

SELCA (Soluciones Empresariales de Centroamerica) - Clean Industry

SELCA (Soluciones Empresariales de Centroamerica)

Country: El Salvador · Tegucigalpa, Honduras **Category:** Clean Industry **Impact Areas:** Circular Economy
Stage: Ideation **Team Size:** 7 **Website:** <https://gruposelca.com>

Elevator Pitch

SEICA purchases used machinery, furniture, and equipment from large companies, factories, shopping centers, and NGOs in Honduras. These items are then brought to our restoration workshop, where they are refurbished and sold to entrepreneurs across the country.

Climate Problem

Large companies generate large volumes of unused furniture, machinery, and raw materials that end up as waste, thereby increasing CO₂ emissions and resource consumption when new products are manufactured.

Solution

SELCA collects, refurbishes, and resells these thousands of items to entrepreneurs throughout Honduras, extending their useful life, reducing waste, and cutting CO₂ emissions through a genuine, profitable, and scalable circular economy model.

Revenue Model

SELCA generates revenue by purchasing unused inventory at low or no cost, refurbishing it, and selling it to small and medium-sized enterprises (SMEs) at a profit. In 2024, we recovered over 245,000 pounds of materials and prevented more than 300 metric tons of CO₂ emissions. We are scaling our operations through high inventory turnover, e-commerce, and national expansion.

Target Market

Large corporations, factories, banks, NGOs, shopping centers, and companies that are restructuring or winding down their operations—all of these are repurposed and sold to entrepreneurs and small and medium-sized businesses nationwide

Social Impact

Indigenous Peoples, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, Migrants, People Living in Extreme Poverty, Women, LGBTQI+ People

Demand Evidence

Consistent sales to over 1,200 small and medium-sized businesses each year, high inventory turnover, and daily sales. Companies look to offload assets every month. Our problem isn't demand; it's that we don't have the capacity to capture the entire market.

Competitors

We compete with secondhand sellers, recyclers, and new furniture stores. We stand out by offering restored, affordable, and sustainable products with a measurable climate impact.

Founder Expertise

I hold a bachelor's degree in Business Administration and a master's degree in Finance, along with extensive technical and operational skills. I have strong problem-solving abilities and a broad perspective on the scope of the market we aim to cover.

External Support

We have received seed funding from BCIE after winning the MIPYMES VERDE 2025 competition. We have also won SME competitions such as INCAE PYME 2024.

Source: ClimateLaunchpad 2026 Application · App ID: 8488 Ingested: 2026-05-25

Revisión #3

Creado 2026-05-25 17:45:47 UTC por Angelica Diaz

Actualizado 2026-05-28 22:33:54 UTC por Angelica Diaz