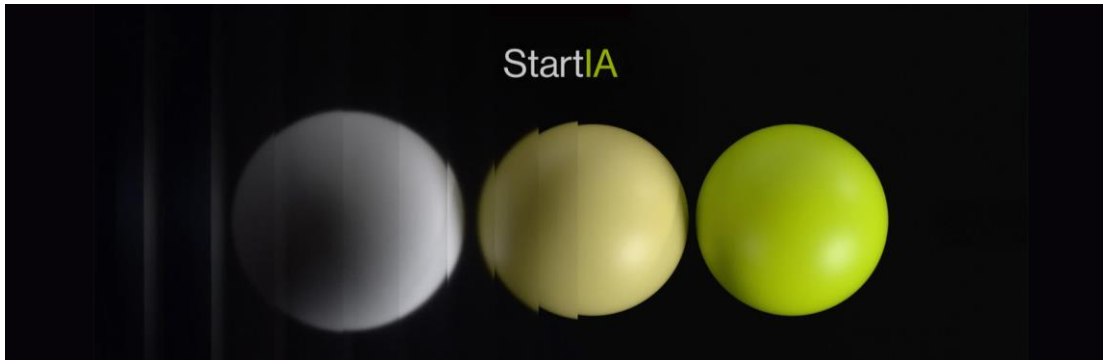




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StartIA: A Collaborative Infrastructure to Connect and Activate Medellín's Innovation Ecosystem

Abstract

StartIA is the result of a shared commitment by more than 30 key players in Medellín's innovation and tech-based entrepreneurship ecosystem. These organizations came together to co-create a solution to a common challenge: the fragmentation of information and the lack of trust, traceability, visibility, and connection among startups, investors, support entities, and corporations.

Incubated by Ruta N, StartIA is built through close articulation with the ecosystem. We help bring visibility to tech-based startups that want to "activate" in the ecosystem. We share and promote support programs for business growth from multiple support entities, connect startups with investment opportunities, and generate data traceability that leads to meaningful connections. The platform serves as a management tool for all ecosystem actors.

More than just a technological platform, StartIA represents a collective vision made real. It has been developed through a logic of open innovation, where corporations, universities, business associations, startups, and public institutions have contributed knowledge, experience, and commitment to build a shared data infrastructure for the city. The initiative is supported by market research, governance and business models, and a medium- to long-term sustainability strategy, as well as several co-creation workshops involving ecosystem actors and local entrepreneurs.



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StartIA in Numbers:

- 347 tech-based startups mapped and visible to the ecosystem — including what they do, when they were founded, who their founders are, what technologies they apply, their maturity stage, team size, contacts, and more.
- 40 support entities offering over 90 entrepreneurship programs across different stages — from ideation to consolidation.
- 310 startup founders characterized, of whom 253 (81.6%) are men and 53 (17.1%) are women.
- 41 prototyping and experimentation labs, offering more than 340 pieces of specialized equipment across the ecosystem.
- 260 investment funds currently active in Colombia: 56% Venture Capital, 22% Accelerators, 10% Corporate Venture Capital, 6% Angel Investors, and 6% Others.

The data pipeline for upcoming integration includes: corporate actors, ecosystem service providers (consultants, financiers, coworking spaces, etc.), benefits (perks), and more.

Today, StartIA has the potential to become the brain of Medellín's entrepreneurial ecosystem — a gateway for newcomers and a compass for those already within it, guiding their next steps. It stands as a tangible example of how strategic collaboration and a shared vision can transform how innovation ecosystems are built, visualized, and strengthened.