

Press Release

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FastStrat™ Debuts at Colombia Tech Week 2025

BOGOTÁ, Colombia – August 29, 2025 – FastStrat, the first AI-marketing platform that helps companies build an annual marketing plan—the kind created by large corporations with significant resources over several months—announced today its official launch at Colombia Tech Week.

Powered by autonomous “Agentic AI” agents, this enterprise-level process now takes minutes and is available to small- and medium-sized businesses (SMBs) and boutique agencies, starting first in Colombia.

“People have asked: Why launch in Colombia? The answer is simple. It is the perfect market and one that could really benefit from our platform,” said Tania Graves, chief operating officer and co-founder of FastStrat. “Based on our research, more Colombian companies would survive and more importantly thrive if they had the digital resources to support them,” she added.

FastStrat Helps Bridge Colombia’s SMB Gap

Colombia is home to 1.7 million SMBs (99.5% of all registered businesses), which contribute to nearly 40% of the national GDP, according to [BBVA Research Colombia](#). Yet, the research shows only 30% survive beyond their early years, with up to 75% of revenue absorbed by operational costs often due to underinvestment in digital tools.

Meanwhile, 87% of Latin American SMBs adopting AI report a 43% increase in productivity, and 77% plan AI investments soon, according to [Microsoft 2024 survey of AI and SMBs](#).

FastStrat was founded by Colombian marketer [Walter Von Roestel](#) and American marketing executive [Tania Graves](#), combining 40 plus years of experience to bring AI-native marketing to the region.

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FastStrat was born because we wanted to democratize the market planning process for companies with limited resources by helping them develop and execute strategies and tactics tailored to their business needs,” said Graves. We’ve worked hard to create and price the platform so that it’s reasonable and affordable, where a one-year subscription equals about a month or two of an entry-level professional salary,” she added.

FastStrat offers two plans: For \$499 US, companies can purchase the annual marketing plan, which includes a year-long tactical plan and content calendar. For \$999 US a year, companies can subscribe to the platform, receive the annual plan and use the AI agents to generate digital content and images, as well as monitor performance.

“Most AI Marketing platforms today execute isolated tasks or tactics like content or image generation. If you do not have the knowledge to provide the proper direction, the tactic may not achieve the desired results,” according to Walter Von Roestel, chief executive officer and co-founder. “FastStrat’s agents think, research, analyze, and build cohesive, multichannel marketing plans just like a human team would, granting SMBs access to a fully autonomous, intelligent marketing department.”

Why FastStrat Matters at Colombia Tech Week and to SMBs

- **Agent-Powered Strategy Generation:** Users have a natural conversation with the AI agents. The agents then collaborate with each other to produce comprehensive multi-channel marketing plans in minutes.
- **Democratized Access:** FastStrat brings the process of enterprise-level marketing planning to SMBs and boutique agencies, allowing marketing teams to work faster and more effectively, agencies to service their clients better and to free up their time to focus on operations and customer service.
- **Real-Time Optimization:** Continuous data-driven refinements ensure campaigns adapt dynamically to achieve performance metrics.

According to one of FastStrat’s pilot users and Bogotá business owner, Nicolás Saenz, “I felt like I was in a personalized marketing class with the AI agents. I learned more about marketing in a one-hour conversation than in a three-month course at the Chamber of Commerce.”

Saenz owns a boutique audiovisual company called SAGA Audiovisual. He was impressed by the plan insights and the marketing strategies and tactics recommended.

“I believe that for entrepreneurs like me, who do not have a lot of marketing background, this tool is pure gold. Even professional marketers would get a ton of benefit from FastStrat. I am excited to share this tool with my sister who is a psychologist and opening a practice in Scotland,” Saenz added.

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The annual plan consists of a market analysis, marketing objectives, target markets, marketing strategies and tactics, budget allocation, implementation timeline, and KPIs for performance measurement.

About FastStrat

Headquartered in Ocala, Fla., FastStrat is the first AI marketing platform that helps companies build an annual marketing plan year-over year, leading to improved campaign performance and measurable growth. The platform uses advanced AI agents—agentic and generative—capable of independent decision-making and content creation. The process involves in-depth research resulting in Marketing strategies and tactics tailored to the organization’s specific goals and marketing needs.

After its initial launch in Bogota, Colombia, FastStrat plans to expand globally starting with LATAM and the United States. Its mission is to democratize marketing for SMBs by automating the creation, execution, and optimization of tailored marketing strategies. A remote-first, global company, its two initial founders, Tania Graves and Walter Von Roestel, live in the United States and Colombia, respectively. For more information, visit www.faststrat.ai

Colombia Tech Week

Colombia Tech Week runs August 18–30, 2025, with over 200 events that will span from conferences, workshops, bootcamps, business roundtables, and the open-air Colombia Tech Fest, featuring 50+ global speakers. The festival expects 15,000 attendees, 300 international investment funds, and 100 corporate partners, aiming to mobilize more than US \$50 million in capital.

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