

# Minimalista · Clean Industry

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## Minimalista

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**Country:** Peru **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 2  
**Funded:** NO

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## Elevator Pitch

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Sustainable fashion brand that manufactures clothing with certified organic cotton, through ethical and scalable production. It reduces waste and water consumption with a circular model and eliminating intermediaries to achieve a price 50% better than other brands.

## Climate Problem

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We reduce the environmental impact of the textile industry by using organic cotton, which consumes up to 80% less water. Our garments combat fast fashion with greater durability and reduce soil contamination and textile waste.

## Solution

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We manufacture clothing with certified organic cotton, under an ethical and scalable model in Peru. We use technology to personalize the shopping experience and reduce waste, eliminating intermediaries to offer fair prices.

## Revenue Model

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We generate revenue through direct e-commerce sales of sustainable garments. We eliminate intermediaries, which allows us to offer competitive prices with healthy margins and scale quickly in Latin America.

## Target Market

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Young people between 20 and 35 years old in LATAM and Mexico, who value product quality and sustainability. They are looking for ethical, durable and affordable fashion. They shop online, live in cities and prefer brands that care for the planet and respect people.

## Social Impact

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Indigenous Peoples People Living in Extreme Poverty Women

## Demand Evidence

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Sustainable fashion grew 83% in LATAM between 2023 and 2024. 73% of young people in the region are willing to pay more for responsible products. In addition, e-commerce in LATAM exceeded US\$ 270 billion in 2023 and continues to grow.

## Competitors

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International premium brands such as Patagonia or Everlane, but they have high prices and focus on developed markets. Also local sustainable brands. As for the business model, Grana Clothing is the closest, but they do not use organic cotton.

## Founder Expertise

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Roger, 15 years working in the textile industry, in charge of the whole production process for international brands. Paulo, expert in digital mkt, worked in the commercial area for some of the most commercial brands in Peru.

## External Support

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None, we are at the stage of having the minimum viable product and we are just finalizing details for the market launch. Once colors and sizes are defined, the process of purchasing organic cotton takes about 90 days.

## Team

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Roger, CEO, in charge of strategic planning and the entire production process, from raw material sourcing to garment production. Paulo, in charge of marketing and sales, digital strategy and goal setting.

# Founder

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Roger Pasco

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Revisión #2

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