Reciclap · Air & Environment

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Country: Peru · Lima **Category:** Air & Environment **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 1 **Website:** —

Elevator Pitch

An app that anonymously connects people who want to recycle with informal waste pickers in their area. The user reports where they left the bag and the nearest picker collects it to sell. Non-profit: environmental impact and support for low-income familie

Climate Problem

Tons of recyclable plastic end up in landfills due to the lack of local recycling systems. Meanwhile, thousands of informal waste pickers walk the streets searching for materials to survive, with no direct connection to people who want to recycle

Solution

An app that anonymously connects people who want to recycle with nearby waste pickers. The user reports where they left the bag, the closest picker collects it and sells it at scrap centers. More recycling, less waste, more income

Revenue Model

Non-profit model. Sustained by a minimal monthly donation from waste pickers to keep their account active. In the future: partnerships with municipalities, environmental NGOs, and companies with ESG goals to sponsor operations

Target Market

Citizens with environmental awareness who want to recycle but lack an adequate local system, and informal urban waste pickers who live off selling recyclable material. Initially in Latin American cities with poor recycling infrastructure.

Social Impact

People Living in Extreme Poverty

Demand Evidence

Thousands of informal waste pickers already walk the streets daily searching for materials, and many people store recyclables without knowing who to give them to. The disconnect is visible. Studies show 60% of urban recycling in LATAM is done by them

Competitors

I don’t know any direct competitors in my area

Founder Expertise

I’m a technician in administration and currently studying business and systems engineering. I bring a structured vision of processes, management skills, and the tech perspective needed to design the app.

External Support

I haven’t received external support yet

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