Mythika · Air & Environment

Mythika

Country: Guatemala · Guatemala **Category:** Air & Environment **Impact Areas:** Mitigation, Circular Economy
Stage: Launched **Team Size:** 50 **Website:** —

Elevator Pitch

1. We recycle PET bottles that we collect from rivers, oceans, and lakes, involving primarily low-income individuals to turn them into yarn
2. We design fabrics that tell stories about our countries and incorporate advanced technology
3. We produce clothing

Climate Problem

The pollution of rivers, lakes, and oceans, and its consequences, including the deterioration of air quality, the death of marine species, and more

Solution

1. Watershed collection and cleanup systems
2. Job creation
3. Waste management education programs

Revenue Model

Sale of the clothing we produce

Target Market

People of both genders who enjoy tech-driven designer clothing, particularly those who want to support social causes and help improve the environment; primarily aged 20 and older; from middle- and upper-middle-income backgrounds

Social Impact

Indigenous Peoples, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, Migrants, Refugees - Asylum-seekers and Internally Displaced People, People Living in Extreme Poverty, Women, LGBTQI+ People

Demand Evidence

Global trends over the past 15 to 20 years have shown steady and rapid growth in ethnic fashion and fashion with a social and environmental focus; our project has been well received

Competitors

No one else does what we do—or anything with such an impact

Founder Expertise

A team with over 100 years of combined knowledge and experience in environmental issues, production, design, management, strategy development, recycling, human development, and much more

External Support

1. BI Challenge Scalability Award
2. Angel Award from the Taiwanese Embassy / Ministry of Economic Affairs

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