

# Bubble Octopus & Baths · Clean Industry

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## Bubble Octopus & Baths

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**Country:** Colombia **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 2  
**Website:** N/A **Funded:** NO

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## Elevator Pitch

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BOB has reinvented handwashing with dissolvable, non-toxic agar-based spheres that clean hands deeply—removing bacteria like E. coli—without using water. A fun, soap-free solution for kids and adults, and the only one of its kind in the world.

## Climate Problem

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Our product solves the lack of access to proper hand hygiene by providing a waterless, soap-free solution that removes harmful bacteria like E. coli—anytime, anywhere.

## Solution

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Our solution is cleaning spheres made with organic ingredients that are effective against diseases, requiring no water to work. They're ideal for situations where access to water is limited or unavailable, ensuring hygiene in water-scarce environments.

## Revenue Model

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We will generate revenue by selling our cleaning spheres directly to consumers, partnering with humanitarian organizations, and offering bulk sales to institutions like schools, hospitals, and businesses that operate in water-scarce regions

# Target Market

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Our target market includes water-scarce communities, humanitarian organizations, schools, hospitals, and businesses, with a focus on providing an eco-friendly, water-free hand hygiene solution, especially for children.

# Social Impact

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People of African Descent Indigenous Peoples Roma, Sinti and Travelers Persons Belonging to National or Ethnic, Religious and Linguistic Minorities Migrants Refugees, Asylum-seekers, and Internally Displaced People People Living in Extreme Poverty Women LGBTQI+ People

# Demand Evidence

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In Colombia, 3.7 million people lack access to clean water, and nearly 70% of rural households don't have proper sanitation. This creates a significant demand for water-free hand hygiene solutions.

# Competitors

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Our start-up is tackling the water waste problem by offering a solution that doesn't require water for hand washing.

# Founder Expertise

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Valentina: Marketing & communication. Liliana: Chemical engineering & product development. Both drive innovation & market strategy for BOB.

# External Support

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We have received support and mentorship from the Universidad del Externado's business department after winning the best project in class.

# Team

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Valentina leads marketing and communication, focusing on brand messaging, outreach, customer insights, and partnerships. Liliana oversees chemical engineering and product development, ensuring quality control and

continuous product improvement.

# Founder

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Valentina Jacome

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Revisión #2

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