

Morpho · Clean Industry

Morpho

Country: Peru · Lima **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Sketches **Team Size:** 2 **Website:** —

Elevator Pitch

It aims to give plastic a second life by transforming it into functional furniture using 3D printing technology

Climate Problem

The accumulation of plastic waste and the challenge of managing it responsibly while making a positive impact on the environment. -The generation and accumulation of plastic waste in homes, businesses, and cities. -The need to repurpose plastic

Solution

Transforming plastic waste into sustainable furniture through 3D printing, enabling creative waste management by turning it into useful products.

Revenue Model

Revenue will be generated through the sale of furniture to individuals and businesses seeking solutions for home offices, offices, and workspaces, starting with desk furniture and home furnishings.

Target Market

Our target market consists of people who work from home and small offices or startups that need functional and sustainable furniture, starting with desks and basic home furnishings.

Social Impact

People Living in Extreme Poverty, Women

Demand Evidence

There is a growing demand for functional, accessible, and sustainable furniture, driven by remote work and office spaces. This need has been initially validated through observation of the context and discussions with stakeholders.

Competitors

In Lima, there are circular economy startups that produce furniture using recycled materials, primarily reclaimed wood or industrial-grade plastic. However, there is almost no market for 3D-printed furniture made from recycled plastic.

Founder Expertise

I offer training in architecture and green entrepreneurship, with a focus on design and sustainable solutions. I have worked on developing ideas and projects related to sustainable urban planning and the circular economy, which gives me a deep understanding of the context

External Support

I have begun to develop the foundation of the idea and the MVP with the support of EMA Education, which has allowed me to structure the concept, validate the initial approach to the project, and take the first steps in developing the business model.

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