

CUSTOMER

Target Customer

Local councils and private individuals.

Customer Relation

In a very personalised way by telephone, e-mail, video call, WhatsApp and face-to-face meetings.

Channels

Mainly by email and phone call.

CORE

Mission

Geolat is a company specialising in land use planning, emergency planning and environmental consulting, whose purpose is to provide innovative technical solutions tailored to the needs of public administrations and private companies. Our work focuses on the development of land use plans, natural risk studies and land management advice to contribute to sustainable, safe and resilient development. We offer services in drafting emergency and rescue plans, minimising territorial impact, geolocating strategic plots of land and providing specialised technical advice. Our approach is based on technical rigour, regulatory compliance and the application of innovative methodologies to improve safety and territorial planning in the municipalities where we operate.

Value Proposition

Geolat provides a specialised and personalised technical approach to territorial planning and emergency management, guaranteeing its clients solutions adapted to the specific characteristics of each municipality or project. Our value proposition is based on the following pillars: 1. technical rigour and regulatory compliance, ensuring that each plan and study complies with current regulations by providing solid documents backed by scientific and legal criteria. 2. integrated and innovative solutions applying advanced methodologies in territorial analysis, cartography and risk management with tools such as GIS and risk modelling to improve decision-making. Positive environmental and territorial impact by promoting planning that minimises environmental impact and contributes to sustainability. 4. Experience and local knowledge that allows us to offer strategies adapted to each connection. 5 Continuous advice and support to our clients and 6. Efficiency and profitability by optimising available resources to offer high quality plans at competitive prices;

Competitive advantage

Geolat stands out from its competitors by offering specialised and personalised technical services, combining regulatory rigour and innovation in land use planning and emergency management. Our main advantages are: A comprehensive approach, as we serve both public administrations and private clients, adapting our solutions to each need; A friendly and premium service, offering continuous support and ensuring high-quality service with personalised attention; Technical rigour and innovation, applying advanced GIS and territorial analysis methodologies to guarantee effective and up-to-date plans; Sustainability and efficiency, balancing territorial development with environmental conservation, optimising resources to offer profitable and sustainable solutions.

RESOURCES

Knowledge

- Technical experience in land use planning and emergency management
- Team specialised in geography, engineering and GIS
- Advanced technology, including GIS and risk modelling
- Recognised brand in the sector and participation in technical forums
- Regulatory knowledge and development of proprietary methodologies.

Technology

Senior office automation and Geographic Information Systems management.

Revenue Streams

One-off sales through minor contracts with local councils, tenders and one-off contracts with private customers.

In addition, once a year we offer specialised training lasting three months at an institute.

KEYS

Activities

- Drafting of emergency plans and land use plans (PTME, PAM, PLRPIF, rescue plans, impact minimisation, etc.)
- Specialised technical advice for public administrations and private clients; Fieldwork and territorial analysis with on-site inspections and GIS technology
- Implementation and training in emergency plans through drills and training
- Business management and development, including tenders and premium customer service
- Communication and dissemination through social media, technical conferences and sectoral committees.

Partnerships

Architects, lawyers, environmentalists, surveyors, real estate agents, etc.

Success factors

Geolat's success is based on technical rigour and innovation, combining advanced methodologies (GIS, risk modelling) with in-depth regulatory knowledge. We stand out for our close and premium service to both public administrations and private clients, offering customised solutions. In addition, our efficient management and teamwork allow us to tackle high-impact projects, consolidating our presence in the sector.

Company name:

Geolat

Restoration Typology:

Rivers
Coasts
Agricultural land and pastures, including photovoltaic parks;

Founding year:

2020

Number Employees:

Less than 10 employees

Annual Turnover:

Less than €0.5 million

Location:

Elche, Alicante (Spain)

Web page:

www.geolat.es/



Positive Impact Geolat contributes to the safety and sustainability of the territory through emergency planning and land use management, helping public administrations and companies to reduce natural risks, improve resilience and comply with regulations, promoting balanced and safe development. In addition, we promote awareness and training in civil protection through drills and outreach activities. Opportunities in the Sector: The increase in extreme weather events and the need to adapt to climate change are generating growing demand for territorial planning and emergency management. Digitisation and the use of GIS and risk modelling open up new possibilities for improving the efficiency and accuracy of our services. In addition, growing regulations in civil protection and urban planning reinforce the importance of our work, expanding the market in both the public and private sectors.

Drawbacks High competition for public administration contracts, which can lead to pressure for low prices and reckless bidding; Changes in legislation and complex administrative processes can slow down projects and create uncertainty in planning; Some administrations and companies prioritise costs over quality, affecting the proper implementation of emergency plans and land use planning; An increase in extreme phenomena generates greater demand for planning, but also difficulties in forecasting and adapting plans; The need for technical profiles with experience in emergency management, GIS and land use regulations hinders the formation of highly qualified teams.

Competitors Large consulting firms with extensive technical expertise and resources that tend to dominate major tenders; Small, specialised consulting firms that are more agile and have a differentiated technical approach, competing on quality and personalisation of service; Multidisciplinary companies offering services in urban planning, the environment and emergencies, without in-depth specialisation in each area; Self-employed professionals who compete on price, generally on smaller-scale projects; Public bodies and universities that carry out studies and plans directly, reducing the demand for external consulting in some cases.