Circuito cero · Air & Environment

Circuito cero

Country: ?? Colombia · Bogotá **Category:** Air & Environment **CT Taxonomy:** CT-WA-003 — Recycling & Materials Recovery **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 1.0 **Funded:** False **Founder:** María José Díaz García

Elevator Pitch

Circuito Cero manages waste to turn it into resources, by involving recyclers and closing the loop, thereby reducing emissions and helping to mitigate climate change.

Climate Problem

Circuito Cero addresses GHG emissions caused by poor waste management (methane from landfills and open burning). It is essential because it reduces pollution, recycles materials, and directly contributes to mitigating climate change.

Solution

Circuito Cero implements waste sorting, classification, and recovery, involving waste pickers and preventing waste from being sent to landfills, thereby reducing emissions and turning waste into resources.

Revenue Model

I will generate revenue by selling recovered recyclable materials, providing collection and management services to businesses, and implementing circular economy initiatives that monetize waste recovery.

Target Market

My target market consists primarily of bottling companies that require recycled glass as a raw material; I supply them with high-quality recovered material for their production processes.

Social Impact

People Living in Extreme Poverty

Demand Evidence

There is demand because bottling companies need recycled glass to reduce costs and their carbon footprint; furthermore, there is a shortage of properly sorted material, which points to a clear market opportunity.

Competitors

My main competitor is Peldar, as it is a well-established player in the recycled glass market, with a high processing capacity and the ability to supply bottling companies.

Founder Expertise

I bring expertise in environmental management, waste management, and the circular economy, along with experience in operating recycling centers and collaborating with recyclers to recover and repurpose materials.

External Support

I have received academic and technical training in environmental management and waste management, which has helped Circuito Cero grow, although I do not yet have any external financial support.

Team

During this ideation phase, I structure the business model, analyze its technical, operational, and financial feasibility, conduct market research (particularly on bottling companies), define the value proposition, identify strategic partners, and design pilot tests to

Founder

María José Díaz García

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