Autogenerado · Clean Industry

Autogenerado

Country: Guatemala · Guatemala **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Private Beta **Team Size:** 1 **Website:** — **Founder:** Juan Ruano

Elevator Pitch

Development of flexible and rigid material from cells of corn husk and cob, using a byproduct as a base material for industry, with primary applications in furniture.

Climate Problem

This idea tackles climate change by using agricultural byproducts as raw materials instead of letting them go to waste. Reduces the use of wood, plastics by introducing new opoortunities with local materials.

Solution

Debeloping a cellulose-based material derived from corn cobs and husks, transforming agricultural byproducts into both rigid and flexible components. This is done by extracting and processing cellulose fibers from these resources.

Revenue Model

selling high-quality furniture made from its cellulose-based material, and supplying the material itself as a sustainable raw input for other industrial applications.

Target Market

High-end enviromental conscious costumers. It also targets manufacturers and companies looking for eco-friendly raw materials to replace plastics or wood.

Social Impact

Indigenous Peoples, LGBTQI+ People

Demand Evidence

There is clear demand in Guatemala. Agriculture accounts for about 24% of GDP, generating large amounts of corn residues that are currently underutilized. At the same time, national policies are promoting a circular economy and waste valorization.

Competitors

Wood based furniture stores such as Piegatto.

Wood industry supply such as Lignum

High end furniture stores such as Kare

Plastic material suppliers such as Novocolor

Founder Expertise

Experience in innovation and product development, with a strong focus on data-driven research and the application of scientific methods to product design. This background supports a structured, evidence-based approach to developing and validating designs

External Support

The development has been carried out individually. The project is now actively seeking partnerships, mentorship, and strategic alliances to scale and accelerate its impact.

Source: ClimateLaunchpad 2026 Application · App ID: 9094 Ingested: 2026-05-25

Founder

Juan Ruano

Revisión #4
Creado 2026-05-25 17:45:56 UTC por Angelica Diaz
Actualizado 2026-09-18 19:11:07 UTC por Angelica Diaz