Ec0nomy · Air & Environment

Ec0nomy

Country: México · Mexico City **Category:** Air & Environment **Stage:** Launched **Website:** https://ec0nomy.com
Founder: Fernando Gutiérrez Luna

Elevator Pitch

Ec0nomy is an online marketplace that eliminates the time, money and difficulty that previously stopped environmentally-conscious, yet busy people, from adopting a sustainable lifestyle by delivering groceries from responsible local stores and producers in reusable packaging, and we take away their recyclable waste and empty containers from last week, all in a single trip. *x000D x000D* We turn their garbage into trees by using the funds acquired through their recyclable waste to finance refor

Climate Problem

We have 6 years to revert climate change, and the market itself knows it. "Sustainability-marketed products grew 7.1x faster than products not marketed as sustainable and delivered 54.7% of CPG market growth from 2015-2019" (CSB Sustainable Market Share Index™). However, this is not enough. Given that living sustainably and in a zero-waste manner demands a significant amount of more time, effort and can be over 39.5% more expensive than conventional groceries and products, it is only accessible for a small niche of privileged market segment, which its members have even come to be known as "eco-fascists". However, from the 16.1% of market share that sustainable products have to the 77% of individuals that want to learn how to live more sustainably, but don't know how to, there exists a gap of around 60% of the market composed by those not included in that tiny privileged segment that is not yet being fulfilled. These are the individuals that want to reduce their carbon and material foot

Founder

Fernando Gutiérrez Luna

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