

# GEO Grafismos · Clean Industry

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## GEO Grafismos

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**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

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## Elevator Pitch

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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

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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

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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

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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

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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

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People Living in Extreme Poverty, Women

# Demand Evidence

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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

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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

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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

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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

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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

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Juan Camilo Quiceno Aguirre

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