveries. The company is challenging last mile logistics services provided by traditional couriers in Colombia by connecting freelance couriers with companies that need to deliver its products to its final customers.

Vueltap are currently operating in Bogota, and are working on starting operations in Medellin (Colombia's second largest city). In the first months of 2020 they aim to expand to Cali and Barranquilla.

The Team



Camilo Arango
Founder and CEO



Maria Elisa Botero
CTO



David Arango
CFO



Enjoying Colombian culture with the Vueltap team at Andres Carne del Res restaurant outside of Bogota

The Challenge

New Market Entry

Create a playbook to assist Vueltap in expanding to Medellin and Cali.

Dark Stores

Create a playbook to enable standing up a new Dark Store business model.

The Impact

