Sinsal · Water

Sinsal

Country: Guatemala · Guatemala **Category:** Water **Impact Areas:** Circular Economy, Nature-Based **Stage:** Ideation **Team Size:** 2 **Website:** https://mercadeocomunitario.com/

Elevator Pitch

Water desalination is a largely unexplored and difficult-to-access field in Guatemala. Exploring a model for nationwide implementation would be of great help to those who lack access to drinking water.

Climate Problem

The scarcity and contamination of drinking water. I believe this is a very important issue, given the negative effects of a lack of access to this resource, such as disease, malnutrition, and death.

Solution

Reverse osmosis desalination plant(s).

Revenue Model

The idea is for the project to be funded by international donations. To make it self-sustaining, a percentage of the purified water must be sold.

Target Market

Condominiums or residential developments in coastal areas, the hotel industry, agribusiness, and sugar mills.

Social Impact

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

Demand Evidence

The deep-seated crisis in access to drinking water. According to studies, 90% of water sources are contaminated, 7 million Guatemalans lack access to a drinking water distribution network, and less than 60% have access to sanitation.

Competitors

There are engineering firms and equipment suppliers that offer plant design, sales, and installation services. Few of them offer the "Water as a Service" model.

Founder Expertise

I hold a bachelor’s degree in Business Administration and a master’s degree in Marketing Management. I also have a master’s degree in Project Design, Evaluation, and Management, as well as more than 25 years of professional experience across various industries.

External Support

None.

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