

La reutilización de los desechos orgánicos generados en el mercado de frutas y verduras · Clean Industry

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Country: Peru · Piura **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 5
Website: —

Elevator Pitch

- Reuse organic waste from markets in Piura
- Create a range of affordable products such as biofuel, organic compost, and seeds for planting
- This reduces the amount of waste in the city and generates income

Climate Problem

Pollution, the spread of disease, and the waste of resources in Piura: due to poor organization in the public sector, market waste is often not collected. This poses a danger due to decomposition and the emergence of pathogens.

Solution

Using this organic material in high-demand products improves efficiency and productivity in this market sector, while also creating jobs for vulnerable individuals, helping merchants manage waste, and keeping Piura clean.

Revenue Model

First, we will focus on selling seeds to generate short-term profits, given the time it takes for the other products to come to market. After that, we will move forward with the development of compost and biofuel.

Target Market

Reusing organic waste

Social Impact

People Living in Extreme Poverty

Demand Evidence

Currently, due to rising oil prices, the market needs a substitute product, which would be biofuel. This is a viable option given the abundance of raw materials available for production. Furthermore, there are markets for seeds and fertilizers in Piura

Competitors

There is no competition in the local biofuel market, but there are gas stations such as AVA, etc. In the fertilizer market, there is the company La Molina; likewise, the plant market is dominated by the informal sector.

Founder Expertise

I have experience in small business management and in producing fertilizers such as compost, and I am also familiar with agricultural practices. This will help me carry out this project.

External Support

None yet, but we hope to work with our team to form a partnership with the public sector to secure funding and coordinate our efforts, since we have a social mission that also benefits the city itself.

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