Moon Group · Clean Energy

Moon Group

Country: Peru · Lima **Category:** Clean Energy **Impact Areas:** Mitigation **Stage:** Private Beta **Team Size:** 4
Website: https://www.moongroup.com.pe/es

Elevator Pitch

Moon Group develops portable clean cookstoves for rural communities that rely on firewood, reducing biomass consumption, indoor air pollution, and pressure on forests. The project integrates territorial diagnostics, user training on efficient firewood use

Climate Problem

Low adoption of efficient firewood solutions maintains high emissions and pressure on forests. There is high demand but limited supply adapted to rural contexts, due to the lack of territorial assessment and integrated solutions.

Solution

We provide portable clean cookstoves with double combustion, combined with territorial diagnostics, user training, and impact monitoring. This ensures efficient firewood use, reduces emissions, and enables sustained adoption in rural communities.

Revenue Model

We generate revenue through a B2G and B2B model, delivering integrated solutions (cookstoves, diagnostics, training, and monitoring) to governments, NGOs, and companies, including project implementation and impact measurement services.

Target Market

Governments, NGOs, and companies with sustainability and CSR programs focused on rural communities that rely on firewood for cooking.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty, Women

Demand Evidence

Based on field diagnostics, community validation, and evidence of intensive firewood use, as well as institutional demand for climate and health solutions in rural areas.

Competitors

Our competitors include initiatives such as Microsol in Peru and Metalcof in Colombia, which develop improved cookstove solutions. However, most do not integrate territorial diagnostics, training, or impact monitoring.

Founder Expertise

A multidisciplinary team with expertise in social and environmental management (María Velarde), mechanical engineering for product validation (Raúl Figueroa), civil engineering (Gustavo Gamarra), and strategic leadership (Selene Gamarra, CEO).

External Support

We have not received external support yet. Over the past year, we have focused on testing and validating the technical product, as well as strengthening our digital indicators platform. Our approach is an integrated model currently being consolidated.

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