Hogar Ecológico Ingeniería · Clean Industry

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Country: Costa Rica · Alajuela **Category:** Clean Industry **Impact Areas:** Mitigation, Circular Economy **Stage:** Prototype **Team Size:** 4 **Website:** https://hogarecologico-ing.com

Elevator Pitch

We have developed a digitally supported methodology that enables the design of sustainable homes optimized for the climate and site conditions in tropical regions, integrating cost and construction considerations to improve decision-making from the earliest stages

Climate Problem

Construction generates high levels of emissions due to design decisions that do not adequately take into account climate, efficient use of resources, or the true cost of materials. It is possible to reduce emissions and improve user comfort.

Solution

Analysis of efficient and economically viable projects and designs using a proprietary methodology that integrates climate analysis, passive design criteria, and cost assessment to optimize sustainable housing from the earliest stages.

Revenue Model

Consulting and optimized construction services that improve efficiency and reduce costs for the diagnosis, design, and development of comprehensive construction projects, thereby achieving greater efficiency in mid-range projects.

Target Market

Middle-class clients in Costa Rica looking to develop housing projects, as well as small developers interested in optimizing costs and improving the environmental performance of their buildings.

Social Impact

Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, Women, LGBTQI+ People

Demand Evidence

There is a growing demand for sustainable solutions among the middle class, due to a socioeconomic divide between social classes. In practice, many customers face financial constraints and a lack of sufficient bank financing.

Competitors

The direct competition consists of traditional design and construction firms; however, there is still no established practice in Costa Rica of taking all socioeconomic, geographic, and climatic variables into account for optimized designs.

Founder Expertise

I am a civil engineer with 14 years of experience in residential and commercial design and construction. I have a forward-thinking approach to sustainability and am currently completing my master’s thesis on sustainable design and construction.

External Support

No external funding has been received, but the company has invested its own resources and expertise in the initial development of tools and processes and in establishing its market position, building on the foundation of a master’s degree in sustainable design and construction.

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