

# Ikani · Efficiency

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## Ikani

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**Country:** ?? Colombia · Peru Cusco **Category:** Efficiency **CT Taxonomy:** CT-IN-005 — Eco-friendly Consumer & Cleaning Products **Impact Areas:** Circular Economy, Nature-Based **Stage:** Launched **Team Size:** 2.0  
**Website:** <https://www.ikani.pe> **Funded:** True (15000.0)

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## Elevator Pitch

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We create solid personal care products made with local ingredients, using water-free and plastic-free packaging

## Climate Problem

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The personal care industry pollutes rivers and oceans with single-use plastics; furthermore, the water contained in its formulations poses health risks in the medium and long term. The water and plastic packaging generate CO2 due to their weight and volume.

## Solution

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We aim to eliminate plastic from packaging by developing water-free formulas and innovating in product formats and packaging—all to promote people's health and beauty while also protecting the planet.

## Revenue Model

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B2B and B2C, through eco-stores where our audience is already segmented, and B2C through e-commerce platforms

## Target Market

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People with a healthy lifestyle who are looking for products that have a positive impact on their lives and the planet, especially women aged 24–60

# Social Impact

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Women

# Demand Evidence

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We have ongoing sales

# Competitors

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Faria Naturals Catalina Ethique

# Founder Expertise

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My professional background as an administrator and holder of a master's degree in Bio-commerce and Sustainable Development, as well as being the founder of Ikani, which has experienced steady growth

# External Support

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We won startup11g 2GCC, a fund for startups focused on climate change.

# Team

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Mery: Production and Sales Melanie: Administration and Sales

# Founder

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Mery Coello

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Revisión #1  
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