

LECOQ · Food & Agriculture

LECOQ

Country: Peru · Lima **Category:** Food & Agriculture **Impact Areas:** Circular Economy, Nature-Based **Stage:** Launched **Team Size:** 3 **Website:** <https://lecoqpe.framer.website/>

Elevator Pitch

LECOQ is a natural coca leaf energy drink that creates circular value: sourcing from Andean smallholder farmers, dignifying ancestral crops, and offering a clean alternative to conventional synthetic energy drinks.

Climate Problem

The energy drink industry relies on synthetic ingredients, intensive agriculture, and non-recyclable packaging, driving high carbon emissions. Meanwhile, Andean coca leaf — a resilient, low-input crop — remains undervalued and stigmatized

Solution

LECOQ transforms coca leaf into a natural, functional energy drink through a circular supply chain: sourcing directly from Andean smallholder farmers, using clean ingredients, and replacing synthetic stimulants with a sustainable, culturally rooted altern

Revenue Model

LECOQ generates revenue through direct sales of canned natural coca leaf energy drinks, distributed through retail chains, health-focused stores, and e-commerce channels in Peru, with plans to expand to international markets.

Target Market

Health-conscious consumers seeking natural energy alternatives free from synthetic stimulants like taurine. Also targets coca leaf advocates and superfood enthusiasts in Peru and abroad who value conscious, culturally rooted nutrition.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty, Women

Demand Evidence

The global natural energy drink market is growing rapidly. In Peru, demand for clean-label, functional beverages is rising. LECOQ has validated early interest through direct sales and retail partnerships with health-focused stores.

Competitors

No direct competitors exist in Peru for natural coca leaf energy drinks. Indirect competitors are conventional energy drinks (Red Bull, Monster, Volt) which rely on synthetic stimulants. LECOQ is a first-mover in this category.

Founder Expertise

Founder with a background in International Business and 4 years of experience in the food and beverage industry, covering product development, retail distribution, commercial strategy, and financial management.

External Support

LECOQ has been self-funded and developed independently, without external investment or institutional support to date.

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