GEO Grafismos · Clean Industry

GEO Grafismos

Country: ?? Colombia · Medellín **Category:** Clean Industry **CT Taxonomy:** CT-IC-001 — Satellite / Deforestation Monitoring **Impact Areas:** Circular Economy **Stage:** Prototype **Team Size:** 2.0 **Funded:** False **Founder:** Juan Camilo Quiceno Aguirre

Elevator Pitch

GEO Grafismos eliminates recycling friction by printing geometric shapes on packaging matched to bins. Pilot showed +15% sorting with 34% adoption. Waste traceability data becomes compliance-ready, circular economy intelligence for companies.

Climate Problem

Color memory is fragile; recycling decisions happen in seconds. The barrier isn't willingness—it's cognitive friction. 70% misplace recyclables, landfills overflow, recyclers suffer, millions spent on education with no measurable change or circular data.

Solution

Behavioral Design (nudges): geometric shapes printed on packaging match labeled bins: triangle=plastic, square=paper, circle=glass. Intuitive; AI provides unprecedented traceability; Scalable; triple impact.. Brief video https://bit.ly/3PHzeiP

Revenue Model

1 Data monetization: environmental traceability sold to companies and governments needing compliance reports. 2 SaaS and Data-as-a-Service models. 3 Marketing and branding services. By Year 3: $350M+ additional dollars projected in the recycling ecosystem

Target Market

User: citizens. Clients: those with budget and legal obligation. 1) FMCG and packaging companies under EPR law, indicators, corporate reputation. 2) Governments: optimize landfill lifespan, dignify recyclers. Both need measurable circular economy tools.

Social Impact

People Living in Extreme Poverty, Women

Demand Evidence

Demand is regulatory, not optional. Companies face mandatory EPR compliance. Governments need measurable behavior-change tools linked to ODS targets. Traditional color systems show low efficiency; ours delivers measurable impact and ROI.

Competitors

No competitor combines cognitive/behavioral design with traceability. Indirect competitors require active learning: color-coded bins, environmental campaigns. We work instinctively, zero literacy or language barriers, inclusive and globally scalable.

Founder Expertise

Pilot: +15% source separation with only 34% packaging labeled—partial adoption already drives impact. By Year 3: projected 1.8M tons of waste reduced and 3X increase in separation rate. Brief video: http://bit.ly/4ww1fdN

External Support

Winners Climate Launchpad Colombia 2022. Top 500 Premios Latinoamérica Verde 2019. Recognized by IDB-FEMSA, Innpulsa, Asoplásticos, Universidad del Rosario. Mentoring received to mature the project. Seeking seed capital and partnerships for next stage.

Team

Camilo Quiceno, CEO: creative strategy, innovator, business development. Adriana Quiceno, CFO: financial strategy, international business, investor relations. Lean founding team, expanding for Stage 1 deployment.

Founder

Juan Camilo Quiceno Aguirre

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