Nodus · Efficiency

Nodus

Country: Guatemala · Guatemala City **Category:** Efficiency **Impact Areas:** Mitigation, Circular Economy **Stage:** Public Beta **Team Size:** 2 **Website:** —

Elevator Pitch

Nodus is a digital platform that curates and distributes minimalist, energy-efficient smart rings without managing inventory. Our products replace multiple devices, reducing electronic waste, overproduction, and

Climate Problem

The rapid growth of electronic waste and the overproduction of devices lead to unnecessary emissions and a waste of resources. This is a critical issue, as technology consumption continues to rise and significantly exacerbates the environmental impact.

Solution

We offer a digital platform that distributes smart rings designed to replace multiple devices. We operate without inventory, reducing overproduction and waste, while promoting the use of efficient, functional, and minimalist technology.

Revenue Model

We generate revenue through direct online sales of products with a profit margin, using a inventory-free model. We also explore additional revenue streams through digital services, subscriptions, and premium features on our platform.

Target Market

Young professionals, students, and tech users looking for practical, minimalist, and efficient solutions. Also, consumers interested in reducing their environmental impact by using more sustainable smart devices.

Social Impact

People Living in Extreme Poverty

Demand Evidence

This demand is evident in the growth of wearable devices and the trend toward simpler, more efficient technology. In addition, interest in sustainable and multifunctional products continues to grow among digital consumers.

Competitors

There are global competitors in the wearable market, such as smartwatches and health rings. However, few combine minimalism, multifunctionality, and sustainability. There are no direct competitors in my area with this approach.

Founder Expertise

I bring expertise in e-commerce, marketing, and technology trend analysis. I have developed this expertise through self-study and market validation, focusing on opportunities in the field of energy-efficient technology.

External Support

"I have gained insights through online resources, independent research, and self-study in e-commerce, marketing, and technology trends. I have also validated the idea through market analysis and consumer behavior research."

Source: ClimateLaunchpad 2026 Application · App ID: 7329 Ingested: 2026-05-25

Revisión #3
Creado 2026-05-25 17:46:17 UTC por Angelica Diaz
Actualizado 2026-05-28 22:34:46 UTC por Angelica Diaz