

Laboratorio TODO MEJOR . Clean Industry

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Country: Peru · Lima **Category:** Clean Industry **Impact Areas:** Adaptation, Circular Economy **Stage:** Prototype
Team Size: 4 **Website:** —

Elevator Pitch

Todo Mejor Laboratory offers fast and reliable automated blood and urine tests. It serves business owners and the general public to screen for anemia, infections, and urinary disorders as a preventive measure.

Climate Problem

It addresses the inefficient use of paper, water, energy, and disposable supplies in clinical laboratories by promoting digital results, efficient processes, and responsible management of biohazardous waste.

Solution

I offer an automated laboratory with digital results, reagent management, efficient use of water and energy, and safe handling of clinical waste, thereby reducing waste and improving preventive healthcare.

Revenue Model

We will generate revenue from the sale of blood tests, urinalyses, urine cultures, preventive health packages, health campaigns, and partnerships with merchants, businesses, and institutions.

Target Market

Wholesale merchants, self-employed individuals, and the general public in Lima and Callao, aged 20 to 60, who need fast, reliable, affordable, and preventive blood and urine tests.

Social Impact

Women

Demand Evidence

This demand was confirmed through direct experience with merchants in Lima: they frequently requested blood tests, urinalyses, and urine cultures, prioritizing speed, reliability, and affordability.

Competitors

Competitors: Multilab, ROE, Suiza Lab, SYNLAB Peru, Auna Lab en Casa, and local clinical laboratories in Lima and Callao that offer complete blood counts and urinalysis.

Founder Expertise

I have a background in clinical pathology, with extensive knowledge of clinical laboratory work and preventive care, as well as direct experience in serving business owners, recruiting patients, and interpreting blood tests, urinalyses, and urine cultures.

External Support

I have received academic guidance to develop the concept, validate the market, define the value proposition and business model, and review environmental and financial aspects.

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