

ONCA · Clean Industry

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Country: Costa Rica · San Jose **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Launched
Team Size: 1 **Website:** —

Elevator Pitch

ONCA transforms plastic waste into high-performance skateboard decks made from 100% recycled HIPS, creating social and environmental impact through sustainable design, local production, and a growing rider sponsorship program.

Climate Problem

ONCA addresses circularity in design, specifically plastic waste management; through an actively stimulating product such as surfskating which supports a growing community of young athletes along Costa Rica coastal communities.

Solution

ONCA approaches recycling through a hands on, and sponsorship model that educates the younger generations through real life solutions to plastic waste. By converting waste into professional surfskates kids in the community value circularity and recycling.

Revenue Model

ONCA counts on its own lifestyle brand and merch to support R&D of its recycling processes. Currently ONCA sells its apparel in various established stores throughout Costa Rica's touristic regions.

Target Market

ONCA has reached SurfSkaters from ages 3-60 threading an impressive generational spectrum through a unique sport and its radical lifestyle.

Social Impact

Migrants, Refugees - Asylum-seekers and Internally Displaced People, People Living in Extreme Poverty, Women

Demand Evidence

Costa Rica has been on the tourism spotlight for surfers for the last 50 years. Local and coastal communities have grown under the surf style umbrella and more recently and popularly, SurfSkate has become a parallel activity for the surf community.

Competitors

ONCA competes with industrial / international SurfSkate brands such as Carver (USA), YOW (Basque Country) and SmoothStar (Australia)

Founder Expertise

My background in Advertising Design (BA) and in Sustainable Design (MA) have held the backbone of design and production of the SurfSkates and Apparel

External Support

ONCA has received Santander Universities Start up Grant 2020 Museo de Arte y Diseño Costarricense fondo de salvamento 2024

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