

Magdalenas Arcoiris · Clean Industry

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Country: Peru · Lima - Perú **Category:** Clean Industry **Impact Areas:** Circular Economy, Nature-Based **Stage:** Public Beta **Team Size:** 3 **Website:** <https://acortar.link/OSPstj>

Elevator Pitch

Magdalenas Arcoiris creates eco-friendly ceramics and modeling clay, handmade using natural and recyclable materials. We offer custom products, creative kits, and workshops that promote sustainable art and the circular economy.

Climate Problem

The decorative and craft industry uses polluting, synthetic materials and generates plastic waste. Magdalenas Arcoiris reduces this impact through eco-friendly materials, the reuse of resources, and biodegradable, durable products.

Solution

We create ceramics and modeling clays using natural, recyclable, and non-toxic ingredients. We also teach sustainable techniques through workshops and creative kits that promote reuse, responsible art, and mindful consumption.

Revenue Model

We generate revenue by selling custom handmade products, dough kits, supplies, and both online and in-person workshops. We also take orders for events, brands, and startups.

Target Market

Mothers, creative young people, interior designers, entrepreneurs, craftspeople, and anyone interested in sustainable, personalized products and eco-friendly artistic activities in Metropolitan Lima.

Social Impact

Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, Women

Demand Evidence

There is growing interest in personalized and sustainable products. We have confirmed this demand through sales at trade shows, custom orders, workshops, and ongoing feedback from buyers and digital channels.

Competitors

I compete with businesses in Lima that sell costume jewelry, handmade ceramics, and mass-produced items. They offer the same decorative products made from synthetic materials, but few combine customization, workshops, and the circular economy into a single offering.

Founder Expertise

I am a young ceramic artist. I bring experience in hand-building, working with flexible clays, creative design, and personalized service. I also have expertise in entrepreneurship, sales, educational workshops, and sustainability.

External Support

I have participated in programs for entrepreneurs and social innovation competitions. I also received training in business models, costs, sales, and sustainable economics to strengthen Magdalenas Arcoiris.

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