

Lupahelp - Aire y medio ambiente (comercio, compensación y secuestro de carbono, emisiones, reciclado, biorremediación)

Lupahelp

Country: Guatemala **Category:** Aire y medio ambiente (comercio, compensación y secuestro de carbono, emisiones, reciclado, biorremediación) **Impact Areas:** Mitigation **Stage:** Ideation **Team Size:** 3 **Website:** <https://lupahelp.com/> **Funded:** NO

Elevator Pitch

Lupahelp is a digital platform that makes local businesses visible and provides tools to improve their environmental management. <https://youtu.be/l6MCfe0Heqw?si=n4tfM67Aq1SmTJBM>

Climate Problem

It faces the lack of visibility and support to neighborhood businesses, in addition to the lack of environmental management in the area of solid waste.

Solution

We will create content for social networks and businesses will be organized on the page. We will provide tools and guidance on environmental management issues and in the future we want to create community recycling contests.

Revenue Model

Through the payment of local businesses or stores (accessible subscription), companies wishing to promote themselves on the site, advertising, etc.

Target Market

small and medium sized businesses, local advertisers

Social Impact

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Demand Evidence

We live in the area where we developed the pilot project (Colonia Roosevelt zone 11 Guatemala), visitors and new residents are not aware of what exists in the neighborhood. Many businesses do not make themselves known and we turn to distant businesses.

Competitors

Our competitors are projects or platforms that focus on supporting and making local businesses visible. Such as Guatemala.com and lolocalgt.com. We differentiate ourselves because we offer a combination of communication and sustainability in accompaniment.

Founder Expertise

Juan Pablo Pérez is an aquaculture technician with experience in solid waste management. Carlos Salazar is a Theoretical Physicist and supports in data analysis, and my person María Cristina Rivas, Environmental Engineer in environmental issues.

External Support

None

Team

We have the categories of: communication with local businesses, social media management and site configuration. We have been formulating the project for a month, so the site is still under construction. Currently we all support each other in everything

Founder

María Cristina Rivas González

Revisión #2

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