

# OLEA · Air & Environment

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## OLEA

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**Country:** Peru · Chorrillos **Category:** Air & Environment **Impact Areas:** Mitigation, Circular Economy **Stage:** Public Beta **Team Size:** 2 **Website:** <https://olea-webapp.vercel.app/>

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## Elevator Pitch

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OLEA transforms used cooking oil from a household waste problem into a traceable supply chain for circular fuels.

## Climate Problem

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Household used cooking oil is mostly unmanaged in Latin America, polluting water and wasting a low-carbon feedstock. OLEA makes collection traceable through schools, smart containers, and digital tracking.

## Solution

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OLEA engages households through WhatsApp, collects UCO via school hubs and smart containers with AI, verifies volume, quality, source, date and location, then aggregates it in hubs and delivers traceable feedstock to buyers.

## Revenue Model

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OLEA generates revenue by selling verified UCO to industrial buyers, aggregators and biofuel supply chains. As volumes grow, margins improve through smart containers, optimized logistics, premium traceability and future carbon credits.

## Target Market

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Our target market is the Latin American used cooking oil market, starting in Iquitos, Peru. We serve households, schools and municipalities as suppliers, and industrial buyers, aggregators and biofuel companies as customers.

# Social Impact

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Indigenous Peoples, People Living in Extreme Poverty, Women

# Demand Evidence

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The Latin America UCO market is projected to grow from USD 490M in 2024 to USD 815M by 2033. Demand is driven by biodiesel, biofuels and industrial uses, while households remain an untapped source.

# Competitors

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Competitors include Bioils Latam, Ecooil Perú, Sinba and informal UCO collectors. Most focus on restaurants or easy urban volumes; OLEA differentiates by unlocking household supply through schools, communities and traceability.

# Founder Expertise

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Our team combines technology, logistics, community access and UCO quality expertise. Miguel built the app, WhatsApp bot, PWA and smart container prototype; Zulfiia brings 13 years in supply chains, operations and finance.

# External Support

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We have support from NGO Arca Beta to access schools, a framework agreement with Maynas Province, 5 schools committed for the 2026 pilot, buyer interest from Bioils Latam.

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*Source: ClimateLaunchpad 2026 Application · App ID: 8961 Ingested: 2026-05-25*

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