

Plastiklab · Clean Industry

Plastiklab

Country: El Salvador · Santa Ana **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Ideation
Team Size: 1 **Website:** —

Elevator Pitch

My business idea is based on creating and designing outdoor furniture from recycled plastic.

Climate Problem

Firstly, it proposes a solution to the pollution we have in the country due to the invasion of plastic, creating a circular business model in which with recycling we will have new raw material to create long-lasting products and not single-use

Solution

We offer outdoor furniture created from plastic collected, cleaned, crushed and transformed into new plates to be used like as wood and designed from this to create new durable products

Revenue Model

The main way to generate income will be through the marketing of these products designed for the coastal area of ??the country since they will be immune to saltwater and El Salvador has high tourism in the coastal area that is around 300 km

Target Market

Hotels, hostels, restaurants in the coastal area of El Salvador. Ecological projects, schools, ONGs and architects with an ecological and environmental focus

Social Impact

People Living in Extreme Poverty, Women

Demand Evidence

El Salvador has an extensive coastal area in which it is the main source of tourism and more and more businesses are established in this area, they need functional and quality furniture immune to saltwater, which is one of the characteristics of plastic

Competitors

My competitors would be these companies that mass produce plastic furniture, however they do not have the added value of being recycled, with an ecological approach and designed especially for them.

Founder Expertise

I am a designer of artisanal products, I have knowledge in furniture design, anthropometry, production processes and marketing.

External Support

None, in El Salvador there is no greater support for this type of initiatives

Source: ClimateLaunchpad 2026 Application · App ID: 9570 Ingested: 2026-05-25

Revisión #3

Creado 2026-05-25 17:45:43 UTC por Angelica Diaz

Actualizado 2026-05-28 22:33:47 UTC por Angelica Diaz