Clean Sim (by IMIC) · Air & Environment

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Country: ?? Colombia · Bogotà **Category:** Air & Environment **CT Taxonomy:** CT-WA-005 — Environmental Management Consulting **Impact Areas:** Circular Economy **Stage:** Sketches **Team Size:** 6.0 **Website:** https://lectureseries.tech/ **Funded:** True (20000.0)

Elevator Pitch

Medical waste is currently the third leading cause of environmental impact. We design hyper-realistic simulators using reusable (non-hazardous) hospital waste to help healthcare professionals practice and develop their skills.

Climate Problem

Currently, medical waste is the third leading cause of environmental impact worldwide. Some of this non-hazardous waste is recyclable and can be used as a substitute for raw materials. However, this is not yet the norm.

Solution

The process of disposing of medical waste is costly for hospitals. We will take care of it and add value to the waste by using it to train medical staff and make quality healthcare accessible to everyone.

Revenue Model

Hospitals pay a high price to dispose of medical waste; we will do it at a lower cost and use non-hazardous waste as raw material. Second, we will sell these simulators, adding high-value features (a premium feel).

Target Market

B2B and B2C. B2B refers to organizations that provide training for healthcare professionals: hospitals, educational institutions, medical laboratories, and our own laboratories; B2C refers to our students and healthcare professionals.

Social Impact

People Living in Extreme Poverty

Demand Evidence

Hospitals have requested simulators from us for staff training. We conduct workshops using these hyper-realistic simulators. We have sold simulators to our students and are launching new designs through digital channels.

Competitors

Upsurgeon (importing at high prices), Raphael Group (a different value proposition), suture.me

Founder Expertise

A multidisciplinary team comprising a physician who specialized in the United States, a physician with a master’s degree in education, an industrial designer, an international business professional, a biomedical engineer, and a senior software and AI engineer.

External Support

We have received support from the Externadista Entrepreneurship Center, the Chamber of Commerce, and the GSEA; we have partnerships with Grupo Medi; and we are working on a partnership with Cardio Infantil to provide them with simulators and collect their waste.

Team

Managing relationships with our stakeholders (customers, suppliers, partners); designing simulators; conducting quality and innovation testing; designing product/customer experiences; and developing digital channels, sales

channels, and marketing strategies.

Founder

Victor Manuel Pedreros Madrigal

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