FIVRA · Clean Industry

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Country: Peru · Lima **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Public Beta **Team Size:** 1 **Website:** — **Founder:** Flavia Chirinos Molinero

Elevator Pitch

FIVRA uses AI to generate technical spec sheets from sketches, structuring design before production to reduce failed samples, fabric waste, and rework. It also suggests sustainable material alternatives and optimizes fabric usage per garment.

Climate Problem

The fashion industry generates massive textile waste, much of it from failed samples and miscommunication between designers and workshops. This rework cycle wastes fabric, energy, and materials before a single garment reaches the market.

Solution

FIVRA generates complete technical spec sheets from sketches using AI, structuring design before production. This reduces failed samples, minimizes fabric waste, and suggests sustainable material alternatives, all before the first cut.

Revenue Model

SaaS packs sold directly to emerging fashion brands, offering tiered access to AI-generated spec sheets with revisions, sustainable material suggestions, and fabric waste optimization. Future revenue includes commissions from partner workshops.

Target Market

Emerging fashion brands in Peru (0–2 years) lacking technical production knowledge. ~46,693 formal textile companies nationally, ~95% microenterprises. Initial focus: Lima, where ~66% of the sector is concentrated.

Social Impact

Women

Demand Evidence

Validated with Mora Club (1–3 failed samples per garment, ~5 days per iteration) and Alba Confecciones (confirmed FIVRA's spec sheet is sufficient to begin production). Both represent real willingness to adopt.

Competitors

Global: Techpacker, TAILR, Uphance — all require technical fashion knowledge. FIVRA's moat is abstracting that complexity for non-technical emerging designers. No direct local competitor identified in Peru.

Founder Expertise

Founder background in business engineering, UX/UI, graphic and web design. Built the MVP, brand identity, pitch strategy, and validation process as sole founder. Currently studying at Universidad del Pacífico.

External Support

Supported by Emprende UP (Universidad del Pacífico's entrepreneurship center, personalized advisory), Santander X Explorer (international training program), and currently a finalist at ITESO Alto Impacto 2026 competition.

Source: ClimateLaunchpad 2026 Application · App ID: 9215 Ingested: 2026-05-25

Founder

Flavia Chirinos Molinero

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