Ecomuna · Clean Industry

Ecomuna

Country: Costa Rica · San Pedro **Category:** Clean Industry **Impact Areas:** Mitigation, Adaptation, Circular Economy **Stage:** Launched **Team Size:** 3 **Website:** https://ecomunamarket.com **Founder:** Jose Retana

Elevator Pitch

Ecomuna is Costa Rica’s marketplace for sustainable products, connecting conscious consumers with verified eco-friendly alternatives. We promote sustainable lifestyles by bringing together the market’s scattered green offerings on a single platform.

Climate Problem

Unsustainable consumption accounts for 60% of global emissions. In Costa Rica, conscious consumers face barriers to accessing sustainable products: scattered availability, a lack of verification, and uncompetitive prices.

Solution

We bring together sustainable products in an accessible marketplace. We curate eco-friendly brands, ensure authenticity through rigorous standards, and offer competitive prices. We make responsible consumption as easy as shopping at any store.

Revenue Model

Through two channels: brick-and-mortar stores and e-commerce. We earn a 30% commission on third-party brand products sold on our marketplace and a 70% margin on our own-brand products. This model allows us to scale while maintaining sustainable profitability

Target Market

Women aged 25–40 in Costa Rica who are environmentally conscious and have a middle-class socioeconomic status. They seek to reduce their environmental impact through responsible consumption.

Social Impact

Indigenous Peoples, Women

Demand Evidence

We have been in business for seven years, with steady growth year after year. Demand for organic, natural, and plastic-free products is constantly increasing, as evidenced by our sales in both our physical store and online.

Competitors

These include local bulk stores, small organic markets, and sustainable brands such as Baula and Tesoro Tico. However, they operate in a fragmented and specialized manner. Ecomuna stands out by centralizing sustainable offerings both in-store and online.

Founder Expertise

Jose Retana - Publicist and Web Designer

Bryan Sanchez - Public Relations Specialist and Paid Media Expert

Álvaro Sanchez - Copywriter and Notary Public

External Support

We have received mentoring and acceleration support from Alterna, an impact investment from Develа Capital (Guatemala), and non-repayable grants in Costa Rica. This support has enabled us to strengthen our business model and validate our value proposition

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