Raíz de Seda Jardín · No asignado/ Desconocido

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Country: El Salvador **Category:** No asignado/ Desconocido **Impact Areas:** Mitigation **Stage:** Ideation **Team Size:** 5 **Funded:** NO **Founder:** Violeta Salazar de perla

Elevator Pitch

Creation of a nursery of non-invasive root stock shrubs, focused on directly reforesting new residential projects that generally do not have vegetation.

Climate Problem

In El Salvador the construction of new residential buildings is almost always characterized by not having trees, causing the place to have a bad climate and a bad image, implementing shrub planting can help to solve this problem.

Solution

Install a nursery that offers the service of selling shrubs and ornamental plants that are friendly to the building and that improve air quality, landscaping and brighten up the daily life of every inhabitant of that site.

Revenue Model

Wholesale to builders and developers, retail sales to homeowners of these residential offering design and planting service, sale of substrates and fertilizers suitable for these shrubs.

Target Market

Homebuilders, developers, homeowners, homeowners

Social Impact

Mujeres

Demand Evidence

Because of my work as a real estate agent, I visit these residences a lot and I know that the lack of vegetation is one of the objections that many people have when they think of buying a house in these places.

Competitors

Common nurseries

Founder Expertise

I have a background in sales and one of the people on the team has knowledge in nursery management, an agronomy student for technical support.

External Support

None since it is still a project.

Team

2 technical and management knowledge 2 sales people 1 logistics manager

Founder

Violeta Salazar de perla

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