LazosTech · Clean Industry

LazosTech

Country: ?? Colombia · CALI **Category:** Clean Industry **CT Taxonomy:** CT-XS-008 — Circular Economy Consulting & Platforms **Impact Areas:** Circular Economy **Stage:** Private Beta **Team Size:** 3.0 **Website:** https://luzsociedadco.wixsite.com/lazostech **Funded:** False **Founder:** ALEJANDRO REALPE

Elevator Pitch

LazosTech is a circular economy system that rewards college students with digital tokens for taking environmental action. These tokens generate an ESG certificate that backs each token issued, reducing waste and boosting the economy.

Climate Problem

Low recycling rates at universities lead to constant waste and emissions. At the same time, students face financial insecurity. Both problems persist due to a lack of incentives and accessible systems

Solution

LazosTech rewards students with digital tokens for recycling cans on campus. These tokens can be redeemed, creating a circular system that reduces waste, monitors environmental impact, and encourages sustainable behavior in real time

Revenue Model

Revenue comes from the sale of university recycling and ESG funding. Institutions fund the implementation of the system, while brands and organizations offer rewards and obtain verified data on the impact

Target Market

Universities, starting with Colombia. The primary users are students and institutions seeking sustainability solutions and social impact programs aligned with ESG goals.

Social Impact

People Living in Extreme Poverty

Demand Evidence

Universities are looking to improve their sustainability metrics, while students need financial support. The concept addresses the real needs of campuses, and similar recycling programs based on on-chain incentives

Competitors

Traditional recycling programs lack incentives and traceability. There are some apps that offer rewards, but none of them are integrated into the campus infrastructure

Founder Expertise

I have expertise in systems architecture. I have experience designing token-based incentive models and building LazosTech’s smart contract infrastructure to enable transparent impact tracking.

External Support

This is an early-stage project with preliminary technical development and a pilot design. It does not yet have formal external support; it is currently seeking mentors and partnerships to expand its implementation.

Team

Founder responsible for product design, smart contract development, and systems architecture. Focused on creating a scalable, transparent platform with a social impact.

Founder

ALEJANDRO REALPE

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