PezConfiable · Food & Agriculture

PezConfiable

Country: Peru · Lima **Category:** Food & Agriculture **Impact Areas:** Adaptation, Nature-Based **Stage:** Private Beta **Team Size:** 4 **Website:** — **Founder:** Vanessa Gonzales Mariño

Elevator Pitch

PezConfiable is a social startup empowering artisanal fishers in Peru through traceability, better market access, and digital tools. Our platform connects fishers with buyers, enables direct sales, and provides ocean data for better decisions at sea.

Climate Problem

PezConfiable addresses the low climate resilience of artisanal fisheries to changes in temperature, waves, and species distribution, as well as the lack of information to negotiate better prices. This affects the safety and income of thousands of fishers

Solution

We offer a platform that records fishing trips and connects fishers with oceanographic data, price references, and traceability. In practice, it improves decision-making at sea, strengthens negotiation power, and enables direct sales.

Revenue Model

We will generate revenue by charging transaction commissions to buyers who purchase traceable products through the platform. In the future, we may also offer premium information, traceability, and analytics services for commercial partners.

Target Market

Small-scale artisanal fishers and buyers of traceable fishery products.

Social Impact

People Living in Extreme Poverty

Demand Evidence

Demand is validated through 3 years of work with fishers, field interviews, and a real need for market access, traceability, and useful information to make better decisions in fishing and sales.

Competitors

In my area, I know TrazApp by WWF and Sitrapesca. TrazApp supports traceability, but it does not provide updated oceanographic information or useful satellite layers for fishing operations. Sitrapesca focuses on reporting, not on direct value for fishers.

Founder Expertise

I bring 3 years of experience training fishers in digital tools and formalization processes. I also contribute expertise in traceability, fieldwork, and coordination with public and private stakeholders.

External Support

We have received ProInnóvate funding, early validation with artisanal fishers, mentoring, technical feedback, and support from key fisheries stakeholders. The system is now being developed for field validation.

Source: ClimateLaunchpad 2026 Application · App ID: 7198 Ingested: 2026-05-25

Founder

Vanessa Gonzales Mariño

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