

# La Glorietta · Efficiency

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## La Glorietta

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**Country:** Guatemala · Tonicapan **Category:** Efficiency **Impact Areas:** Circular Economy **Stage:** Launched  
**Team Size:** 3 **Website:** —

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## Elevator Pitch

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Eco-friendly retreat A place to stay overnight in an eco-friendly setting. You'll find 100% organic products such as coffee, molasses, and related products.

## Climate Problem

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An opportunity to enjoy nature through a stroll, taking in the garden views and the surrounding scenery.

## Solution

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It offers the opportunity to connect with nature and enjoy organic products that are good for the environment and your health.

## Revenue Model

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Facilities with a garden: Accommodation for two people. Space for social or family gatherings for 35 people. Coworking space. For sale: Coffee and 100% organic honey products.

## Target Market

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Domestic and foreign men and women with an annual income of Q8,000 or more who are environmentally conscious

# Social Impact

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Indigenous Peoples, Migrants, People Living in Extreme Poverty, Women

# Demand Evidence

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Coffee and honey products are already being sold, and there are a few people interested in staying overnight, among other things.

# Competitors

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Tourist attractions such as Chajil Siguan and El Aprisco, as well as restaurants with gardens in the Totonicapán area.

# Founder Expertise

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We supply organic products and provide consulting services to organizations that produce and market raw materials and organic products.

# External Support

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Development of the garden venue's brand. Business training Networking

*Source: ClimateLaunchpad 2026 Application · App ID: 9077 Ingested: 2026-05-25*

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