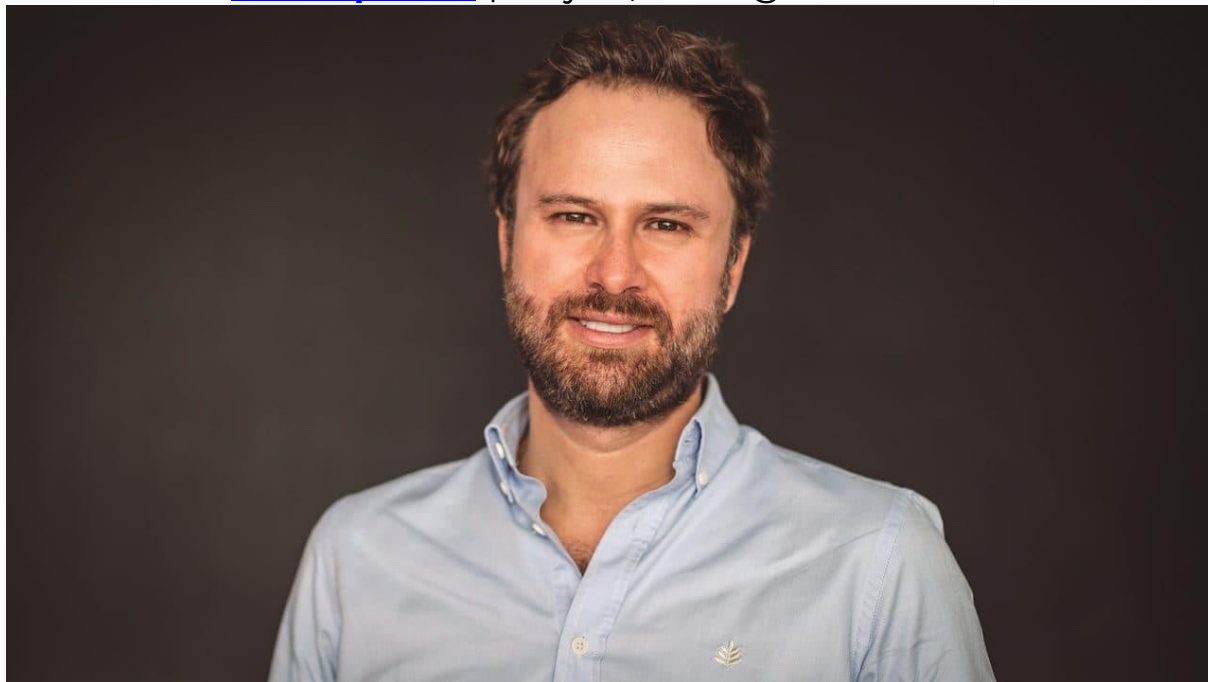


# This startup is already the biggest player in digital payments for tolls and parking lots in the country

[Jose Caparoso](#) | July 13, 2023 @ 8:07:00 am



Jorge Camacho, co-founder of GoPass. Photo: Diana Rey Melo / Forbes.

*Four Colombian entrepreneurs founded GoPass, which with its 'tag' is one of the four companies enabled for electronic tolls in the country. Its co-founder and CEO Jorge Camacho told Forbes that they have become a mobility ecosystem, that also ranges from parking lots to fuel stations.*

**In the incessant flow of vehicles on Colombian highways and streets, the GoPass tag showed its strength in the first half of the year, registering six million transactions on its platform.**

This is one of the four operators authorized by the Ministry of Transportation for electronic tolls, but its founders Felipe Samper, Alejandro Uribe, Felipe Ochoa and Jorge Camacho, who decided to create this company at the beginning of 2019, after 15 years doing business together from call centers, logistics and insurance, they set out to make theirs a mobility 'superapp'.

Although the tolls are interoperable for several players, with its payment tag, GoPass has ingeniously woven an expansive ecosystem that, in addition to tolls, includes parking lots, Terpel gas stations, car wash services, payments in self-service stores, car assistance, crane and among others, mechanical technical reviews.

“We are already the largest mobility ecosystem in the country,” says GoPass co-founder and CEO Jorge Camacho in an interview with Forbes. “The founders made the decision that GoPass was going to be our doctorate in business, because our experience comes together here after several years of doing business together.”



There are more than 300,000 cars and trucks that are using this tag to stop using cash in their payments when they are driving. Now, a new type of vehicle is going to be added: motorcycles.

“The great challenge is that this is something new, so we have had to educate ourselves on what a tag is, how I use it and where I should put it. Voice to voice helps us a lot. Once the clients understand how they work, the receptivity is very high”, indicates Camacho. “Soon we are going to launch the tag for motorcycles and in the next three years we want to reach 15% of the market.”

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This is a type of tag that is used worldwide and what GoPass did was to develop an ecosystem around the chip. There are 133 tolls in the national territory that are receiving payments from this and three other operators.

They have made alliances with Davivienda, [Nequi](#) , [Daviplata](#) and Claro Pay. Among its plans are developing more solutions, such as an insurance program on demand that will integrate policies per kilometer traveled. They also have a business vertical for vehicle fleets, which seeks to optimize transportation and fuel costs. The company has a team of 192 people, of which 42 are developers.



Jorge Camacho, co-founder of GoPass.  
Photo: Diana Rey Melo / Forbes.

“We have had technological, political challenges and with the financial sector. When we started we wanted to make life easier for customers, so that with a card each payment would be automatically debited, today it is something that is possible, but when we started the networks and security protocols they blocked small amounts, that It's something new in Colombia,” recalls Camacho.

With its entire ecosystem, this company is making life easier for thousands of drivers who are leaving cash behind while driving.