Circool · Clean Industry

Circool

Country: ?? Colombia · Bogota **Category:** Clean Industry **CT Taxonomy:** CT-XS-008 — Circular Economy Consulting & Platforms **Impact Areas:** Circular Economy **Stage:** Prototype **Team Size:** 2.0 **Website:** https://circool.in/ **Funded:** False **Founder:** Jessica Cruz Alonso

Elevator Pitch

Circool develops circular economy solutions that extend the life of discarded materials by transforming them into new products. We integrate AI and blockchain to trace each material from waste to value, making impact measurable and verifiable.

Climate Problem

The textile industry produces +10% of global CO2 emissions. In Bogota, 147,000+ tons go to landfill yearly. Redirecting that waste cuts emissions, reduces water stress and prevents soil and waterway contamination.

Solution

We collect textile waste with formal grassroots recyclers, sort and compact it through low-impact processes. AI and blockchain trace each batch, generating verifiable impact data for B2B clients and end consumers.

Revenue Model

Sales of decorative materials to ESG-driven companies and design studios. Installation services. Traceability and impact reports for firms legally required to manage textile waste under Colombia's Draft Law 218/2022.

Target Market

Retail and fashion companies with ESG targets in Colombia. Sustainable interior design studios. Companies legally required to manage textile waste under Draft Law 218/2022, a fast-growing compliance market.

Social Impact

Migrants, Women

Demand Evidence

Colombia's Draft Law 218/2022 already mandates textile waste management, yet no local solution offers traceable reuse. Companies face ESG pressure and regulatory deadlines with nothing to comply with. That is our market.

Competitors

In Colombia: Infinita, idea stage only, no product. No brick production from textiles at scale. Internationally: FabBRICK validates the model. Our edge: verified traceability and a low-environmental-impact process.

Founder Expertise

Liz: biomaterials designer, MA Design, Lapiz de Acero 2023, R&D in materials and sustainability. Jessica: circular economy platform builder, impact project leader in Peru and Colombia, company founder in both markets.

External Support

In progress: technical alliance with the Design Dept., U. de los Andes for process validation and material testing. Exploring access to UNIMINUTO's textile lab and community clothing depot as a raw material source.

Team

Liz leads product R&D, prototyping, technical validation and documentation. Jessica leads strategy, university and corporate partnerships, funding, technology traceability and business model development.

Founder

Jessica Cruz Alonso

Revisión #5
Creado 2026-05-29 03:20:32 UTC por Angelica Diaz
Actualizado 2026-09-18 19:16:14 UTC por Angelica Diaz