

# Crysalia Studio · Clean Industry

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## Crysalia Studio

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**Country:** Guatemala · Guatemala **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Public Beta **Team Size:** 3 **Website:** —

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## Elevator Pitch

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We create high-end home decor by giving underutilized materials a second life through thoughtful design engineering. Crysalia reduces demand for virgin resources and waste, proving circular economy principles can coexist with luxury aesthetics.

## Climate Problem

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The startup addresses the underutilization of Wood resources in Guatemala, where discarded timber is often burned or landfilled despite retaining material value. This leads to unnecessary emissions and resource loss instead of extending material lifecycle

## Solution

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We source discarded materials and transform them through refined design and engineering into high-end decor. By partnering with local suppliers and applying circular processes, we extend material life, reduce waste, and deliver sustainable luxury at scale

## Revenue Model

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The revenue will come through direct sales of high-end decor within limited collections and custom commissions, streamlined by partnership with conscious retailers and interior designers positioning the products as a premium, scalable offering.

## Target Market

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Our target market is design-conscious consumers seeking high-quality, distinctive home objects, primarily in urban markets. We focus on customers who value aesthetics, craftsmanship and uniqueness with sustainability acting as an added value rather than t

## Social Impact

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Migrants, Refugees - Asylum-seekers and Internally Displaced People, People Living in Extreme Poverty, Women, LGBTQI+ People

## Demand Evidence

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Demand is validated by the growth of high end real state and boutique hospitality, our research shows increasing demand for conscious production and statement pieces while global luxury trends show rising preference for story-driven products

## Competitors

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Our competitor include local artisans and design studios offering handcrafted home objects and furniture. High-end decor brands usually come as a 2nd level competitor and in the Guatemalan market few players try combine design, material transformation

## Founder Expertise

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My experience with scrapwood as well as epoxy resin, alongside working within immigration law and vulnerable communities give me great perspective of how waste management should be handled in the country and pollution reduced bringing beauty to every day

## External Support

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The support we have already received is mainly through advice from friends that are business owners from the area, support from different local retailers to do some A-B testing and some seminars in business development

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Source: *ClimateLaunchpad 2026 Application* · App ID: 8846 Ingested: 2026-05-25

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