

EcoLact · Water

EcoLact

Country: Peru · Lima **Category:** Water **Impact Areas:** Circular Economy **Stage:** Public Beta **Team Size:** 2
Website: <https://www.linkedin.com/company/ecolact-jabones/about/?viewAsMember=true>

Elevator Pitch

We are a sustainable startup that develops handmade soaps made from reused whey. Our model transforms a potentially polluting byproduct into value-added personal care products, promoting a circular economy.

Climate Problem

We reduce water pollution caused by the disposal of whey by transforming it into sustainable soaps through the circular economy and the recovery of agro-industrial waste.

Solution

We transform waste whey into sustainable handmade soaps using natural ingredients such as turmeric and activated charcoal, thereby reducing agricultural waste and promoting a circular economy.

Revenue Model

We will generate revenue through direct-to-consumer (B2C) sales of sustainable handmade soaps, personalized gift sets, and future B2B partnerships with eco-friendly stores, trade shows, and wellness businesses.

Target Market

Our target market consists of consumers who are conscious of personal and environmental care, particularly young people and adults interested in natural, sustainable, and artisanal products, as well as eco-friendly and

wellness stores.

Social Impact

Indigenous Peoples, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, People Living in Extreme Poverty

Demand Evidence

We gauge interest through pilot tests, positive feedback, purchase intent, and the growth of the market for natural and sustainable personal care and wellness products.

Competitors

Our competitors are artisanal soap and natural cosmetics brands that are present at trade shows, on social media, and in local organic stores. However, we stand out by reusing whey as part of our circular economy approach.

Founder Expertise

We bring expertise in sustainability, environmental innovation, and the development of artisanal products, as well as knowledge of the circular economy, soap formulation, and the validation of sustainable prototypes.

External Support

From

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