Diana López-ecojoyas · Air & Environment

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Country: Costa Rica · San Rafael de Heredia **Category:** Air & Environment **Impact Areas:** Circular Economy, Nature-Based **Stage:** Launched **Team Size:** 1 **Website:** — **Founder:** Diana Cristina López

Elevator Pitch

Diana López transforms natural palm waste into eco-friendly jewelry and sustainable design solutions, combining craftsmanship, innovation, and the circular economy. We turn discarded biomaterials into products with aesthetic, cultural, environmental, and commercial value.

Climate Problem

"My startup addresses the issue of plant biomass waste and linear production models that generate waste and emissions. We transform palm waste into valuable products, promoting the circular economy, efficient use of resources, and environmental awareness."

Solution

"We collect natural palm waste from fallen palms and transform it using traditional methods into biomaterials and designer products with commercial value. In this way, we reduce waste, extend the useful life of resources, and promote a circular economy."

Revenue Model

I will generate revenue through the sale of eco-jewelry and sustainably designed products, custom orders, trade shows, and digital channels, as well as partnerships with stores, hotels, and the tourism industry, and future workshops or licensing of biomaterials.

Target Market

My target market consists of conscious consumers, businesses, hotels, design stores, and sustainable tourism operators who value artisanal products, innovation, creativity, cultural identity, and solutions focused on sustainability and the circular economy.

Social Impact

People Living in Extreme Poverty, Women

Demand Evidence

I have validated this through sales at trade shows, social media contacts, customer recommendations, and direct feedback. These real-world interactions demonstrate the market’s interest in sustainable, artisanal products with a distinct identity.

Competitors

My competitors include local artisanal brands such as TAABIT and other designers in Costa Rica. What sets me apart is my focus on transforming palm waste into biomaterials and eco-jewelry, with an emphasis on the circular economy, cultural identity, and innovation.

Founder Expertise

I bring experience in design, craftsmanship, product development, and the processing of biomaterials. I have researched, collected, and validated manual processes using palm waste, integrating creativity, sustainability, identity, and business acumen.

External Support

I have received training and support from the MEIC, INA, ICT, and the municipalities of Heredia. I have also received logistical and marketing support at national trade shows. My business was featured on Channel 7 and on "Historias" on Channel 11, which has boosted its visibility and credibility.

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