

Sembrando Esperanza · Food & Agriculture

Sembrando Esperanza

Country: Guatemala **Category:** Food & Agriculture **Impact Areas:** Nature-Based, Mitigation **Stage:** Prototype
Team Size: 1 **Funded:** NO

Elevator Pitch

Sembrando Esperanza is a social project that provides clean water and nutritious food through sustainable solutions. Our innovation, Inno-plast, is a hygienic water filter integrated into a PVC-based cultivation system made from recycled materials, promot

Climate Problem

Sembrando Esperanza addresses the lack of access to clean water and proper nutrition for low-income families. Many parents cannot afford nutritious food, forcing their children to work, yet they still face health issues due to poor diets.

Solution

I offer access to water filtration and cultivation system made from recycled materials. It provides clean water and enables families to grow nutritious food, improving health, reducing costs, and promoting self-sufficiency in low-income communities.

Revenue Model

I will generate income through three sales lines: 1. Low-cost for low-income individuals 2. Sales to socially responsible companies 3. Premium line for middle- and upper-middle-income families

Target Market

My target market is low-income people without access to clean water or adequate food, companies seeking to generate a positive social impact, and upper-middle-class households interested in sustainable solutions.

Social Impact

Indigenous Peoples People Living in Extreme Poverty Women

Demand Evidence

I have seen it firsthand during the validation of this project, and I have statistical data that supports it. This real-world insight and evidence confirm the need for this solution in the target communities.

Competitors

I currently do not have direct competitors in my country. The market for sustainable water filtration and access solutions is still emerging, and my project is one of the few addressing these needs in the specific context of low-income communities.

Founder Expertise

I bring three years of study and hands-on experience with this project. I am currently studying Sustainable Business and Innovation at the University, which has equipped me with the knowledge and skills needed to develop and implement sustainable solutions.

External Support

I received external support from Rafael Landívar University, where they helped me structure my business and develop my idea. I also won second place in the 2024 Ilan LATAM awards, validating the impact and potential of Sembrando Esperanza.

Team

My main role is to handle everything necessary in this project to give Guatemalans hope and instill in them the vision that they are capable, important, and deserving of a life with better living conditions. I am committed to making this vision a reality.

Founder

Jose Sosa

Revisión #2

Creado 2026-05-29 00:56:34 UTC por Angelica Diaz

Actualizado 2026-05-29 11:50:26 UTC por Angelica Diaz