

Protraffic SAS

Corporate Presentation

Who are we ?

- Mario Andrés Varón CEO and founder of the company is an industrial engineer from Andes University. He has postgraduate studies in corporate finance and public policies. Currently, he is finishing a Master (M.Sc) in Computer Science. He was nominated as one of the 10 most prominent innovators under 35 in Colombia. He holds two product patents and several scientific papers in transport technologies.

Our Core Business

- Protraffic SAS is an engineering Colombian Company focused on providing road marking, traffic signalization systems, intelligent transport systems (ITS) and IT solutions (Networking, Cloud and Infrastructure). Our business model is centered around B2G transactions (business to Government) based on public tenders. We are highly oriented to research and develop new products in the transport technology market.

Our History

- Protraffic SAS was founded on October of 2013. Six months later, it was awarded with his first major contract with Ibagué city whose object was to provide the road marking and the traffic signalization for the city. That year, Protraffic also supplied, installed and connected some traffic lights intersections in that city.
- In 2015, the Colombian Roadway Administration (INVIAS) awarded Protraffic some contracts to improve the road safety in several roads along the country. During this year Protraffic was chosen by Bogotá City to execute the traffic signalization Project within the city for 12 months with a net project budget of USD 2.5 Million.
- On 2016, Protraffic starts the research and development of the first commercial algorithm for helmet detection on motorcycles using machine learning and image processing techniques.

Our Products



- Traffic Signalization Systems
 - MMA – Cold Plastic with geometric applications.
 - Traffic Signs
 - Road Devices (road studs, Speed bumps ...)
 - Road Barriers
- Intelligent Transport Systems
 - Traffic Lights
 - Video Analytics
 - Enforcement
- IT Solutions
 - Cloud
 - Networking
 - Infrastructure
 - Customize Software Development

Our numbers

- Net Revenue in 2014: USD 150.000
- Net Revenue in 2015: USD 1.5 M.
- Net Revenue in 2016 (forecast): USD 3 M.
- Employees: 12 persons.
- Number of contracts awarded: 9.
- Number of contracts finished: 7.
- Number of contracts in execution: 2.
- Contracts with scientific purpose: 1.

Our Core Competence

- We were the first Company in Colombia to introduce the cold plastic Paint (MMA) in the market, increasing the Cost-Benefit relationship for public road marking projects.
- We use Montecarlo Simulation and Nash equilibrium model to predict our proposal's price in public tenders.
- We love to research and our organization is fully oriented and committed to it.

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