

Bio huertos agro ecológicos con intervención de suelos nutriéndolos con composición de residuos de nuestra propia alimentación, una línea circular sin desperdicio y al alcance. •
Food & Agric

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Country: Peru · Chiclayo **Category:** Food & Agriculture **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 2 **Website:** —

Elevator Pitch

Have your own organic garden and enjoy access to a variety of foods and medicinal plants for your self-care, without incurring unnecessary expenses. Ensure a clean diet and live in harmony and balance with the ecosystem.

Climate Problem

Climate change is evident in my town through a lack of rainfall and water shortages for irrigation; there are no regulations in place to help small-scale and local businesses develop systems for collecting (recycling) water for irrigation.

Solution

A good practice in a family project would be to collect water used in the kitchen—such as for washing food—so that it can be stored and later used for safe irrigation. This is a responsible use of water.

Revenue Model

Have a well-structured and dynamic program that includes mentoring and follow-up for each family. An starter kit could be sold that includes seeds and everything needed for successful planting, with designated spaces for each component: compost, water tanks, and a greenhouse.

Target Market

The community, starting locally and then expanding to more underserved areas using an accessible format.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty

Demand Evidence

I've seen a huge surge in interest in this alternative around the world, and I've been doing it for quite some time now.

Competitors

Some residents are taking it one step at a time, while in other cities I've noticed they're already promoting and encouraging initiatives like green roofs, planters, and hydroponics

Founder Expertise

My expertise in preparing all-natural growing media and foliar fertilizers, as well as my experience working with herbs as a herbalist—that's who I am

External Support

Take a course on agroecological farming and germination techniques that are suitable for smaller spaces

Source: ClimateLaunchpad 2026 Application · App ID: 8450 Ingested: 2026-05-25

Revisión #3

Creado 2026-05-25 17:46:38 UTC por Angelica Diaz

Actualizado 2026-05-28 22:35:24 UTC por Angelica Diaz