

Embergy · Clean Energy

Embergy

Country: Colombia **Category:** Clean Energy **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 6
Website: <https://embergy.com/> **Funded:** NO

Elevator Pitch

Embergy was founded as a sustainable and circular economy startup. Through years of research, we have patented a process capable of transforming and invasive species in the Colombian rural area, into a green fuel alternative for wood and coal.

Climate Problem

Our business is solving 3 main issues: 1. It provides a solution for the elimination of an invasive species 2. It provides formal and stable jobs to local communities 3. It yields a product that serves as a clean energy substitute for coal and wood

Solution

Our solution to these problems is to take the hazardous biomass derived from this species and transform it into a sustainable fuel through our patented process. This will be done by providing training and jobs to local communities.

Revenue Model

There are two main revenue sources: 1. Commercialization of the biomass byproduct derived from the transformation process. This can be sold as substitute for existing solid bio fuel sources 2. Government contracts focused on eliminating the invasive spe

Target Market

There are two target markets for the byproduct: 1. Fuel for industrial heating applications (larger inventory, lower price) 2. Outdoor Living: wood pellets for bbq and smoking applications (lower inventory, higher price)

Social Impact

People Living in Extreme Poverty Women

Demand Evidence

We have already reached out to interested parties: 1. Industrial: There are thermo electric companies and biomass reactos in need of supply. 2. We have already sold pellets for household grilling in small quantities. We are lacking distribution

Competitors

Industrial: The main competitor is coal from local mining companies Outdoor Living: Main competitors are imported pellets from the US and Canada, though are prices are much more competitive given how we are locally produced

Founder Expertise

I published an article on the invasive species' viability as a fuel source and patented the process to convert it into solid biofuel, whilst eliminating the genetic material in the process. I have also become and expert on the local problematic.

External Support

We have been able to acquire a broad and positive reception to the project concept from important organizations involved in the subject. We have been unable to acquire financing due to budget restrictions in government projects in the past 2 years.

Team

1. AN: director of operations and strategy 2. JC: Chief technical officer 3. AB: Director of marketing 4. BM: Financial and Social manager 5. JN: Social network manager 6. AM: Production Manager

Founder

Alejandro Nuñez

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