

GMOVES · Food & Agriculture

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Country: Guatemala · Guatemala **Category:** Food & Agriculture **Impact Areas:** Circular Economy **Stage:** Prototype **Team Size:** 2 **Website:** —

Elevator Pitch

We will convert renewable coffee wood into biodegradable stirrers to replace single-use plastics, enabling circular economy. We will create skilled rural jobs, reduce migration pressures, and support scalable income diversification for coffee producers

Climate Problem

Plastic pollution from single-use stirrers drives waste and emissions, persisting for decades. We aim to replace them with biodegradable stirrers made from renewable coffee wood, reducing plastic use and enabling a more circular, low-carbon system

Solution

We will produce biodegradable stirrers from renewable coffee wood to replace single-use plastics. In practice, we will supply cafés and distributors, creating a circular, low-carbon value chain both at the local level, with the potential to scale globally

Revenue Model

We will generate revenue by producing and selling biodegradable coffee wood stirrers to cafés, distributors, and retailers through bulk orders and branded supply agreements, ensuring steady demand and scalable growth

Target Market

We will start with local cafés and distributors, then scale to new markets. In each coffee producing country, we aim to replicate the model through small local production units, reducing transport and generating local economic and environmental impact

Social Impact

Indigenous Peoples, People Living in Extreme Poverty, Women

Demand Evidence

Over 2.25 billion cups of coffee are consumed daily, many on the go, driving demand for single use items. Billions of plastic stirrers are used briefly but persist for years, showing clear demand for sustainable alternatives like biodegradable options

Competitors

Competitors include plastic and wooden stirrer producers, mostly imported. We are not aware of local producers using coffee wood, creating an opportunity to offer a more sustainable, locally sourced alternative with lower environmental impact

Founder Expertise

I bring expertise in sustainable agriculture and coffee systems, with experience training professionals and promoting responsible practices I understand value chains and rural contexts, helping align this solution with sustainability and local development

External Support

We have not received external support yet.

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