PredictaMAR · Food & Agriculture

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Country: Peru · Lima **Category:** Food & Agriculture **Impact Areas:** Adaptation, Nature-Based **Stage:** Private Beta **Team Size:** 3 **Website:** — **Founder:** Maik Valenzuela

Elevator Pitch

PredictaMAR is a satellite?based decision support platform that helps artisanal fishers identify optimal fishing zones using oceanographic data. It reduces fuel use, CO? emissions, and unproductive fishing trips while improving economic and environmental

Climate Problem

Small?scale fishers face increasing climate variability and ocean uncertainty, leading to fuel waste, higher emissions, and ecosystem pressure. Lack of accessible ocean data reduces climate resilience, livelihoods, and marine sustainability.

Solution

PredictaMAR provides satellite?based, actionable fishing recommendations using oceanographic data. By guiding fishers to optimal zones, it reduces fuel waste and emissions, improves climate resilience, and lowers pressure on marine ecosystems.

Revenue Model

PredictaMAR generates revenue through affordable subscription plans for artisanal fishers and fishing associations. Additional revenue comes from partnerships with cooperatives, NGOs, and institutions seeking scalable, data?driven solutions for sustainabl

Target Market

Primary market: artisanal fishers and fishing associations in Peru. Secondary market: cooperatives, NGOs, and institutions supporting climate?resilient and sustainable small?scale fisheries across Latin America.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty, Women

Demand Evidence

Demand is validated through pilot tests with artisanal vessels, recurring subscriptions, and strong interest from fishing associations. Fuel savings, reduced failed trips, and willingness to pay demonstrate clear market need.

Competitors

There are no direct competitors focused on artisanal fisheries using climate and satellite data in Peru. Existing tools target industrial fleets or provide raw data, not actionable recommendations for small?scale fishers.

Founder Expertise

Our team combines expertise in statistics, satellite oceanography, and climate data analysis with experience in field validation, artisanal fishing contexts, and early?stage venture development supported by academic and research institutions.

External Support

PredictaMAR has received seed funding and incubation support from Universidad Nacional de Ingeniería (Startup UNI). The project was selected to be presented as a scientific contribution at the EGU General Assembly 2026, within the Copernicus Marine.

Source: ClimateLaunchpad 2026 Application · App ID: 7818 Ingested: 2026-05-25

Founder

Maik Valenzuela

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