MasVerde · Aire y medio ambiente (comercio, compensación y secuestro de carbono, emisiones, reciclado, biorremediación)

MasVerde

Country: El Salvador **Category:** Aire y medio ambiente (comercio, compensación y secuestro de carbono, emisiones, reciclado, biorremediación) **Impact Areas:** Mitigation **Stage:** Ideation **Team Size:** 4 **Website:** https://masverde.sv **Funded:** YES ($19.81) **Founder:** María Elena Vásquez de Flores

Elevator Pitch

MasVerde is a digital platform that drives sustainable trade and the creation of green spaces, promoting the circular economy and social inclusion to combat climate change in Latin American communities.

Climate Problem

MasVerde solves the lack of access to digital commerce for green entrepreneurs, promoting sustainable practices, urban green spaces and economic opportunities for vulnerable populations.

Solution

MasVerde is an app that digitalizes the trade of ecological products and services, promoting urban green spaces, responsible consumption and empowering green entrepreneurs in vulnerable contexts.

Revenue Model

Our model combines commissions for transactions within the platform, premium subscriptions for entrepreneurs, strategic alliances with sustainable companies and complementary services such as green logistics and educational programs.

Target Market

Entrepreneurs in the green sector (nurseries, gardeners, organic artisans) and urban consumers looking for sustainable products and services, with a focus on people interested in green spaces, circular economy and responsible consumption.

Social Impact

Inmigrantes Refugiados, solicitantes de asilo y desplazados internos Personas que viven en la pobreza extrema Mujeres

Demand Evidence

We have validated demand through surveys, partnerships with more than 30 nurseries and gardeners interested in digitizing their services, and the growing interest of consumers to access sustainable products and services in one place.

Competitors

Traditional physical nurseries, informal sales on social networks and generalist platforms such as Facebook Marketplace. MasVerde differentiates itself by its digital, sustainable approach and support for green entrepreneurs.

Founder Expertise

I am a social entrepreneur with experience in sustainability, digitalization and women's leadership. I have developed MasVerde from its idea to being recognized by regional programs, combining environmental impact, technology and social inclusion.

External Support

MasVerde has received support from programs such as Techstars Founder Catalyst Mujeres, Bridge for Billions (Conecta Centroamérica), INCAE Entrepreneur Award, Emprelatam, BCIE and Ayudando a Quienes Ayudan de Fundación Gloria Kriete.

Team

I lead the overall strategy, business model development, partnership management, participation in incubation programs, brand representation, and coordinate the areas of sustainability, social impact and growth of MasVerde.

Founder

María Elena Vásquez de Flores

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