

# Coffee Kreis · Clean Industry

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## Coffee Kreis

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**Country:** ?? Colombia · Barranquilla **Category:** Clean Industry **CT Taxonomy:** CT-WA-004 — Circular Products & EPR **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 2.0 **Website:** <https://coffeekreis.com>  
**Funded:** True (86365.0)

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## Elevator Pitch

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Transforming recycled coffee grounds into sustainable and compostable consumer products, such as coffee cups and saucers, free of plastics.

## Climate Problem

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99% of HORECA coffee grounds are landfilled and billions of single-use plastic cups pollute daily. We close both loops by turning waste coffee grounds into reusable, plastic-free cups sold to the businesses creating the waste.

## Solution

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We collect spent coffee grounds from HORECA clients, blend them into a composite material, and manufacture reusable, compostable cups, lids, and saucers. Sold back to the same industry creating the waste, closing the loop completely.

## Revenue Model

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B2B transaction-based model: HORECA clients (cafes, hotels, cruise lines, airlines) buy our cups, lids, and saucers per unit.

## Target Market

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HORECA: coffee shops, hotels, restaurants, cruise lines, airlines, offices, and corporate gift buyers. Primary markets are Colombia and the USA, with European expansion underway via accounts in Spain and Ireland.

# Social Impact

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People Living in Extreme Poverty, Women

# Demand Evidence

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150+ HORECA partners around the world, active pilots with Juan Valdez and Holland America Cruise Line in the USA, \$27K crowdfunded from 350+ backers, and 2.5x revenue growth in 2025.

# Competitors

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Main competitors are conventional single-use plastic and paper cup manufacturers. In the sustainable space: Huskee (rice husk cups) and Kaffeeform (Germany, coffee grounds cups). No direct competitor operates in Colombia or the US.

# Founder Expertise

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Co-founders with hands-on experience in circular economy manufacturing, B2B sales, logistics, and supply chain across Colombia and the USA. Built a revenue-generating startup from zero during the pandemic with 150+ active HORECA clients.

# External Support

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\$100K pre-seed from angel investors, \$27K raised from 350+ crowdfunding backers, \$25k EmpredeenTikTok 1st place in Colombia Award, \$12K DIA Award winner.

# Team

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Ricardo Garcia - CEO Daniela Insignares - COO

# Founder

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Ricardo Garcia

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Revisión #2

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