

HoneyB · Clean Industry

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Country: ?? Colombia · Bucaramanga **Category:** Clean Industry **CT Taxonomy:** CT-AF-009 — Bioeconomy & Nature-Based Solutions **Impact Areas:** Nature-Based **Stage:** Ideation **Team Size:** 5.0 **Funded:** True (8000.0)

Elevator Pitch

HoneyB is an impact startup that creates innovative honey-based products, combining reforestation and pollination to regenerate ecosystems. Each product turns consumption into environmental and social impact in partnership with local communities.

Climate Problem

We address biodiversity loss caused by the decline in pollinators and deforestation, as well as pollution from plastics and chemicals (endocrine disruptors). This is critical because it affects CO₂, human health, and the resilience of ecosystems

Solution

We develop honey-based solid shampoo that replaces plastics and chemicals while promoting pollination and reforestation. We work with partner communities and measure CO₂ emissions avoided, transforming consumption into environmental and social regeneration

Revenue Model

We would generate revenue by selling solid shampoo, primarily to the hospitality sector (B2B) and retail. In the future, we will integrate a carbon offset model tied to the product, linking consumption to measurable environmental and social impact.

Target Market

Our target market is the hospitality industry (B2B) and environmentally conscious consumers (B2C) who are looking for sustainable personal care alternatives, particularly travelers and companies committed to reducing their environmental impact.

Social Impact

Indigenous Peoples, Refugees - Asylum-seekers and Internally Displaced People, Women

Demand Evidence

We validate demand through market research, pilot programs, and sales to consumers and hotels, with a presence in over 12 countries and repeat purchases. Furthermore, the sustainable cosmetics market is growing by more than 8% annually (Grand View Research), demonstrating a clear trend toward plastic-free and chemical-free products

Competitors

We compete with natural cosmetics and solid shampoo brands, both local and global. We also compete with major players like L'Occitane, which has already entered the hospitality sector through partnerships with luxury chains such as Four Seasons Hotels and Resorts.

Founder Expertise

An entrepreneur with over 10 years of experience building impactful solutions. I have expertise in product development and pivoting, market validation, B2B/B2C sales, and scaling. I have worked with communities in 22 departments and am a business consultant.

External Support

We have grown through bootstrapping, with a grant from UNESCO–Nestlé. We participated in the Venture Building Sprint with Catalist and in training and mentoring programs at the national and international levels. In addition, we have received working capital investment.

Team

Multidisciplinary team: founder with over 10 years of experience in impact startups; Yohana oversees administrative and financial matters; Julián handles digital marketing; Lab Arjona (chemistry team) handles R&D;

Vanesa focuses on internationalization and new markets.

Founder

Carlos Santiago Cavanzo Sánchez

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