Mano de Oro: Women in Coffee · Not Assigned/ Unknown

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Country: El Salvador · San Salvador **Category:** Not Assigned/ Unknown **Impact Areas:** Adaptation, Circular Economy **Stage:** Ideation **Team Size:** 2 **Website:** https://www.academiabaristapro.com

Elevator Pitch

The project want to equip women in the coffee industry with the mastery in green coffee, sensory and brewing. Education would be the power and mobility necessary for them to evolve from harvests into high-erning experts.

Climate Problem

By moving women away from only producing, I tackle economic vulnerability caused by climate volatility.

Solution

In traditional coffee model, women bear the brunt of climate change because they are the primary labor force in the field, they could have very vulnerable weather at times.

Revenue Model

To generate revenue, the project must move beyond the teaching and into facilitating market access and shared resources.

Target Market

Primary funder. Organization looking for big impacts. They don't want to buy coffee, they want to change lives and sustainable systems.

Social Impact

People Living in Extreme Poverty, Women

Demand Evidence

Today more retail companies are committing to 100% women sourced coffee. Roasters all over the world want to buy from women. We would make these women market ready for premium buyers.

Competitors

In the mix of women empowerment projects that are already massive organizations like IWCA, for example.

Founder Expertise

As the founder of Academia Barista Pro and a literal pioneer in Salvadoran specialty coffee I bring institutional authority. I have elite technical mastery as AST and Q grader, I have trained coffee champions, I have started working with women producers.

External Support

This is a new project. I have no support.

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