

EsBueno · Air & Environment

EsBueno

Country: Peru · Lima **Category:** Air & Environment **Impact Areas:** Mitigation, Adaptation, Circular Economy
Stage: Public Beta **Team Size:** 2 **Website:** <https://recicla.esbueno.io/>

Elevator Pitch

Peru recycles less than 1% of its waste. EsBueno is a cleantech platform that uses artificial intelligence and WhatsApp to turn households into active recyclers, reward them, and provide brands with the ESG traceability required by the new LeyREP.

Climate Problem

Peru sends more than 21,000 tons of household waste to landfills every day, and less than 2% is recycled. The rest releases methane; EsBueno addresses this problem by turning households into the missing link in urban recycling.

Solution

EsBueno is a "Recycling-as-a-Service" platform that uses AI and WhatsApp to help households sort their waste easily, connects urban recyclers with clean materials, and provides brands with certified ESG traceability. We reward every sustainable action.

Revenue Model

Three-pronged "Recycling as a Service" model: brands pay an ESG traceability license fee (US\$2,500/month + US\$30/ton) to comply with the EPR law; households upgrade from freemium to Premium (US\$3/month); and we round out the model by selling recovered materials and earning a 10% commission.

Target Market

Initial focus: 3.3 million households in Lima-Callao (USD 20 million/year) and 15 brands subject to the REP requirement in Peru. SAM: 11 million Peruvian households (USD 900 million/year). TAM: 15 major cities in Latin America (USD 4 billion/year). Beachhead: 60,000 households and 1,000 recyclers in Lima.

Social Impact

People Living in Extreme Poverty, Women

Demand Evidence

We validated demand in a pilot with 30 households: 95% onboarding rate, 58% retention rate by week 4, and confirmed willingness to pay S/18–20 per month. We've added over 300 people to the waiting list in three months and are in advanced discussions with brands facing Peru's new EPR law.

Competitors

In Peru: Sinba (B2B logistics for businesses; does not work directly with households) and Recíclame (trade association). In Latin America: Ecolana (Mexico), Ecoins, MUTA (Colombia). We stand out with a 100% conversational workflow via WhatsApp + visual recognition AI.

Founder Expertise

My name is Carlos Farromeque, Founder & CEO. I hold an MBA from Centrum PUCP and a Master's degree in Innovation and Sustainability from EADA. I have 10 years of experience in strategic marketing, growth, and community management. I have been leading EsBueno's strategy, go-to-market approach, and impact vision since 2024.

External Support

EsBueno was selected for CATAL1.5°T LATAM, the region's leading impact pre-accelerator, and received a €15,000 grant. We also received support from PUCP (CAP Innovación + Nexum). Total non-dilutive funding: USD 35,000. No private investment.

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